

**SUBJECT: REVENUE AND SALES TAX REPORTS - September 2024**

**DATE: NOVEMBER 21, 2024**

**PRESENTED BY: TRAVIS ANDERSON, REVENUE AND TAX MANAGER, JESS ZEAS, SALES TAX ACCOUNTANT/AUDITOR, MELISSA LUNDGREN CPA, CFE, SALES TAX ACCOUNTANT/AUDITOR II**

**SUMMARY:**

Sales and Use Tax Collection Report – September 2024

**Sales Tax:** Increase MoM (September 2024 vs September 2023) by 12.8% for a total amount collected of \$2,083,911. IN-city businesses generated \$984,014 an increase of \$49,402 or 5.3%. Outside of the city businesses generated \$1,099,896, an increase of \$186,866 or 20.5%.

**YTD Cumulative Performance:** Year-to-date, sales tax revenue is below budget by 3.0% (\$531,268). However, compared to the same period in 2023, revenue has increased by 7.9%, \$1,234,996, resulting in a year-over-year growth for all taxes combined of 14.2%.

**Consumer Use Tax:** Consumer use tax collections for September 2024 amounted to \$195,461, reflecting purchases brought into the city without the corresponding sales tax.

**Audit:** Audit collections for September 2024 totaled \$32,066, bringing our year-to-date total to \$390,043.

**Bag Tax:** Q3, 2024 Bag tax collected was \$24,996, is less when compared to the previous quarter, Q2, 2024 which was \$31,236.

**Bag Tax Compliance:** Compliance has remained relatively steady in Q3 2024 when compared to Q2 2024.

**RECOMMENDATION:**

Receive and file.

# CITY OF LOUISVILLE

## Cumulative Revenue History Report

### Sales Tax

| Through Month | Cumulative Budget | Cumulative Sales Tax - 2024 | Cumulative Budget Var. % | Cumulative Sales Tax - 2023 | Cumulative Var. % to PY |
|---------------|-------------------|-----------------------------|--------------------------|-----------------------------|-------------------------|
| JANUARY       | 1,629,000         | 1,694,541                   | 4.0%                     | 1,568,367                   | 8.0%                    |
| FEBRUARY      | 3,133,000         | 3,203,905                   | 2.3%                     | 3,108,097                   | 3.1%                    |
| MARCH         | 5,281,000         | 5,356,409                   | 1.4%                     | 5,138,343                   | 4.2%                    |
| APRIL         | 7,080,000         | 7,043,090                   | -0.5%                    | 6,614,626                   | 6.5%                    |
| MAY           | 8,975,000         | 8,774,925                   | -2.2%                    | 8,455,656                   | 3.8%                    |
| JUNE          | 11,367,000        | 11,009,153                  | -3.1%                    | 10,478,860                  | 5.1%                    |
| JULY          | 13,313,000        | 12,953,932                  | -2.7%                    | 12,202,636                  | 6.2%                    |
| AUGUST        | 15,275,000        | 14,850,821                  | -2.8%                    | 13,852,094                  | 7.2%                    |
| SEPTEMBER     | 17,466,000        | 16,934,732                  | -3.0%                    | 15,699,736                  | 7.9%                    |
| OCTOBER       | 19,372,000        |                             |                          | 17,259,776                  |                         |
| NOVEMBER      | 21,164,000        |                             |                          | 18,820,535                  |                         |
| DECEMBER      | 24,099,000        |                             |                          | 21,404,481                  |                         |

Budgeted increase from last year's Actual Sales Tax **12.6%**

### Other Taxes - Combined

| Through Month | Cumulative Budget | Cumulative Use, Building, Auto, Lodging & Bag Tax - 2024 | Cumulative Budget Var. % | Cumulative Use, Building, Auto, Lodging & Bag Tax - 2023 | Cumulative Var. % to PY |
|---------------|-------------------|----------------------------------------------------------|--------------------------|----------------------------------------------------------|-------------------------|
| JANUARY       | 582,583           | 536,250                                                  | -8.0%                    | 560,385                                                  | -4.3%                   |
| FEBRUARY      | 1,165,167         | 1,000,218                                                | -14.2%                   | 993,191                                                  | 0.7%                    |
| MARCH         | 1,747,750         | 1,649,250                                                | -5.6%                    | 1,677,120                                                | -1.7%                   |
| APRIL         | 2,330,333         | 2,142,669                                                | -8.1%                    | 2,793,349                                                | -23.3%                  |
| MAY           | 2,912,916         | 2,572,092                                                | -11.7%                   | 3,225,840                                                | -20.3%                  |
| JUNE          | 3,495,500         | 5,225,545                                                | 49.5%                    | 3,788,383                                                | 37.9%                   |
| JULY          | 4,078,083         | 6,413,208                                                | 57.3%                    | 4,827,504                                                | 32.8%                   |
| AUGUST        | 4,660,666         | 6,923,667                                                | 48.6%                    | 5,217,016                                                | 32.7%                   |
| SEPTEMBER     | 5,243,249         | 7,488,834                                                | 42.8%                    | 5,690,526                                                | 31.6%                   |
| OCTOBER       | 5,825,833         |                                                          |                          | 6,211,504                                                |                         |
| NOVEMBER      | 6,408,416         |                                                          |                          | 6,839,569                                                |                         |
| DECEMBER      | 6,990,999         |                                                          |                          | 7,651,768                                                |                         |

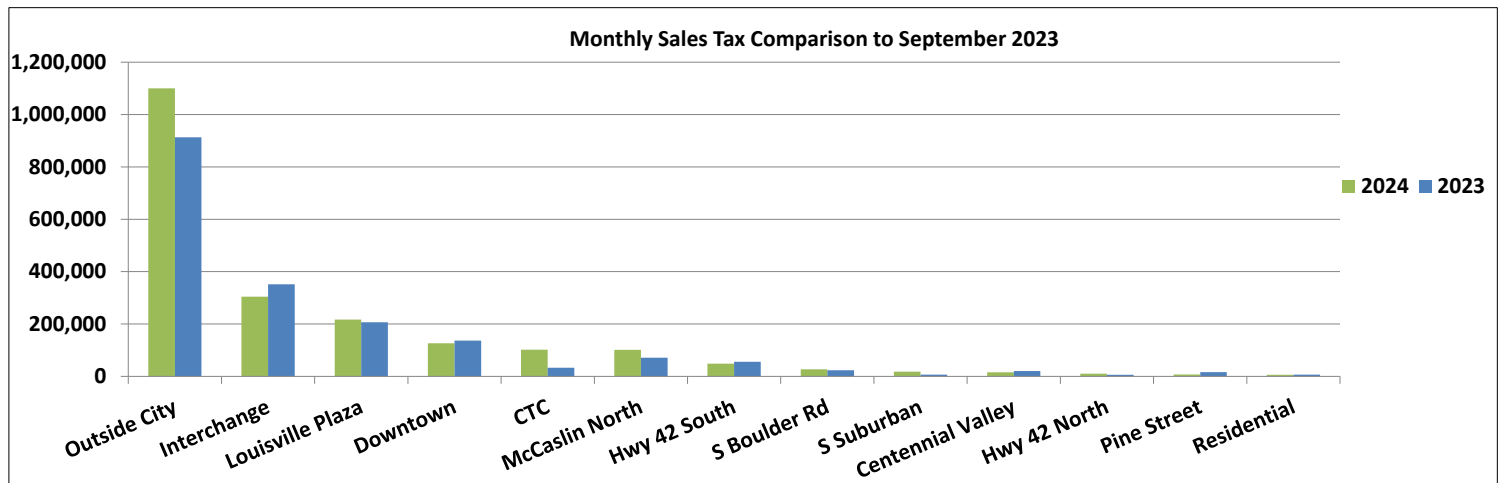
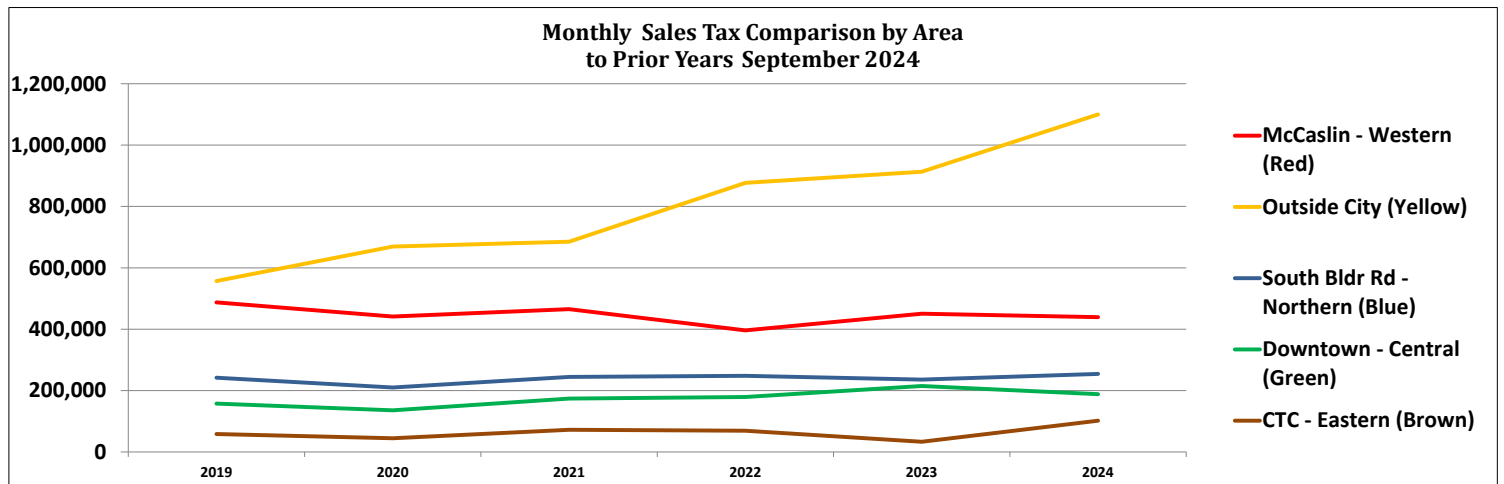
### All Taxes - Combined

