



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:

Alternatives

Attachments:

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).

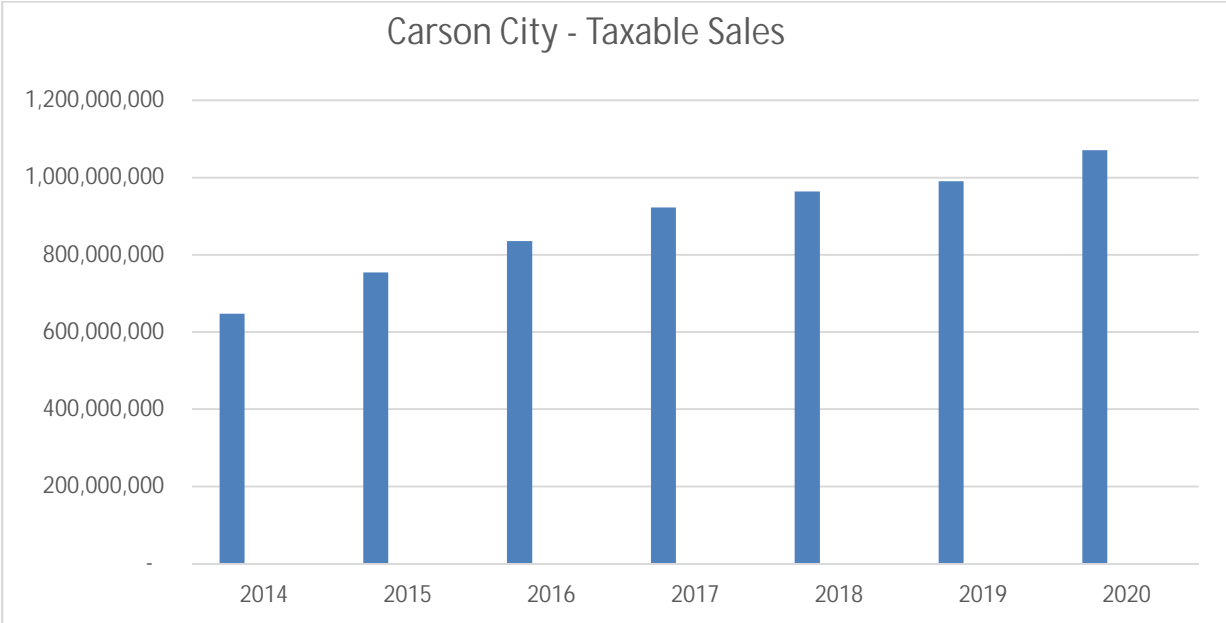
Sales tax is an important revenue source for Carson City operations. The purpose of tracking retail sales by sub-areas within the city is to create a tool by which the Board of Supervisors and others can evaluate where the City’s strengths and weaknesses are and evaluate the potential impacts of certain 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):

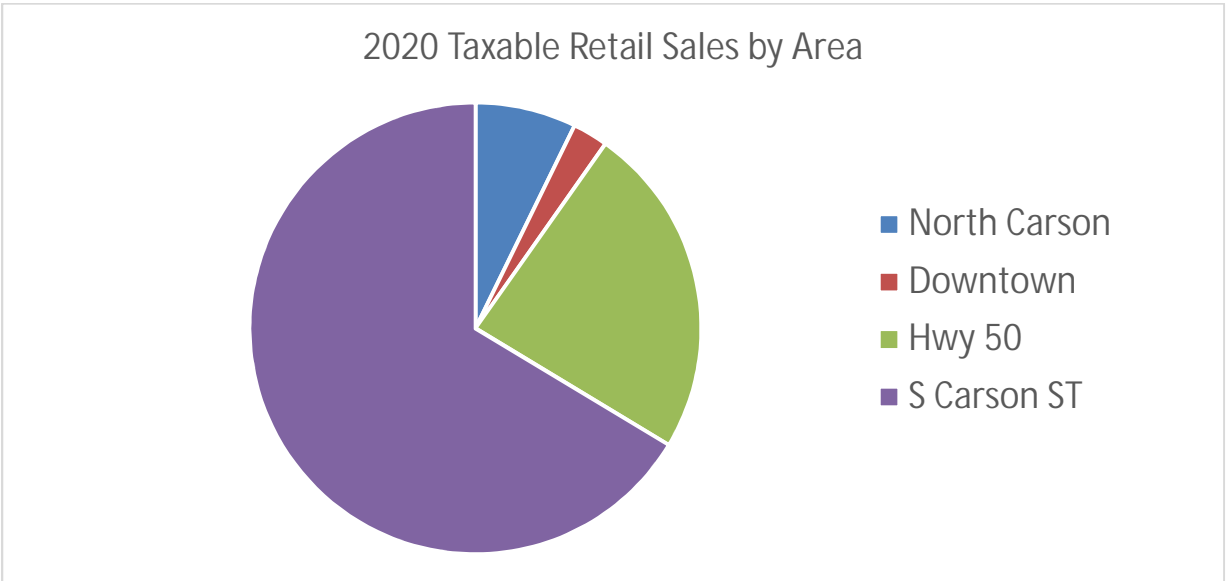
Miscellaneous Home Furnishings (\$2,904,213)	+30.2%
Jewelry, Pawnshops & Used Merchandise (\$1,362,639)	+26.3%
Supermarkets (\$26,994,649)	+24.5%
Nurseries, Lawn & Garden Supplies (\$13,520,127)	+23.9%
Household Appliances & Electronics (\$2,807,622)	+22.9%
Casino Retail Sales (\$11,477,441)	-35.7%
Candy, 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.



