Agenda Item No: 8.A



STAFF REPORT

Report To: Board of Supervisors **Meeting Date:** January 20, 2022

Staff Contact: Hope Sullivan, Community Development Director

Agenda Title: For Discussion Only: Discussion and presentation regarding sales data for various areas

of Carson City from the past seven years (2014-2020). (Hope Sullivan,

hsullivan@carson.org)

Staff Summary: Hope Sullivan, Carson City Community Development Director and Brian P. Bonnenfant, Project Manager, Center for Regional Studies, University of Nevada Reno will provide a presentation regarding sales data for various areas of the City from the past

seven years.

Agenda Action: Other / Presentation Time Requested: 30 minutes

Proposed Motion

N/A

Board's Strategic Goal

Economic Development

Previous Action

N/A

Background/Issues & Analysis

N/A

Applicable Statute, Code, Policy, Rule or Regulation

N/A

Financial Information

Is there a fiscal impact? No

If yes, account name/number:

Is it currently budgeted? No

Explanation of Fiscal Impact:

<u>Alternatives</u>

Attachments:

2020 Sales Tax Summary Report_ter.docx

taxable sales_2019-2020_Carson City.pdf

Board Action Taken: Motion:	1) 2)	Aye/Nay
(Vote Recorded By)		



Community Development Department

108 E. Proctor Street Carson City, Nevada 89701 (775) 887-2180 – Hearing Impaired: 711

MEMORANDUM

TO: Board of Supervisors

FROM: Hope Sullivan, Community Development Director

DATE: January 20, 2022

SUBJECT: Carson City Taxable Sales Report 2014-2020

The Carson City Community Development Department has worked with the University of Nevada at Reno ("UNR") Center for Regional Studies to track retail sales data for various areas of the City for the past seven years (2014-2020 data). Retail sales information from the Nevada Department of Taxation for Carson City is not typically available to the public on a sub-area basis, but the UNR Center for Regional Studies is able to collect the data and has provided it to Carson City by four sub-areas, identified as Downtown, South, North and East (see the attached map).

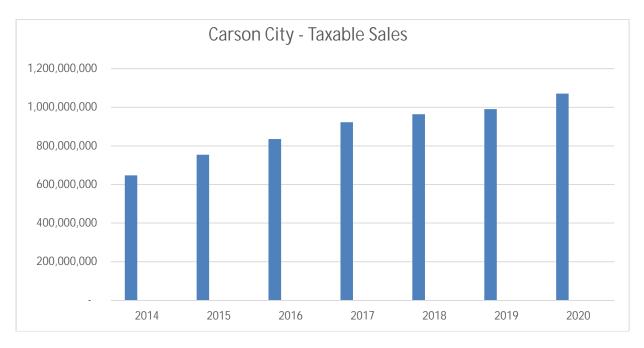
Sales tax is an important revenue source for Carson City operations. The purpose of tracking retail sales by sub-areas within the city is to create a tool by which the Board of Supervisors and others can evaluate where the City's strengths and weaknesses are and evaluate the potential impacts of certain projects. For example, the City just made significant infrastructure improvements on South Carson Street. This type of analysis can help evaluate what, if any, effects this type of project has on retail sales revenues.

Citywide Taxable Sales

The citywide taxable sales for retail establishments reporting over \$10,000 has increased each year since 2014, going from \$647,699,421 in 2014 to \$1,070,560,290 in 2020. Whereas the overall increase between 2018 and 2019 was 2.7 percent, the overall increase between 2019 and 2020 was 8.1 percent. In March 2020, significant limitations relative to business operations were implemented due to COVID. With that, retail industries that showed significant changes between 2019 and 2020 citywide included (2020 total sales is in parenthesis after industry):

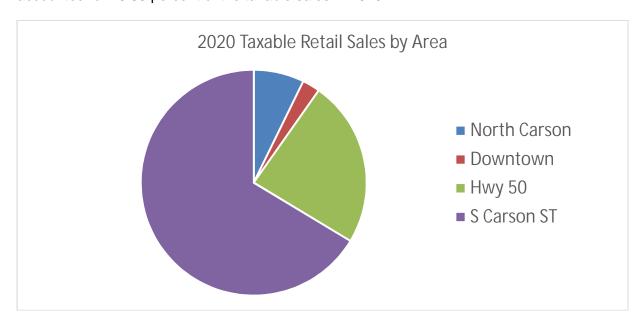
Miscellaneous Home Furnishings (\$2,904,213)	+30.2%
Jewelry, Pawnshops & Used Merchandise (\$1,362,639)	+26.3%
Supermarkets (\$26,994,649)	+24.5%
Nurseries, Lawn & Garden Supplies (\$13,520,127)	+23.9%
Household Appliances & Electronics (\$2,807,622)	+22.9%
Casino Retail Sales (\$11,477,441)	-35.7%
Candy, Bakeries & Miscellaneous Food Stores (\$1,267,645)	-24.0%
Drinking Establishments (\$4,150,836)	-23.3%

New (not used) Auto Dealers (\$367,402,492) accounted for 34.3 percent and Home Improvement & Building Materials (\$144,242,644) accounted for 13.5 percent of total sales for retail establishments reporting over \$10,000 in 2020.



Data source for all charts: Nevada Department of Taxation through UNR Center for Regional Studies Note: 2014-2020 taxable sales based on establishments reporting over \$10,000.

The following graph shows what percentage each sub-area contributes to the overall taxable sales for the City. The South area represents the largest percent by far (66.37%), largely due to the cluster of auto dealers in that area and the generally larger size of the retail area within that geographic area. The Highway 50 area, which includes the northeast corner of the City, accounted for 23.85 percent of the taxable sales in 2020.



US Highway 50 / East

Taxable sales for retail establishments in the northeast corner of the City, including along the Highway 50 corridor, has consistently increased year after year between 2014 and 2020. The percent increase from 2014 to 2015 and 2015 to 2016 was 18.09 percent and 14.48 percent respectively. This was likely due to the opening of the Maverick Gas Station and Classy Seconds. From 2018 to 2019, growth was fairly flat at 1.71 percent. But from 2019 to 2020, it increased by 6.27 percent.

Significant changes between 2019 and 2020 in the US Highway 50 / East area include:

Sporting goods (\$1,911,408)	+49.2%
Coffee, snack and ice cream (\$5,293,063)	+35.5%
Nurseries, Lawn & Garden Supplies (\$9,040,885)	+23.3%
Casino Retail Sales (\$4,568,814)	-33.1%
Boat, Motorcycle, RV & Misc Dealers (\$12,632,160)	-24.1%

Home Improvement & Building Materials (\$87,896,404) accounted for 34.4 percent of the total taxable sales for retail establishments in 2020 in this geographic area.



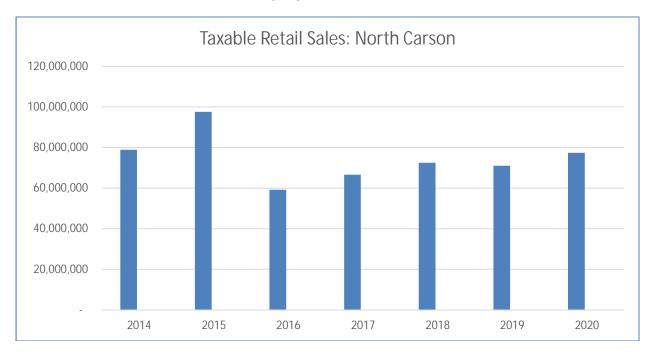
North Carson

The North Carson area is the northwest corner of the city. This area of the city is a medical hub and has a number of hotels, including newly constructed hotels. To a large extent, taxable sales for retail establishments will not capture the economic activity occurring at the hospital and associated medical offices, or at the hotels.

After an increase in taxable sales of 23.71 percent between 2014 and 2015, sales in the North area took a sharp drop in 2016. This is due in large part to auto and RV sales (i.e. Michael Hohl RV) moving from North Carson to South Carson Street. Taxable sales dropped by 2.16 percent between 2018 and 2019 but increased by 9.06 percent between 2019 and 2020. To a somewhat large extent, data is not available in this area based on disclosure limitations. With that qualification, significant changes between 2019 and 2020 for the area include:

Sporting goods (\$1,160,536) +120.3% Restaurants Full Service (\$6,252,139) -30.2%

Restaurants, Limited Service (\$10,232,669) accounted for 13.2 percent of the total taxable sales for retail establishments in 2020 in this geographic area.



South Carson

The South Carson area is essentially the area south of downtown to the County line. Taxable sales for retail establishments have increased each year between 2014 and 2020 in this area. In 2020, this area represented 66.37 percent of the total citywide taxable sales for retail establishments. In 2017, the freeway opened reducing the traffic on South Carson Street from 52,000 cars per day in 2016 to 23,500 in 2020. Despite this, there has not been a reduction in taxable sales for retail establishments, and it has continued to be a hub for new car dealers with Hyundai opening in 2017 and Nissan opening in 2020. Significant changes between 2019 and 2020 for this area include:

New (not used) Auto Dealers (\$367,402,492)
+12.2%

Home improvement and Building Materials (51,354,422) +10.5%
Casino Retail Sales (\$5,779,053) -36.0%
Restaurants Full Service (\$17,650,057) -19.3%

New (not used) Auto Dealers accounted for 51.7 percent of the total taxable sales for retail establishments in 2020 in this geographic area.