| Through Month | Cumulative Budget | Cumulative All Tax Revenue - 2024 | Cumulative Budget Var. % | Cumulative All Tax Revenue - 2023 | Cumulative Var. % to PY |
|---------------|-------------------|-----------------------------------|--------------------------|-----------------------------------|-------------------------|
| JANUARY       | 2,211,583         | 2,230,791                         | 0.9%                     | 2,128,752                         | 4.8%                    |
| FEBRUARY      | 4,298,167         | 4,204,122                         | -2.2%                    | 4,101,288                         | 2.5%                    |
| MARCH         | 7,028,750         | 7,005,660                         | -0.3%                    | 6,815,464                         | 2.8%                    |
| APRIL         | 9,410,333         | 9,185,759                         | -2.4%                    | 9,407,975                         | -2.4%                   |
| MAY           | 11,887,916        | 11,347,017                        | -4.5%                    | 11,681,497                        | -2.9%                   |
| JUNE          | 14,862,500        | 16,234,698                        | 9.2%                     | 14,267,243                        | 13.8%                   |
| JULY          | 17,391,083        | 19,367,139                        | 11.4%                    | 17,030,140                        | 13.7%                   |
| AUGUST        | 19,935,666        | 21,774,488                        | 9.2%                     | 19,069,110                        | 14.2%                   |
| SEPTEMBER     | 22,709,249        | 24,423,566                        | 7.5%                     | 21,390,262                        | 14.2%                   |
| OCTOBER       | 25,197,833        |                                   |                          | 23,471,280                        |                         |
| NOVEMBER      | 27,572,416        |                                   |                          | 25,660,104                        |                         |
| DECEMBER      | 31,089,999        |                                   |                          | 29,056,248                        |                         |