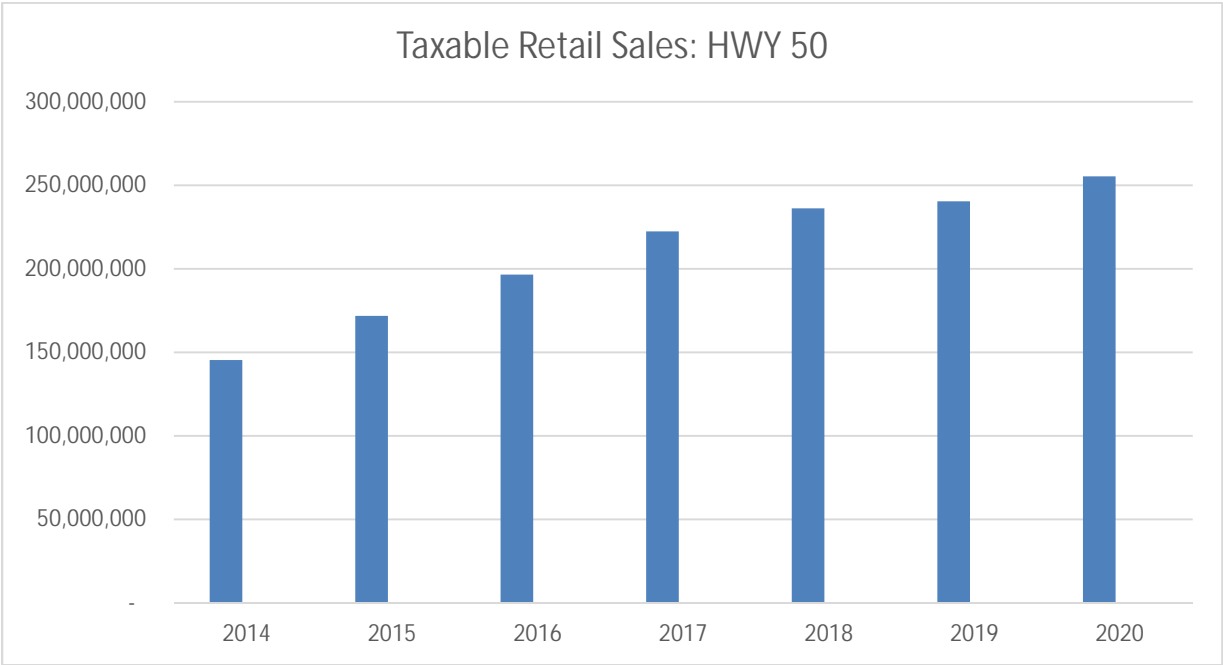
US Highway 50 / East

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.



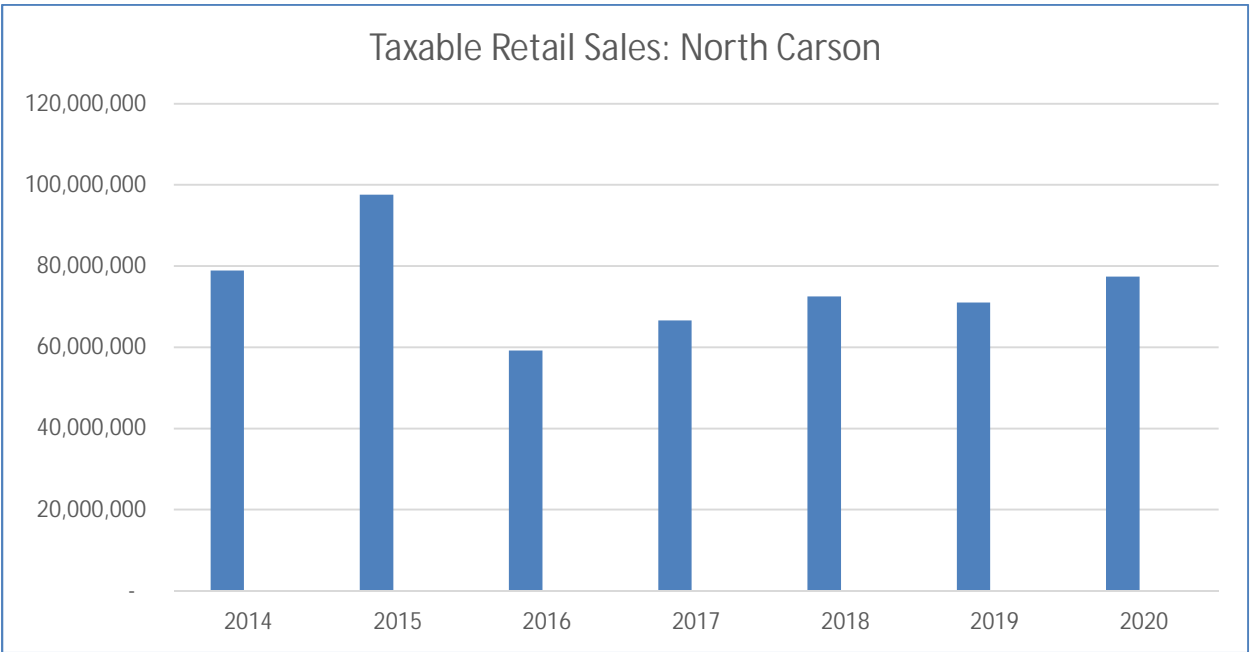
North Carson

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.