Downtown

Of the four geographic areas being analyzed, downtown is the smallest. The 2020 data includes 61 retail establishments in this geographical area, down from 68 establishments in 2019. Of the 61 retail establishments, 17 of them were full service restaurants. In 2020, the taxable sales for retail establishments represented 2.54 percent of the taxable sales for retail establishments citywide. Between 2019 and 2020, taxable sales in this geographic area dropped by 7.32 percent. Significant changes between 2019 and 2020 for the area include:

Hobbies, Toys, Crafts, Books & Musical Instruments(\$1,343,001) +54.4%
Casino Retail Sales (\$1,112,147) -43.6%
Drinking Establishments (\$2,266,861) -30.4%
Restaurants Full Service (\$7,150,584) -27%

Restaurants Full Service accounted for 26.3 percent of the total taxable sales for retail establishments in 2020 in this geographic area.



Neighborhood Improvement Districts

The report analyzes the taxable sales for retail establishments for the downtown neighborhood improvement district (NID) created in January 2016, as well as provides baseline data for the South Carson Street Neighborhood Improvement District created in 2021.

The Downtown NID is a subset of the downtown geographic area. The 2020 data includes a review of 44 locations, of which 12 are full service restaurants. Note 2014 and 2015 data is provided for as a reference of pre-NID conditions. From 2016 through 2019, the taxable sales in the Downtown NID increased each year. From 2019 to 2020, taxable sales dropped by 23.64%, most likely due to the restrictions associated with COVID.



General Observations

It is difficult to identify what promotes increased local retail activity and what the obstacles are.

Since 2014, Carson City has had 1,633 new housing starts. Typically, more housing starts translates to increased demand for goods and services, thus increases in local retail activity. However, the rule of thumb is challenged with more and more consumers shopping online.

The City's retail is thriving in the South Carson area. This area is the hub of the new (not used) car dealers as well as big box stores including Lowes, Kohls, JC Penney and Costco. South Carson is readily accessible to all residents of Carson City as well as easily accessible to residents of north Douglas County.

The selection criteria of merchants often involves the number of trips that pass a site each day. Yet, despite decreases in trip counts on South Carson Street and in the downtown, with the exception of 2020 in the downtown, both areas have grown in terms of taxable sales.

COVID and the associated restrictions clearly compromised the City's taxable sales, particularly for Casino Retail Sales, Restaurants and Drinking Establishments. But, it may have resulted in increases elsewhere as people pursued home improvements.

Although North Carson only represents 7.23 of the total taxable sales for retail establishments City wide, it is an important part of the City's diversified economy as it has the hospital, a concentration of medical offices, and hotels.

It is unclear if there is a direct correlation between the neighborhood improvement district (NID) and increased retail sales. The downtown NID was created in 2016. From 2016 to 2019, taxable retails sales increased each year. In 2020, that trend ended due to restrictions related to COVID. There needs to be a bigger dataset before a correlation can be established.

End Notes:

- All data provided by the University of Nevada Center for Regional Studies from the Nevada Department of Taxation.
- Taxable sales data has been provided for each retail industry type (e.g. Home Improvement and Department Stores, Motorized Equipment and Supplies, Food Away from Home, etc.) as well as limited subcategories. However, this more detailed data is often aggregated and grouped into a range of total sales (e.g. \$1 million to \$5 million) rather than providing the exact sales in order to protect privacy for businesses within a particular area.
- Taxable sales based on establishments reporting over \$10,000.

Attachment:

2019 & 2020 Taxable Sales for Retail Establishments Reporting Over \$10,000 prepared by UNR Center for Regional Studies

Carson City, Nevada

			LOCATION	IS			Т	OTAL SALES			AVERAGE SALES			
	Locations		Locations		2019-2020	Total Sales in		Total Sales in		2019-2020	Avg Sales in	Avg Sales in	2019-2020	
Retail Industry	in 2019	%	in 2020	%	% Change	2019	%	2020	%	% Change	2019	2020	% Change	
Home Improvement & Department Stores														
Home Improvement & Building Materials	19	4.2%	18	4.1%	-5.3%	\$127,264,727	12.9%	\$144,242,644	13.5%	13.3%	\$6,698,144	\$8,013,480	19.6%	
Paint, Glass, & Hardware	8	1.8%	8	1.8%	0.0%	\$11,412,553	1.2%	\$12,927,679	1.2%	13.3%	\$1,426,569	\$1,615,960	13.3%	
Nurseries, Lawn, & Garden Supplies	6	1.3%	6	1.4%	0.0%	\$10,912,550		\$13,520,127	1.3%	23.9%	\$1,818,758		23.9%	
Major Department Stores	4	0.9%	5	1.1%	25.0%	\$142,991,693	14.4%	\$151,341,806	14.1%	5.8%	\$35,747,923	\$30,268,361	-15.3%	
Variety & General Merchandise	9	2.0%	9	2.1%	0.0%	\$16,651,306	1.7%	\$17,983,542	1.7%	8.0%	\$1,850,145	\$1,998,171	8.0%	
Food - At Home	1													
Supermarkets	7	1.5%	7	1.6%	0.0%	\$21,676,483	2 2%	\$26,994,649	2 5%	24.5%	\$3.096.640	\$3,856,378	24.5%	
Markets, Convenience Stores & Gas Stations	33	7.2%	35	8.0%	6.1%	\$19,410,975		\$22,146,655		14.1%	\$588,211	\$632,762	7.6%	
Candy, Bakeries, & Miscellaneous Food Stores	7	1.5%	7	1.6%	0.1%	\$1,668,731		\$1,267,645		-24.0%	\$238,390		-24.0%	
Beer, Wine, Liquor, Dispensaries, & Tobacco Stores	16	3.5%	18	4.1%	12.5%	\$30,397,940		\$31,115,650		2.4%	\$1,899,871		-9.0%	
Drug Stores & Pharmacies	5	1.1%	5	1.1%	0.0%	\$7,015,333		\$7,432,362		5.9%	\$1,403,067		5.9%	
												•	•	
Food - Away from Home														
Restaurants, Full Service	69	15.1%	64	14.7%	-7.2%	\$48,795,183		\$39,243,715		-19.6%	\$707,177	\$613,183	-13.3%	
Restaurants, Limited Service	41	9.0%	39	8.9%	-4.9%	\$38,790,023		\$43,071,320		11.0%	\$946,098		16.7%	
Drinking Establishments	19	4.2%	16	3.7%	-15.8%	\$5,413,635	0.5%	\$4,150,836	0.4%	-23.3%	\$284,928	\$259,427	-8.9%	
Casino Retail Sales	17	3.7%	16	3.7%	-5.9%	\$17,852,242		\$11,477,441		-35.7%	\$1,050,132			
Coffee, Snacks, & Ice Cream	17	3.7%	16	3.7%	-5.9%	\$11,332,478	1.1%	\$11,618,917	1.1%	2.5%	\$666,616	\$726,182	8.9%	
Motorized Equipment & Supplies	7													
New Auto Dealers	6	1.3%	6	1.4%	0.0%	\$327.575.902	22 49/	\$367.402.492	24 29/	12.2%	\$54.505.084	\$61,233,749	12.2%	
Used Auto Dealers	16	3.5%	16	3.7%	0.0%	\$36,348,593		\$39.128.006		7.6%	\$2.271.787		7.6%	
Auto Supply Stores	22	4.8%	22	5.0%	0.0%	\$27,996,433		\$39,128,000		10.5%	\$1,272,565		10.5%	
Boat, Motorcycle, RV, & Misc. Dealers	11	2.4%	10	2.3%	-9.1%	\$31,468,826		\$35,867,028		14.0%	\$2,860,802		25.4%	
Apparel														
Women's Apparel & Accessories														
Men's, Children, & Family Apparel	2	0.4%	2	0.5%	0.0%	\$5-\$10 million		\$5-\$10 million	d	d	\$1-\$5 million		d	
Miscellaneous Apparel & Accessories	10	2.2%	7	1.6%	-30.0%	\$2,216,283	0.2%	\$2,133,942		-3.7%	\$221,628		37.5%	
Shoe Stores	2	0.4%	2	0.5%	0.0%	\$500k-\$750k	d	\$500k-\$750k	d	d	\$250k-\$500k	\$250k-\$500k	d	
Home Furnishings	1													
Furniture Stores	9	2.0%	9	2.1%	0.0%	\$4,591,035	0.5%	\$4,036,791	0.4%	-12.1%	\$510,115	\$448,532	-12.1%	
Floors, Drapery, & Upholstery	4	0.9%	4	0.9%	0.0%	\$2,148,995		\$1,845,951		-14.1%	\$537,249		-14.1%	
Household Appliances & Electronics	13	2.9%	12	2.8%	-7.7%	\$2,283,903		\$2,807,622		22.9%	\$175,685	\$233,968	33.2%	
Miscellaneous Home Furnishings	6	1.3%	7	1.6%	16.7%	\$2,229,995		\$2,904,213		30.2%	\$371,666	\$414,888	11.6%	
													<u> </u>	
Household & Personal Goods	- 40		10	T	0.00/	04.070.710		#4.000.000		00.00/	0407.07.	0400.001	00.001	
Jewelry, Pawnshops, & Used Merchandise	10	2.2%	10	2.3%	0.0%	\$1,078,742		\$1,362,639		26.3%	\$107,874	\$136,264	26.3%	
Sporting Goods	12	2.6%	11	2.5%	-8.3%	\$12,756,055		\$15,441,209		21.1%	\$1,063,005		32.1%	
Hobbies, Toys, Crafts, Books, & Musical Instruments	17	3.7%	14	3.2%	-17.6%	\$3,410,213		\$4,088,980		19.9%	\$200,601	\$292,070	45.6%	
Office Supply Stores	1	0.2%	1	0.2%	0.0%	\$1-\$5 million		\$1-\$5 million	d	d	\$1-\$5 million		d	
Florists, Gifts, Novelty, & Souvenirs	13	2.9%	11	2.5%	-15.4%	\$2,564,941	0.3%	\$2,121,502	0.2%	-17.3%	\$197,303	\$192,864	-2.3%	
Miscellaneous Retail	7													
Miscellaneous Retail	25	5.5%	23	5.3%	-8.0%	\$11,612,657	1.2%	\$11,890,801	1.1%	2.4%	\$464,506	\$516,991	11.3%	
TOTAL			100		4 40/	4000 004 004		44 000 000 000		0.40/	40 454	A0 488 ***	10.10	
TOTAL (includes actual sales displayed as ranges): 456		436		-4.4%	\$990,234,091		\$1,070,560,290	1	8.1%	\$2,171,566	\$2,455,414	13.1%	

