

CITY OF LOVELAND

DECEMBER 2025 SALES TAX – EXECUTIVE SUMMARY

Overall Collections (Cash Basis)

In 2025, Loveland's total sales tax collections reached \$58.78 million, marking a modest 1.7% increase over 2024. While December collections dipped to \$4.45 million, down -8.4% from the prior December, the year-to-date trend remained positive.

Geographic Distribution of Year-to-Date (YTD) Collections

Southeast Loveland continued to dominate with \$12.58 million in collections, up 1.2% year-to-date. Centerra posted a healthy 5.2% gain, while The Ranch surged 11%, and the Outlet Mall saw the largest jump at 23.4%. Conversely, Orchards Shopping Center and Thompson Valley Shopping Center experienced sharp declines of -17.4% and -25.6%, respectively. Overall, geographic performance was mixed.

Industry Performance (SIC Report)

Year-to-Date

Industry trends show notable shifts across categories. Misc. Retail Including Used Merchandise Stores led growth with an 18.9% increase, followed by Electronic Shopping & Mail-Order Houses, which rose 13.3%. In contrast, Grocery Stores & Specialty Foods experienced a significant decline of -35.6%.

The drop in Grocery Stores & Specialty Foods is largely attributed to the food for home consumption (FHC) exemption, which took effect on January 1, 2024. Because our sales tax reports are on a cash basis, sales tax collected for FHC in December 2023 was remitted and recorded in January 2024, contributing heavily to the -35.6% decrease in the Grocery Stores & Specialty Foods category in 2025.

December 2024 vs. December 2025

Hospitality demonstrated strong performance, with Hotels & Motels up 31.8%, while Building Materials & Lawn & Garden Supplies increased 17.2%. However, Motor Vehicle Dealers saw the steepest decline, dropping -21.1%

Summary of Key Collections Data

- Total YTD Collections: \$58.78M
- December Collections: \$4.45M
- Top Performing Area: Southeast Loveland (\$12.58M YTD)
- Largest Area Gain: Outlet Mall (23.4% YTD)
- Strongest Industry Growth: E-commerce (13.3% YTD)
- Biggest Industry Decline: Grocery Stores (-35.6% YTD)

