

# MAIN STREET ESTIMATED SALES

Estimated Taxable Sales		
Rank	GEO	FY 2020
1	Deer Valley	\$ 276,770,432
2	Main Street	\$ 173,893,822
3	Treasure Mountain	\$ 134,852,339
4	Entryway	\$ 134,458,842
5	Rest of City	\$ 62,699,242
6	Prospector	\$ 61,013,932
7	Park Meadows	\$ 19,400,454
8	Thaynes	\$ 13,155,582

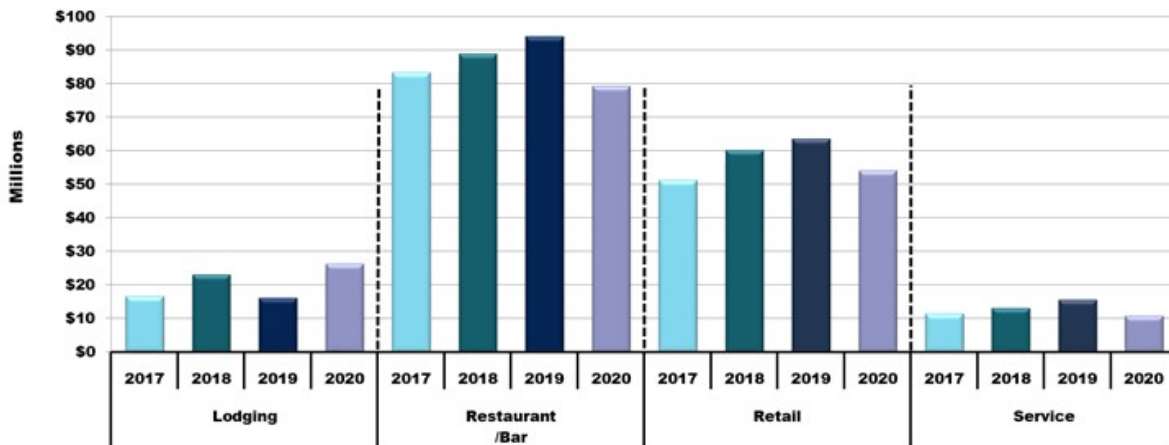


**Table 1 - Geos Ranked by Estimated Sales**

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

For FY2020 the Main Street Geo saw decreased several industry categories.