Taxable sales are reported by business entities at the county level. Retail sales for businesses entities with more than one location in Carson City are calculated by dividing the total sales by the number of locations under the same ownership.

d - Disclosure limitations. The values are not reported in order to protect sales information of individual businesses.

Totals include actual values displayed in ranges

Downtown Carson City, Nevada (Source: Nevada Department of Taxation for specific use by the Center for Regional Studies)

			LOCATION	NS			Т	OTAL SALES		AVERAGE SALES			
	Locations		Locations		2019-2020	Total Sales in		Total Sales in		2019-2020	Avg Sales in	Avg Sales in	2019-2020
Retail Industry	in 2019	%	in 2020	%	% Change	2019	%	2020	%	% Change	2019	2020	% Change
Home Improvement & Department Stores													
Home Improvement & Building Materials													
Paint, Glass, & Hardware													
Nurseries, Lawn, & Garden Supplies							ļ						
Major Department Stores													
Variety & General Merchandise	2	2.9%	1	1.6%	-50.0%	\$10k-\$100k	d	\$10k-\$100k	d	d	\$10k-\$100k	\$10k-\$100k	d
		,			001070	***************************************		******			ŢŢ		
Food - At Home	_												
Supermarkets	1	1.5%	1	1.6%	0.0%	\$5-\$10 million	d	\$5-\$10 million	d	d	\$5-\$10 million	\$5-\$10 million	d
Markets. Convenience Stores & Gas Stations	2	2.9%	3	4.9%	50.0%	\$250k-\$500k	d	\$1.461.824		d	\$100k-\$250k	\$487.275	_
Candy, Bakeries, & Miscellaneous Food Stores	2	2.9%	2	3.3%	0.0%	\$750k-\$500k	d	\$500k-\$750k	5.4% d	d		\$250k-\$500k	d
Beer, Wine, Liquor, Dispensaries, & Tobacco Stores	5	7.4%	5	8.2%	0.0%	\$974,536				-7.8%	\$194,907		
Drug Stores & Pharmacies	3	1.5%	1	1.6%	0.0%	\$974,536 \$10k-\$100k		\$10k-\$100k	3.3% d	-7.6% d		\$179,767 \$10k-\$100k	-7.6% d
Drug Stores & Pharmacies	<u> </u>	1.5%	_ '	1.6%	0.0%	\$10K-\$100K	α	\$ TUK-\$ TUUK	a	u	\$ TUK-\$ TUUK	\$ TUK-\$ TUUK	u
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Food - Away from Home					= 00 /	40 700 010		\$7.450.55		07.00/	0540.000	# 400 ***	00 ====
Restaurants, Full Service	18	26.5%	17	27.9%		\$9,789,040			_		\$543,836		
Restaurants, Limited Service	1	1.5%	1	1.6%	0.0%	\$1-\$5 million		\$1-\$5 million	d	d	\$1-\$5 million		d
Drinking Establishments	7	10.3%	6	9.8%	-14.3%	\$3,259,293				-30.4%	\$465,613		
Casino Retail Sales	3	4.4%	3	4.9%	0.0%	\$1,973,387			4.1%	-43.6%	\$657,796		
Coffee, Snacks, & Ice Cream	2	2.9%	2	3.3%	0.0%	\$500k-\$750k	d	\$100k-\$250k	d	d	\$250k-\$500k	\$100k-\$250k	d
Motorized Equipment & Supplies													
New Auto Dealers													
Used Auto Dealers													
Auto Supply Stores													
Boat, Motorcycle, RV, & Misc. Dealers													
					•					•			1
Apparel													
Women's Apparel & Accessories							I						
Men's, Children, & Family Apparel													
Miscellaneous Apparel & Accessories	1	1.5%				\$10k-\$100k	d		.		\$10k-\$100k		
Shoe Stores	- '	1.5%				φ10Κ-φ100Κ	u				φ10Κ-φ100Κ		
Gride Grores	+		1	1									
Home Furnishings	_												
· ·			1	_								ı	1
Furniture Stores							-		-				
Floors, Drapery, & Upholstery			4		0.00/	#40L #400L		#40L #400L		-	#401- #4001-	₾4.0L. ₾4.0.0L.	
Household Appliances & Electronics	1	1.5%	1	1.6%	0.0%	\$10k-\$100k	d	\$10k-\$100k	d	d	\$10k-\$100k	\$10k-\$100k	d
Miscellaneous Home Furnishings													
	_												
Household & Personal Goods							1	T-	1		ļ	1.	,
Jewelry, Pawnshops, & Used Merchandise	2	2.9%	2	3.3%	0.0%	\$250k-\$500k	d	\$500k-\$750k	d	d	\$100k-\$250k	\$250k-\$500k	d
Sporting Goods													
Hobbies, Toys, Crafts, Books, & Musical Instruments	7	10.3%	6	9.8%	-14.3%	\$869,564	3.0%	\$1,343,001	4.9%	54.4%	\$124,223	\$223,834	80.2%
Office Supply Stores					oxdot								
Florists, Gifts, Novelty, & Souvenirs	7	10.3%	5	8.2%	-28.6%	\$510,525	1.7%	\$340,059	1.2%	-33.4%	\$72,932	\$68,012	-6.7%
											1		
Miscellaneous Retail													
Miscellaneous Retail	6	8.8%	5	8.2%	-16.7%	\$914,168	3.1%	\$715,223	2 6%	-21.8%	\$152,361	\$143,045	-6.1%
Miscellaneous Retail													
Miscellaneous Retail		0.070	1			 ,		ψσ, <u>zz</u> σ	2.0 /6	-21.070	7.02,001	4	1

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d - Disclosure limitations. The values are not reported in order to protect sales information of individual businesses.

