

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 28, 2022

Subject: Sales Tax by Zone Report for 2021 Year-End
2020 through 2021 (2-year comparison)
2017 through 2021 (5-year detail)
2011, 2016, 2021 (10-year trend)

Please find attached several graphs and charts reflecting the sales tax dollars received for 2021 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 actual revenues by zone having exceeded pre-pandemic levels in 2021. The increase in revenues outside the city limits has been steadily increasing in prior years, but the pandemic expedited the shift more quickly since consumers purchased products and services online versus in store. Local businesses worked diligently to adapt to the changes in economic conditions, an effort which would appear to have been successful in 2021. Sales tax revenues exceeded budgeted expectations by just under nine hundred thousand, making the 2021-year sales tax revenue the highest the city has seen over the past 10 years.

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

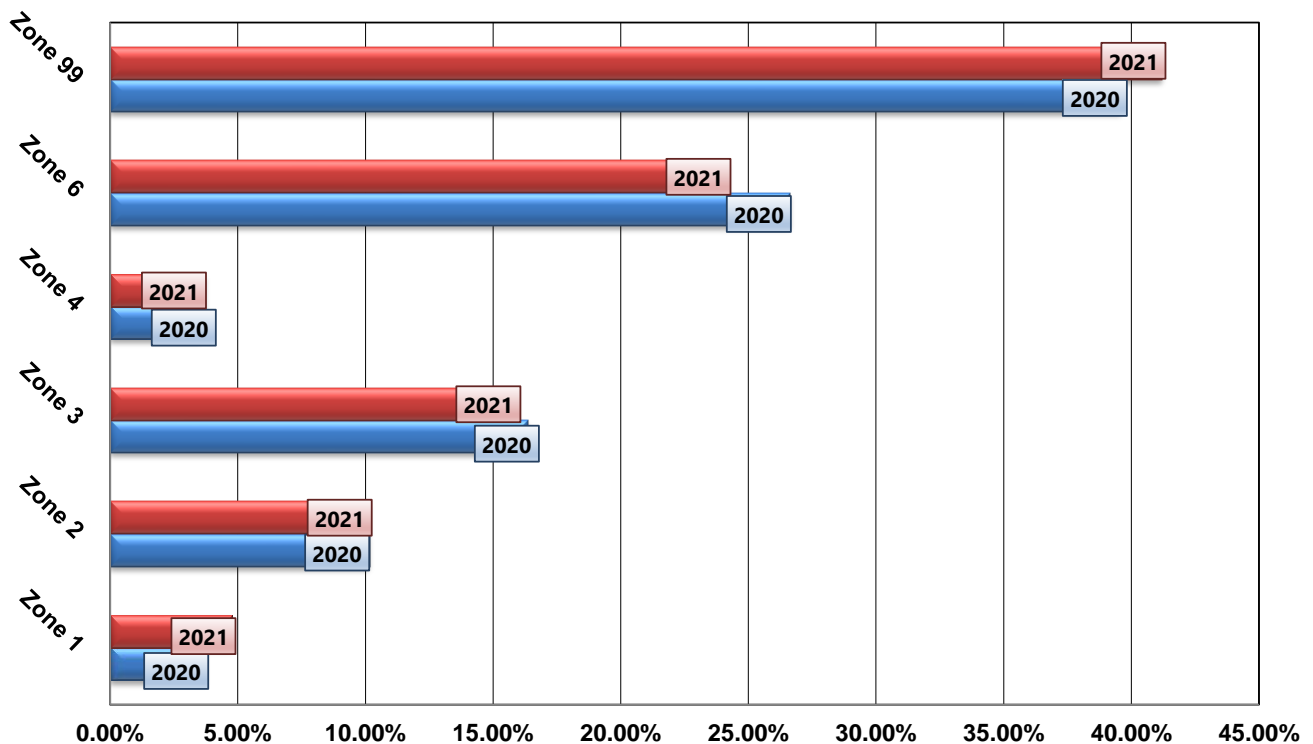
If you have any questions or comments, please let us know. Thank you.

