

City of Poulsbo

Interoffice Correspondence



Memo to: Mayor Erickson
Finance/Admin Committee Members:
Jeff McGinty
Gary McVey
Ed Stern

From: Debbie Booher, Finance Director
Missy Gaines, Senior Accountant - Budget

Date: March 16, 2021

Subject: Sales Tax by Zone Report for 2020 Year-End
2019 through 2020 (2-year comparison)
2016 through 2020 (5-year detail)
2010, 2015, 2020 (10-year trend)

Please find attached several graphs and charts reflecting the sales tax dollars received for 2020 with comparison analysis of 2-years and 5-years in detail along with a 10-year trend. The past two years of sales tax by percentage and dollars are presented on pages 1 and 2. The past five years of sales tax by dollars and percentages for each zone are presented on pages 3 and 4. The ten-year trend of sales tax by dollars and percentages for each zone are presented on pages 5 and 6.

As you will notice, the percentage of sales tax by zone remains consistent over the years, with 2020 having seen a greater shift of revenues to Outside City Limits and a decrease to zones within city limits. This is largely due to the COVID-19 pandemic since consumers purchased online versus in store. Local businesses worked quickly to adapt to the change in economic conditions to mitigate negative impacts by adapting to pandemic safe shopping options and alternatives, such as implementing curbside pickup. As a deeper understanding of the virus develops and vaccines are more widely distributed, it is anticipated that zones will increase during 2021 to pre-pandemic levels.

This report reflects the sales tax paid for the months of January through December.

If you have any questions or comments, please let us know. Thank you.