Totals include actual values displayed in ranges

North Carson City, Nevada

			LOCATION	NS.			Т	OTAL SALES			AVERAGE SALES				
	Locations		Locations		2019-2020	Total Sales in		Total Sales in		2019-2020	Avg Sales in	Avg Sales in	2019-2020		
Retail Industry	in 2019	%	in 2020	%	% Change	2019	%	2020	%	% Change	2019	2020	% Change		
Home Improvement & Department Stores															
Home Improvement & Building Materials	2	2.1%	2	2.2%	0.0%	\$5-\$10 million	d	\$1-\$5 million	d	d	\$1-\$5 million	\$1-\$5 million	d		
Paint, Glass, & Hardware	3	3.1%	3	3.3%	0.0%	\$8,557,995				14.3%	\$2,852,665	\$3,260,852			
Nurseries, Lawn, & Garden Supplies	Ŭ	0.170	-	0.070	0.070	φο,οοι,οοο	12.170	ψ0,102,000	12.070	14.070	Ψ2,002,000	ψ0,200,002	14.070		
Major Department Stores															
Variety & General Merchandise	2	2.1%	2	2.2%	0.0%	\$5-\$10 million	н	\$5-\$10 million	d	d	\$1-\$5 million	\$1-\$5 million	d		
variety a contrainment indicated	+	2	_	2.270	0.070	φο φτο πιιιιοπ	_	φο φτο πιπιοπ			ψ. ψοο	ψ. ψοο			
Food - At Home	1														
Supermarkets	2	2.1%	3	3.3%	50.0%	\$1-\$5 million	d	\$4.904.074	6.3%	d	\$1-\$5 million	\$1-\$5 million	d		
Markets, Convenience Stores & Gas Stations	9	9.4%	9	9.8%	0.0%	\$2.433.976		\$2.826.975		16.1%	\$270.442	\$314.108			
Candy, Bakeries, & Miscellaneous Food Stores	2	2.1%	2	2.2%	0.0%	\$10k-\$100k		\$100k-\$250k	d	d	\$10k-\$100k		d		
Beer, Wine, Liquor, Dispensaries, & Tobacco Stores	5	5.2%	5	5.4%	0.0%	\$5,838,979				12.5%	\$1,167,796				
Drug Stores & Pharmacies	1	1.0%	1	1.1%	0.0%	\$1-\$5 million		\$1-\$5 million	d d	12.376 d		\$1-\$5 million	12.3 /6		
Drug Glores & Frialmadies	'	1.0 /6		1.1 /0	0.070	φ1-φ5 ΠΠΠΟΠ	u	ψ1-ψ3 IIIIIIOII	u	u	ф1-ф5 ПППОП	ψ1-ψ3 IIIIIIOII	u		
Food - Away from Home	1														
Restaurants, Full Service	15	15.6%	14	15.2%	-6.7%	\$8,955,282	12 6%	\$6,252,139	8 1%	-30.2%	\$597,019	\$446,581	-25.2%		
Restaurants, Limited Service	9	9.4%	9	9.8%	0.0%	\$9,338,381				9.6%	\$1,037,598				
Drinking Establishments	3	3.1%	2	2.2%	-33.3%			\$10,232,009 \$100k-\$250k	13.2% d	9.6 / ₆		\$1,130,903 \$10k-\$100k	9.6 / ₀		
Casino Retail Sales	1	1.0%	1	1.1%	0.0%	\$10k-\$100k		\$10k-\$100k	d	d	\$10k-\$100k		d		
Coffee, Snacks, & Ice Cream	4	4.2%	4	4.3%	0.0%	\$1,652,505		\$1,736,057		5.1%	\$413,126	\$434,014	-		
Collee, Shacks, & ice Cream	- 4	4.2%	4	4.3%	0.0 %	\$1,032,303	2.3%	\$1,730,037	2.2%	5.176	φ413,120	φ 4 34,014	J. 1 /0		
Motorized Equipment & Supplies	1														
New Auto Dealers	-														
Used Auto Dealers	3	3.1%	3	3.3%	0.0%	\$1,001,328	4 40/	\$725,246	0.9%	-27.6%	\$333,776	\$241,749	-27.6%		
Auto Supply Stores	6	6.3%	6	6.5%	0.0%	\$6,398,206		\$6,916,763		8.1%	\$1,066,368	\$1,152,794			
Boat, Motorcycle, RV, & Misc. Dealers	2	2.1%	1	1.1%	-50.0%	\$5-\$10 million		\$5-\$10 million	8.9% d	0.1% d		\$1,152,794 \$5-\$10 million	0.1% d		
Boat, Motorcycle, RV, & Misc. Dealers		2.1%		1.1%	-50.0 /6	\$3-\$ TO THIIIIOH	a	φυ-φ το πιιιιοπ	a	u	φ1-φ3 IIIIIIOII	φυ-φ 10 IIIIIIOII	u		
Apparel	1														
Women's Apparel & Accessories	-	1		1											
Men's, Children, & Family Apparel															
Miscellaneous Apparel & Accessories	5	5.2%	3	3.3%	-40.0%	\$374,437	0.50/	\$383,189	0.50/	2.3%	\$74,887	\$127.730	70.6%		
Shoe Stores	1	1.0%	1	1.1%	0.0%	\$374,437 \$10k-\$100k		\$10k-\$100k	0.5% d	2.3% d	\$10k-\$100k		70.6% d		
Silve Stores	+ '	1.0%		1.1%	0.0 %	\$ 10K-\$ 100K	a	\$10K-\$100K	a	u	\$10K-\$100K	\$10K-\$100K	u		
Home Furnishings	1														
Furniture Stores	2	2.1%	3	3.3%	50.0%	\$1-\$5 million	d	\$1,040,138	1 3%	d	\$500k-\$750k	\$346,713	d		
Floors, Drapery, & Upholstery		2.176	J	3.3 %	30.078	φ1-φ3 million	u	\$1,040,130	1.3%	u	φ300K-φ130K	φυ40,7 15	u		
Household Appliances & Electronics	3	3.1%	2	2.2%	-33.3%	\$604.704	4.00/	\$100k-\$250k	d	d	¢220 22E	\$100k-\$250k	d		
Miscellaneous Home Furnishings	3	3.1%	3	3.3%	0.0%	\$332,643		\$429,779		29.2%	\$110,881	\$143,260	-		
Miscellaneous nome Furnishings	3	3.1%	3	3.3%	0.0%	\$332,043	0.5%	\$429,779	0.6%	29.2%	\$110,001	\$143,200	29.2%		
Household & Personal Goods	1														
Jewelry, Pawnshops, & Used Merchandise	2	2.1%	2	2.2%	0.0%	\$100k-\$250k	d	\$100k-\$250k	d	d	\$10k-\$100k	\$10k \$100k	d		
	3		3		0.0%	\$100K-\$250K \$526,782		\$100K-\$250K \$1,160,536		120.3%	\$10K-\$100K \$175,594	\$10K-\$100K \$386,845	-		
Sporting Goods	3	3.1%	3	3.3%											
Hobbies, Toys, Crafts, Books, & Musical Instruments	3	3.1%	3	3.3%	0.0%	\$178,499	0.3%	\$301,357	0.4%	68.8%	\$59,500	\$100,452	68.8%		
Office Supply Stores	1	4.001	1	4.401	0.00/	¢10k ¢100k		\$10k \$100k	l .	d	#40k #400k	#40k #400k	d		
Florists, Gifts, Novelty, & Souvenirs	1	1.0%	Т	1.1%	0.0%	\$10k-\$100k	d	\$10k-\$100k	d	a	\$10k-\$100k	\$ IUK-\$ IUUK	a		
Miscellaneous Retail	1														
Miscellaneous Retail Miscellaneous Retail	4	4.00′	4	4.201	0.0%	\$20E 000	0.50/	¢250.020	0.201	-32.9%	¢06 400	\$64.757	-32.9%		
IVIISCEIIANEOUS KETAII	4	4.2%	4	4.3%	0.0%	\$385,926	0.5%	\$259,028	0.3%	-32.9%	\$96,482	\$64,757	-32.9%		
TOTAL (includes actual sales displayed as ranges)	: 96		92		-4.2%	\$70,999,825		\$77,434,172		9.1%	\$739,582	\$841,676	13.8%		
i O i AL (includes actual sales displayed as ranges)	. 30		74		-4. ∠ /0	φ10,333,023		Φ11,434,112		J. 1 /0	कृत् उच, 502	φ041,070	13.0 /6		

Taxable sales are reported by business entities at the county level. Retail sales for businesses entities with more than one location in Carson City are calculated by dividing the total sales by the number of locations under the same ownership.

d - Disclosure limitations. The values are not reported in order to protect sales information of individual businesses.