Att
cc: Remaining Council Members

City of Poulsbo Percentage of Sales Tax by Zone (2020-2021)

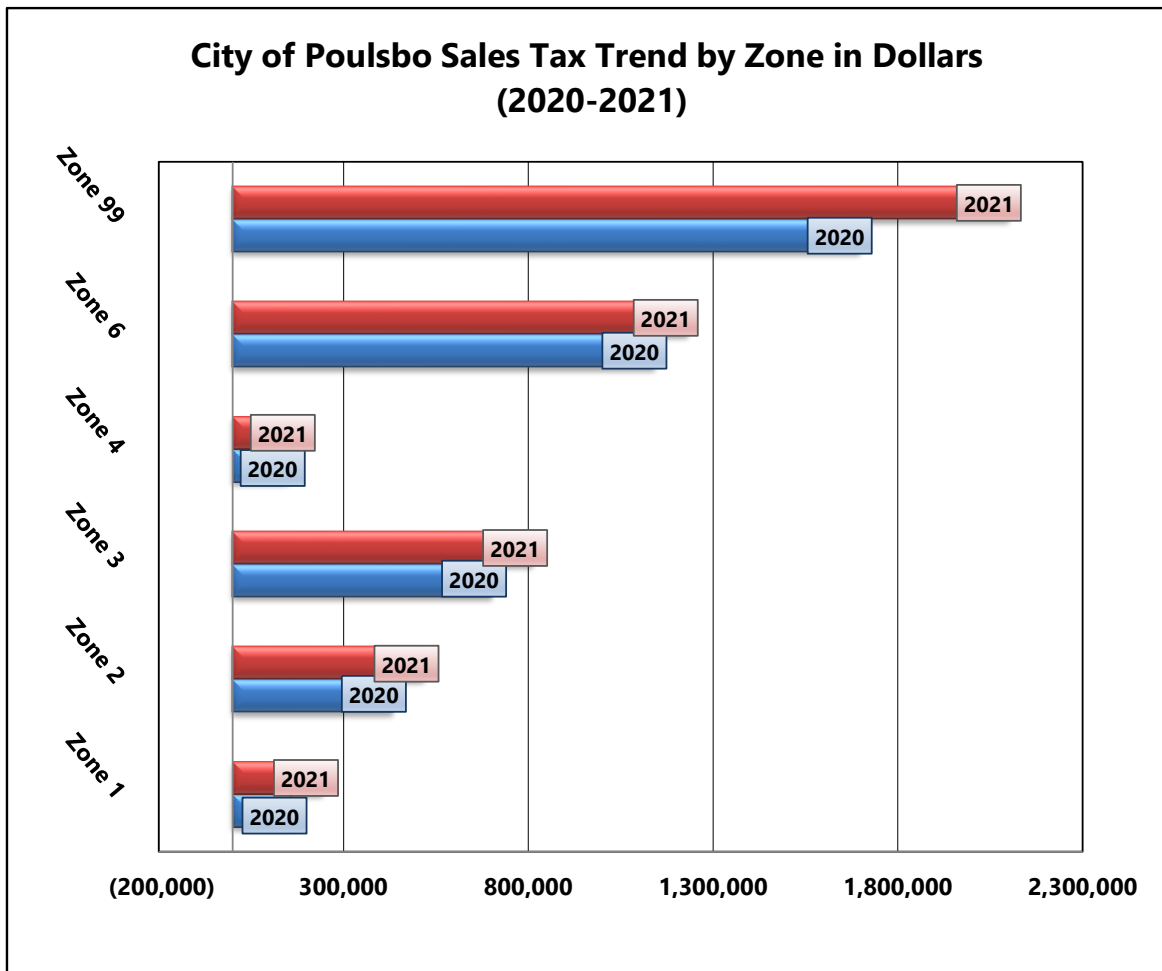
		2020	2021
Zone 1	HDP A Area	3.70%	4.78%
Zone 2	Viking Avenue Corridor	10.15%	10.15%
Zone 3	Highway 305 Corridor	16.38%	15.95%
Zone 4	North of Jensen Way, West of 4th Ave & Downtown Area (excluding HDP A)	3.52%	3.73%
Zone 6	College Marketplace	26.64%	24.18%
Zone 99	Outside City limits	39.61%	41.22%