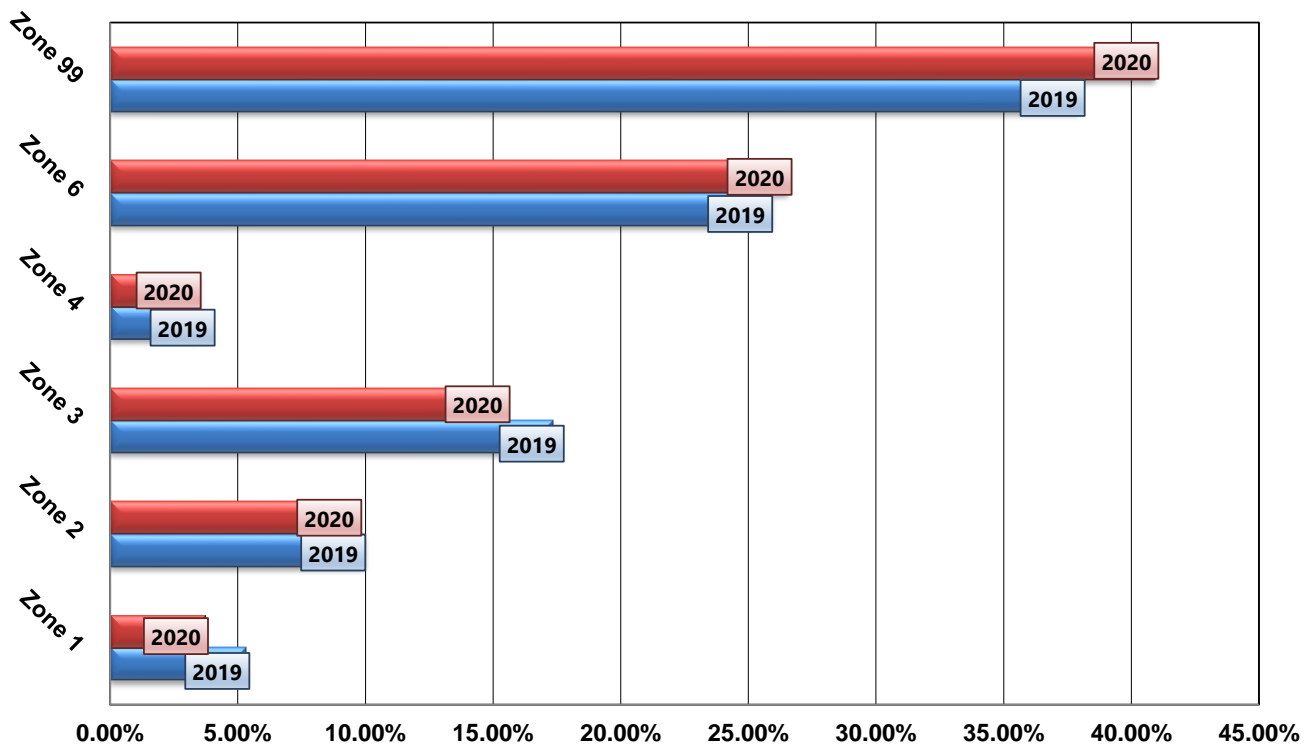
Att
cc: Remaining Council Members



City of Poulsbo Percentage of Sales Tax by Zone (2019-2020)

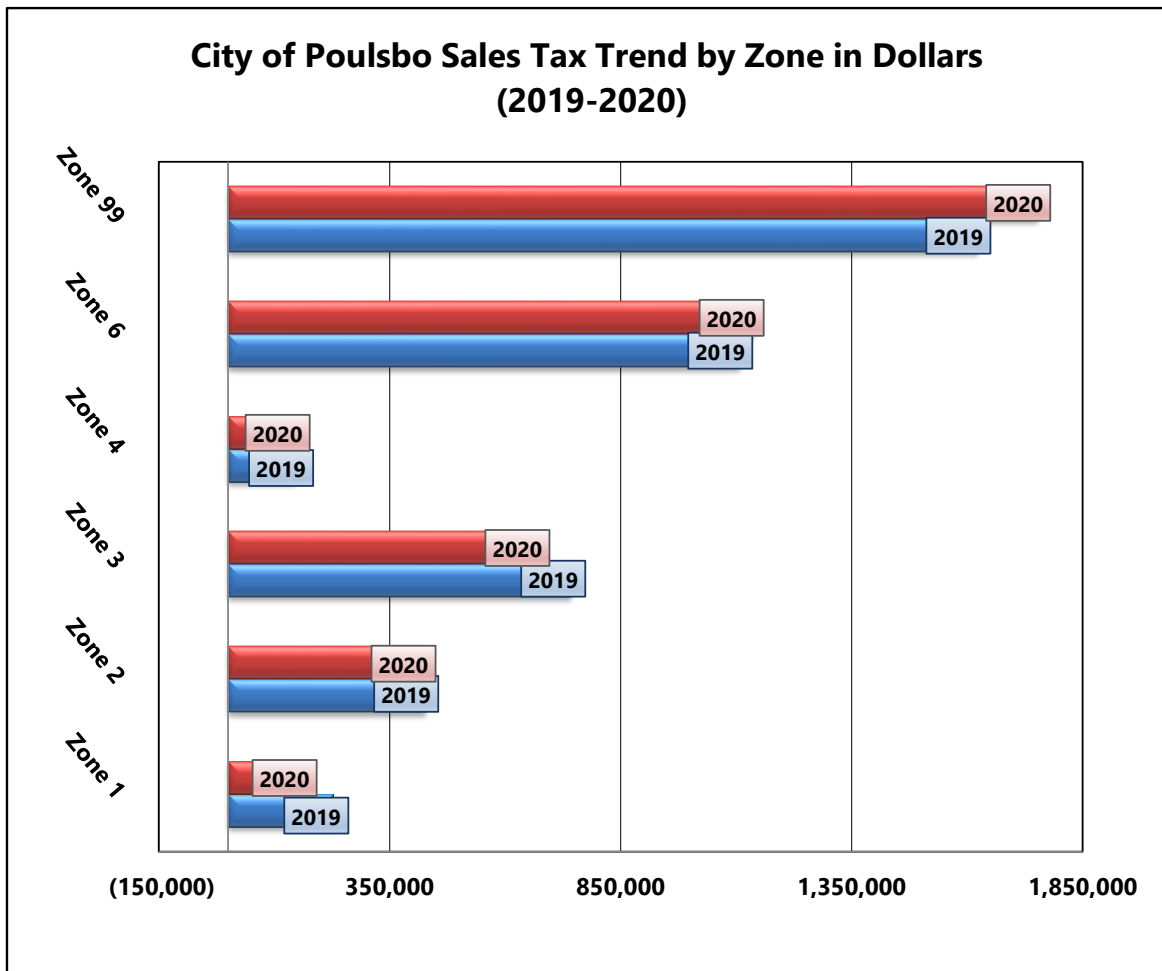
		2019	2020
Zone 1	HDP A Area	5.31%	3.70%
Zone 2	Viking Avenue Corridor	10.00%	9.74%
Zone 3	Highway 305 Corridor	17.35%	15.53%
Zone 4	North of Jensen Way, West of 4th Ave & Downtown Area (excluding HDP A)	3.48%	3.52%
Zone 6	College Marketplace	25.91%	26.57%
Zone 99	Outside City limits	37.95%	40.94%