| CITY OF LOUISVILLE                   |                              |                         |            |        |           |              |              |             |          |         |            |
|--------------------------------------|------------------------------|-------------------------|------------|--------|-----------|--------------|--------------|-------------|----------|---------|------------|
| Revenue History<br>2020 through 2024 |                              |                         |            |        |           |              |              |             |          |         |            |
| YEAR                                 | MONTH                        | SALES TAX<br>MO. BUDGET | SALES TAX  | VAR. % | USE TAX   | BLDG USE TAX | AUTO USE TAX | LODGING TAX | AUDIT    | Bag Tax | TOTAL      |
| 2024                                 |                              |                         |            |        |           |              |              |             |          |         |            |
|                                      | JANUARY                      | 1,629,000               | 1,694,541  | 4.0%   | 231,929   | 113,184      | 172,085      | 19,052      | -        | -       | 2,230,791  |
|                                      | FEBRUARY                     | 1,504,000               | 1,509,364  | 0.4%   | 119,255   | 176,535      | 151,369      | 16,768      | -        | 41      | 1,973,331  |
|                                      | MARCH                        | 2,148,000               | 2,152,505  | 0.2%   | 204,957   | 242,799      | 120,150      | 40,658      | 9,269    | 31,199  | 2,801,538  |
|                                      | APRIL                        | 1,799,000               | 1,686,680  | -6.2%  | 106,868   | 175,582      | 160,095      | 27,918      | 21,152   | 1,805   | 2,180,099  |
|                                      | MAY                          | 1,895,000               | 1,731,835  | -8.6%  | 144,957   | 3,236        | 164,151      | 80,600      | 36,418   | 60      | 2,161,258  |
|                                      | JUNE                         | 2,392,000               | 2,234,228  | -6.6%  | 271,578   | 1,926,072    | 131,978      | 51,593      | 242,860  | 29,372  | 4,887,681  |
|                                      | JULY                         | 1,946,000               | 1,944,779  | -0.1%  | 134,428   | 790,889      | 190,082      | 61,022      | 11,209   | 33      | 3,132,442  |
|                                      | AUGUST                       | 1,962,000               | 1,896,889  | -3.3%  | 134,336   | 130,170      | 149,308      | 59,572      | 37,068   | 5       | 2,407,348  |
|                                      | SEPTEMBER                    | 2,191,000               | 2,083,911  | -4.9%  | 195,461   | 92,291       | 178,529      | 41,864      | 32,066   | 24,958  | 2,649,079  |
|                                      | OCTOBER                      | 1,906,000               |            |        |           |              |              |             |          |         |            |
|                                      | NOVEMBER                     | 1,792,000               |            |        |           |              |              |             |          |         |            |
|                                      | DECEMBER                     | 2,935,000               |            |        |           |              |              |             |          |         |            |
|                                      | YTD TOTALS                   | 17,466,000              | 16,934,732 | -3.0%  | 1,543,768 | 3,650,757    | 1,417,747    | 399,048     | 390,043  | 87,472  | 24,423,566 |
|                                      | 2024 Adjusted Budget         | 24,099,000              | 24,099,000 |        | 3,239,333 | 1,548,333    | 1,700,333    | 403,000     | -        | 100,000 | 31,089,999 |
|                                      | YTD Variance % to Prior Year | 12.6%                   | 7.9%       |        | -41.3%    | 181.1%       | 10.9%        | 24.9%       | 14267.3% | -45.7%  | 14.2%      |
| 2023                                 |                              |                         |            |        |           |              |              |             |          |         |            |
|                                      | JANUARY                      |                         | 1,568,367  |        | 155,955   | 238,897      | 157,506      | 8,027       | -        | -       | 2,128,752  |
|                                      | FEBRUARY                     |                         | 1,539,730  |        | 208,668   | 99,366       | 106,393      | 15,663      | 2,715    | -       | 1,972,536  |
|                                      | MARCH                        |                         | 2,030,246  |        | 223,743   | 219,554      | 157,285      | 12,178      | -        | 71,169  | 2,714,176  |
|                                      | APRIL                        |                         | 1,476,283  |        | 774,627   | 100,712      | 215,093      | 25,843      | -        | (46)    | 2,592,512  |
|                                      | MAY                          |                         | 1,841,030  |        | 154,813   | 100,612      | 130,404      | 46,617      | -        | 46      | 2,273,522  |
|                                      | JUNE                         |                         | 2,023,204  |        | 223,473   | 101,731      | 129,621      | 55,112      | -        | 52,606  | 2,585,746  |
|                                      | JULY                         |                         | 1,723,776  |        | 580,457   | 289,594      | 106,004      | 60,716      | -        | 2,351   | 2,762,896  |
|                                      | AUGUST                       |                         | 1,649,459  |        | 84,672    | 105,041      | 156,199      | 43,180      | -        | 419     | 2,038,970  |
|                                      | SEPTEMBER                    |                         | 1,847,642  |        | 223,587   | 43,341       | 119,898      | 52,083      | -        | 34,601  | 2,321,151  |
|                                      | OCTOBER                      |                         | 1,560,040  |        | 98,476    | 174,305      | 201,959      | 44,457      | -        | 1,782   | 2,081,018  |
|                                      | NOVEMBER                     |                         | 1,560,759  |        | 336,826   | 93,138       | 167,370      | 29,255      | 799      | 677     | 2,188,824  |
|                                      | DECEMBER                     |                         | 2,583,946  |        | 373,162   | 115,007      | 188,882      | 20,146      | 72,904   | 42,098  | 3,396,144  |
|                                      | YTD TOTALS                   |                         | 21,404,481 |        | 3,438,458 | 1,681,299    | 1,836,613    | 413,278     | 76,418   | 205,702 | 29,056,248 |
|                                      | Totals Post BAP Refund       |                         | 21,299,674 |        | 3,123,008 | 1,681,299    | 1,836,613    | 413,278     | 76,418   | 205,702 | 28,635,991 |
|                                      | 2023 Adjusted Budget         |                         | 22,050,630 |        | 2,625,630 | 1,030,780    | 2,040,910    | 373,660     |          | 200,000 | 28,321,610 |
|                                      | Budget vs Actual Variance    |                         | -3.4%      |        | 18.9%     | 63.1%        | -10.0%       | 10.6%       |          | 2.9%    | 1.1%       |
|                                      | YTD Variance *Post BAP       |                         | 6.9%       |        | 17.8%     | -55.5%       | -3.3%        | 31.3%       | 21.6%    | 8.9%    | -0.5%      |
|                                      | YTD Variance % to Prior Year |                         | 7.4%       |        | 29.7%     | -55.5%       | -3.3%        | 31.3%       | 21.6%    | 8.9%    | 1.0%       |
| 2022                                 |                              |                         |            |        |           |              |              |             |          |         |            |
|                                      | JANUARY                      |                         | 1,290,514  |        | 176,432   | 130,345      | 128,149      | 3,109       | 208      |         | 1,728,758  |
|                                      | FEBRUARY                     |                         | 1,190,326  |        | 193,090   | 51,720       | 119,067      | 6,032       | 14,265   |         | 1,574,500  |
|                                      | MARCH                        |                         | 1,873,155  |        | 194,188   | 116,141      | 239,724      | 15,574      | 17,376   | 46,850  | 2,503,008  |
|                                      | APRIL                        |                         | 1,716,488  |        | 166,822   | 103,279      | 171,550      | 21,231      | 2,336    |         | 2,181,706  |
|                                      | MAY                          |                         | 1,596,606  |        | 141,953   | 156,057      | 162,552      | 37,751      | 817      |         | 2,095,736  |
|                                      | JUNE                         |                         | 1,977,923  |        | 363,695   | 166,434      | 145,676      | 30,068      | -        | 50,020  | 2,683,797  |
|                                      | JULY                         |                         | 1,582,397  |        | 282,381   | 250,332      | 133,511      | 47,010      | 12,466   |         | 2,308,096  |
|                                      | AUGUST                       |                         | 1,732,722  |        | 170,194   | 577,453      | 169,804      | 63,940      | 8,651    |         | 2,722,763  |
|                                      | SEPTEMBER                    |                         | 1,769,359  |        | 333,062   | 1,252,503    | 155,205      | 22,131      | -        | 46,134  | 3,578,394  |
|                                      | OCTOBER                      |                         | 1,469,642  |        | 176,355   | 329,917      | 214,840      | 42,562      | 15       |         | 2,233,332  |
|                                      | NOVEMBER                     |                         | 1,368,473  |        | 102,994   | 61,392       | 134,481      | 10,985      | -        |         | 1,678,325  |
|                                      | DECEMBER                     |                         | 2,355,727  |        | 350,061   | 582,602      | 123,871      | 14,445      | 6,724    | 45,940  | 3,479,370  |
|                                      | YTD TOTALS                   |                         | 19,923,333 |        | 2,651,227 | 3,778,176    | 1,898,431    | 314,836     | 62,857   | 188,944 | 28,767,785 |
|                                      | 2022 Adjusted Budget         |                         | 20,145,920 |        | 2,386,940 | 1,532,520    | 1,914,660    | 319,480     |          | 101,250 | 26,400,770 |
|                                      | Budget vs Actual Variance    |                         | -1.1%      |        | 11.1%     | 146.5%       | -0.8%        | -1.5%       |          | 86.6%   | 9.0%       |
|                                      | YTD Variance % to Prior Year |                         | 9.1%       |        | 27.0%     | 54.8%        | 5.1%         | 16.0%       | -33.9%   |         | 15.3%      |
| 2021                                 |                              |                         |            |        |           |              |              |             |          |         |            |
|                                      | JANUARY                      |                         | 1,093,893  |        | 151,922   | 76,766       | 165,964      | 8,893       | 13,085   |         | 1,510,523  |
|                                      | FEBRUARY                     |                         | 1,048,733  |        | 123,647   | 175,248      | 141,326      | 9,311       | 9,343    |         | 1,507,607  |
|                                      | MARCH                        |                         | 1,473,421  |        | 187,196   | 497,955      | 118,578      | 12,589      | 1,431    |         | 2,291,171  |
|                                      | APRIL                        |                         | 1,447,875  |        | 92,613    | 880,417      | 156,795      | 13,198      | 3,434    |         | 2,594,332  |
|                                      | MAY                          |                         | 1,463,795  |        | 142,433   | 69,429       | 145,625      | 17,757      | 14,572   |         | 1,853,611  |
|                                      | JUNE                         |                         | 1,836,453  |        | 206,969   | 39,899       | 182,192      | 26,986      | 5,542    |         | 2,298,042  |
|                                      | JULY                         |                         | 1,460,976  |        | 121,088   | (32,980)     | 144,891      | 38,956      | 15,499   |         | 1,748,430  |
|                                      | AUGUST                       |                         | 1,372,626  |        | 152,120   | 152,949      | 160,162      | 40,187      | 2,490    |         | 1,880,534  |
|                                      | SEPTEMBER                    |                         | 1,641,416  |        | 215,222   | 45,706       | 163,655      | 31,783      | 13,666   |         | 2,111,448  |
|                                      | OCTOBER                      |                         | 1,534,805  |        | 152,057   | 164,302      | 148,773      | 34,618      | 12,142   |         | 2,046,696  |
|                                      | NOVEMBER                     |                         | 1,503,261  |        | 162,041   | 156,565      | 144,254      | 23,667      | 1,145    |         | 1,990,933  |
|                                      | DECEMBER                     |                         | 2,377,087  |        | 379,832   | 214,495      | 134,883      | 13,526      | 2,814    |         | 3,122,637  |
|                                      | YTD TOTALS                   |                         | 18,254,341 |        | 2,087,139 | 2,440,753    | 1,807,098    | 271,471     | 95,163   |         | 24,955,964 |
|                                      | 2021 Adjusted Budget         |                         | 16,007,490 |        | 1,709,960 | 1,896,860    | 1,497,390    | 227,360     |          |         | 21,339,060 |
|                                      | Budget vs Actual Variance    |                         | 14.0%      |        | 22.1%     | 28.7%        | 20.7%        | 19.4%       |          |         | 16.9%      |
|                                      | YTD Variance % to Prior Year |                         | 16.9%      |        | 39.3%     | 43.3%        | 19.3%        | 48.7%       | -79.1%   |         | 19.0%      |
| 2020                                 |                              |                         |            |        |           |              |              |             |          |         |            |
|                                      | JANUARY                      |                         | 1,146,885  |        | 139,124   | 167,476      | 143,490      | 20,259      | 10,328   |         | 1,627,562  |
|                                      | FEBRUARY                     |                         | 1,010,556  |        | 181,982   | 213,379      | 138,820      | 18,916      | 62,695   |         | 1,626,348  |
|                                      | MARCH                        |                         | 1,453,347  |        | 128,050   | 101,197      | 68,233       | 17,511      | 33,347   |         | 1,801,683  |
|                                      | APRIL                        |                         | 1,043,220  |        | 102,057   | 369,619      | 61,493       | 4,291       | 56,334   |         | 1,637,014  |
|                                      | MAY                          |                         | 1,104,718  |        | 86,298    | 182,958      | 52,846       | 7,772       | 34,308   |         | 1,468,899  |
|                                      | JUNE                         |                         | 1,620,670  |        | 135,567   | 62,081       | 152,603      | 13,238      | 126,571  |         | 2,110,730  |
|                                      | JULY                         |                         | 1,231,987  |        | 76,551    | 53,104       | 160,605      | 20,902      | 7,733    |         | 1,550,883  |
|                                      | AUGUST                       |                         | 1,176,398  |        | 83,836    | 53,404       | 155,256      | 24,833      | 26,419   |         | 1,520,146  |
|                                      | SEPTEMBER                    |                         | 1,500,877  |        | 105,141   | 136,333      | 145,388      | 18,154      | 48,695   |         | 1,954,587  |
|                                      | OCTOBER                      |                         | 1,274,200  |        | 123,011   | 36,568       | 192,352      | 17,622      | 7,756    |         | 1,651,508  |
|                                      | NOVEMBER                     |                         | 1,137,481  |        | 83,349    | 218,216      | 100,847      | 10,177      | 35,354   |         | 1,585,423  |
|                                      | DECEMBER                     |                         | 1,920,601  |        | 252,875   | 109,363      | 142,948      | 8,882       | 5,392    |         | 2,440,062  |
|                                      | YTD TOTALS                   |                         | 15,620,940 |        | 1,497,840 | 1,703,698    | 1,514,880    | 182,557     | 454,931  |         | 20,974,845 |
|                                      | 2020 Adjusted Budget         |                         | 14,616,360 |        | 1,189,540 | 1,895,060    | 1,041,660    | 181,890     |          |         | 18,924,510 |
|                                      | Budget vs Actual Variance    |                         | 6.9%       |        | 25.9%     | -10.1%       | 45.4%        | 0.4%        |          |         | 10.8%      |
|                                      | YTD Variance % to Prior Year |                         | -2.9%      |        | -12.9%    | -18.4%       | -12.7%       | -59.9%      | -67.1%   |         | -10.6%     |