City of Poulsbo Sales Tax Trend by Zone in % of Sales (2020-2021)



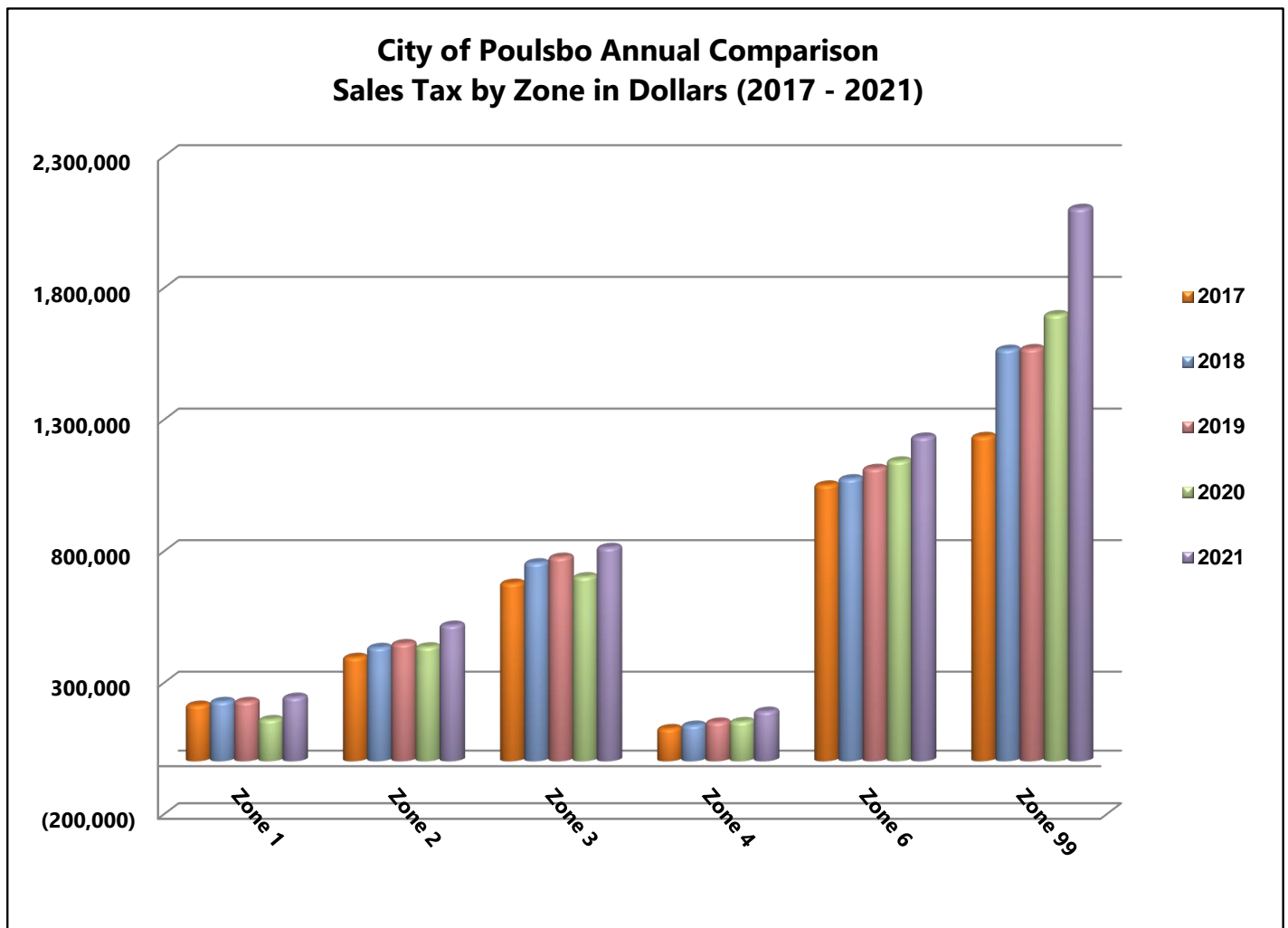
City of Poulsbo Sales Tax by Zone in Dollars (2020-2021)