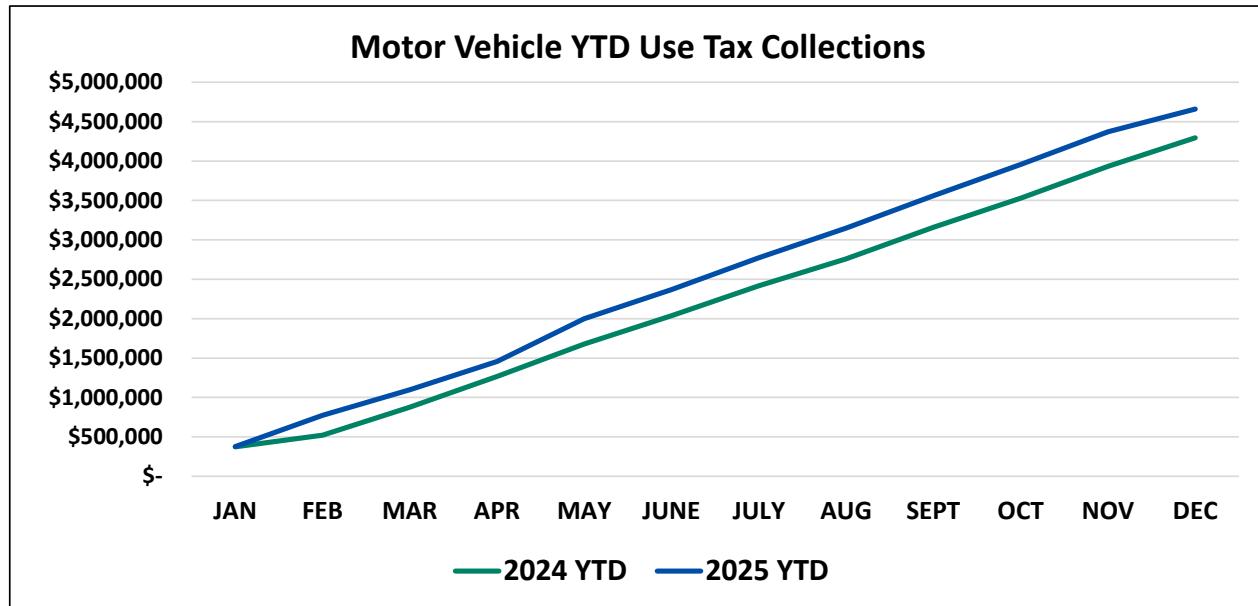
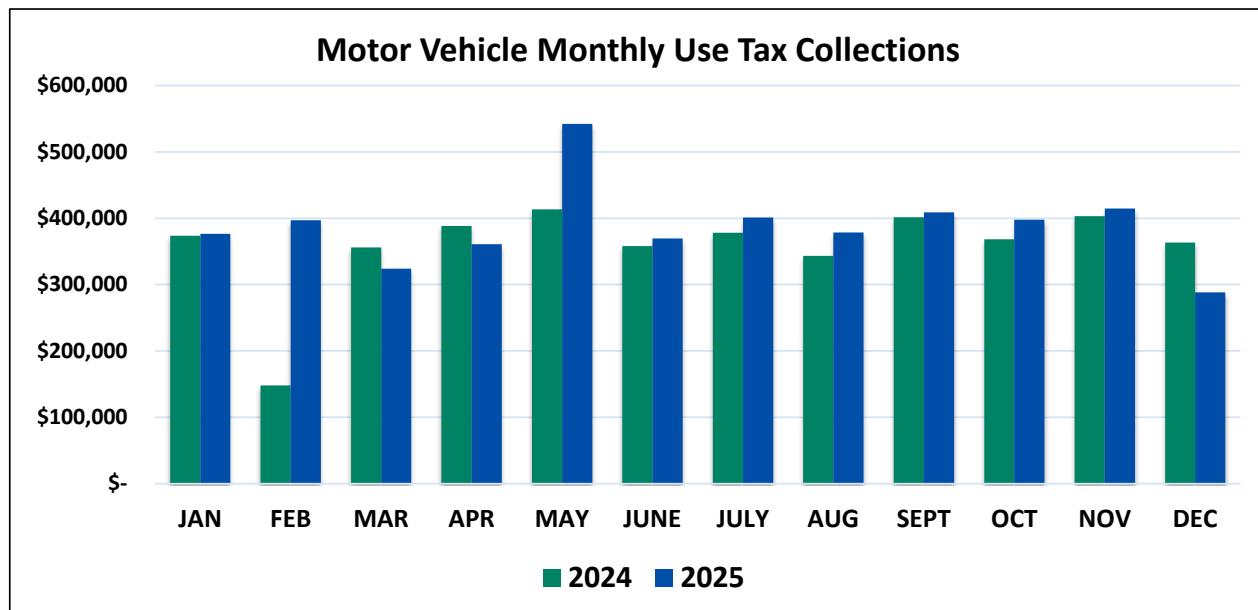
CITY OF LOVELAND
SALES TAX COLLECTED: CASH BASIS
DECEMBER 2025

YEAR-TO-DATE TOTALS BY GEOGRAPHICAL AREA	2024	2025	% Inc/Dec
South East Loveland	\$ 12,438,459	\$ 12,583,560	1.2%
Centerra	4,580,994	4,820,400	5.2%
North East Loveland	4,943,140	4,782,556	-3.2%
North West Loveland	4,743,439	4,581,349	-3.4%
South West Loveland	2,472,264	2,357,241	-4.7%
Promenade Shops	2,095,796	2,090,603	-0.2%
Downtown	1,870,278	1,858,196	-0.6%
Orchards Shopping Center	2,075,467	1,714,331	-17.4%
The Ranch	1,284,348	1,424,999	11.0%
Airport	1,001,376	1,023,652	2.2%
Thompson Valley Shopping Center	1,169,381	869,575	-25.6%
Columbine Shopping Center	613,072	560,587	-8.6%
Outlet Mall	193,086	238,261	23.4%
All Other Areas	18,306,903	19,877,412	8.6%
Total	\$ 57,788,003	\$ 58,782,722	1.7%

DECEMBER TOTALS BY GEOGRAPHICAL AREA	2025	% of Total
South East Loveland	\$ 1,023,848	23.00%
Centerra	393,691	8.80%
North West Loveland	370,449	8.30%
North East Loveland	364,299	8.20%
Promenade Shops	193,576	4.30%
South West Loveland	168,579	3.80%
Downtown	135,407	3.00%
Orchards Shopping Center	125,761	2.80%
The Ranch	122,352	2.70%
Thompson Valley Shopping Center	69,816	1.60%
Airport	65,734	1.50%
Columbine Shopping Center	43,785	1.00%
Outlet Mall	27,115	0.60%
All Other Areas	1,345,964	30.40%
Total of DECEMBER 2025	\$ 4,450,376	100.00%