City of Poulsbo Sales Tax Trend by Zone in % of Sales (2019-2020)



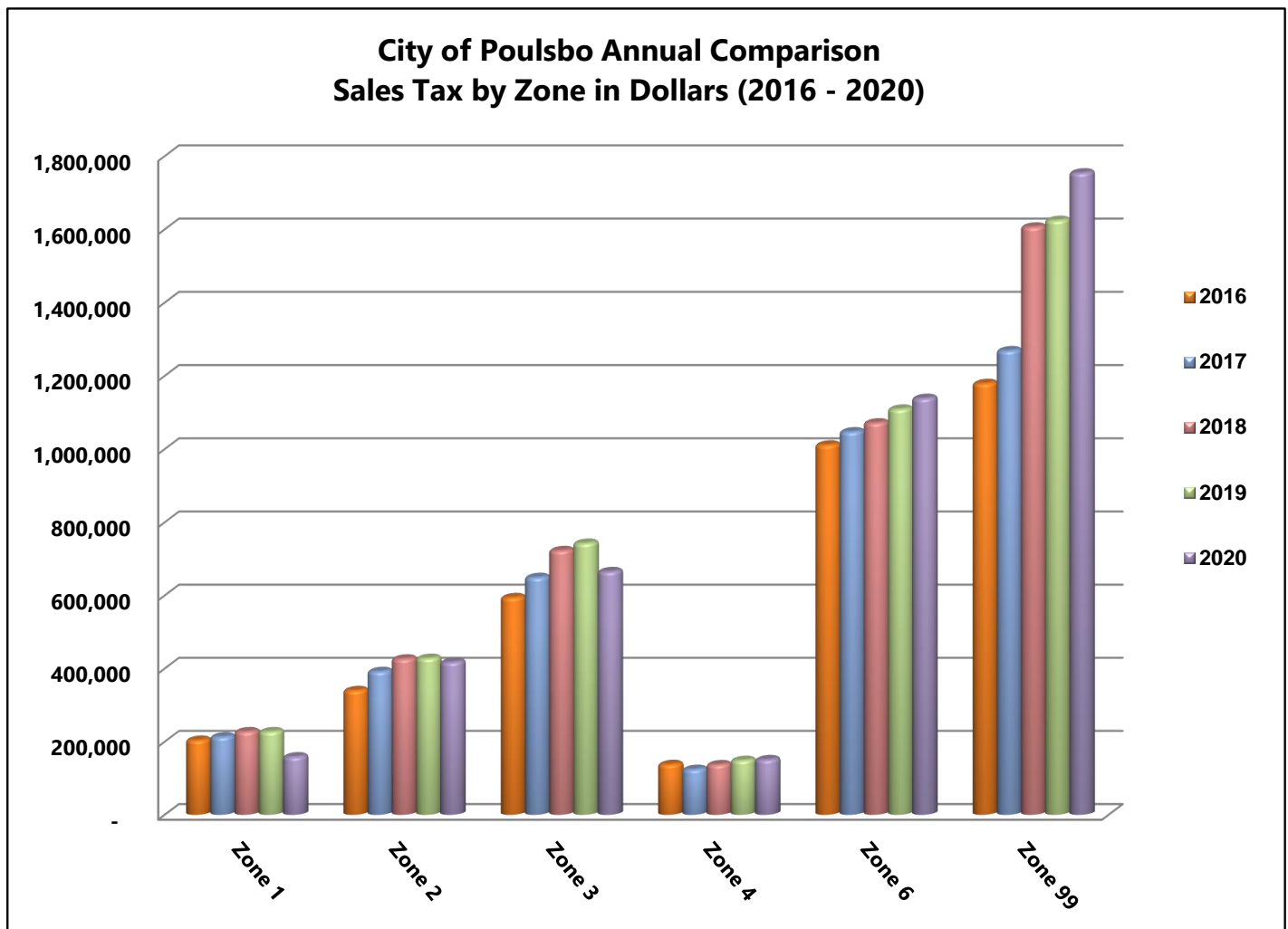
City of Poulsbo Sales Tax by Zone in Dollars (2019-2020)