		2020	2021
Zone 1	HDP A Area	158,528	243,470
Zone 2	Viking Avenue Corridor	435,069	517,367
Zone 3	Highway 305 Corridor	701,705	812,867
Zone 4	N of Jensen Way, W of 4th Ave & Downtown Area (excluding HDP A)	150,959	190,151
Zone 6	College Marketplace	1,141,587	1,232,298
Zone 99	Outside City limits	1,697,057	2,100,725
TOTAL		\$ 4,284,905	\$ 5,096,878



City of Poulsbo Sales Tax by Zone in Dollars (2017 - 2021)

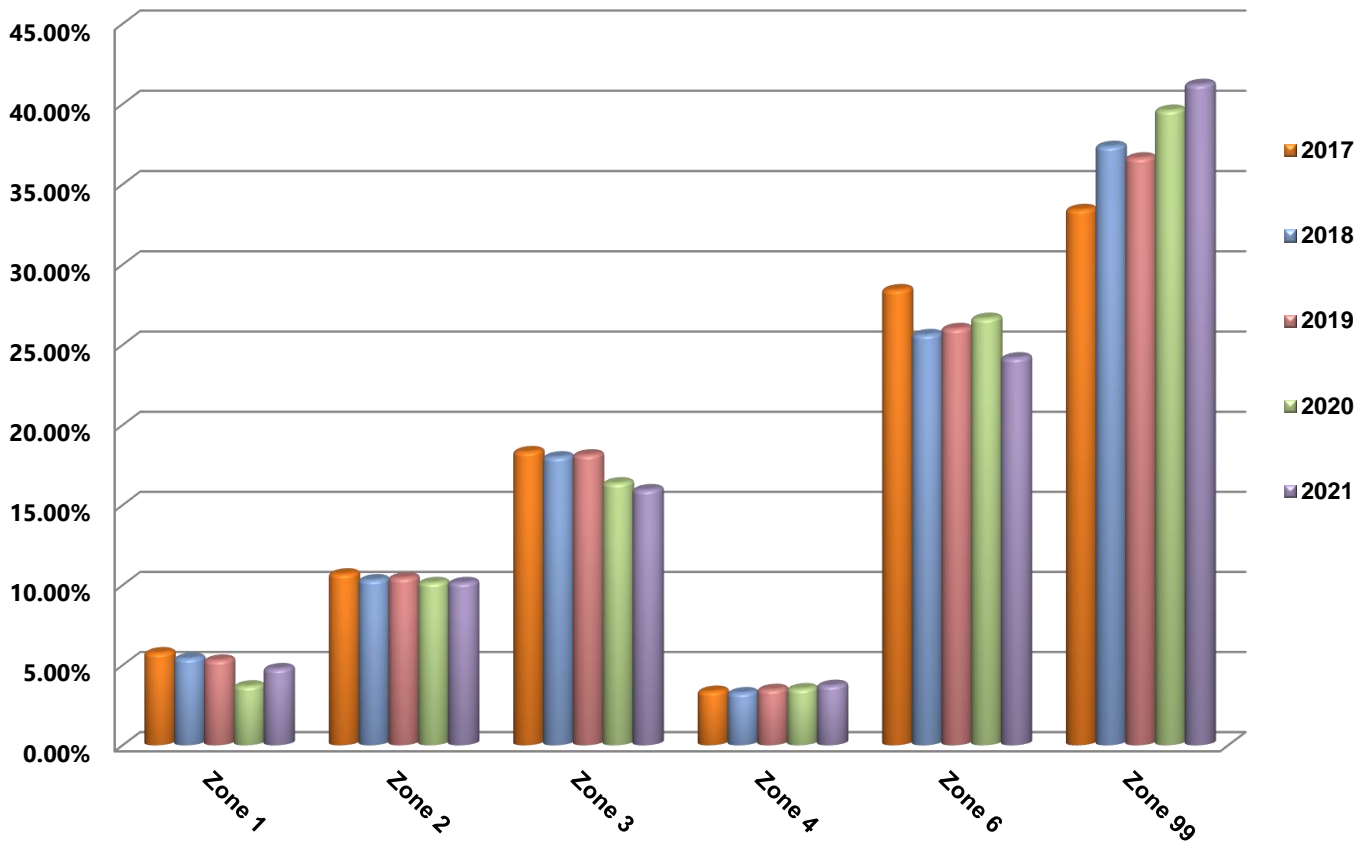
		2017	2018	2019	2020	2021
Zone 1	HDP A Area	213,172	227,315	227,312	158,528	243,470
Zone 2	Viking Avenue Corridor	395,063	432,711	447,219	435,069	517,367
Zone 3	Highway 305 Corridor	677,066	754,449	775,822	701,705	812,867
Zone 4	N of Jensen Way, W of 4th Ave & Downtown Area (<i>excluding HDP A</i>)	124,281	137,145	148,861	150,959	190,151
Zone 6	College Marketplace	1,050,244	1,074,134	1,113,263	1,141,587	1,232,298
Zone 99	Outside City limits	1,234,734	1,565,666	1,568,295	1,697,057	2,100,725
TOTAL		\$ 3,694,560	\$ 4,191,420	\$ 4,280,772	\$ 4,284,905	\$ 5,096,878