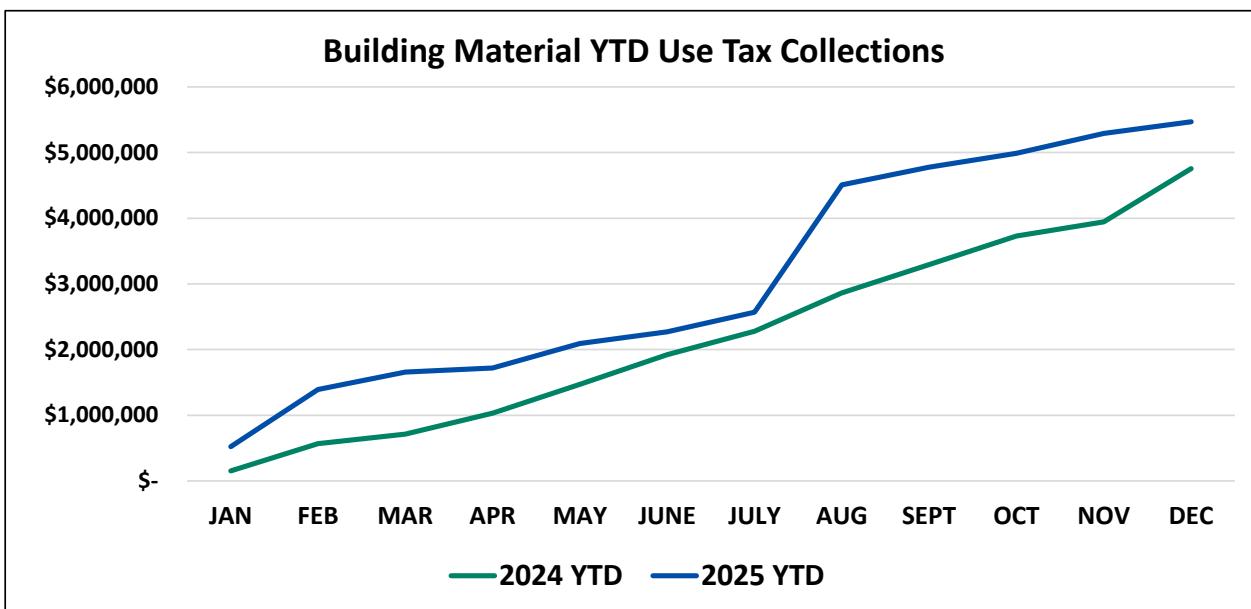
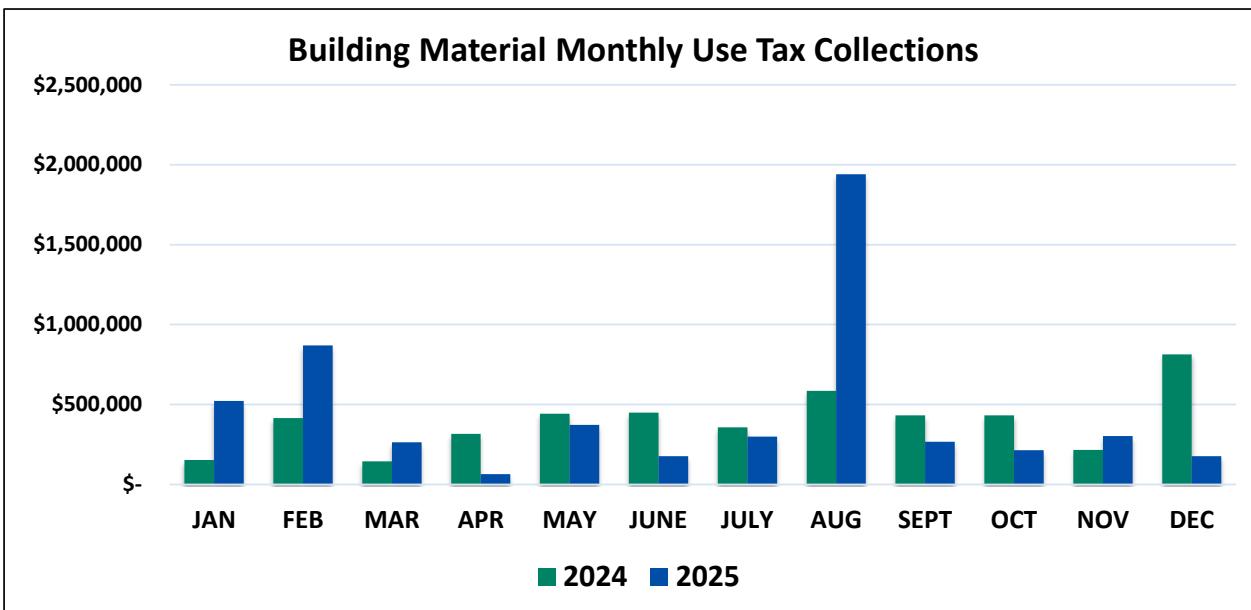
City of Loveland
Motor Vehicle Use Tax Comparison (CASH BASIS)
2024-2025 Comparison