		2019	2020
Zone 1	HDP A Area	227,312	158,528
Zone 2	Viking Avenue Corridor	428,053	417,465
Zone 3	Highway 305 Corridor	742,741	665,261
Zone 4	N of Jensen Way, W of 4th Ave & Downtown Area (excluding HDP A)	148,861	150,959
Zone 6	College Marketplace	1,109,183	1,138,525
Zone 99	Outside City limits	1,624,624	1,754,165
TOTAL		\$ 4,280,774	\$ 4,284,903



City of Poulsbo Sales Tax by Zone in Dollars (2016 - 2020)

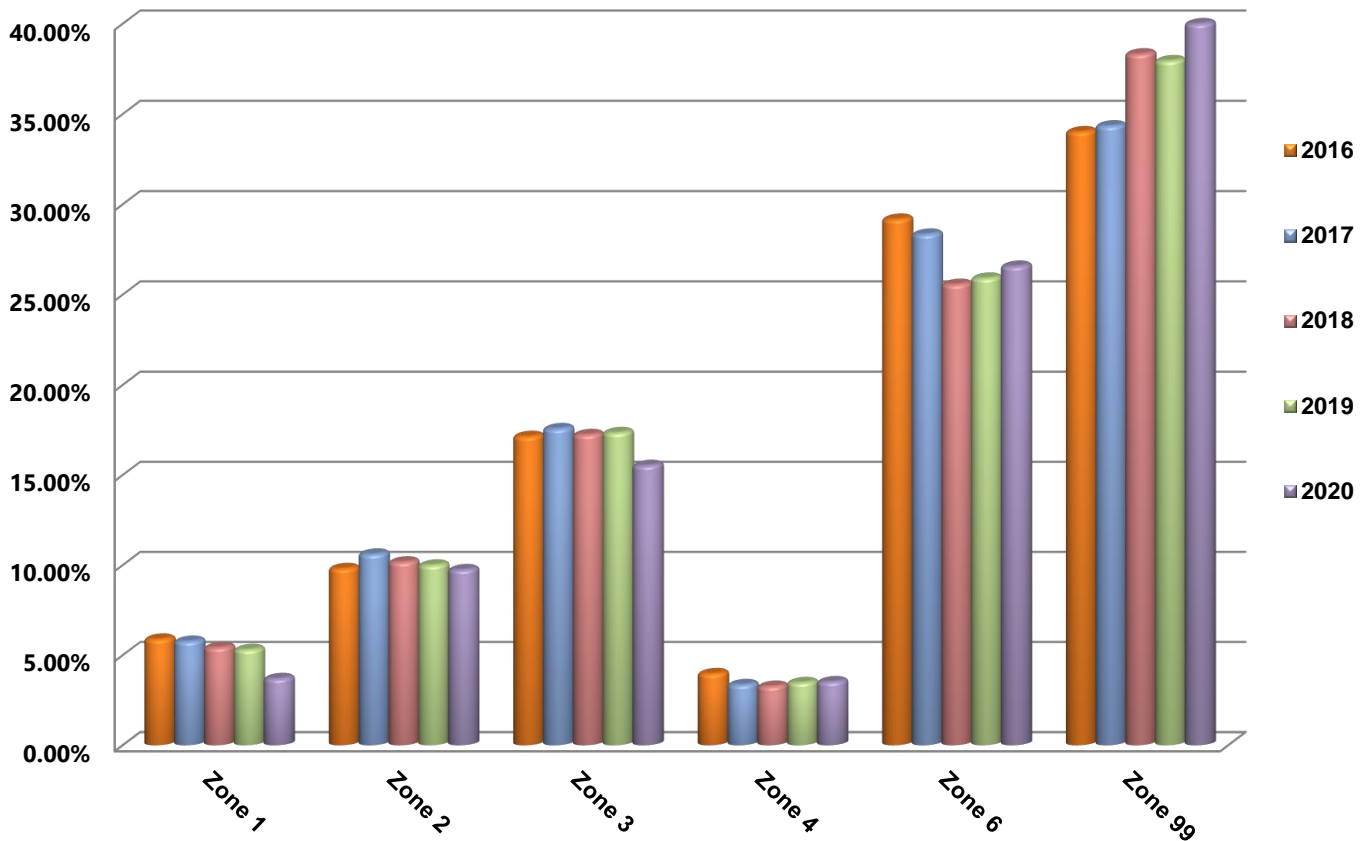
		2016	2017	2018	2019	2020
Zone 1	HDP A Area	204,109	213,172	227,315	227,312	158,528
Zone 2	Viking Avenue Corridor	339,919	391,978	426,251	428,053	417,465
Zone 3	Highway 305 Corridor	594,102	649,153	722,671	742,741	665,261
Zone 4	N of Jensen Way, W of 4th Ave & Downtown Area (<i>excluding HDP A</i>)	137,700	124,281	137,145	148,861	150,959
Zone 6	College Marketplace	1,011,302	1,047,235	1,071,585	1,109,183	1,138,525
Zone 99	Outside City limits	1,179,190	1,268,741	1,606,451	1,624,624	1,754,165
TOTAL		\$ 3,466,322	\$ 3,694,560	\$ 4,191,418	\$ 4,280,774	\$ 4,284,903