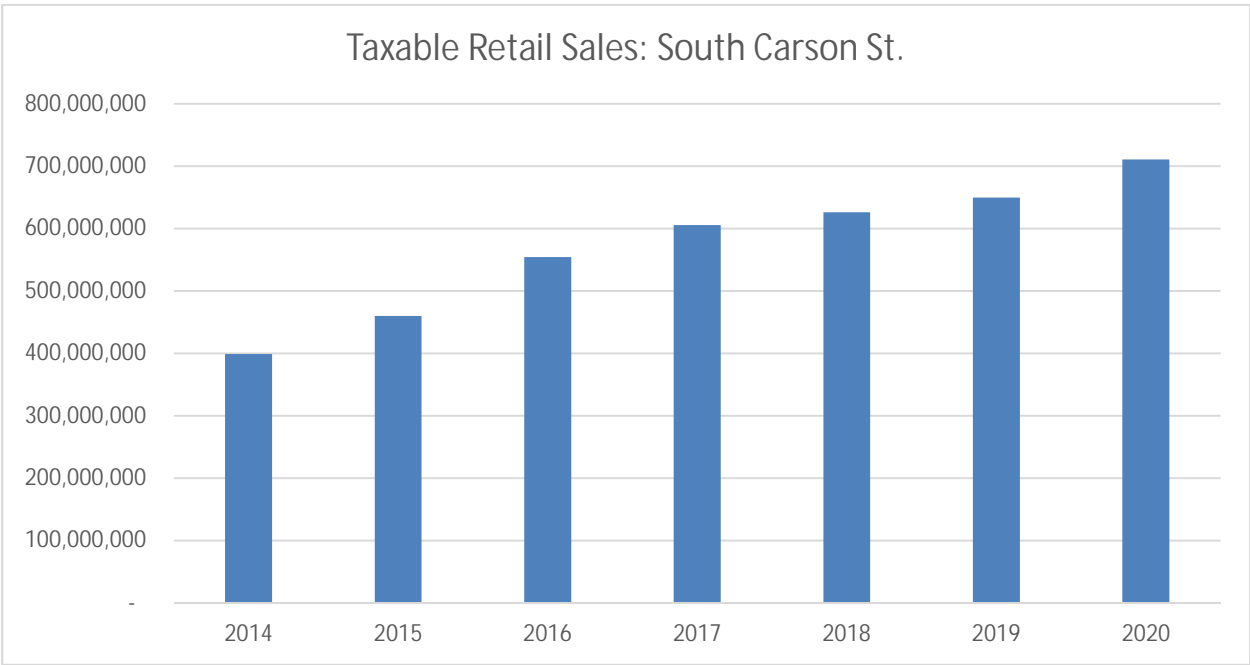


South Carson

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%

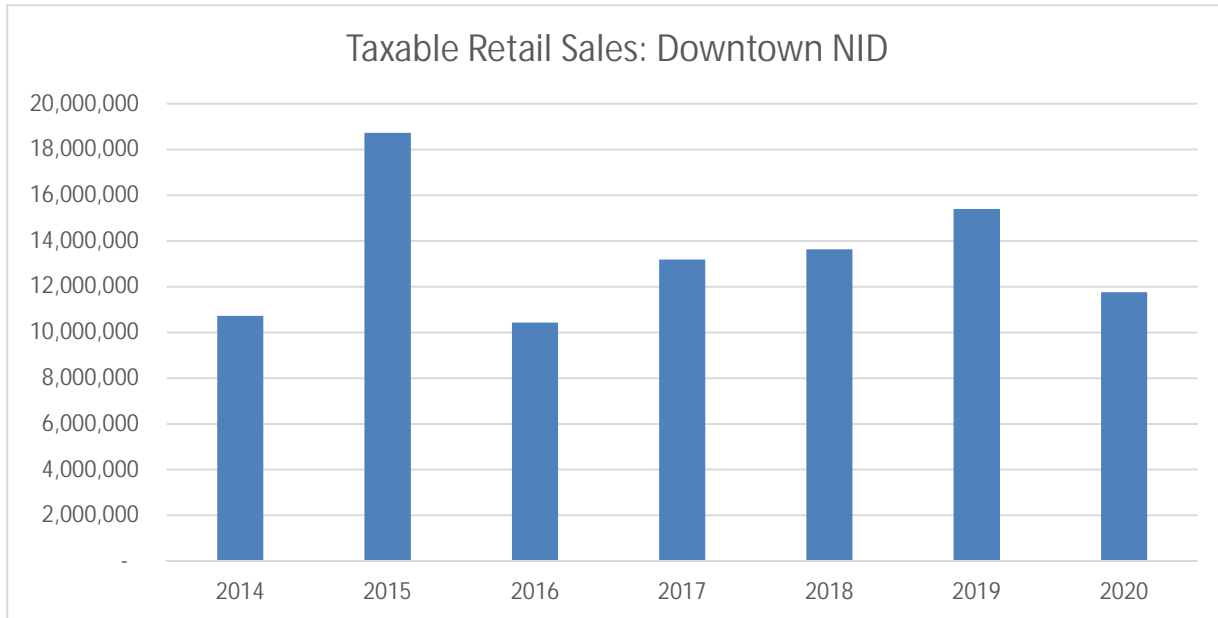
Restaurants Full Service accounted for 26.3 percent of the total taxable sales for retail establishments in 2020 in this geographic area.