	2024	2024 YTD	2025	2025 YTD	Monthly + / - '25 vs. '24	YTD + / - '25 vs. '24
JAN	\$ 373,761	\$ 373,761	\$ 376,432	\$ 376,432	0.7%	0.7%
FEB	\$ 148,197	\$ 521,958	\$ 396,791	\$ 773,223	167.7%	48.1%
MAR	\$ 355,861	\$ 877,819	\$ 324,164	\$ 1,097,387	-8.9%	25.0%
APR	\$ 388,333	\$ 1,266,152	\$ 360,982	\$ 1,458,369	-7.0%	15.2%
MAY	\$ 413,581	\$ 1,679,733	\$ 542,107	\$ 2,000,476	31.1%	19.1%
JUNE	\$ 358,109	\$ 2,037,843	\$ 369,461	\$ 2,369,937	3.2%	16.3%
JULY	\$ 378,031	\$ 2,415,873	\$ 401,134	\$ 2,771,071	6.1%	14.7%
AUG	\$ 343,390	\$ 2,759,264	\$ 378,715	\$ 3,149,787	10.3%	14.2%
SEPT	\$ 401,412	\$ 3,160,675	\$ 409,042	\$ 3,558,828	1.9%	12.6%
OCT	\$ 368,160	\$ 3,528,835	\$ 397,768	\$ 3,956,596	8.0%	12.1%
NOV	\$ 403,018	\$ 3,931,853	\$ 414,744	\$ 4,371,340	2.9%	11.2%
DEC	\$ 363,261	\$ 4,295,114	\$ 288,488	\$ 4,659,828	-20.6%	8.5%