**Change in Main Street Taxable Sales 2017-2020**



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

**RESTAURANT/BAR SALES TRENDS**

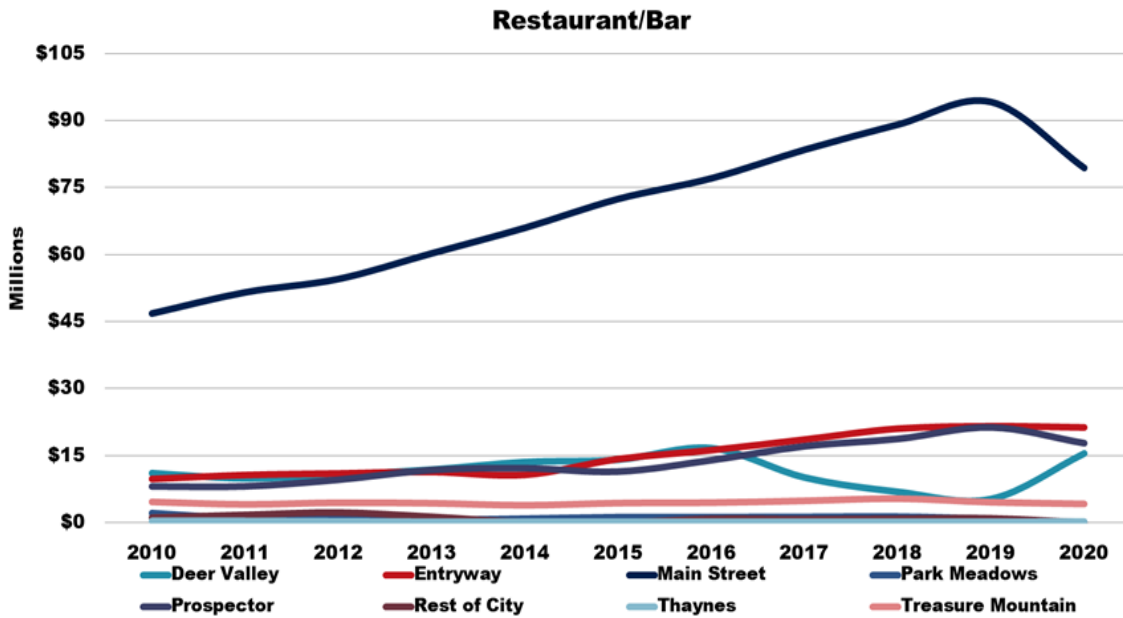


Figure 2 – Restaurant/Bar Industry Estimated Taxable Sales by Geo

Main Street has seen significant growth over the past decade in the Restaurant/Bar industry, although there was a significant decline in 2020. Additionally as seen below, Main Street’s overall sales growth in the past five years remains steady.

Absolute Growth Since 2016		
Rank	GEO	Growth
1	Deer Valley	\$ 34,669,125
2	Main Street	\$ 13,169,170
3	Entryway	\$ 9,429,340
4	Park Meadows	\$ 9,034,310
5	Thaynes	\$ 1,464,585
6	Rest of City	\$ (142,857)
7	Treasure Mountain	\$ (4,594,035)
8	Prospector	\$ (5,801,379)

Table 2 - Absolute Growth

Average Annual Growth Since 2016		
Rank	GEO	Avg. Growth
1	Park Meadows	30%
2	Treasure Mountain	5%
3	Deer Valley	5%
4	Entryway	4%
5	Main Street	3%
6	Rest of City	2%
7	Thaynes	1%
8	Prospector	0%

Table 3 - Average Annual Growth

**SEASONALITY OF MAIN STREET**

**M**ain Street has shown the fourth most seasonality of all Geos, with an average of 42 % 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 '16-20
1	Treasure Mountain	61%
2	Deer Valley	55%
3	Prospector	42%
4	Main Street	42%
5	Entryway	38%
6	Park Meadows	36%
7	Thaynes	36%
8	Rest of City	33%

Table 4 - Geos Ranked by Seasonality

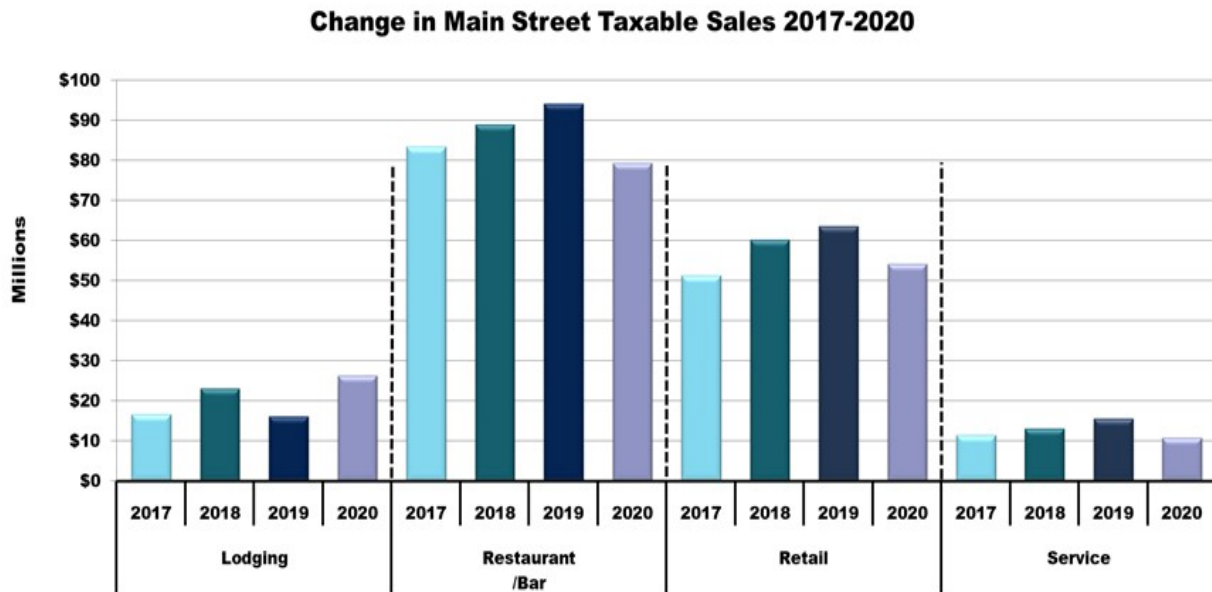


Figure 3 – Percent of Main Street Sales by Fiscal Quarter