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 retail 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

2019 & 2020 Taxable Sales For Retail Establishments Reporting Over \$10,000

Carson City, Nevada

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

Retail Industry	LOCATIONS					TOTAL SALES					AVERAGE SALES		
	Locations in 2019	%	Locations in 2020	%	2019-2020 % Change	Total Sales in 2019	%	Total Sales in 2020	%	2019-2020 % Change	Avg Sales in 2019	Avg Sales in 2020	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	1.1%	\$13,520,127	1.3%	23.9%	\$1,818,758	\$2,253,354	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													
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	2.0%	\$22,146,655	2.1%	14.1%	\$588,211	\$632,762	7.6%
Candy, Bakeries, & Miscellaneous Food Stores	7	1.5%	7	1.6%	0.0%	\$1,668,731	0.2%	\$1,267,645	0.1%	-24.0%	\$238,390	\$181,092	-24.0%
Beer, Wine, Liquor, Dispensaries, & Tobacco Stores	16	3.5%	18	4.1%	12.5%	\$30,397,940	3.1%	\$31,115,650	2.9%	2.4%	\$1,899,871	\$1,728,647	-9.0%
Drug Stores & Pharmacies	5	1.1%	5	1.1%	0.0%	\$7,015,333	0.7%	\$7,432,362	0.7%	5.9%	\$1,403,067	\$1,486,472	5.9%
Food - Away from Home													
Restaurants, Full Service	69	15.1%	64	14.7%	-7.2%	\$48,795,183	4.9%	\$39,243,715	3.7%	-19.6%	\$707,177	\$613,183	-13.3%
Restaurants, Limited Service	41	9.0%	39	8.9%	-4.9%	\$38,790,023	3.9%	\$43,071,320	4.0%	11.0%	\$946,098	\$1,104,393	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	1.8%	\$11,477,441	1.1%	-35.7%	\$1,050,132	\$717,340	-31.7%
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													
New Auto Dealers	6	1.3%	6	1.4%	0.0%	\$327,575,902	33.1%	\$367,402,492	34.3%	12.2%	\$54,595,984	\$61,233,749	12.2%
Used Auto Dealers	16	3.5%	16	3.7%	0.0%	\$36,348,593	3.7%	\$39,128,006	3.7%	7.6%	\$2,271,787	\$2,445,500	7.6%
Auto Supply Stores	22	4.8%	22	5.0%	0.0%	\$27,996,433	2.8%	\$30,924,814	2.9%	10.5%	\$1,272,565	\$1,405,673	10.5%
Boat, Motorcycle, RV, & Misc. Dealers	11	2.4%	10	2.3%	-9.1%	\$31,468,826	3.2%	\$35,867,028	3.4%	14.0%	\$2,860,802	\$3,586,703	25.4%
Apparel													
Women's Apparel & Accessories													
Men's, Children, & Family Apparel	2	0.4%	2	0.5%	0.0%	\$5-\$10 million	d	\$5-\$10 million	d	d	\$1-\$5 million	\$1-\$5 million	d
Miscellaneous Apparel & Accessories	10	2.2%	7	1.6%	-30.0%	\$2,216,283	0.2%	\$2,133,942	0.2%	-3.7%	\$221,628	\$304,849	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													
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	0.2%	\$1,845,951	0.2%	-14.1%	\$537,249	\$461,488	-14.1%
Household Appliances & Electronics	13	2.9%	12	2.8%	-7.7%	\$2,283,903	0.2%	\$2,807,622	0.3%	22.9%	\$175,685	\$233,968	33.2%
Miscellaneous Home Furnishings	6	1.3%	7	1.6%	16.7%	\$2,229,995	0.2%	\$2,904,213	0.3%	30.2%	\$371,666	\$414,888	11.6%
Household & Personal Goods													
Jewelry, Pawnshops, & Used Merchandise	10	2.2%	10	2.3%	0.0%	\$1,078,742	0.1%	\$1,362,639	0.1%	26.3%	\$107,874	\$136,264	26.3%
Sporting Goods	12	2.6%	11	2.5%	-8.3%	\$12,756,055	1.3%	\$15,441,209	1.4%	21.1%	\$1,063,005	\$1,403,746	32.1%
Hobbies, Toys, Crafts, Books, & Musical Instruments	17	3.7%	14	3.2%	-17.6%	\$3,410,213	0.3%	\$4,088,980	0.4%	19.9%	\$200,601	\$292,070	45.6%
Office Supply Stores	1	0.2%	1	0.2%	0.0%	\$1-\$5 million	d	\$1-\$5 million	d	d	\$1-\$5 million	\$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													
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 (includes actual sales displayed as ranges):	456		436		-4.4%	\$990,234,091		\$1,070,560,290		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

2019 & 2020 Taxable Sales For Retail Establishments Reporting Over \$10,000

Downtown Carson City, Nevada

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

Retail Industry	LOCATIONS					TOTAL SALES					AVERAGE SALES		
	Locations in 2019	%	Locations in 2020	%	2019-2020 % Change	Total Sales in 2019	%	Total Sales in 2020	%	2019-2020 % Change	Avg Sales in 2019	Avg Sales in 2020	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	2.9%	1	1.6%	-50.0%								
Food - At Home													
Supermarkets	1	1.5%	1	1.6%	0.0%								
Markets, Convenience Stores & Gas Stations	2	2.9%	3	4.9%	50.0%								
Candy, Bakeries, & Miscellaneous Food Stores	2	2.9%	2	3.3%	0.0%								
Beer, Wine, Liquor, Dispensaries, & Tobacco Stores	5	7.4%	5	8.2%	0.0%								
Drug Stores & Pharmacies	1	1.5%	1	1.6%	0.0%								
Food - Away from Home													
Restaurants, Full Service	18	26.5%	17	27.9%	-5.6%								
Restaurants, Limited Service	1	1.5%	1	1.6%	0.0%								
Drinking Establishments	7	10.3%	6	9.8%	-14.3%								
Casino Retail Sales	3	4.4%	3	4.9%	0.0%								
Coffee, Snacks, & Ice Cream	2	2.9%	2	3.3%	0.0%								
Motorized Equipment & Supplies													
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	1	1.5%											
Shoe Stores													
Home Furnishings													
Furniture Stores													
Floors, Drapery, & Upholstery													
Household Appliances & Electronics	1	1.5%	1	1.6%	0.0%								
Miscellaneous Home Furnishings													
Household & Personal Goods													
Jewelry, Pawnshops, & Used Merchandise	2	2.9%	2	3.3%	0.0%								
Sporting Goods													
Hobbies, Toys, Crafts, Books, & Musical Instruments	7	10.3%	6	9.8%	-14.3%								
Office Supply Stores													
Florists, Gifts, Novelty, & Souvenirs	7	10.3%	5	8.2%	-28.6%								
Miscellaneous Retail													
Miscellaneous Retail	6	8.8%	5	8.2%	-16.7%								
TOTAL (includes actual sales displayed as ranges):	68		61		-10.3%	\$29,371,968		\$27,222,468		-7.3%	\$431,941	\$446,270	3.3%