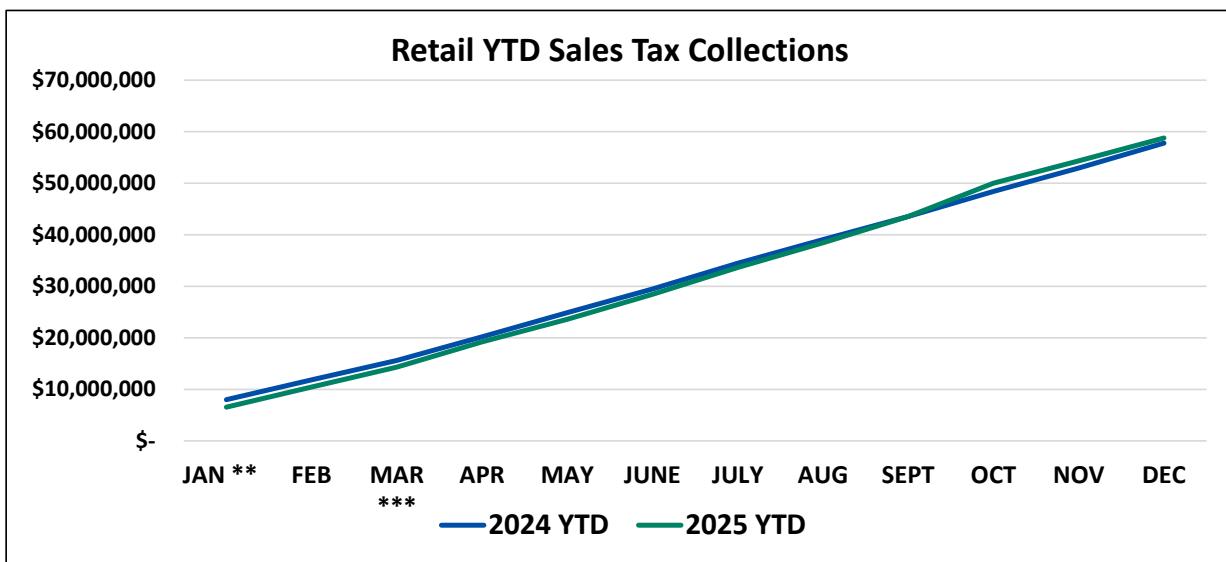
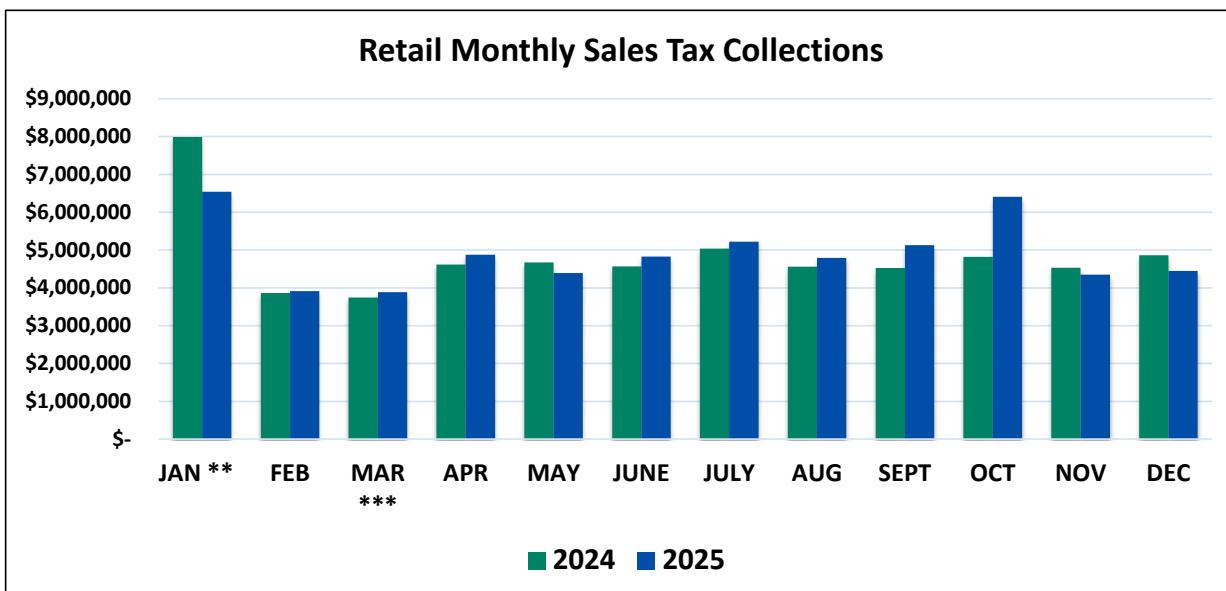
City of Loveland
Building Material Use Tax Comparison (CASH BASIS)
2024-2025 Comparison

	2024	2024 YTD	2025	2025 YTD	Monthly + / - '25 vs. '24	YTD + / - '25 vs. '24
JAN	\$ 152,947	\$ 152,947	\$ 522,353	\$ 522,353	241.5%	241.5%
FEB	\$ 415,452	\$ 568,399	\$ 869,789	\$ 1,392,142	109.4%	144.9%
MAR	\$ 145,172	\$ 713,571	\$ 264,255	\$ 1,656,397	82.0%	132.1%
APR	\$ 316,718	\$ 1,030,289	\$ 64,450	\$ 1,720,847	-79.7%	67.0%
MAY	\$ 442,897	\$ 1,473,187	\$ 372,952	\$ 2,093,799	-15.8%	42.1%
JUNE	\$ 448,591	\$ 1,921,777	\$ 176,025	\$ 2,269,824	-60.8%	18.1%
JULY	\$ 357,984	\$ 2,279,762	\$ 298,602	\$ 2,568,426	-16.6%	12.7%
AUG	\$ 584,654	\$ 2,864,416	\$ 1,940,757	\$ 4,509,183	231.9%	57.4%
SEPT	\$ 431,666	\$ 3,296,082	\$ 266,943	\$ 4,776,126	-38.2%	44.9%
OCT	\$ 431,748	\$ 3,727,830	\$ 213,551	\$ 4,989,677	-50.5%	33.8%
NOV	\$ 215,339	\$ 3,943,169	\$ 302,654	\$ 5,292,330	40.5%	34.2%
DEC	\$ 812,725	\$ 4,755,894	\$ 176,790	\$ 5,469,121	-78.2%	15.0%