Totals include actual values displayed in ranges

South Carson City, Nevada

9 1 2 3 2 3 7 2 3 1	% 6.4% 0.7% 1.4% 2.1% 1.4% 5.0% 1.4% 2.1% 0.7%	8 1 2 4 2 7 2 2 7 2	6.0% 0.8% 1.5% 3.0% 1.5%	2019-2020 % Change -11.1% 0.0% 0.0% 33.3% 0.0%	\$46,485,588 \$1-\$5 million \$1-\$5 million \$98,399,384 \$5-\$10 million	d d 15.1%	\$1-\$5 million \$1-\$5 million	7.2% d d 15.5%	2019-2020 % Change 10.5% d d 11.9%	\$1-\$5 million	\$6,419,303 \$1-\$5 million	2019-2020 % Change 24.3% d
9 1 2 3 2 3 7 2 3 1	6.4% 0.7% 1.4% 2.1% 1.4% 2.1% 5.0% 1.4% 2.1%	8 1 2 4 2 2	6.0% 0.8% 1.5% 3.0% 1.5%	-11.1% 0.0% 0.0% 33.3% 0.0%	\$46,485,588 \$1-\$5 million \$1-\$5 million \$98,399,384	7.2% d d 15.1%	\$51,354,422 \$1-\$5 million \$1-\$5 million \$110,098,511	7.2% d d	10.5% d d	\$5,165,065 \$1-\$5 million \$1-\$5 million	\$6,419,303 \$1-\$5 million	24.3%
1 2 3 2 3 7 2 3 1	0.7% 1.4% 2.1% 1.4% 2.1% 5.0% 1.4% 2.1%	1 2 4 2 2 7	0.8% 1.5% 3.0% 1.5%	0.0% 0.0% 33.3% 0.0%	\$1-\$5 million \$1-\$5 million \$98,399,384	d d 15.1%	\$1-\$5 million \$1-\$5 million \$110,098,511	d d 15.5%	d d	\$1-\$5 million \$1-\$5 million	\$1-\$5 million	
1 2 3 2 3 7 2 3 1	0.7% 1.4% 2.1% 1.4% 2.1% 5.0% 1.4% 2.1%	1 2 4 2 2 7	0.8% 1.5% 3.0% 1.5%	0.0% 0.0% 33.3% 0.0%	\$1-\$5 million \$1-\$5 million \$98,399,384	d d 15.1%	\$1-\$5 million \$1-\$5 million \$110,098,511	d d 15.5%	d d	\$1-\$5 million \$1-\$5 million	\$1-\$5 million	
2 3 2 3 7 2 3 1	1.4% 2.1% 1.4% 2.1% 5.0% 1.4% 2.1%	2 4 2 2 7	1.5% 3.0% 1.5%	0.0% 33.3% 0.0%	\$1-\$5 million \$98,399,384	d 15.1%	\$1-\$5 million \$110,098,511	d 15.5%	d	\$1-\$5 million		d
3 2 3 7 2 3 1	2.1% 1.4% 2.1% 5.0% 1.4% 2.1%	2 7	3.0% 1.5%	33.3%	\$98,399,384	15.1%	\$110,098,511	15.5%			\$1-\$5 million	
3 7 2 3 1	1.4% 2.1% 5.0% 1.4% 2.1%	2 7	1.5%	0.0%					11.9%			d
3 7 2 3 1	2.1% 5.0% 1.4% 2.1%	2 7	1.5%		\$5-\$10 million	d	\$5-\$10 million			\$32,799,795	\$27,524,628	-16.1%
7 2 3 1	5.0% 1.4% 2.1%	7						d	d	\$1-\$5 million	\$1-\$5 million	d
7 2 3 1	5.0% 1.4% 2.1%	7								i		
7 2 3 1	5.0% 1.4% 2.1%	7								1		
7 2 3 1	5.0% 1.4% 2.1%	7		-33.3%	\$7,878,123	1 2%	\$5-\$10 million	d	d	\$2 626 041	\$1-\$5 million	d
2 3 1	1.4% 2.1%			0.0%	\$2,055,703	0.3%		0.3%	13.6%	\$293,672		
3 1	2.1%		1.5%	0.0%	\$500k-\$750k		\$250k-\$500k	d	d	\$250k-\$500k	\$211,593	
19		4	3.0%	33.3%	\$14,374,406	2.2%		1.9%	-6.0%	\$4,791,469		
19	0.7 /0	1	0.8%	0.0%	\$1-\$5 million		\$1-\$5 million	d	d		\$1-\$5 million	d
			0.070	0.070	φτ φο πιιιιοπ	u	фт фотпинон	ч		φτ φο πιιιιοπ	φτ φο πιιιισπ	
										ı		
	13.6%	17	12.8%	-10.5%	\$21,869,740	3.4%	\$17,650,057	2.5%	-19.3%	\$1,151,039	\$1,038,239	-9.8%
1/4	10.0%	12	9.0%	-14.3%	\$11,352,087	1.7%	. , ,	1.5%	-19.3 %	\$810.863		
2	1.4%	2	1.5%	0.0%	\$250k-\$500k		\$250k-\$500k	1.5% d	-5.1 / ₀	\$100k-\$250k		10.7 /6
6	4.3%	5	3.8%	-16.7%	\$9,029,225			0.8%	-36.0%	\$1,504,871		
6	4.3%	5	3.8%	-16.7%	\$5,255,471	0.8%		0.6%	-16.9%	\$875,912		
0	4.3%	J	3.8%	-10.7 /6	φ5,255,471	0.8%	\$4,300,003	0.6%	-10.5/0	\$675,912	φ013,011	-0.3 /6
										1		
				0.00/	#007 F7F 000		4007 400 400		40.00/	AF4 505 004	004 000 740	40.00/
2	1.4%	3	2.3%	50.0%	\$5-\$10 million	d	\$14,602,579	2.1%	d	\$1-\$5 million	\$4,867,526	d
										1		
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										ı		
								_				d
2	1.4%	1	0.8%	-50.0%	\$1-\$5 million	d	\$750k-\$1m	d	d	\$500k-\$750k	\$750k-\$1m	d
										1		
5	3.6%	4	3.0%	-20.0%	\$2,470,942	0.4%	\$2,159,489	0.3%	-12.6%	\$494,188	\$539,872	9.2%
1	0.7%	1	0.8%	0.0%	\$750k-\$1m	d	\$500k-\$750k	d	d	\$750k-\$1m	\$500k-\$750k	d
6	4.3%	7	5.3%	16.7%	\$1,481,061	0.2%	\$2,472,464	0.3%	66.9%	\$246,844	\$353,209	43.1%
2	1.4%	3	2.3%	50.0%	\$1-\$5 million	d	\$2,443,946	0.3%	d	\$750k-\$1m	\$814,649	d
									l	ı İ		
4	2.9%	3	2.3%	-25.0%	\$180.122	0.0%	\$173.563	0.0%	-3.6%	\$45.031	\$57.854	28.5%
3	2.1%		2.3%	0.0%		1.7%			13.0%	\$3,649,372		
4												
1	0.7%	1	0.8%	0.0%	\$1-\$5 million			d	d			d
2		2						d	ď			ď
							<u>· · · · · · · · · · · · · · · · · · · </u>		$\overline{}$	i		
									l	ı İ		
Q	6.4%	a	6.8%	0.00/	\$6,894,412	4.40/						
J	0.470			11 11%		1 10/	\$7 582 222	1 10/	10.0%	\$766.046	\$842.460	10 0%
				0.0%	\$0,094,412	1.1%	\$7,582,222	1.1%	10.0%	\$766,046	\$842,469	10.0%
	1 6 2 4 3 4	4 2.9% 7 5.0% 2 1.4% 2 1.4% 5 3.6% 1 0.7% 6 4.3% 2 1.4% 4 2.9% 3 2.1% 4 2.9% 1 0.7% 2 1.4%	4 2.9% 4 7 5.0% 7 2 1.4% 3 2 1.4% 1 5 3.6% 4 1 0.7% 1 6 4.3% 7 2 1.4% 3 4 2.9% 3 3 2.1% 3 4 2.9% 3 1 0.7% 1 2 1.4% 2	4 2.9% 4 3.0% 7 5.0% 7 5.3% 2 1.4% 3 2.3% 2 1.4% 2 1.5% 2 1.4% 1 0.8% 5 3.6% 4 3.0% 1 0.7% 1 0.8% 6 4.3% 7 5.3% 2 1.4% 3 2.3% 4 2.9% 3 2.3% 4 2.9% 3 2.3% 4 2.9% 3 2.3% 1 0.7% 1 0.8% 2 1.4% 2 1.5%	4 2.9% 4 3.0% 0.0% 7 5.0% 7 5.3% 0.0% 2 1.4% 3 2.3% 50.0% 2 1.4% 2 1.5% 0.0% 2 1.4% 1 0.8% -50.0% 5 3.6% 4 3.0% -20.0% 1 0.7% 1 0.8% 0.0% 6 4.3% 7 5.3% 16.7% 2 1.4% 3 2.3% 50.0% 4 2.9% 3 2.3% -25.0% 3 2.1% 3 2.3% -25.0% 4 2.9% 3 2.3% -25.0% 1 0.7% 1 0.8% 0.0% 2 1.4% 2 1.5% 0.0%	4 2.9% 4 3.0% 0.0% \$26,672,412 \$14,503,524 7 5.0% 7 5.3% 0.0% \$14,503,524 2 1.4% 3 2.3% 50.0% \$5-\$10 million 2 1.4% 1 0.8% -50.0% \$5-\$10 million 5 3.6% 4 3.0% -20.0% \$1,\$5 million 5 1 0.7% 1 0.8% 0.0% \$750k-\$1m 6 4.3% 7 5.3% 16.7% \$1,481,061 \$1.\$5 million 4 2.9% 3 2.3% 50.0% \$180,122 \$1.948,117 \$1,315,980 4 2.9% 3 2.3% -25.0% \$1,315,980 \$1,\$5 million 1 0.7% 1 0.8% 0.0% \$1.\$5 million \$1.\$5 million	4 2.9% 4 3.0% 0.0% \$26,672,412 4.1% \$14,503,524 2.2% \$5-\$10 million d \$5-\$10 million d \$1.\$5 million d	4 2.9% 4 3.0% 0.0% 7 5.0% 7 5.3% 0.0% \$14,503,524 2.2% \$16,453,997 2 1.4% 3 2.3% 50.0% \$5-\$10 million d \$14,602,579 2 1.4% 1 0.8% -50.0% \$5-\$10 million d \$750k-\$1m 5 3.6% 4 3.0% -20.0% \$1.487,0942 0.4% \$2,159,489 5 3.6% 4 3.0% -20.0% \$750k-\$1m d \$500k-\$750k 6 4.3% 7 5.3% 16.7% \$1,481,061 0.2% \$2,472,464 \$1.45 3 2.3% 50.0% \$180,122 0.0% \$173,563 \$1,315,980 0.2% \$1,536,363 \$1.35,980 0.2% \$1,536,363 \$1.4% 2 1.5% 0.0% \$1.35,5million \$1.45,5million	4 2.9% 4 3.0% 0.0% \$26,672,412 4.1% \$29,396,357 4.1% 7 5.0% 7 5.3% 0.0% \$14,503,524 2.2% \$16,453,997 2.3% 2 1.4% 3 2.3% 50.0% \$5-\$10 million d \$14,602,579 2.1% 2 1.4% 1 0.8% -50.0% \$5-\$10 million d \$750k-\$1m d 5 3.6% 4 3.0% -20.0% \$750k-\$1m d \$750k-\$1m d 5 3.6% 4 3.0% -20.0% \$750k-\$1m d \$55-\$10 million d \$750k-\$1m d 4 2.9% 3 2.3% 50.0% \$1.481,061 0.2% \$2,472,464 0.3% \$1-\$5 million 4 2.9% 3 2.3% -25.0% \$1.948,117 1.7% \$12,369,265 1.7% 4 2.9% 3 2.3% -25.0% \$1,315,980 0.2% \$1,536,363 0.2% 1 0.7% 1 0.8% 0.0% <td< td=""><td>4 2.9% 4 3.0% 0.0% 7 5.0% 7 5.3% 0.0% 2 1.4% 3 2.3% 50.0% 2 1.4% 2 1.5% 0.0% 2 1.4% 1 0.8% -50.0% 2 1.4% 1 0.8% -50.0% 3 2.3% 50.0% 5 3.6% 4 3.0% -20.0% 1 0.7% 1 0.8% 0.0% 6 4.3% 7 5.3% 16.7% 2 1.4% 3 2.3% 50.0% 3 2.1% 3 2.3% 50.0% 4 2.9% 3 2.3% -25.0% 3 2.1% 3 2.3% 0.0% 4 2.9% 3 2.3% -25.0% 3 2.1% 3 2.3% 0.0% 4 2.9% 3 2.3% 2.0% 5 1 0.0% \$1,536,363 0.0% -3.6% <</td><td>4 2.9% 4 3.0% 0.0% 7 5.0% 7 5.3% 0.0% \$26,672,412 4.1% \$29,396,357 4.1% 10.2% \$6,668,103 \$2,071,932 \$1,4503,524 2.2% \$16,453,997 2.3% 13.4% \$2,071,932 \$1.4%</td></td<> <td>\$26,672,412</td>	4 2.9% 4 3.0% 0.0% 7 5.0% 7 5.3% 0.0% 2 1.4% 3 2.3% 50.0% 2 1.4% 2 1.5% 0.0% 2 1.4% 1 0.8% -50.0% 2 1.4% 1 0.8% -50.0% 3 2.3% 50.0% 5 3.6% 4 3.0% -20.0% 1 0.7% 1 0.8% 0.0% 6 4.3% 7 5.3% 16.7% 2 1.4% 3 2.3% 50.0% 3 2.1% 3 2.3% 50.0% 4 2.9% 3 2.3% -25.0% 3 2.1% 3 2.3% 0.0% 4 2.9% 3 2.3% -25.0% 3 2.1% 3 2.3% 0.0% 4 2.9% 3 2.3% 2.0% 5 1 0.0% \$1,536,363 0.0% -3.6% <	4 2.9% 4 3.0% 0.0% 7 5.0% 7 5.3% 0.0% \$26,672,412 4.1% \$29,396,357 4.1% 10.2% \$6,668,103 \$2,071,932 \$1,4503,524 2.2% \$16,453,997 2.3% 13.4% \$2,071,932 \$1.4%	\$26,672,412