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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

2019 & 2020 Taxable Sales For Retail Establishments Reporting Over \$10,000

North Carson City, Nevada

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

Retail Industry	LOCATIONS					TOTAL SALES					AVERAGE SALES		
	Locations in 2019	%	Locations in 2020	%	2019-2020 % Change	Total Sales in 2019	%	Total Sales in 2020	%	2019-2020 % Change	Avg Sales in 2019	Avg Sales in 2020	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	12.1%	\$9,782,555	12.6%	14.3%	\$2,852,665	\$3,260,852	14.3%
Nurseries, Lawn, & Garden Supplies													
Major Department Stores													
Variety & General Merchandise	2	2.1%	2	2.2%	0.0%	\$5-\$10 million	d	\$5-\$10 million	d	d	\$1-\$5 million	\$1-\$5 million	d
Food - At Home													
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	3.4%	\$2,826,975	3.7%	16.1%	\$270,442	\$314,108	16.1%
Candy, Bakeries, & Miscellaneous Food Stores	2	2.1%	2	2.2%	0.0%	\$10k-\$100k	d	\$100k-\$250k	d	d	\$10k-\$100k	\$10k-\$100k	d
Beer, Wine, Liquor, Dispensaries, & Tobacco Stores	5	5.2%	5	5.4%	0.0%	\$5,838,979	8.2%	\$6,568,443	8.5%	12.5%	\$1,167,796	\$1,313,689	12.5%
Drug Stores & Pharmacies	1	1.0%	1	1.1%	0.0%	\$1-\$5 million	d	\$1-\$5 million	d	d	\$1-\$5 million	\$1-\$5 million	d
Food - Away from Home													
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	13.2%	\$10,232,669	13.2%	9.6%	\$1,037,598	\$1,136,963	9.6%
Drinking Establishments	3	3.1%	2	2.2%	-33.3%	\$226,191	0.3%	\$100k-\$250k	d	d	\$75,397	\$10k-\$100k	d
Casino Retail Sales	1	1.0%	1	1.1%	0.0%	\$10k-\$100k	d	\$10k-\$100k	d	d	\$10k-\$100k	\$10k-\$100k	d
Coffee, Snacks, & Ice Cream	4	4.2%	4	4.3%	0.0%	\$1,652,505	2.3%	\$1,736,057	2.2%	5.1%	\$413,126	\$434,014	5.1%
Motorized Equipment & Supplies													
New Auto Dealers													
Used Auto Dealers	3	3.1%	3	3.3%	0.0%	\$1,001,328	1.4%	\$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	9.0%	\$6,916,763	8.9%	8.1%	\$1,066,368	\$1,152,794	8.1%
Boat, Motorcycle, RV, & Misc. Dealers	2	2.1%	1	1.1%	-50.0%	\$5-\$10 million	d	\$5-\$10 million	d	d	\$1-\$5 million	\$5-\$10 million	d
Apparel													
Women's Apparel & Accessories													
Men's, Children, & Family Apparel													
Miscellaneous Apparel & Accessories	5	5.2%	3	3.3%	-40.0%	\$374,437	0.5%	\$383,189	0.5%	2.3%	\$74,887	\$127,730	70.6%
Shoe Stores	1	1.0%	1	1.1%	0.0%	\$10k-\$100k	d	\$10k-\$100k	d	d	\$10k-\$100k	\$10k-\$100k	d
Home Furnishings													
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						\$684,704	1.0%	\$100k-\$250k	d	d	\$228,235	\$100k-\$250k	d
Household Appliances & Electronics	3	3.1%	2	2.2%	-33.3%	\$332,643	0.5%	\$429,779	0.6%	29.2%	\$110,881	\$143,260	29.2%
Miscellaneous Home Furnishings	3	3.1%	3	3.3%	0.0%								
Household & Personal Goods													
Jewelry, Pawnshops, & Used Merchandise	2	2.1%	2	2.2%	0.0%	\$100k-\$250k	d	\$100k-\$250k	d	d	\$10k-\$100k	\$10k-\$100k	d
Sporting Goods	3	3.1%	3	3.3%	0.0%	\$526,782	0.7%	\$1,160,536	1.5%	120.3%	\$175,594	\$386,845	120.3%
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													
Florists, Gifts, Novelty, & Souvenirs	1	1.0%	1	1.1%	0.0%	\$10k-\$100k	d	\$10k-\$100k	d	d	\$10k-\$100k	\$10k-\$100k	d
Miscellaneous Retail													
Miscellaneous Retail	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%

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Totals include actual values displayed in ranges