City of Loveland
Retail Sales Tax (CASH BASIS)
2024-2025 Comparison

	2024	2024 YTD	2025	2025 YTD	Monthly + / - '25 vs. '24	YTD + / - '25 vs. '24
JAN **	\$ 7,991,757	\$ 7,991,757	\$ 6,540,541	\$ 6,540,541	-18.2%	-18.2%
FEB	\$ 3,865,256	\$ 11,857,013	\$ 3,909,805	\$ 10,450,346	1.2%	-11.9%
MAR ***	\$ 3,746,561	\$ 15,603,575	\$ 3,888,272	\$ 14,338,618	3.8%	-8.1%
APR	\$ 4,614,689	\$ 20,218,264	\$ 4,876,905	\$ 19,215,523	5.7%	-5.0%
MAY	\$ 4,672,882	\$ 24,891,147	\$ 4,393,583	\$ 23,609,107	-6.0%	-5.2%
JUNE	\$ 4,569,774	\$ 29,460,921	\$ 4,826,093	\$ 28,435,200	5.6%	-3.5%
JULY	\$ 5,033,911	\$ 34,494,832	\$ 5,222,299	\$ 33,657,499	3.7%	-2.4%
AUG	\$ 4,557,930	\$ 39,052,762	\$ 4,792,862	\$ 38,450,361	5.2%	-1.5%
SEPT	\$ 4,524,049	\$ 43,576,811	\$ 5,130,918	\$ 43,581,279	13.4%	0.0%
OCT	\$ 4,820,748	\$ 48,397,558	\$ 6,405,898	\$ 49,987,177	32.9%	3.3%
NOV	\$ 4,531,349	\$ 52,928,908	\$ 4,345,169	\$ 54,332,346	-4.1%	2.7%
DEC	\$ 4,859,095	\$ 57,788,003	\$ 4,450,376	\$ 58,782,722	-8.4%	1.7%