Taxable sales are reported by business entities at the county level. Retail sales for businesses entities with more than one location in Carson City are calculated by dividing the total sales by the number of locations under the same ownership.

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Totals include actual values displayed in ranges

US Hwy 50 - Carson City, Nevada

			LOCATION	NS			T	OTAL SALES				ERAGE SALES	
	Locations		Locations		2019-2020	Total Sales in		Total Sales in		2019-2020	Avg Sales in	Avg Sales in	2019-2020
Retail Industry	in 2019	%	in 2020	%	% Change	2019	%	2020	%	% Change	2019	2020	% Change
Home Improvement & Department Stores													
Home Improvement & Building Materials	8	5.3%	8	5.3%	0.0%	\$74,618,935	31.1%	\$87,896,404	34.4%	17.8%	\$9,327,367	\$10,987,050	17.8%
Paint, Glass, & Hardware	4	2.6%	4	2.7%	0.0%	\$1,541,200	0.6%	\$1,640,369	0.6%	6.4%	\$385,300	\$410,092	6.4%
Nurseries, Lawn, & Garden Supplies	4	2.6%	4	2.7%	0.0%	\$7,331,450	3.1%	\$9,040,885	3.5%	23.3%	\$1,832,863	\$2,260,221	23.3%
Major Department Stores	1	0.7%	1	0.7%	0.0%	\$25-\$50 million		\$25-\$50 million	d	d		\$25-\$50 million	d
Variety & General Merchandise	3	2.0%	4	2.7%	33.3%	\$2,229,686		\$2,407,303	0.9%	8.0%	\$743,229		-19.0%
,													U
Food - At Home	ľ												
Supermarkets	1	0.7%	1	0.7%	0.0%	\$1-\$5 million	d	\$1-\$5 million	d	d	\$1-\$5 million	\$1-\$5 million	d
Markets, Convenience Stores & Gas Stations	15	9.9%	16	10.7%	6.7%	\$14,466,603		\$15,523,023		7.3%	\$964,440		0.6%
Candy, Bakeries, & Miscellaneous Food Stores	1	0.7%	1	0.7%	0.0%	\$10k-\$100k		\$10k-\$100k	d	d	\$10k-\$100k	\$10k-\$100k	d
Beer, Wine, Liquor, Dispensaries, & Tobacco Stores	3	2.0%	4	2.7%	33.3%	\$9,210,019		\$10,134,552		10.0%	\$3,070,006		-17.5%
Drug Stores & Pharmacies	2	1.3%	2	1.3%	0.0%	\$1-\$5 million		\$1-\$5 million	d d	d		\$1-\$5 million	d
Brug Glores & Frialmusios		1.070		1.070	0.070	фт фотпинон	u	фт фотпинон	u		фт фотпинон	ф г фо пишоп	-
Food - Away from Home													
Restaurants, Full Service	17	11.2%	16	10.7%	-5.9%	\$8,181,121	3.4%	\$8,190,935	3.2%	0.1%	\$481,242	\$511,933	6.4%
Restaurants, Limited Service	17	11.2%	17	11.3%	0.0%	\$16,634,745		\$20,268,091		21.8%	\$978,514		21.8%
Drinking Establishments	7	4.6%	6	4.0%	-14.3%	\$1,460,597		\$1,326,121		-9.2%	\$208,657	\$221,020	5.9%
Casino Retail Sales	7	4.6%	7	4.0%	0.0%	\$6,827,036		\$4,568,814		-33.1%	\$975,291	\$652,688	-33.1%
Coffee. Snacks. & Ice Cream	5	3.3%	5	3.3%	0.0%	\$3,911,178		\$5,293,063		35.3%	\$782,236		35.3%
Solice, Shacks, & Ice Gream		3.3 /6	3	3.3 /6	0.070	ψ5,511,176	1.0 /6	ψ3,233,003	2.170	33.370	Ψ102,230	ψ1,000,010	33.370
Motorized Equipment & Supplies	l.												
New Auto Dealers	ł		ı										
Used Auto Dealers	9	5.9%	9	6.0%	0.0%	\$8,674,853	2.00/	\$9,006,402	2.50/	3.8%	\$963,873	\$1,000,711	3.8%
Auto Supply Stores	9	5.9%	9	6.0%	0.0%	\$7,094,703		\$7,554,054		6.5%	\$788,300		6.5%
Boat, Motorcycle, RV, & Misc. Dealers	7	4.6%	6	4.0%	-14.3%	\$16,634,290		\$12,632,160		-24.1%	\$2,376,327	\$2,105,360	-11.4%
Boat, Wotorcycle, TVV, & Wisc. Bealers	- '	4.0 /6	U	4.0 /6	-14.070	ψ10,03 4 ,230	0.3 /6	Ψ12,032,100	4.5 /6	-2-7.170	ΨΖ,510,521	Ψ2,100,000	-111.470
Apparel	l												
Women's Apparel & Accessories													
Men's, Children, & Family Apparel													
Miscellaneous Apparel & Accessories	2	1.3%	3	2.0%	50.0%	\$750k-\$1m	d	\$878,067	0.29/	d	\$250k-\$500k	\$292,689	d
Shoe Stores	1	0.7%	1	0.7%	0.0%	\$500k-\$750k		\$250k-\$500k	0.3% d	d		\$250k-\$500k	d
Silve Stores	'	0.7 %		0.7 %	0.076	φ300K-φ730K	u	\$230K-\$300K	u	u	φ300K=φ730K	φ230K-φ300K	u
Home Furnishings													
Furniture Stores	2	1.3%	2	1.3%	0.0%	\$750k-\$1m	d	\$750k-\$1m	d	d	\$250k-\$500k	\$250k-\$500k	d
Floors, Drapery, & Upholstery	3	2.0%	3	2.0%	0.0%	\$1,287,751		\$1,109,367		-13.9%	\$429,250		
Household Appliances & Electronics	3	2.0%	2	1.3%	-33.3%	\$107,784		\$10k-\$100k	d d	d		\$10k-\$100k	d
Miscellaneous Home Furnishings	1	0.7%	1	0.7%	0.0%	\$107,764 \$10k-\$100k		\$10k-\$100k	d	d		\$10k-\$100k	d
Wiscellaneous Florife Furtishings	'	0.776		0.7 %	0.076	\$10K-\$100K	u	φ10κ-φ100κ	u	u	φ10K-φ100K	φ10K-φ100K	u
Household & Personal Goods	l												
Jewelry, Pawnshops, & Used Merchandise	2	1.3%	3	2.0%	50.0%	\$100k-\$250k	d	\$458.496	0.29/	d	\$100k-\$250k	\$152,832	d
Sporting Goods	6	3.9%	5	3.3%	-16.7%	\$1,281,156		\$1,911,408		49.2%	\$213.526		79.0%
Hobbies, Toys, Crafts, Books, & Musical Instruments	3	2.0%	2	1.3%	-33.3%			\$750k-\$1m	0.7% d	49.2 / ₀		\$250k-\$500k	79.0% d
Office Supply Stores		2.0 /6		1.5/6	.00.070	Ψ1,040,170	U.4 /0	ψ, σοκ-ψ ιιιι	u	u	ψυ-τυ,123	ψ <u>2</u> 30Ν-ψ300Ν	u
Florists, Gifts, Novelty, & Souvenirs	3	2.0%	3	2.0%	0.0%	\$566,755	0.2%	\$515,522	0.2%	-9.0%	\$188,918	\$171,841	-9.0%
i ionala, oma, Novelty, & Jouvernia	J	2.0 %	J	2.0 /6	U.U /0	φ300,733	U.Z 76	φυ 10,322	0.2 /6	-3.0 /0	φ100,910	φ1/1,041	-J.U /0
Miscellaneous Retail	l												
Miscellaneous Retail	6	3.9%	5	3.3%	-16.7%	\$3,418,151	1.4%	\$3,334,328	1 20/.	-2.5%	\$569,692	\$666,866	17.1%
INIGOCIIGII GOUS I (CIGII		3.9%	J	3.3%	-10.770	ψ3,410,151	1.470	φυ,υυ4,υ20	1.3%	-2.3/0	φυυσ,092	φυυυ,ουυ	17.170
TOTAL (includes actual sales displayed as ranges):	152		150		-1.3%	\$240,272,170		\$255,345,588		6.3%	\$1,580,738	\$1,702,304	7.7%
i U i AL (includes actual sales displayed as ranges).	192		100		-1.3/0	φ ε+ 0,212,110		φ ∠ υυ,υ4υ,υ00		0.0 /0	φ1,500,730	φ1,102,304	1.170