2019 & 2020 Taxable Sales For Retail Establishments Reporting Over \$10,000

South Carson City, Nevada

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

Retail Industry	LOCATIONS					TOTAL SALES					AVERAGE SALES		
	Locations in 2019		Locations in 2020		2019-2020 % Change	Total Sales in 2019		Total Sales in 2020		2019-2020 % Change	Avg Sales in 2019	Avg Sales in 2020	2019-2020 % Change
		%		%			%		%				%
Home Improvement & Department Stores													
Home Improvement & Building Materials	9	6.4%	8	6.0%	-11.1%	\$46,485,588	7.2%	\$51,354,422	7.2%	10.5%	\$5,165,065	\$6,419,303	24.3%
Paint, Glass, & Hardware	1	0.7%	1	0.8%	0.0%	\$1-\$5 million	d	\$1-\$5 million	d	d	\$1-\$5 million	\$1-\$5 million	d
Nurseries, Lawn, & Garden Supplies	2	1.4%	2	1.5%	0.0%	\$1-\$5 million	d	\$1-\$5 million	d	d	\$1-\$5 million	\$1-\$5 million	d
Major Department Stores	3	2.1%	4	3.0%	33.3%	\$98,399,384	15.1%	\$110,098,511	15.5%	11.9%	\$32,799,795	\$27,524,628	-16.1%
Variety & General Merchandise	2	1.4%	2	1.5%	0.0%	\$5-\$10 million	d	\$5-\$10 million	d	d	\$1-\$5 million	\$1-\$5 million	d
Food - At Home													
Supermarkets	3	2.1%	2	1.5%	-33.3%	\$7,878,123	1.2%	\$5-\$10 million	d	d	\$2,626,041	\$1-\$5 million	d
Markets, Convenience Stores & Gas Stations	7	5.0%	7	5.3%	0.0%	\$2,055,703	0.3%	\$2,334,833	0.3%	13.6%	\$293,672	\$333,548	13.6%
Candy, Bakeries, & Miscellaneous Food Stores	2	1.4%	2	1.5%	0.0%	\$500k-\$750k	d	\$250k-\$500k	d	d	\$250k-\$500k	\$211,593	d
Beer, Wine, Liquor, Dispensaries, & Tobacco Stores	3	2.1%	4	3.0%	33.3%	\$14,374,406	2.2%	\$13,513,719	1.9%	-6.0%	\$4,791,469	\$3,378,430	-29.5%
Drug Stores & Pharmacies	1	0.7%	1	0.8%	0.0%	\$1-\$5 million	d	\$1-\$5 million	d	d	\$1-\$5 million	\$1-\$5 million	d
Food - Away from Home													
Restaurants, Full Service	19	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%
Restaurants, Limited Service	14	10.0%	12	9.0%	-14.3%	\$11,352,087	1.7%	\$10,771,063	1.5%	-5.1%	\$810,863	\$897,589	10.7%
Drinking Establishments	2	1.4%	2	1.5%	0.0%	\$250k-\$500k	d	\$250k-\$500k	d	d	\$100k-\$250k	\$100k-\$250k	d
Casino Retail Sales	6	4.3%	5	3.8%	-16.7%	\$9,029,225	1.4%	\$5,779,053	0.8%	-36.0%	\$1,504,871	\$1,155,811	-23.2%
Coffee, Snacks, & Ice Cream	6	4.3%	5	3.8%	-16.7%	\$5,255,471	0.8%	\$4,368,083	0.6%	-16.9%	\$875,912	\$873,617	-0.3%
Motorized Equipment & Supplies													
New Auto Dealers	6	4.3%	6	4.5%	0.0%	\$327,575,902	50.4%	\$367,402,492	51.7%	12.2%	\$54,595,984	\$61,233,749	12.2%
Used Auto Dealers	4	2.9%	4	3.0%	0.0%	\$26,672,412	4.1%	\$29,396,357	4.1%	10.2%	\$6,668,103	\$7,349,089	10.2%
Auto Supply Stores	7	5.0%	7	5.3%	0.0%	\$14,503,524	2.2%	\$16,453,997	2.3%	13.4%	\$2,071,932	\$2,350,571	13.4%
Boat, Motorcycle, RV, & Misc. Dealers	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
Apparel													
Women's Apparel & Accessories						\$5-\$10 million	d	\$5-\$10 million	d	d	\$1-\$5 million	\$1-\$5 million	d
Men's, Children, & Family Apparel	2	1.4%	2	1.5%	0.0%	\$1-\$5 million	d	\$750k-\$1m	d	d	\$500k-\$750k	\$750k-\$1m	d
Miscellaneous Apparel & Accessories	2	1.4%	1	0.8%	-50.0%								
Shoe Stores													
Home Furnishings													
Furniture Stores	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%
Floors, Drapery, & Upholstery	1	0.7%	1	0.8%	0.0%	\$750k-\$1m	d	\$500k-\$750k	d	d	\$750k-\$1m	\$500k-\$750k	d
Household Appliances & Electronics	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%
Miscellaneous Home Furnishings	2	1.4%	3	2.3%	50.0%	\$1-\$5 million	d	\$2,443,946	0.3%	d	\$750k-\$1m	\$814,649	d
Household & Personal Goods													
Jewelry, Pawnshops, & Used Merchandise	4	2.9%	3	2.3%	-25.0%	\$180,122	0.0%	\$173,563	0.0%	-3.6%	\$45,031	\$57,854	28.5%
Sporting Goods	3	2.1%	3	2.3%	0.0%	\$10,948,117	1.7%	\$12,369,265	1.7%	13.0%	\$3,649,372	\$4,123,088	13.0%
Hobbies, Toys, Crafts, Books, & Musical Instruments	4	2.9%	3	2.3%	-25.0%	\$1,315,980	0.2%	\$1,536,363	0.2%	16.7%	\$328,995	\$512,121	55.7%
Office Supply Stores	1	0.7%	1	0.8%	0.0%	\$1-\$5 million	d	\$1-\$5 million	d	d	\$1-\$5 million	\$1-\$5 million	d
Florists, Gifts, Novelty, & Souvenirs	2	1.4%	2	1.5%	0.0%	\$1-\$5 million	d	\$1-\$5 million	d	d	\$500k-\$750k	\$500k-\$750k	d
Miscellaneous Retail													
Miscellaneous Retail	9	6.4%	9	6.8%	0.0%	\$6,894,412	1.1%	\$7,582,222	1.1%	10.0%	\$766,046	\$842,469	10.0%
TOTAL (includes actual sales displayed as ranges):	140		133		-5.0%	\$649,590,128		\$710,558,061		9.4%	\$4,639,929	\$5,342,542	15.1%