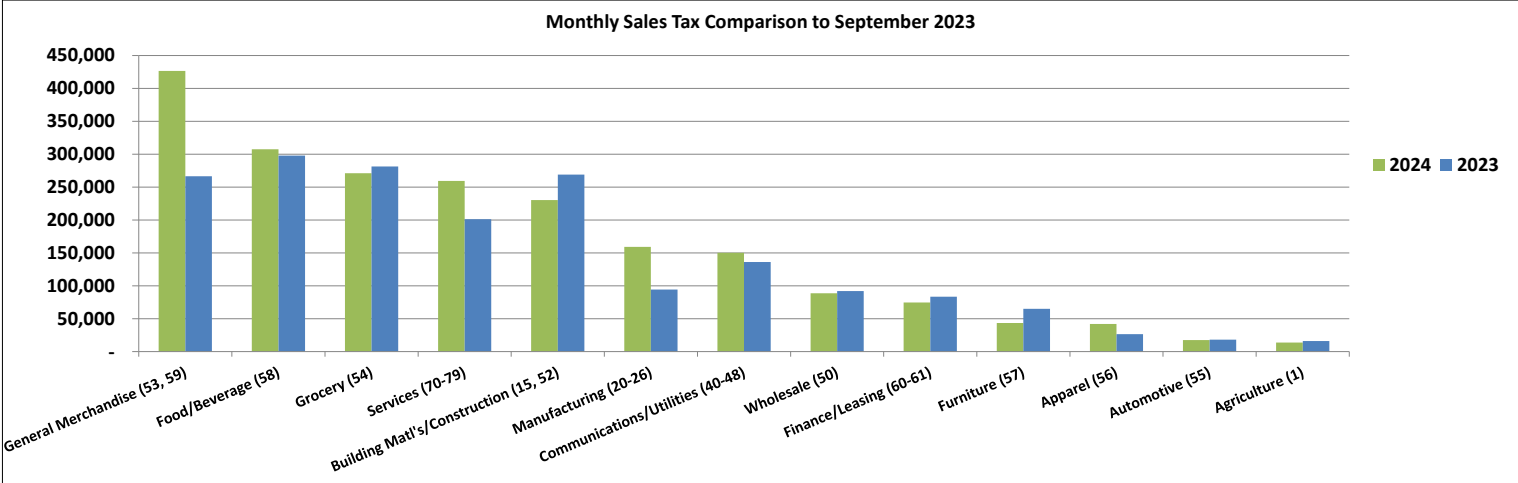
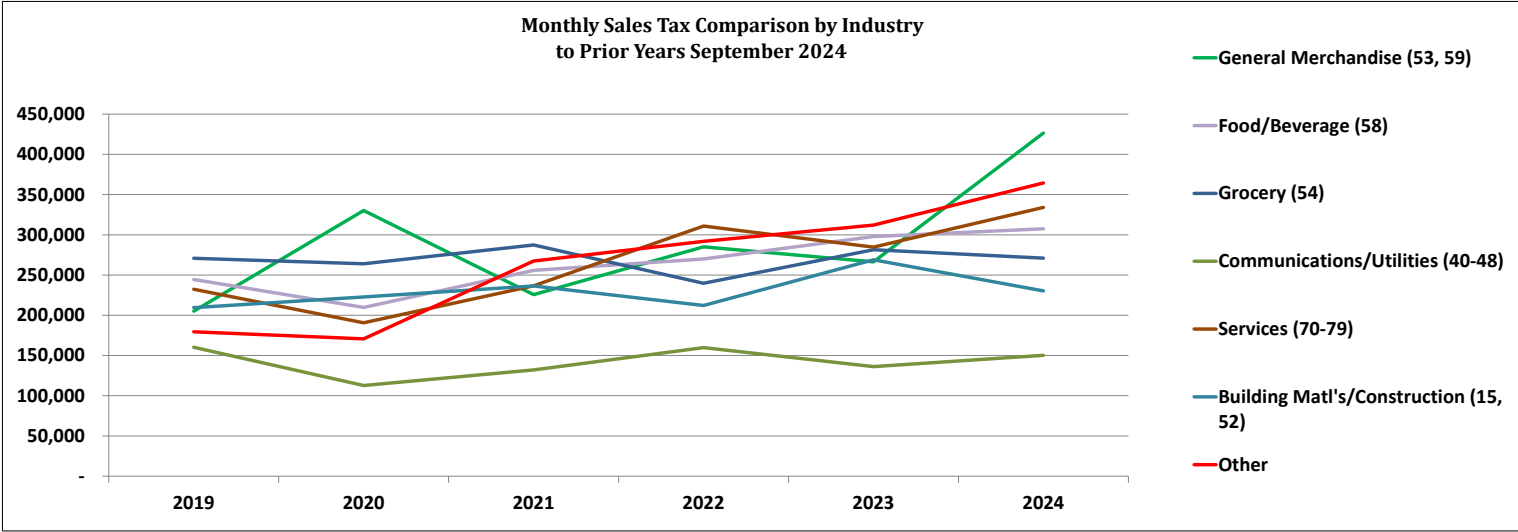
## Monthly Sales Tax Revenue Comparisons by Area (September 2024)

| AREA NAME            | 2019<br>Actual   | 2020<br>Actual   | 2021<br>Actual   | 2022<br>Actual   | 2023<br>Actual   | 2024<br>Actual   | % Of<br>Total | %<br>Change |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|---------------|-------------|
| Outside City         | 556,984          | 669,330          | 685,393          | 876,941          | 913,030          | 1,099,896        | 52.8%         | 20.5%       |
| Interchange          | 364,843          | 359,468          | 369,918          | 296,201          | 352,049          | 304,333          | 14.6%         | -13.6%      |
| Louisville Plaza     | 186,767          | 184,891          | 207,541          | 206,145          | 206,658          | 217,020          | 10.4%         | 5.0%        |
| Downtown             | 116,155          | 90,256           | 117,381          | 119,680          | 136,713          | 126,186          | 6.1%          | -7.7%       |
| CTC                  | 58,277           | 44,768           | 72,085           | 69,289           | 33,198           | 101,838          | 4.9%          | 206.8%      |
| McCaslin North       | 71,178           | 65,933           | 75,700           | 71,862           | 71,654           | 101,390          | 4.9%          | 41.5%       |
| Hwy 42 South         | 31,669           | 36,617           | 45,208           | 50,269           | 55,617           | 48,502           | 2.3%          | -12.8%      |
| S Boulder Rd         | 42,802           | 18,705           | 25,600           | 32,935           | 23,369           | 26,924           | 1.3%          | 15.2%       |
| S Suburban           | 14,047           | 13,172           | 15,041           | 14,854           | 6,350            | 17,951           | 0.9%          | 182.7%      |
| Centennial Valley    | 37,393           | 2,529            | 4,756            | 13,264           | 20,585           | 15,843           | 0.8%          | -23.0%      |
| Hwy 42 North         | 12,193           | 6,449            | 11,496           | 8,785            | 5,863            | 10,333           | 0.5%          | 76.2%       |
| Pine Street          | 7,074            | 5,131            | 6,530            | 4,744            | 16,115           | 7,459            | 0.4%          | -53.7%      |
| Residential          | 2,593            | 3,628            | 4,767            | 4,389            | 6,440            | 6,233            | 0.3%          | -3.2%       |
| <b>Total Revenue</b> | <b>1,501,976</b> | <b>1,500,877</b> | <b>1,641,416</b> | <b>1,769,359</b> | <b>1,847,642</b> | <b>2,083,911</b> |               |             |
| <b>% Of Change</b>   | <b>20.4%</b>     | <b>-0.1%</b>     | <b>9.4%</b>      | <b>7.8%</b>      | <b>4.4%</b>      | <b>12.8%</b>     |               |             |