City of Poulsbo Sales Tax by Zone in Dollars (2017 - 2021)

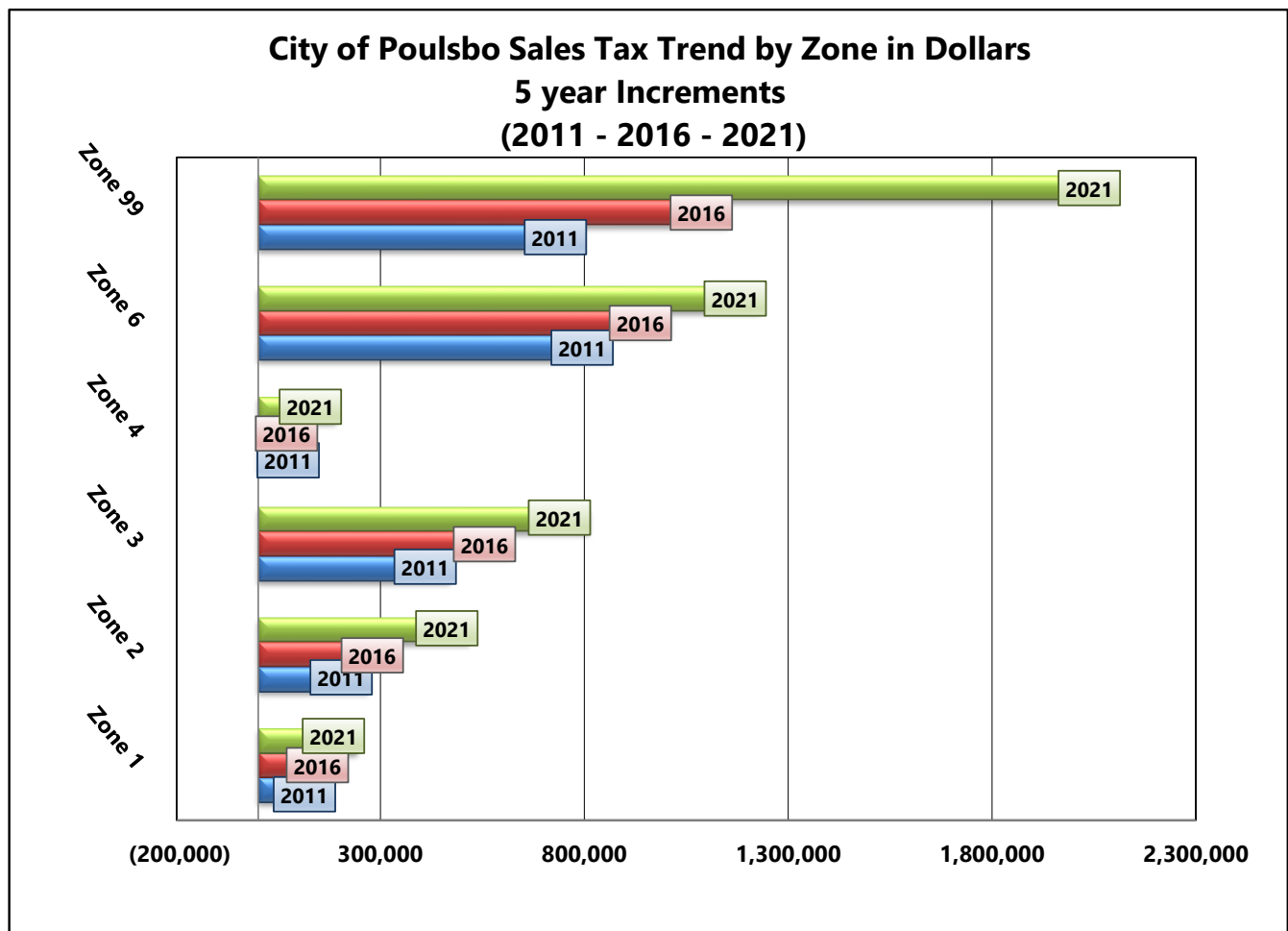
		2017	2018	2019	2020	2021
Zone 1	HDP A Area	5.77%	5.42%	5.31%	3.70%	4.78%
Zone 2	Viking Avenue Corridor	10.69%	10.32%	10.45%	10.15%	10.15%
Zone 3	Highway 305 Corridor	18.33%	18.00%	18.12%	16.38%	15.95%
Zone 4	N of Jensen Way, W of 4th Ave & Downtown area (excluding HDP A)	3.36%	3.27%	3.48%	3.52%	3.73%
Zone 6	College Marketplace	28.43%	25.63%	26.01%	26.64%	24.18%
Zone 99	Outside City limits	33.42%	37.35%	36.64%	39.61%	41.22%

City of Poulsbo Annual Comparison Percentage of Sales Tax by Zone (2017 - 2021)



City of Poulsbo Sales Tax by Zone in Dollars (2011 - 2016 - 2021)

		2011	2016	2021
Zone 1	HDP A Area	172,449	204,109	243,470
Zone 2	Viking Avenue Corridor	270,146	340,615	517,367
Zone 3	Highway 305 Corridor	471,769	617,278	812,867
Zone 4	N of Jensen Way, W of 4th Ave & Downtown Area (excluding HDP A)	129,703	137,700	190,151
Zone 6	College Marketplace	862,723	1,011,493	1,232,298
Zone 99	Outside City limits	797,180	1,155,130	2,100,725
TOTAL		\$ 2,703,970	\$ 3,466,325	\$ 5,096,878



City of Poulsbo Percentage of Sales Tax by Zone (2011 - 2016 - 2021)

		2011	2016	2021
Zone 1	HDP A Area	6.38%	5.89%	4.78%
Zone 2	Viking Avenue Corridor	9.99%	9.83%	10.15%
Zone 3	Highway 305 Corridor	17.45%	17.81%	15.95%
Zone 4	North of Jensen Way, West of 4th Ave & Downtown Area (excluding HDP A)	4.80%	3.97%	3.73%
Zone 6	College Marketplace	31.91%	29.18%	24.18%
Zone 99	Outside City limits	29.48%	33.32%	41.22%

