

MAIN STREET ESTIMATED SALES

Estimated Taxable Sales		
Rank	GEO	FY 2019
1	Deer Valley	\$ 302,082,170
2	Main Street	\$ 192,422,190
4	Entryway	\$ 138,976,991
3	Treasure Mountain	\$ 153,021,888
5	Prospector	\$ 76,795,951
6	Rest of City	\$ 55,215,707
7	Park Meadows	\$ 21,187,827
8	Thaynes	\$ 14,987,068



Table 1 - Geos Ranked by Estimated Sales

The Main Street Sector is only behind Deer Valley in terms of sales revenue generated.

For FY2019 the Main Street Geo increased sales in every sector besides lodging.

Change in Main Street Taxable Sales 2015-2019

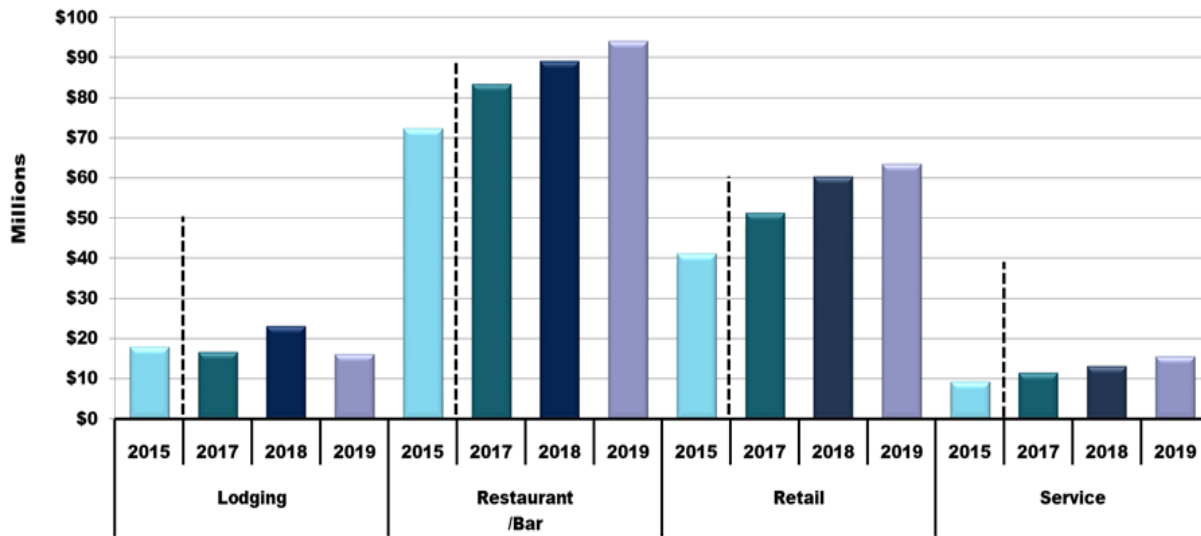


Figure 1 – FY 2019 compared to FY 2015/17/18 by Industry Sector

RESTAURANT/BAR SALES TRENDS

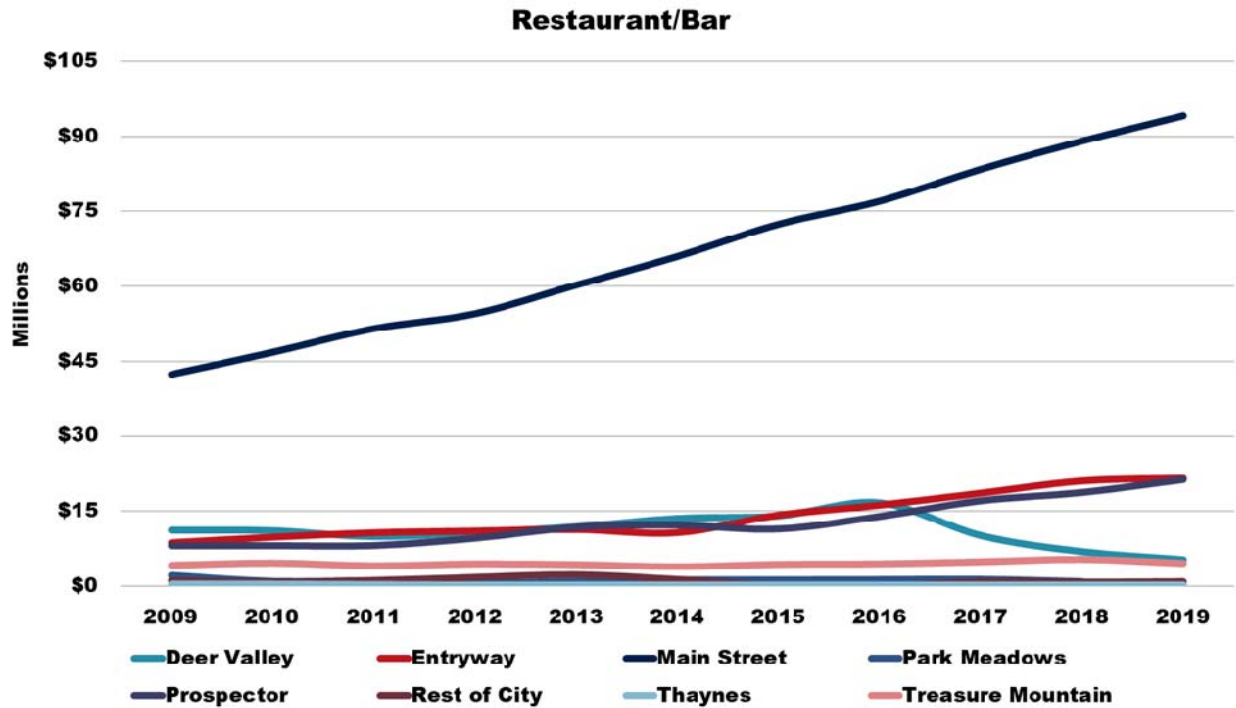


Figure 2 – Restaurant/Bar Industry Estimated Taxable Sales by Geo

Main Street has seen significant growth over the past decade, with an average annual growth rate of 9 %. Additionally, Main Street’s overall sales in this sector more than double any other Geo.