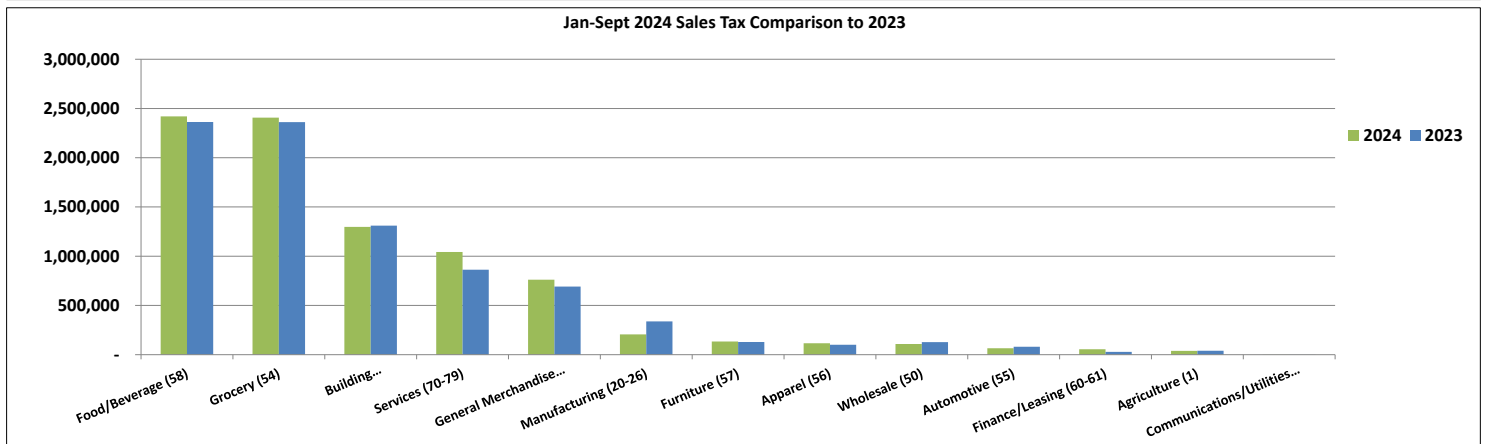
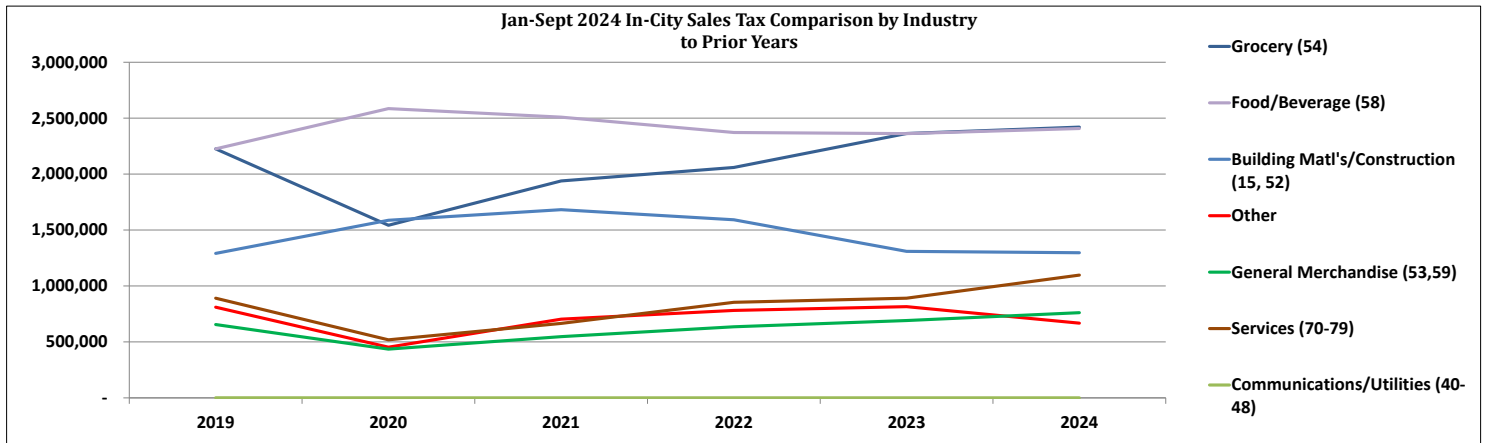
Monthly Sales Tax Revenue Comparisons by Industry (September 2024)

| AREA NAME                             | 2019<br>Actual | 2020<br>Actual | 2021<br>Actual | 2022<br>Actual | 2023<br>Actual | 2024<br>Actual | % Of<br>Total | %<br>Change |
|---------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|-------------|
| General Merchandise (53, 59)          | 205,070        | 330,238        | 225,598        | 285,025        | 266,449        | 426,503        | 20.5%         | 60.1%       |
| Food/Beverage (58)                    | 244,520        | 209,742        | 255,798        | 269,951        | 297,875        | 307,466        | 14.8%         | 3.2%        |
| Grocery (54)                          | 270,899        | 264,001        | 287,376        | 239,770        | 281,385        | 271,009        | 13.0%         | -3.7%       |
| Services (70-79)                      | 160,005        | 147,220        | 175,367        | 229,628        | 201,190        | 259,377        | 12.4%         | 28.9%       |
| Building Matl's/Construction (15, 52) | 209,481        | 222,835        | 236,523        | 212,173        | 268,946        | 230,256        | 11.0%         | -14.4%      |
| Manufacturing (20-26)                 | 75,776         | 58,966         | 137,362        | 104,678        | 94,321         | 159,153        | 7.6%          | 68.7%       |
| Communications/Utilities (40-48)      | 160,198        | 112,717        | 132,027        | 159,748        | 136,236        | 150,169        | 7.2%          | 10.2%       |
| Wholesale (50)                        | 43,420         | 41,208         | 53,119         | 65,909         | 91,926         | 88,653         | 4.3%          | -3.6%       |
| Finance/Leasing (60-61)               | 72,394         | 43,431         | 61,314         | 81,250         | 83,463         | 74,673         | 3.6%          | -10.5%      |
| Furniture (57)                        | 28,042         | 42,174         | 33,829         | 74,165         | 65,028         | 43,471         | 2.1%          | -33.1%      |
| Apparel (56)                          | 15,735         | 15,038         | 21,877         | 21,260         | 26,502         | 41,977         | 2.0%          | 58.4%       |
| Automotive (55)                       | 10,432         | 6,569          | 8,098          | 14,193         | 18,220         | 17,412         | 0.8%          | -4.4%       |
| Agriculture (1)                       | 6,003          | 6,737          | 13,128         | 11,635         | 16,103         | 13,790         | 0.7%          | -14.4%      |
| Totals                                | 1,501,976      | 1,500,877      | 1,641,416      | 1,769,384      | 1,847,642      | 2,083,911      |               |             |
| % Of Change                           | 20.4%          | -0.1%          | 9.4%           | 7.8%           | 4.4%           | 12.8%          |               |             |



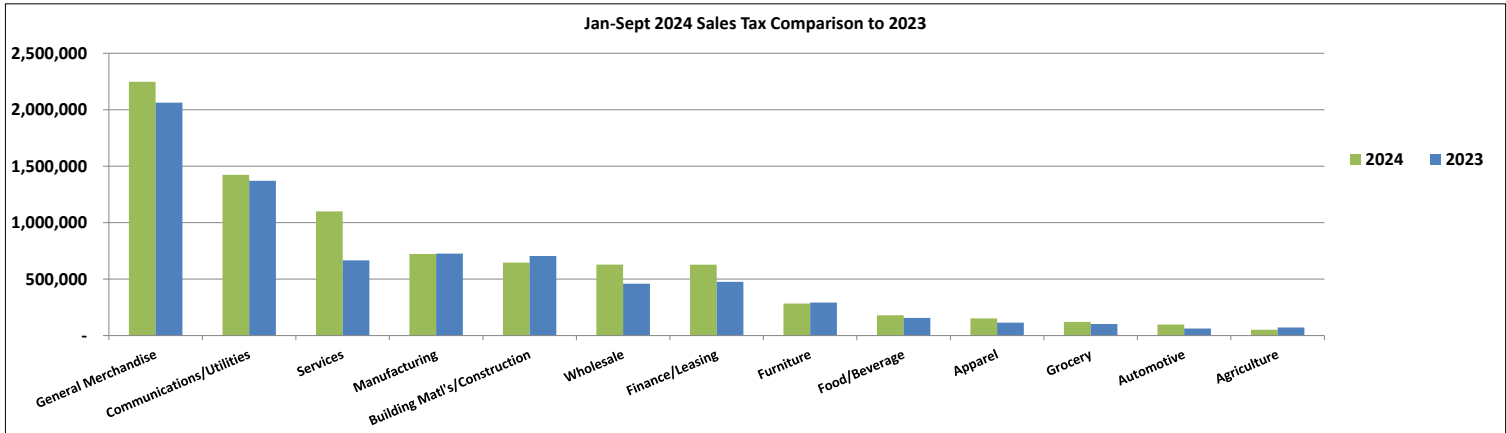
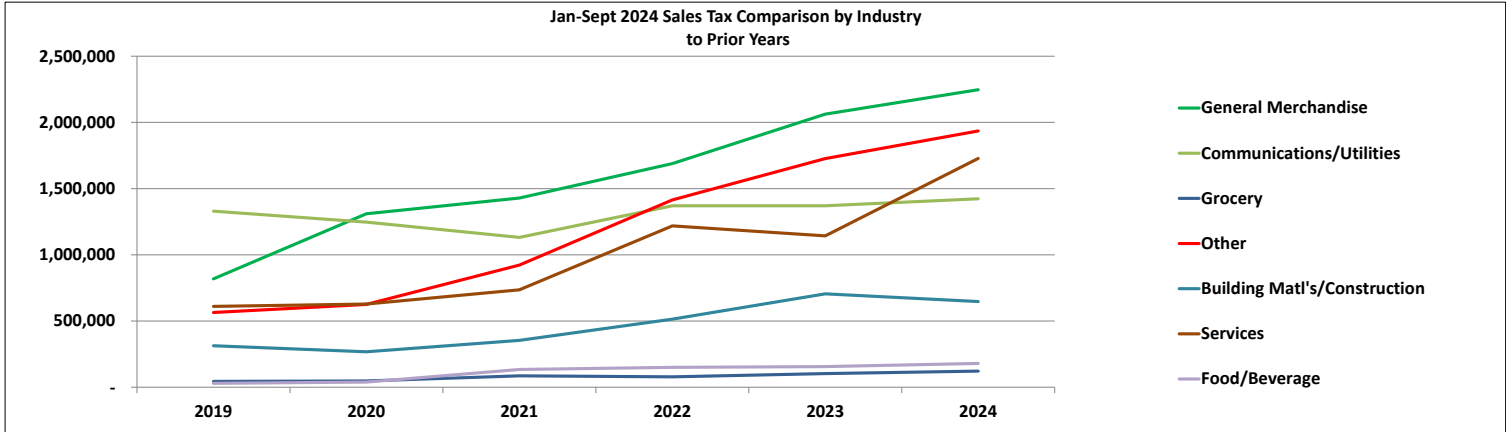
## Sales Tax Revenue Comparisons by Industry - Inside City Area (Jan-Sept 2024)