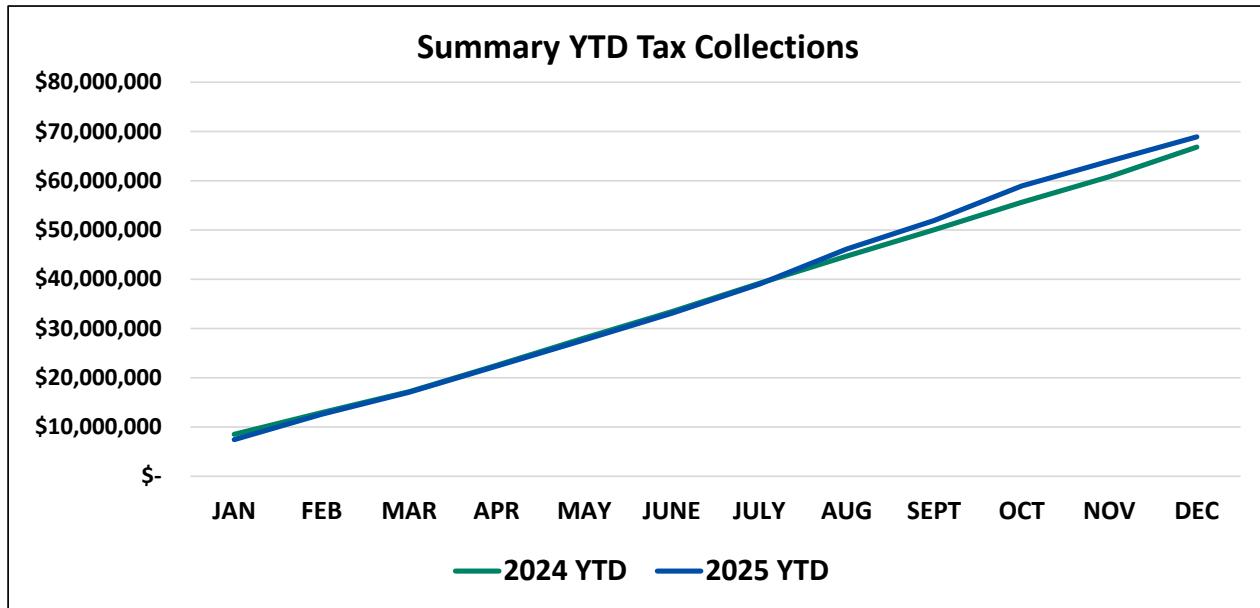
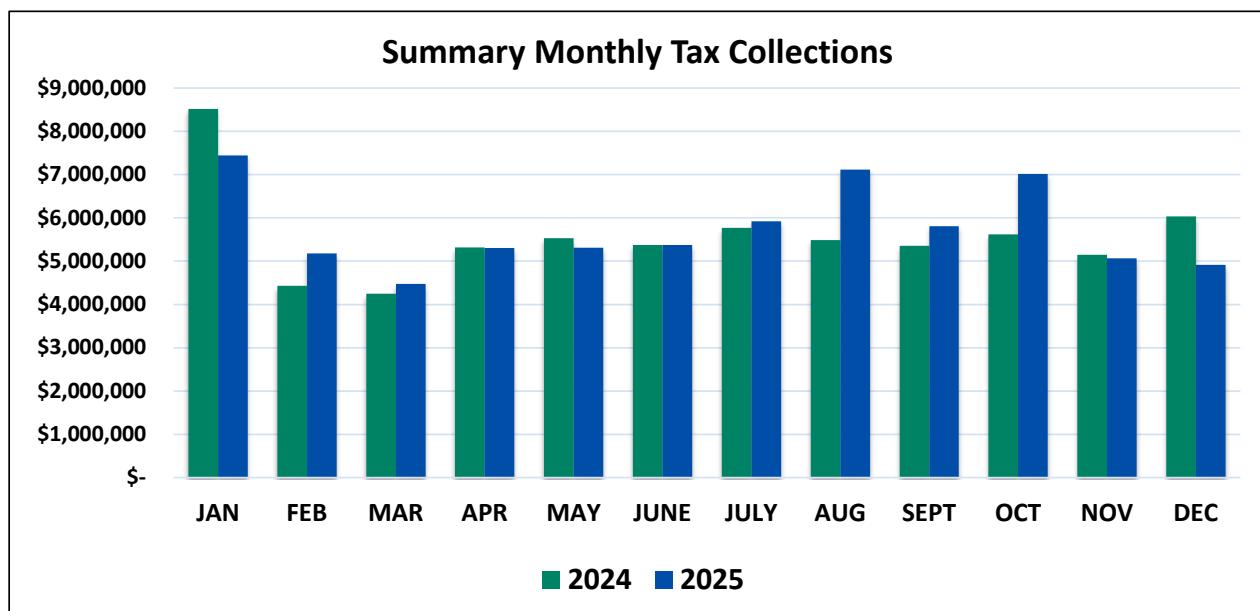
* Indicates Quarterly Returns also included

** Indicates Quarterly and Yearly Returns also included

*** Journal Entry Adjustment Correction

City of Loveland
Sales & Use Tax Total Comparison (CASH BASIS)
2024-2025 Comparison

	2024	2024 YTD	2025	2025 YTD	Monthly + / - '25 vs. '24	YTD + / - '25 vs. '24
JAN	\$ 8,518,465	\$ 8,518,465	\$ 7,439,326	\$ 7,439,326	-12.7%	-12.7%
FEB	\$ 4,428,906	\$ 12,947,371	\$ 5,176,384	\$ 12,615,711	16.9%	-2.6%
MAR	\$ 4,247,594	\$ 17,194,965	\$ 4,476,691	\$ 17,092,402	5.4%	-0.6%
APR	\$ 5,319,741	\$ 22,514,706	\$ 5,302,338	\$ 22,394,740	-0.3%	-0.5%
MAY	\$ 5,529,361	\$ 28,044,067	\$ 5,308,642	\$ 27,703,382	-4.0%	-1.2%
JUNE	\$ 5,376,474	\$ 33,420,541	\$ 5,371,579	\$ 33,074,961	-0.1%	-1.0%
JULY	\$ 5,769,926	\$ 39,190,467	\$ 5,922,035	\$ 38,996,996	2.6%	-0.5%
AUG	\$ 5,485,975	\$ 44,676,441	\$ 7,112,335	\$ 46,109,331	29.6%	3.2%
SEPT	\$ 5,357,127	\$ 50,033,568	\$ 5,806,902	\$ 51,916,233	8.4%	3.8%
OCT	\$ 5,620,655	\$ 55,654,223	\$ 7,017,217	\$ 58,933,450	24.8%	5.9%
NOV	\$ 5,149,706	\$ 60,803,929	\$ 5,062,567	\$ 63,996,017	-1.7%	5.2%
DEC	\$ 6,035,081	\$ 66,839,011	\$ 4,915,654	\$ 68,911,671	-18.5%	3.1%