Absolute Growth Since 2015		
Rank	GEO	Growth
1	Deer Valley	\$ 77,880,362
2	Treasure Mountain	\$ 43,504,498
3	Main Street	\$ 42,510,513
4	Entryway	\$ 25,837,898
5	Park Meadows	\$ 15,071,015
6	Prospector	\$ 14,622,166
7	Thaynes	\$ 1,965,759
8	Rest of City	\$ (5,926,548)

Table 2 - Absolute Growth

Average Annual Growth Since 2015		
Rank	GEO	Avg. Growth
1	Park Meadows	36%
2	Treasure Mountain	10%
3	Deer Valley	8%
4	Main Street	8%
5	Entryway	6%
6	Prospector	5%
7	Thaynes	2%
8	Rest of City	0%

Table 3 - Average Annual Growth

SEASONALITY OF MAIN STREET

Main Street has shown the fifth most seasonality of all Geos, with an average of **39.8 %** of the estimated taxable sales coming in Quarter 3 (based on a historical average) as seen in Table 4.

Figure 3 demonstrates Main Street’s seasonality, broken down by industry sectors. The service sector is the most seasonal sector on Main Street.

Portion of Yearly Sales in Quarter 3		
Rank	GEO	FY '15-19
1	Deer Valley	60.6%
2	Treasure Mountain	60.5%
3	Prospector	42.5%
4	Park Meadows	42.5%
5	Main Street	39.8%
6	Entryway	38.4%
7	Rest of City	36.5%
8	Thaynes	36.4%

Table 4 - Geos Ranked by Seasonality

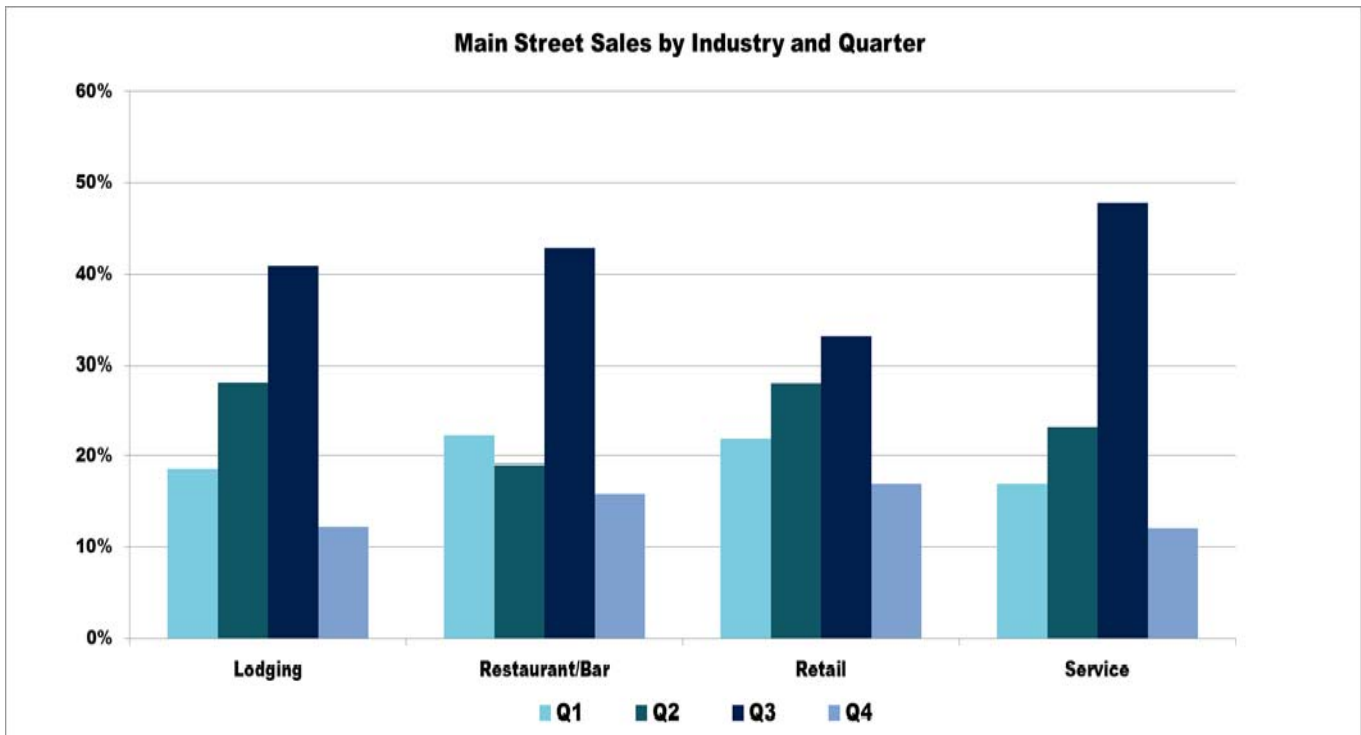


Figure 3 – Percent of Main Street Sales by Fiscal Quarter