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Totals include actual values displayed in ranges

Downtown Neighborhood Improvement District - Carson City, Nevada

(Source: Nevada Department of Taxation for specific use by the Center for Regional Studies)

			LOCATION	IS			Т	OTAL SALES		1	AVERAGE SALES			
	Locations		Locations		2019-2020	Total Sales in		Total Sales in		2019-2020	Avg Sales in	Avg Sales in	2019-2020	
Retail Industry	in 2019	%	in 2020	%	% Change	2019	%	2020	%	% Change	2019	2020	% Change	
Home Improvement & Department Stores														
Home Improvement & Building Materials														
Paint, Glass, & Hardware														
Nurseries, Lawn, & Garden Supplies														
Major Department Stores														
Variety & General Merchandise	2	4.4%	1	2.3%	-50.0%	\$10k-\$100k	d	\$10k-\$100k	d	d	\$10k-\$100k	\$10k-\$100k	d	
Food - At Home	_	,								1		1		
Supermarkets						*****		*****			A / 0.01 A 0.001	* · · · · · · · · · · · · · · · · · · ·		
Markets, Convenience Stores & Gas Stations	2	4.4%	2	4.5%	0.0%	\$250k-\$500k		\$250k-\$500k	d	d		\$100k-\$250k	d	
Candy, Bakeries, & Miscellaneous Food Stores	1	2.2%	1	2.3%	0.0%	\$250k-\$500k	_	\$100k-\$250k	d	d		\$100k-\$250k	d	
Beer, Wine, Liquor, Dispensaries, & Tobacco Stores	2	4.4%	3	6.8%	50.0%	\$250k-\$500k	d	\$492,942		d	\$100k-\$250k		d	
Drug Stores & Pharmacies	1	2.2%	1	2.3%		\$10k-\$100k	d	\$10k-\$100k	d	d	\$10k-\$100k	\$10k-\$100k	d	
Food - Away from Home	1													
Restaurants, Full Service	12	26.7%	12	27.3%	0.0%	\$6,667,557	43.3%	\$4,775,953	40.6%	-28.4%	\$555,630	\$397,996	-28.4%	
Restaurants, Limited Service	1				,	+1,111,001	12.370	Ţ ., z,ooo			7111,000	Ţ22.,300		
Drinking Establishments	6	13.3%	6	13.6%	0.0%	\$3,188,265	20.7%	\$2,266,861	19.3%	-28.9%	\$531,378	\$377,810	-28.9%	
Casino Retail Sales	2	4.4%	2	4.5%	0.0%	\$1-\$5 million		\$1-\$5 million	d	d		\$500k-\$750k	d	
Coffee, Snacks, & Ice Cream	1	2.2%	1	2.3%	0.0%	\$250k-\$500k		\$100k-\$250k	d	ď		\$100k-\$250k	ď	
Motorized Equipment & Supplies	_	,	r				,					,		
New Auto Dealers														
Used Auto Dealers														
Auto Supply Stores														
Boat, Motorcycle, RV, & Misc. Dealers														
Apparel	-													
Women's Apparel & Accessories	-													
Men's, Children, & Family Apparel														
Miscellaneous Apparel & Accessories														
Shoe Stores														
Gride Granes														
Home Furnishings														
Furniture Stores														
Floors, Drapery, & Upholstery														
Household Appliances & Electronics	1	2.2%	1	2.3%	0.0%	\$10k-\$100k	d	\$10k-\$100k	d	d	\$10k-\$100k	\$10k-\$100k	d	
Miscellaneous Home Furnishings														
Household & Personal Goods	_													
	-		_		0.00/	POEON PEONI		#EOOK #7EO L			#0501: #5001	\$500k \$750k	ri .	
Jewelry, Pawnshops, & Used Merchandise	1	2.2%	1	2.3%	0.0%	\$250k-\$500k	d	\$500k-\$750k	d	d	\$250K-\$500K	\$500k-\$750k	d	
Sporting Goods	_		-		40.70/	670C 117		M4 404 400		60.00/	0447.000	#000 CCC	00.00/	
Hobbies, Toys, Crafts, Books, & Musical Instruments Office Supply Stores	6	13.3%	5	11.4%	-16.7%	\$706,117	4.6%	\$1,131,489	9.6%	60.2%	\$117,686	\$226,298	92.3%	
Florists, Gifts, Novelty, & Souvenirs	4	8.9%	4	9.1%	0.0%	\$243,912	1.6%	\$233,585	2.0%	-4.2%	\$60,978	\$58,396	-4.2%	
, ,		/0		211.70		ţ=:3,0 12		+===,000			+11,0.0	+11,300		
Miscellaneous Retail		1	r	1					1			, ,		
Miscellaneous Retail	4	8.9%	4	9.1%	0.0%	\$545,584	3.5%	\$373,814	3.2%	-31.5%	\$136,396	\$93,453	-31.5%	
TOTAL (includes actual sales displayed as range	s): 45		44		-2.2%	\$15,403,309	,	\$11,762,371		-23.6%	\$342,296	\$267,327	-21.9%	
(·		77		2.2/0	ψ10,400,000		₩11,10±,011		20.070	₩ 0-72,200	W_U1,UL1	21.070	

