

Report to the
Village Council
September 21,
2021





Economic Data

Municipal
Sales Tax

June 2021

Total

\$1,384,869.71

% Versus 2020 28.05%

% Versus 2019 21.64%



Home Rule
Sales Tax

June 2021

Total	\$841,204.84
% Versus 2020	45.32%
% Versus 2019	20.39%

2nd Quarter Breakdown by Category

Municipal Tax

	MT	vs. 2020	vs. 2019
General Merchandise	\$ 95,154.69	156%	-1%
Food	\$ 325,800.23	2%	12%
Drinking and Eating Places	\$ 435,789.87	71%	3%
Apparel	\$ 75,687.77	203%	-3%
Furniture & H.H. & Radio	\$ 368,657.22	114%	21%
Lumber, Bldg, Hardware	\$ 280,934.51	9%	27%
Automotive & Filling Stations	\$ 1,307,765.16	49%	33%
Drugs & Misc. Retail	\$ 974,763.32	64%	54%

2nd Quarter Breakdown by Category

Home Rule Sales Tax

	HMR	vs. 2020	vs. 2019
General Merchandise	\$ 91,824.22	162%	-1%
Food	\$ 107,337.97	23%	22%
Drinking and Eating Places	\$ 433,190.69	71%	4%
Apparel	\$ 75,285.45	204%	-2%
Furniture & H.H. & Radio	\$ 367,601.86	113%	21%
Lumber, Bldg, Hardware	\$ 279,941.13	9%	27%
Automotive & Filling Stations	\$ 191,210.87	73%	15%
Drugs & Misc. Retail	\$ 589,777.14	90%	72%



Hotel Taxes

July 2021

Total	\$78,548.48
% Versus 2020	227.50%
% Versus 2019	-23.47%

July 2021

Food and
Beverage
Taxes

Total

\$267,674.02

% Versus 2020

81.2%

% Versus 2019

66.65%

*Food and Beverage tax increased from 1% to 1.5% on
March 1, 2021



Strategic Plan

2022-2026



**BUSINESS DEVELOPMENT KEY PERFORMANCE INDICATORS
TO BE TRACKED ANNUALLY AND QUARTERLY**

Tax Revenue



- Sales Tax Revenue
- Food & Beverage Tax Revenue
- Hotel Tax Revenue

EAV by Sector



- Commercial
- Downtown
- Industrial
- Office

Occupancy Rates by Sector



- Commercial
- Downtown
- Industrial
- Office

Tourism and Marketing

- Hotel Performance
- Sports and Group Travel Leads
Provided by the DCVB
- Digital Marketing Analytics

Economic Drivers

- Business Retention Rate
- Local Employment and Unemployment Rates
- Entrepreneurship and Innovation Programs

Business Attraction

- Capital Investment and Job Creation for New Projects
- Status of Ogden TIF
- Status of Ellsworth Remediation Agreements

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