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Totals include actual values displayed in ranges

2019 & 2020 Taxable Sales For Retail Establishments Reporting Over \$10,000

US Hwy 50 - Carson City, Nevada

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

Retail Industry	LOCATIONS					TOTAL SALES					AVERAGE SALES		
	Locations in 2019		Locations in 2020		2019-2020 % Change	Total Sales in 2019		Total Sales in 2020		2019-2020 % Change	Avg. Sales in 2019	Avg. Sales in 2020	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	d	\$25-\$50 million	d	d	\$25-\$50 million	\$25-\$50 million	d
Variety & General Merchandise	3	2.0%	4	2.7%	33.3%	\$2,229,686	0.9%	\$2,407,303	0.9%	8.0%	\$743,229	\$601,826	-19.0%
Food - At Home													
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	6.0%	\$15,523,023	6.1%	7.3%	\$964,440	\$970,189	0.6%
Candy, Bakeries, & Miscellaneous Food Stores	1	0.7%	1	0.7%	0.0%	\$10k-\$100k	d	\$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	3.8%	\$10,134,552	4.0%	10.0%	\$3,070,006	\$2,533,638	-17.5%
Drug Stores & Pharmacies	2	1.3%	2	1.3%	0.0%	\$1-\$5 million	d	\$1-\$5 million	d	d	\$1-\$5 million	\$1-\$5 million	d
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	6.9%	\$20,268,091	7.9%	21.8%	\$978,514	\$1,192,241	21.8%
Drinking Establishments	7	4.6%	6	4.0%	-14.3%	\$1,460,597	0.6%	\$1,326,121	0.5%	-9.2%	\$208,657	\$221,020	5.9%
Casino Retail Sales	7	4.6%	7	4.7%	0.0%	\$6,827,036	2.8%	\$4,568,814	1.8%	-33.1%	\$975,291	\$652,688	-33.1%
Coffee, Snacks, & Ice Cream	5	3.3%	5	3.3%	0.0%	\$3,911,178	1.6%	\$5,293,063	2.1%	35.3%	\$782,236	\$1,058,613	35.3%
Motorized Equipment & Supplies													
New Auto Dealers													
Used Auto Dealers	9	5.9%	9	6.0%	0.0%	\$8,674,853	3.6%	\$9,006,402	3.5%	3.8%	\$963,873	\$1,000,711	3.8%
Auto Supply Stores	9	5.9%	9	6.0%	0.0%	\$7,094,703	3.0%	\$7,554,054	3.0%	6.5%	\$788,300	\$839,339	6.5%
Boat, Motorcycle, RV, & Misc. Dealers	7	4.6%	6	4.0%	-14.3%	\$16,634,290	6.9%	\$12,632,160	4.9%	-24.1%	\$2,376,327	\$2,105,360	-11.4%
Apparel													
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	0.3%	d	\$250k-\$500k	\$292,689	d
Shoe Stores	1	0.7%	1	0.7%	0.0%	\$500k-\$750k	d	\$250k-\$500k	d	d	\$500k-\$750k	\$250k-\$500k	d
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	0.5%	\$1,109,367	0.4%	-13.9%	\$429,250	\$369,789	-13.9%
Household Appliances & Electronics	3	2.0%	2	1.3%	-33.3%	\$107,784	0.0%	\$10k-\$100k	d	d	\$35,928	\$10k-\$100k	d
Miscellaneous Home Furnishings	1	0.7%	1	0.7%	0.0%	\$10k-\$100k	d	\$10k-\$100k	d	d	\$10k-\$100k	\$10k-\$100k	d
Household & Personal Goods													
Jewelry, Pawnshops, & Used Merchandise	2	1.3%	3	2.0%	50.0%	\$100k-\$250k	d	\$458,496	0.2%	d	\$100k-\$250k	\$152,832	d
Sporting Goods	6	3.9%	5	3.3%	-16.7%	\$1,281,156	0.5%	\$1,911,408	0.7%	49.2%	\$213,526	\$382,282	79.0%
Hobbies, Toys, Crafts, Books, & Musical Instruments	3	2.0%	2	1.3%	-33.3%	\$1,046,170	0.4%	\$750k-\$1m	d	d	\$348,723	\$250k-\$500k	d
Office Supply Stores													
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%
Miscellaneous Retail													
Miscellaneous Retail	6	3.9%	5	3.3%	-16.7%	\$3,418,151	1.4%	\$3,334,328	1.3%	-2.5%	\$569,692	\$666,866	17.1%
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%

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Totals include actual values displayed in ranges