City of Loveland
Summary of Sales Tax Collections by Industry Code
Twelve months, ended December 31, 2025

Description	December 2024	December 2025	\$ Change	% Change	YTD 2024	YTD 2025	\$ Change	% Change	% of Total	Cumulative %
Restaurants & Bars	\$ 662,070	\$ 698,693	\$ 36,623	5.5%	\$ 8,410,538	\$ 8,530,266	\$ 119,728	1.4%	14.5%	14.5%
Electronic Shopping & Mail-Order Houses	587,078	639,255	52,177	8.9%	5,959,214	6,753,241	794,027	13.3%	11.5%	26.0%
Department Stores & General Merchandise	555,293	560,473	5,180	0.9%	6,678,060	6,258,443	(419,617)	-6.3%	10.6%	36.6%
Motor Vehicle Dealers, Auto Parts & Leasing	448,012	353,677	(94,335)	-21.1%	5,550,995	5,576,527	25,532	0.5%	9.5%	46.1%
Building Material & Lawn & Garden Supplies	395,889	463,785	67,896	17.2%	5,772,734	5,455,327	(317,407)	-5.5%	9.3%	55.4%
Misc. Retail Including Used Merchandise Stores	228,933	245,148	16,215	7.1%	2,793,264	3,322,140	528,876	18.9%	5.7%	61.1%
Utilities	188,671	204,435	15,764	8.4%	3,008,412	3,247,893	239,481	8.0%	5.5%	66.6%
Consumer Goods & Commercial Equipment Rental	115,410	120,042	4,632	4.0%	2,136,408	1,654,778	(481,630)	-22.5%	2.8%	69.4%
Hotels, Motels & Other Accommodations	74,437	98,121	23,684	31.8%	1,570,338	1,573,297	2,959	0.2%	2.7%	72.1%
Grocery Stores & Specialty Foods	118,869	111,635	(7,234)	-6.1%	2,252,430	1,450,836	(801,594)	-35.6%	2.5%	74.6%
Sporting Goods, Hobby, Book & Music Stores	116,014	94,247	(21,767)	-18.8%	1,352,225	1,426,930	74,705	5.5%	2.4%	77.0%
Clothing & Clothing Accessories Stores	107,090	141,803	34,713	32.4%	1,355,059	1,413,479	58,420	4.3%	2.4%	79.4%
Electronics & Appliance Stores	85,966	84,516	(1,450)	-1.7%	1,011,216	963,858	(47,358)	-4.7%	1.6%	81.0%
Beer, Wine & Liquor Stores	69,588	69,832	244	0.4%	851,780	827,966	(23,814)	-2.8%	1.4%	82.4%
Gasoline Stations with Convenience Stores	63,194	60,987	(2,207)	-3.5%	782,382	786,145	3,763	0.5%	1.3%	83.8%
Health & Personal Care Stores	71,416	62,727	(8,689)	-12.2%	823,694	760,446	(63,248)	-7.7%	1.3%	85.1%
Broadcasting & Telecommunications	52,785	55,348	2,563	4.9%	670,483	694,476	23,993	3.6%	1.2%	86.2%
Furniture & Home Furnishing Stores	39,098	36,126	(2,972)	-7.6%	538,927	505,419	(33,508)	-6.2%	0.9%	87.1%
Office Supplies, Stationery & Gift Stores	14,733	13,007	(1,726)	-11.7%	187,112	174,348	(12,764)	-6.8%	0.3%	87.4%
All Other Categories	864,549	336,519	(528,030)	-61.1%	6,082,732	7,406,907	1,324,175	21.8%	12.6%	100.0%
Total	\$ 4,859,095	\$ 4,450,376	\$ (408,719)	-8.4%	\$ 57,788,003	\$ 58,782,722	\$ 994,719	1.7%	100.0%	