City of Poulsbo Percentage of Sales Tax by Zone (2016 - 2020)

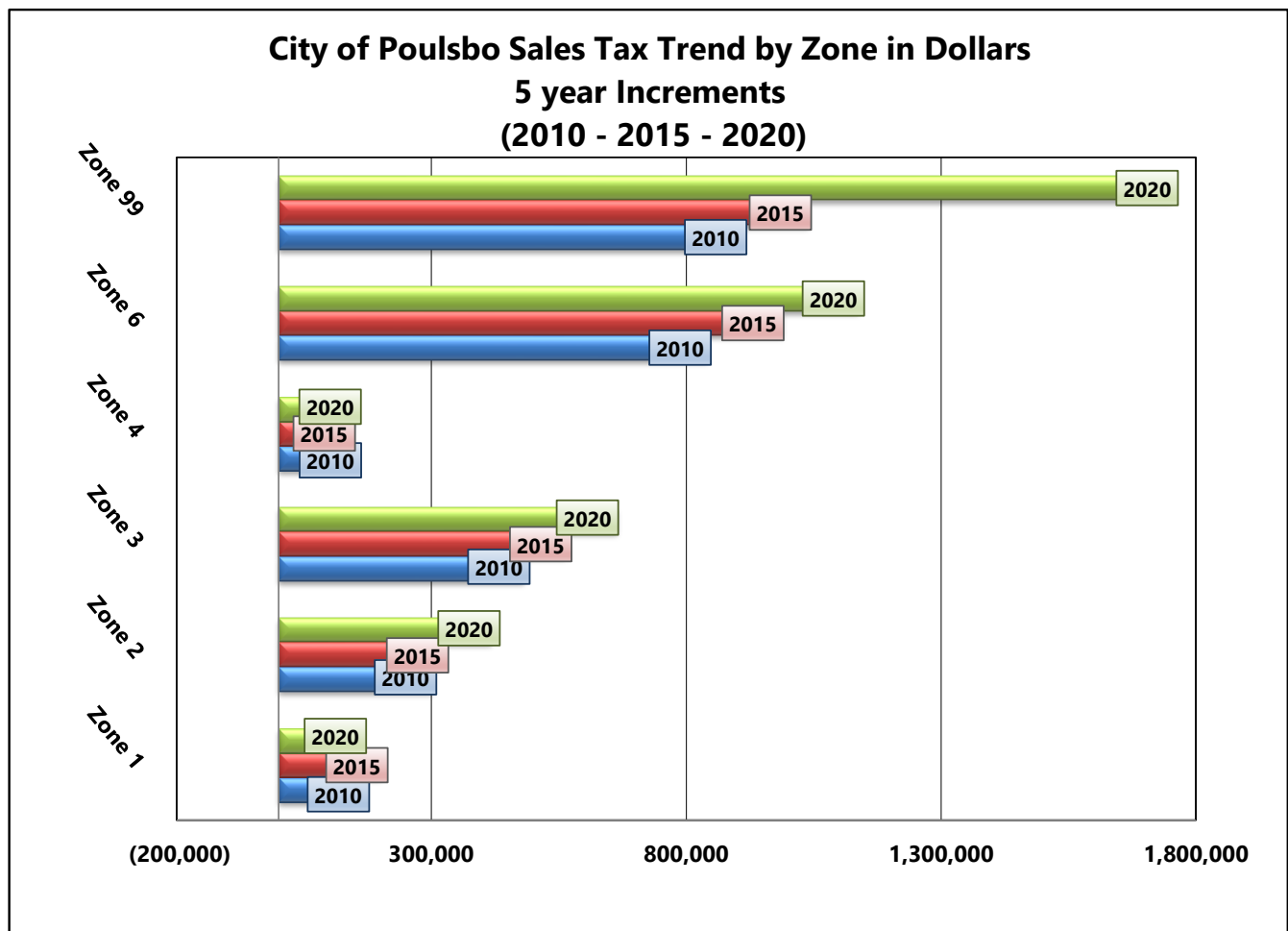
		2016	2017	2018	2019	2020
Zone 1	HDP A Area	5.89%	5.77%	5.42%	5.31%	3.70%
Zone 2	Viking Avenue Corridor	9.81%	10.61%	10.17%	10.00%	9.74%
Zone 3	Highway 305 Corridor	17.14%	17.57%	17.24%	17.35%	15.53%
Zone 4	N of Jensen Way, W of 4th Ave & Downtown area (excluding HDP A)	3.97%	3.36%	3.27%	3.48%	3.52%
Zone 6	College Marketplace	29.18%	28.35%	25.57%	25.91%	26.57%
Zone 99	Outside City limits	34.02%	34.34%	38.33%	37.95%	40.94%

City of Poulsbo Annual Comparison Percentage of Sales Tax by Zone (2016 - 2020)



City of Poulsbo Sales Tax by Zone in Dollars (2010 - 2015 - 2020)

		2010	2015	2020
Zone 1	HDP A Area	164,562	200,799	158,528
Zone 2	Viking Avenue Corridor	302,483	321,277	417,465
Zone 3	Highway 305 Corridor	481,951	564,122	665,261
Zone 4	N of Jensen Way, W of 4th Ave & Downtown Area (excluding HDP A)	146,617	144,124	150,959
Zone 6	College Marketplace	842,402	990,078	1,138,525
Zone 99	Outside City limits	912,218	1,039,218	1,754,165
TOTAL		\$ 2,850,233	\$ 3,259,618	\$ 4,284,903



City of Poulsbo Percentage of Sales Tax by Zone (2010 - 2015 - 2020)

		2010	2015	2020
Zone 1	HDP A Area	5.77%	6.16%	3.70%
Zone 2	Viking Avenue Corridor	10.61%	9.86%	9.74%
Zone 3	Highway 305 Corridor	16.91%	17.31%	15.53%
Zone 4	North of Jensen Way, West of 4th Ave & Downtown Area (excluding HDP A)	5.14%	4.42%	3.52%
Zone 6	College Marketplace	29.56%	30.37%	26.57%
Zone 99	Outside City limits	32.01%	31.88%	40.94%