| INDUSTRY NAME                          | 2019<br>Actual   | 2020<br>Actual   | 2021<br>Actual   | 2022<br>Actual   | 2023<br>Actual   | 2024<br>Actual   | % Of<br>Total | %<br>Change |
|----------------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|---------------|-------------|
| Food/Beverage (58)                     | 2,077,103        | 1,542,859        | 1,938,951        | 2,059,483        | 2,362,890        | 2,420,247        | 28.0%         | 2.4%        |
| Grocery (54)                           | 2,225,836        | 2,585,726        | 2,508,970        | 2,371,871        | 2,362,048        | 2,407,765        | 27.8%         | 1.9%        |
| Building Mat'l's/Construction (15, 52) | 1,291,399        | 1,587,950        | 1,682,269        | 1,591,729        | 1,309,856        | 1,297,878        | 15.0%         | -0.9%       |
| Services (70-79)                       | 847,567          | 540,454          | 655,721          | 842,056          | 862,539          | 1,042,676        | 12.0%         | 20.9%       |
| General Merchandise (53,59)            | 655,559          | 435,779          | 547,879          | 636,067          | 691,326          | 761,523          | 8.8%          | 10.2%       |
| Manufacturing (20-26)                  | 478,354          | 165,394          | 343,871          | 353,104          | 337,738          | 205,452          | 2.4%          | -39.2%      |
| Furniture (57)                         | 98,892           | 76,861           | 94,502           | 87,438           | 128,715          | 133,776          | 1.5%          | 3.9%        |
| Apparel (56)                           | 64,332           | 52,057           | 76,009           | 88,502           | 101,051          | 115,562          | 1.3%          | 14.4%       |
| Wholesale (50)                         | 70,167           | 60,604           | 78,595           | 113,825          | 127,203          | 108,616          | 1.3%          | -14.6%      |
| Automotive (55)                        | 58,477           | 60,479           | 68,479           | 97,339           | 80,649           | 65,615           | 0.8%          | -18.6%      |
| Finance/Leasing (60-61)                | 43,615           | (21,510)         | 9,504            | 12,142           | 28,423           | 54,779           | 0.6%          | 92.7%       |
| Agriculture (1)                        | 40,445           | 37,769           | 42,247           | 41,290           | 40,063           | 38,927           | 0.4%          | -2.8%       |
| Communications/Utilities (40-48)       | 830              | 499              | 353              | 362              | 467              | 395              | 0.0%          | -15.3%      |
| <b>Totals</b>                          | <b>7,952,576</b> | <b>7,124,921</b> | <b>8,047,352</b> | <b>8,295,209</b> | <b>8,432,967</b> | <b>8,653,213</b> |               |             |
| <b>% Of Change</b>                     | <b>-0.1%</b>     | <b>-10.4%</b>    | <b>12.9%</b>     | <b>3.1%</b>      | <b>1.7%</b>      | <b>2.6%</b>      |               |             |



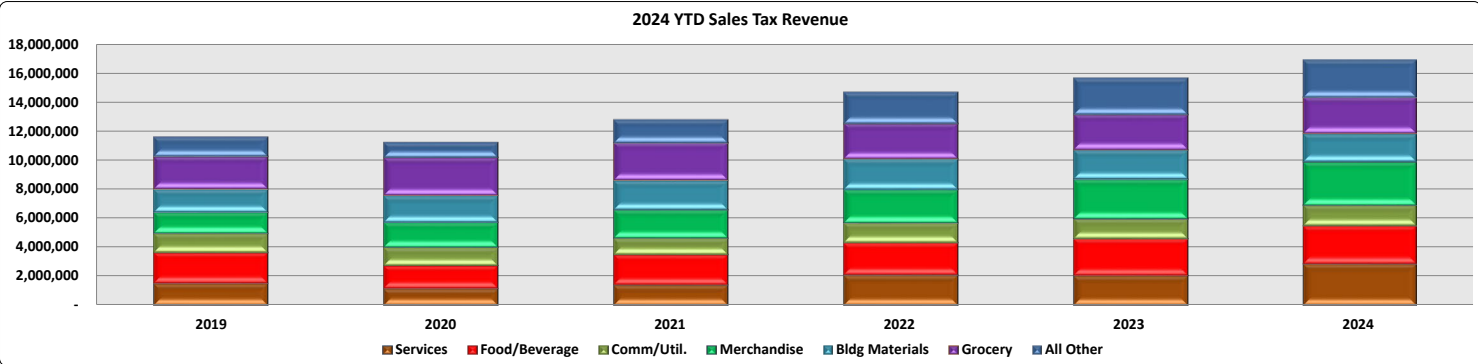
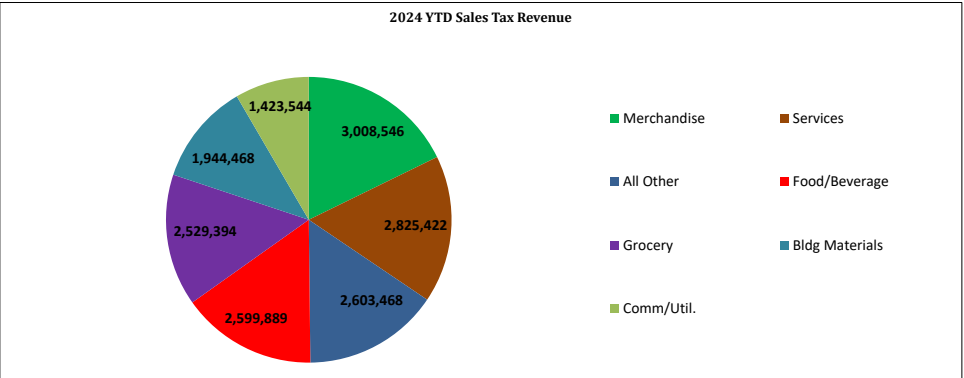
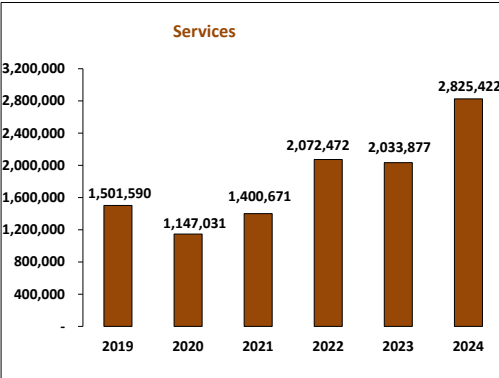
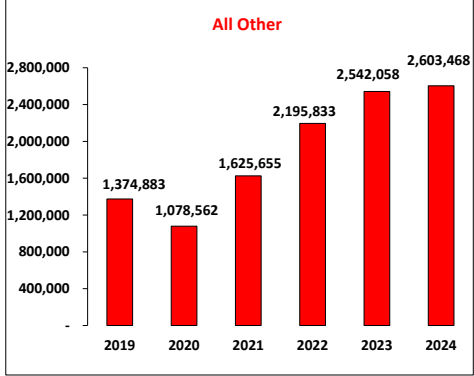
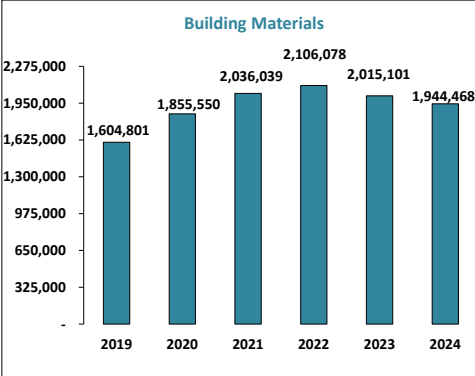
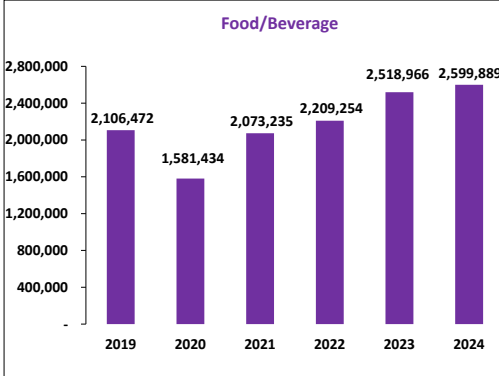
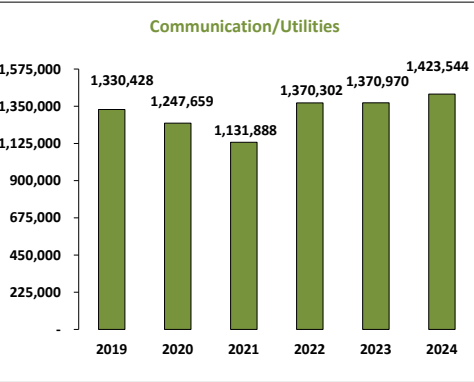
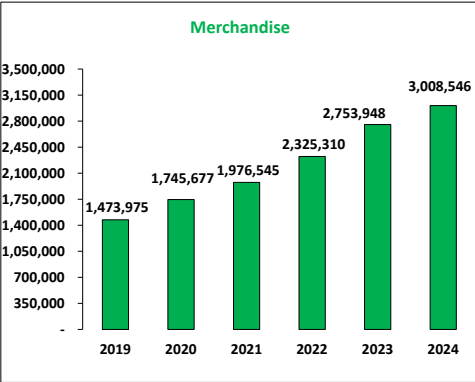
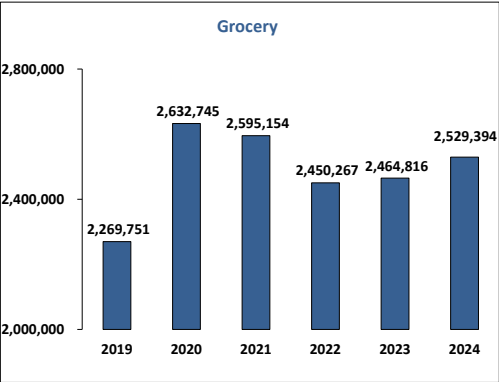
Sales Tax Revenue Comparisons by Industry - Outside City Area (Jan-Sept 2024)