2019 & 2020 Taxable Sales For Retail Establishments Reporting Over \$10,000

Downtown Neighborhood Improvement District - Carson City, Nevada

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

Retail Industry	LOCATIONS					TOTAL SALES					AVERAGE SALES		
	Locations in 2019	%	Locations in 2020	%	2019-2020 % Change	Total Sales in 2019	%	Total Sales in 2020	%	2019-2020 % Change	Avg Sales in 2019	Avg Sales in 2020	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%								
Food - At Home													
Supermarkets													
Markets, Convenience Stores & Gas Stations	2	4.4%	2	4.5%	0.0%								
Candy, Bakeries, & Miscellaneous Food Stores	1	2.2%	1	2.3%	0.0%								
Beer, Wine, Liquor, Dispensaries, & Tobacco Stores	2	4.4%	3	6.8%	50.0%								
Drug Stores & Pharmacies	1	2.2%	1	2.3%									
Food - Away from Home													
Restaurants, Full Service	12	26.7%	12	27.3%	0.0%								
Restaurants, Limited Service													
Drinking Establishments	6	13.3%	6	13.6%	0.0%								
Casino Retail Sales	2	4.4%	2	4.5%	0.0%								
Coffee, Snacks, & Ice Cream	1	2.2%	1	2.3%	0.0%								
Motorized Equipment & Supplies													
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													
Home Furnishings													
Furniture Stores													
Floors, Drapery, & Upholstery													
Household Appliances & Electronics	1	2.2%	1	2.3%	0.0%								
Miscellaneous Home Furnishings													
Household & Personal Goods													
Jewelry, Pawnshops, & Used Merchandise	1	2.2%	1	2.3%	0.0%								
Sporting Goods													
Hobbies, Toys, Crafts, Books, & Musical Instruments	6	13.3%	5	11.4%	-16.7%								
Office Supply Stores													
Florists, Gifts, Novelty, & Souvenirs	4	8.9%	4	9.1%	0.0%								
Miscellaneous Retail													
Miscellaneous Retail	4	8.9%	4	9.1%	0.0%								
TOTAL (includes actual sales displayed as ranges):	45		44		-2.2%	\$15,403,309		\$11,762,371		-23.6%	\$342,296	\$267,327	-21.9%

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Totals include actual values displayed in ranges

2019 & 2020 Taxable Sales For Retail Establishments Reporting Over \$10,000

South Carson Street Neighborhood Improvement District - Carson City, Nevada

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

Retail Industry	LOCATIONS					TOTAL SALES					AVERAGE SALES		
	Locations in 2019	%	Locations in 2020	%	2019-2020 % Change	Total Sales in 2019	%	Total Sales in 2020	%	2019-2020 % Change	Avg Sales in 2019	Avg Sales in 2020	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
Food - At Home													
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	0.3%	\$2,017,427	0.3%	11.6%	\$361,527	\$403,485	11.6%
Candy, Bakeries, & Miscellaneous Food Stores	2	1.9%	2	1.9%	0.0%	\$500k-\$750k	d	\$250k-\$500k	d	d	\$250k-\$500k	\$100k-\$250k	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	\$5-\$10 million	d
Drug Stores & Pharmacies	1	0.9%	1	1.0%	0.0%	\$1-\$5 million	d	\$1-\$5 million	d	d	\$1-\$5 million	\$1-\$5 million	d
Food - Away from Home													
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	2.1%	\$10,771,063	1.8%	-5.1%	\$810,863	\$897,589	10.7%
Drinking Establishments	2	1.9%	2	1.9%	0.0%	\$250k-\$500k	d	\$250k-\$500k	d	d	\$100k-\$250k	\$100k-\$250k	d
Casino Retail Sales	5	4.6%	4	3.9%	-20.0%	\$7,101,253	1.3%	\$4,497,229	0.8%	-36.7%	\$1,420,251	\$1,124,307	-20.8%
Coffee, Snacks, & Ice Cream	5	4.6%	4	3.9%	-20.0%	\$3,429,589	0.6%	\$3,910,399	0.7%	14.0%	\$685,918	\$977,600	42.5%
Motorized Equipment & Supplies													
New Auto Dealers	6	5.6%	6	5.8%	0.0%	\$327,575,902	60.2%	\$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	4.9%	\$29,396,357	5.0%	10.2%	\$6,668,103	\$7,349,089	10.2%
Auto Supply Stores	6	5.6%	6	5.8%	0.0%	\$14,490,016	2.7%	\$16,450,228	2.8%	13.5%	\$2,415,003	\$2,741,705	13.5%
Boat, Motorcycle, RV, & Misc. Dealers	1	0.9%	2	1.9%	100.0%	\$5-\$10 million	d	\$10-\$25 million	d	d	\$5-\$10 million	\$5-\$10 million	d
Apparel													
Women's Apparel & Accessories													
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													
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													
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	d	\$1-\$5 million	d	d	\$1-\$5 million	\$1-\$5 million	d
Household & Personal Goods													
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	1.9%	0.0%	\$10-\$25 million	d	\$10-\$25 million	d	d	\$5-\$10 million	\$5-\$10 million	d
Hobbies, Toys, Crafts, Books, & Musical Instruments	2	1.9%	2	1.9%	0.0%	\$1-\$5 million	d	\$1-\$5 million	d	d	\$500k-\$750k	\$500k-\$750k	d
Office Supply Stores	1	0.9%	1	1.0%	0.0%	\$1-\$5 million	d	\$1-\$5 million	d	d	\$1-\$5 million	\$1-\$5 million	d
Florists, Gifts, Novelty, & Souvenirs	3	2.8%	2	1.9%	-33.3%	\$1,555,379	0.3%	\$1-\$5 million	d	d	\$518,460	\$500k-\$750k	d
Miscellaneous Retail													
Miscellaneous Retail	4	3.7%	4	3.9%	0.0%	\$6,245,547	1.1%	\$6,708,191	1.1%	7.4%	\$1,561,387	\$1,677,048	7.4%
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%

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

Retail Sales Subregions

Carson City, Nevada