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Totals include actual values displayed in ranges

South Carson Street Neighborhood Improvement District - Carson City, Nevada

(Source: Nevada Department of Taxation for specific use by the Center for Regional Studies)

			LOCATION	NS			Т	OTAL SALES		1	AV	ERAGE SALES	3
	Locations		Locations		2019-2020	Total Sales in		Total Sales in		2019-2020	Avg Sales in	Avg Sales in	2019-2020
Retail Industry	in 2019	%	in 2020	%	% Change	2019	%	2020	%	% Change	2019	2020	% Change
Home Improvement & Department Stores													
Home Improvement & Building Materials	4	3.7%	4	3.9%	0.0%	\$34,828,667	6.4%	\$39,690,641	6.7%	14.0%	\$8,707,167	\$9,922,660	14.0%
Paint, Glass, & Hardware	1	0.9%	1	1.0%	0.0%	\$1-\$5 million	d	\$1-\$5 million	d	d	\$1-\$5 million	\$1-\$5 million	d
Nurseries, Lawn, & Garden Supplies	1	0.9%	1	1.0%	0.0%	\$100k-\$250k	d	\$100k-\$250k	d	d	\$100k-\$250k	\$100k-\$250k	d
Major Department Stores	2	1.9%	3	2.9%	50.0%	\$10-\$25 million	d	\$11,806,963	2.0%	d	\$5-\$10 million	\$3,935,654	d
Variety & General Merchandise	2	1.9%	2	1.9%	0.0%	\$5-\$10 million	d	\$5-\$10 million	d	d	\$1-\$5 million	\$1-\$5 million	d
,			l .										
Food - At Home	7												
Supermarkets	2	1.9%	2	1.9%	0.0%	\$5-\$10 million	d	\$5-\$10 million	d	d	\$1-\$5 million	\$1-\$5 million	d
Markets, Convenience Stores & Gas Stations	5	4.6%	5	4.9%	0.0%	\$1,807,636		\$2,017,427	0.3%	11.6%	\$361,527		11.6%
Candy, Bakeries, & Miscellaneous Food Stores	2	1.9%	2	1.9%	0.0%	\$500k-\$750k	d	\$250k-\$500k	d	d	\$250k-\$500k		d
Beer, Wine, Liquor, Dispensaries, & Tobacco Stores	2	1.9%	2	1.9%	0.0%	\$10-\$25 million	d	\$10-\$25 million	d	d		\$5-\$10 million	
Drug Stores & Pharmacies	1 1	0.9%	1	1.0%	0.0%	\$1-\$5 million		\$1-\$5 million	d	ď		\$1-\$5 million	ď
g	<u> </u>	0.070		110,0	0.070	** ***	_	* - **		-	Ţ. Ţ		
Food - Away from Home	7				l								
Restaurants, Full Service	18	16.7%	16	15.5%	-11.1%	\$21,354,768	3.9%	\$17.166.619	2 9%	-19.6%	\$1,186,376	\$1,072,914	-9.6%
Restaurants, Limited Service	14	13.0%	12	11.7%	-14.3%	\$11,352,087		\$10,771,063		-5.1%	\$810.863		
Drinking Establishments	2	1.9%	2	1.9%	0.0%	\$250k-\$500k	d d	\$250k-\$500k	d	d	\$100k-\$250k	\$100k-\$250k	d
Casino Retail Sales	5	4.6%	4	3.9%	-20.0%	\$7,101,253		\$4,497,229		-36.7%	\$1.420.251	\$1.124.307	
Coffee, Snacks, & Ice Cream	5	4.6%	4	3.9%	-20.0%	\$3,429,589		\$3,910,399	0.0%		\$685,918		
Conce, chacks, a rec orean		4.0 /6		3.3 /6	-20.070	ψ0,420,000	0.0 /6	ψ0,510,000	0.7 /6	14.070	ψ000,510	ψ311,000	42.570
Motorized Equipment & Supplies	=												
New Auto Dealers	6	5.6%	6	5.8%	0.0%	\$327,575,902	60 2º/	\$367,402,492	62 2%	12.2%	\$54,595,984	\$61,233,749	12.2%
Used Auto Dealers	4	3.7%	4	3.9%	0.0%	\$26,672,412		\$29,396,357		10.2%	\$6,668,103		
Auto Supply Stores	6	5.6%	6	5.8%	0.0%	\$14.490.016		\$16.450.228		13.5%	\$2,415,003		
Boat, Motorcycle, RV, & Misc. Dealers	1	0.9%	2	1.9%	100.0%	\$5-\$10 million	2.7% d	\$10,430,226 \$10-\$25 million	2.8% d	d		\$5-\$10 million	
Boar, Motorcycle, IVV, & Misc. Dealers	+	0.5%		1.976	100.078	φ3-φ10 IIIIII0II	u	φ10-φ23 ΠΙΙΙΙΙΟΠ	u	u	φυ-φτο million	φυ-φτο million	u
Apparel	┪												
Women's Apparel & Accessories	+												Τ
Men's, Children, & Family Apparel	2	1.9%	2	1.9%	0.0%	\$5-\$10 million	d	\$5-\$10 million	d	d	\$1-\$5 million	\$1-\$5 million	d
Miscellaneous Apparel & Accessories	2	1.9%	1	1.0%	-50.0%	\$1-\$5 million	d	\$750k-\$1m	d	d	\$500k-\$750k	\$750k-\$1m	d
Shoe Stores		1.5%	'	1.0%	-30.076	ψ 1-ψυ IIIIIIUII	u	φ1 30Κ-φ1111	u	u	φ300K-φ130K	φ1 30κ-φ1111	u
Silve Sivies											-		
Home Furnishings	┪												
Furniture Stores	4	3.7%	3	2.9%	-25.0%	\$2,189,711	0.4%	\$1.877.203	0.3%	-14.3%	\$547.428	\$625.734	14.3%
Floors, Drapery, & Upholstery	+ -	3.1 /6		2.5/6	-20.070	ΨΖ, 100,711	U. 4 /6	ψ1,077,203	0.5 /6	- 14.5 /6	Ψ541,420	Ψ020,734	17.0/0
Household Appliances & Electronics	3	2.8%	4	3.9%	33.3%	\$1,203,293	0.2%	\$2,284,928	0.4%	89.9%	\$401,098	\$571,232	42.4%
Miscellaneous Home Furnishings	1	0.9%	2	1.9%	100.0%	\$1-\$5 million		\$1-\$5 million	d d	d		\$1-\$5 million	d
Wilderian Gode Florife Farmornings	<u> </u>	0.570		1.570	100.070	φτ φο πιιιιοπ	u	фт фотпинон			фт фотпинон	ф г фо гишноги	
Household & Personal Goods	┪				l								
Jewelry, Pawnshops, & Used Merchandise	1	0.9%	1	1.0%	0.0%	\$100k-\$250k	d	\$100k-\$250k	d	d	\$100k-\$250k	\$100k-\$250k	d
Sporting Goods	2	1.9%	2	1.0%	0.0%	\$10-\$25 million	d	\$10-\$25 million	d	d		\$5-\$10 million	d
Hobbies, Toys, Crafts, Books, & Musical Instruments	2	1.9%	2	1.9%	0.0%	\$1-\$5 million	d	\$1-\$25 Hillion	d	d		\$500k-\$750k	d
Office Supply Stores	1	0.9%	1	1.9%	0.0%	\$1-\$5 million	d	\$1-\$5 million	d	d		\$1-\$5 million	d
Florists, Gifts, Novelty, & Souvenirs	3	2.8%	2	1.0%	-33.3%	\$1,555,379		\$1-\$5 million	d	d		\$500k-\$750k	d
i ionata, onta, Novelty, & Jouvernia	- 3	2.0 %		1.3/6	-55.5 /6	φ1,000,079	0.5 %	ψ ι-ψυ ΠΠΠΟΠ	u	u	φ510,400	ψοσοκ-φ <i>τ</i> σοκ	u
Miscellaneous Retail	┪				l								
Miscellaneous Retail	4	3.7%	4	3.9%	0.0%	\$6,245,547	1 10/	\$6,708,191	1 10/	7.4%	\$1,561,387	\$1,677,048	7.4%
INISCEIIANECUS NEIAII	. 4	3.1%	4	3.9%	U.U /0	φυ,245,547	1.1%	φυ,/υο,191	1.1%	1.4/0	\$1,501,567	φ1,011,046	1.470
TOTAL (includes actual sales displayed as ranges	: 108		103		-4.6%	\$544,066,609		\$590,992,292		8.6%	\$5,037,654	\$5,737,789	13.9%
i O i AL (includes actual sales displayed as langes			100		-4.0 /0	ψ3 44 ,000,009		4030,332,232		0.070	ψ0,001,00 4	ψυ, τυτ, τυσ	10.570

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Retail Sales Subregions Carson City, Nevada