| INDUSTRY NAME                | 2018<br>Actual | 2019<br>Actual | 2020<br>Actual | 2021<br>Actual | 2022<br>Actual | 2023<br>Actual | 2024<br>Actual | % Of<br>Total | %<br>Change |
|------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|-------------|
| General Merchandise          | 720,528        | 818,416        | 1,309,899      | 1,428,666      | 1,689,268      | 2,062,623      | 2,247,023      | 27.1%         | 8.9%        |
| Communications/Utilities     | 1,110,585      | 1,329,598      | 1,247,160      | 1,131,535      | 1,369,940      | 1,370,503      | 1,423,149      | 17.2%         | 3.8%        |
| Services                     | 229,460        | 290,352        | 287,328        | 410,098        | 554,788        | 666,315        | 1,099,959      | 13.3%         | 65.1%       |
| Manufacturing                | 124,466        | 205,778        | 164,935        | 297,974        | 587,517        | 726,166        | 722,158        | 8.7%          | -0.6%       |
| Building Matl's/Construction | 221,807        | 313,401        | 267,600        | 353,769        | 514,348        | 705,245        | 646,589        | 7.8%          | -8.3%       |
| Wholesale                    | 208,404        | 175,439        | 209,812        | 311,051        | 362,305        | 459,566        | 628,589        | 7.6%          | 36.8%       |
| Finance/Leasing              | 333,839        | 320,056        | 340,757        | 325,347        | 663,487        | 476,600        | 628,007        | 7.6%          | 31.8%       |
| Furniture                    | 147,938        | 150,440        | 203,532        | 231,982        | 334,732        | 292,459        | 283,877        | 3.4%          | -2.9%       |
| Food/Beverage                | 12,343         | 29,369         | 38,575         | 134,285        | 149,721        | 156,076        | 179,643        | 2.2%          | 15.1%       |
| Apparel                      | 15,048         | 27,104         | 38,561         | 47,128         | 55,683         | 114,831        | 151,575        | 1.8%          | 32.0%       |
| Grocery                      | 29,934         | 43,914         | 47,020         | 86,185         | 78,396         | 102,768        | 121,629        | 1.5%          | 18.4%       |
| Automotive                   | 16             | 574            | 3              | 26             | 28,853         | 62,101         | 97,683         | 1.2%          | 57.3%       |
| Agriculture                  | 8,983          | 4,881          | 8,555          | 33,789         | 45,244         | 71,517         | 51,638         | 0.6%          | -27.8%      |
| Totals                       | 3,163,350      | 3,709,324      | 4,163,737      | 4,791,836      | 6,434,281      | 7,266,769      | 8,281,519      |               |             |
| % Of Change                  | 17.3%          | 17.3%          | 12.3%          | 15.1%          | 34.3%          | 12.9%          | 14.0%          |               |             |



CITY OF LOUISVILLE  
Revenue History by Industry (Jan - Sept 2024)

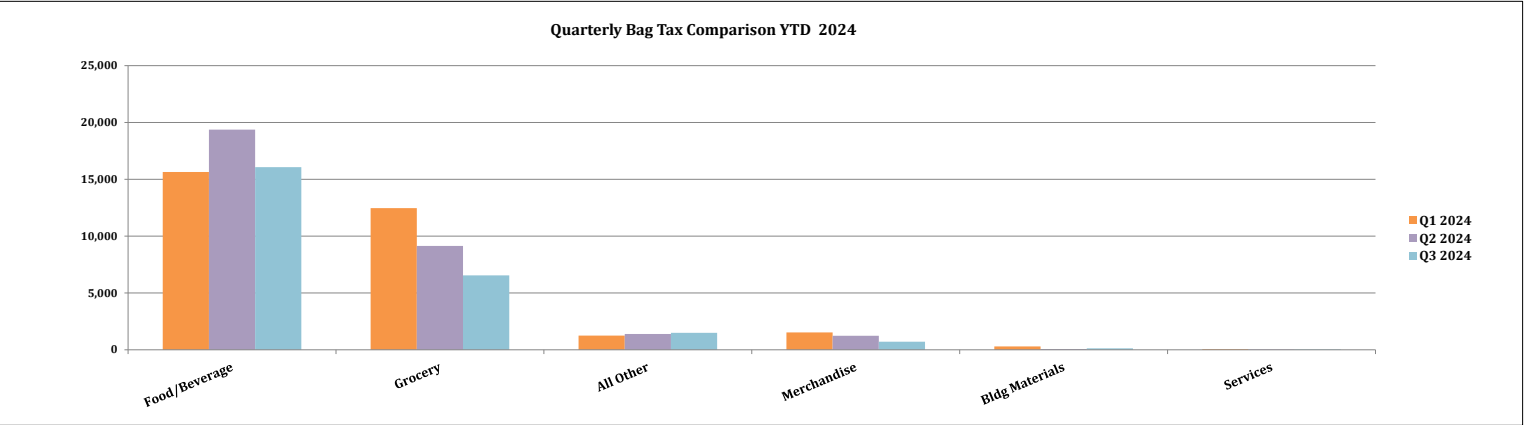
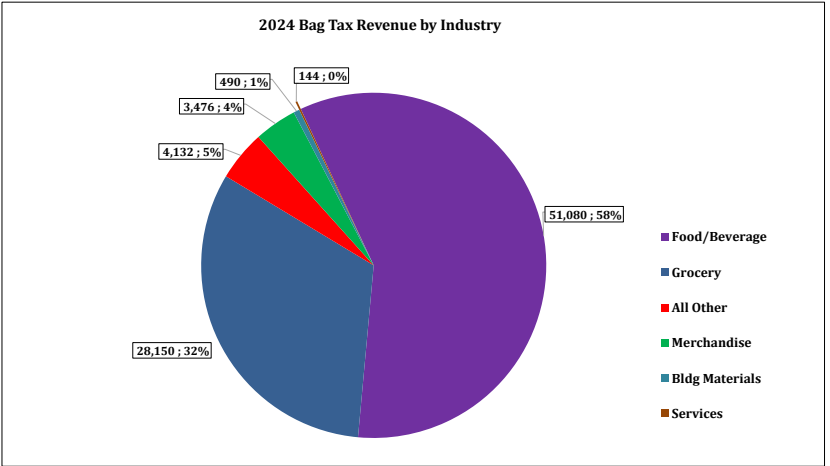
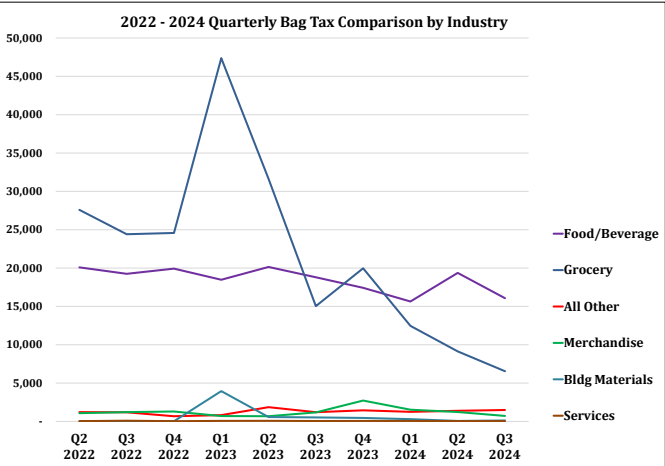
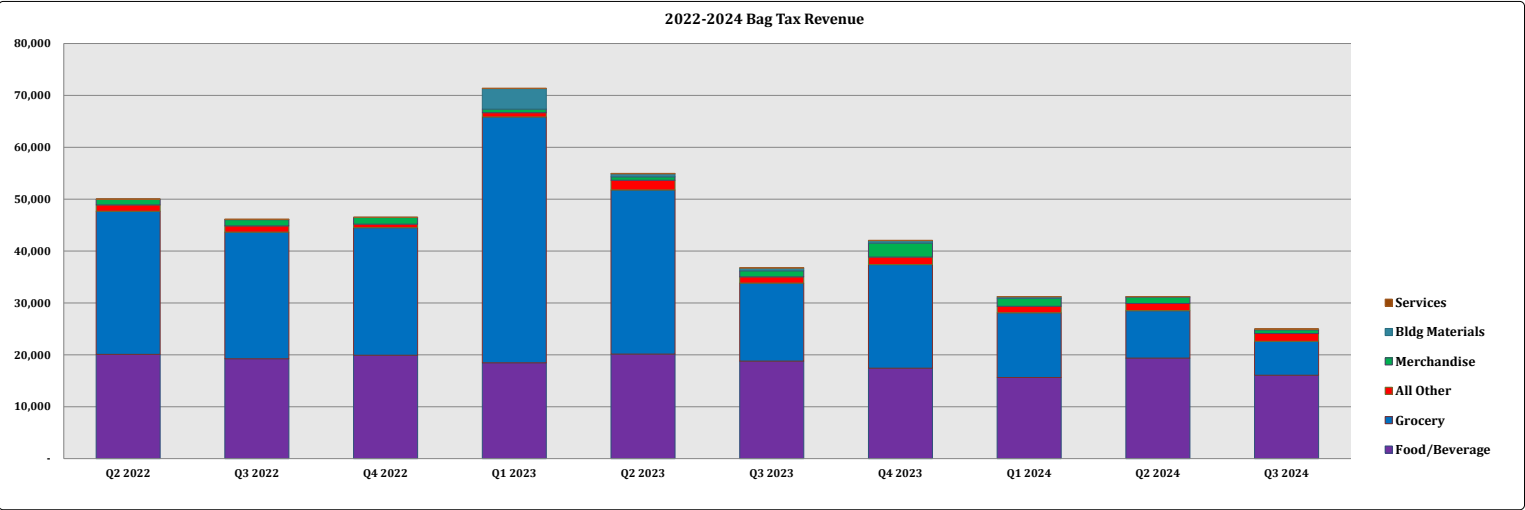
|                | 2019       | % Var | 2020       | % Var  | 2021       | % Var | 2022       | % Var | 2023       | % Var | 2024       | % Var | % of Total |
|----------------|------------|-------|------------|--------|------------|-------|------------|-------|------------|-------|------------|-------|------------|
| Merchandise    | 1,473,975  | 1.7%  | 1,745,677  | 18.4%  | 1,976,545  | 13.2% | 2,325,310  | 17.6% | 2,753,948  | 18.4% | 3,008,546  | 9.2%  | 17.8%      |
| Services       | 1,501,590  | 2.2%  | 1,147,031  | -23.6% | 1,400,671  | 22.1% | 2,072,472  | 48.0% | 2,033,877  | -1.9% | 2,825,422  | 38.9% | 16.7%      |
| All Other      | 1,374,883  | 16.2% | 1,078,562  | -21.6% | 1,625,655  | 50.7% | 2,195,833  | 35.1% | 2,542,058  | 15.8% | 2,603,468  | 2.4%  | 15.4%      |
| Food/Beverage  | 2,106,472  | 2.8%  | 1,581,434  | -24.9% | 2,073,235  | 31.1% | 2,209,254  | 6.6%  | 2,518,966  | 14.0% | 2,599,889  | 3.2%  | 15.4%      |
| Grocery        | 2,269,751  | -4.2% | 2,632,745  | 16.0%  | 2,595,154  | -1.4% | 2,450,267  | -5.6% | 2,464,816  | 0.6%  | 2,529,394  | 2.6%  | 14.9%      |
| Bldg Materials | 1,604,801  | 7.4%  | 1,855,550  | 15.6%  | 2,036,039  | 9.7%  | 2,106,078  | 3.4%  | 2,015,101  | -4.3% | 1,944,468  | -3.5% | 11.5%      |
| Comm/Util.     | 1,330,428  | 19.6% | 1,247,659  | -6.2%  | 1,131,888  | -9.3% | 1,370,302  | 21.1% | 1,370,970  | 0.0%  | 1,423,544  | 3.8%  | 8.4%       |
|                | 11,661,900 | 4.8%  | 11,288,658 | -3.2%  | 12,839,188 | 13.7% | 14,729,516 | 14.7% | 15,699,736 | 6.6%  | 16,934,732 | 7.9%  |            |





City of Louisville  
Bag Tax Revenue Report

|                | Q2 2022 | Q3 2022 | Q4 2022 | Q1 2023 | Q2 2023 | Q3 2023 | Q4 2023 | Q1 2024 | Q2 2024 | Q3 2024 | Total   | QoQ % Var | % of Total |
|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-----------|------------|
| Food/Beverage  | 20,093  | 19,245  | 19,924  | 18,472  | 20,144  | 18,798  | 17,425  | 15,641  | 19,370  | 16,069  | 204,924 | -17.0%    | 64.3%      |
| Grocery        | 27,588  | 24,408  | 24,577  | 47,372  | 31,636  | 15,031  | 19,972  | 12,464  | 9,137   | 6,549   | 243,605 | -28.3%    | 26.2%      |
| All Other      | 1,210   | 1,189   | 677     | 826     | 1,859   | 1,203   | 1,444   | 1,249   | 1,389   | 1,495   | 13,672  | 7.6%      | 6.0%       |
| Merchandise    | 1,077   | 1,217   | 1,294   | 700     | 680     | 1,178   | 2,722   | 1,530   | 1,232   | 714     | 13,413  | -42.1%    | 2.9%       |
| Bldg Materials | 35      | 22      | 30      | 3,953   | 574     | 525     | 455     | 296     | 67      | 127     | 6,082   | 90.3%     | 0.5%       |
| Services       | 44      | 94      | 33      | 75      | 77      | 56      | 65      | 60      | 42      | 42      | 649     | 0.4%      | 0.2%       |
|                | 50,048  | 46,174  | 46,534  | 71,397  | 54,970  | 36,790  | 42,082  | 31,240  | 31,236  | 24,996  | 457,349 | 0.0%      |            |



| CITY OF LOUISVILLE |        |                                   |                            |                              |                              |                             |                            |
|--------------------|--------|-----------------------------------|----------------------------|------------------------------|------------------------------|-----------------------------|----------------------------|
| Bag Tax Compliance |        |                                   |                            |                              |                              |                             |                            |
| Year               | Period | Total Bag Tax<br>coded businesses | Total<br>Missing<br>Filers | Total Business<br>Compliance | Total<br>Required<br>Returns | Total<br>Missing<br>Returns | Total Return<br>Compliance |
| 2023               |        |                                   |                            |                              |                              |                             |                            |
|                    | Q1     | 237                               | 78                         | 67%                          | 732                          | 162                         | 78%                        |
|                    | Q2     | 262                               | 139                        | 47%                          | 895                          | 283                         | 68%                        |
|                    | Q3     | 274                               | 108                        | 61%                          | 921                          | 233                         | 75%                        |
|                    | Q4     | 182                               | 62                         | 66%                          | 1094                         | 207                         | 81%                        |
| 2024               |        |                                   |                            |                              |                              |                             |                            |
|                    | Q1     | 164                               | 56                         | 66%                          | 1184                         | 215                         | 82%                        |
|                    | Q2     | 151                               | 49                         | 68%                          | 1281                         | 237                         | 81%                        |
|                    | Q3     | 146                               | 49                         | 66%                          | 1343                         | 222                         | 83%                        |

