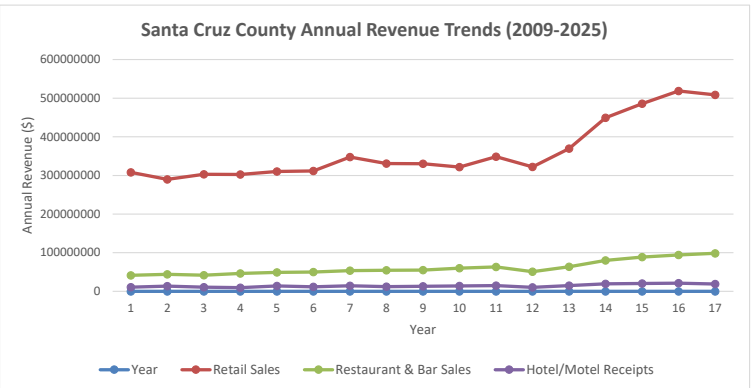
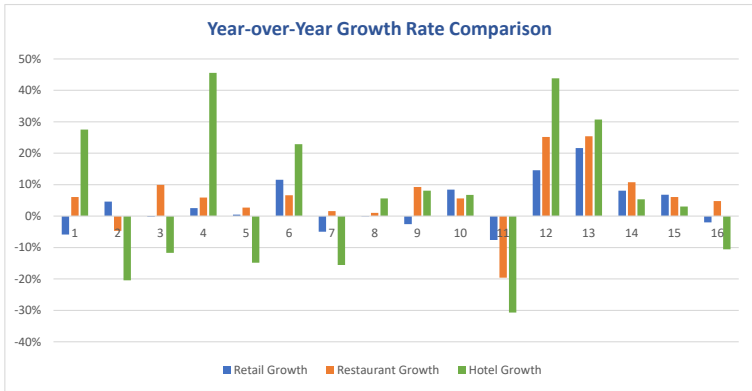


Year	Retail Sales	Restaurant & Bar Sales	Hotel/Motel Receipts
2009	\$307,853,832	\$41,488,779	\$10,636,005
2010	\$289,842,827	\$44,009,470	\$13,561,893
2011	\$303,138,714	\$41,942,282	\$10,790,811
2012	\$302,460,924	\$46,108,691	\$9,526,644
2013	\$310,215,409	\$48,838,749	\$13,866,695
2014	\$311,733,131	\$50,168,467	\$11,807,749
2015	\$347,838,104	\$53,494,373	\$14,507,747
2016	\$330,567,657	\$54,339,843	\$12,253,559
2017	\$330,170,477	\$54,903,149	\$12,942,235
2018	\$321,671,157	\$59,999,412	\$13,986,511
2019	\$348,754,814	\$63,363,082	\$14,931,824
2020	\$322,256,187	\$50,936,293	\$10,344,389
2021	\$369,305,519	\$63,768,876	\$14,878,383
2022	\$449,234,079	\$79,971,325	\$19,452,234
2023	\$485,560,357	\$88,595,322	\$20,488,983
2024	\$518,676,909	\$93,986,684	\$21,107,289
2025	\$508,386,767	\$98,466,172	\$18,871,813

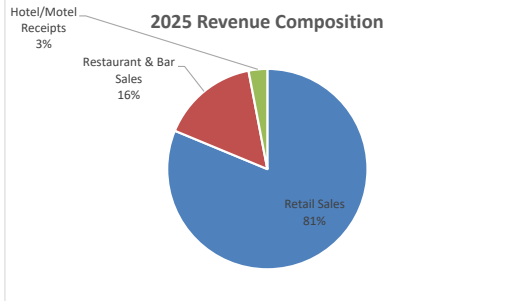


Year	Retail Growth	Restaurant Growth	Hotel Growth
2010	-5.9%	6.1%	27.5%
2011	4.6%	-4.7%	-20.4%
2012	-0.2%	9.9%	-11.7%
2013	2.6%	5.9%	45.6%
2014	0.5%	2.7%	-14.8%
2015	11.6%	6.6%	22.9%
2016	-5.0%	1.6%	-15.5%
2017	-0.1%	1.0%	5.6%
2018	-2.6%	9.3%	8.1%
2019	8.4%	5.6%	6.8%
2020	-7.6%	-19.6%	-30.7%
2021	14.6%	25.2%	43.8%
2022	21.6%	25.4%	30.7%
2023	8.1%	10.8%	5.3%
2024	6.8%	6.1%	3.0%
2025	-2.0%	4.8%	-10.6%



Summary Statistics	Retail Sales	Restaurant & Bar	Hotel/Motel	Total
Total (All Years)	\$6,157,666,864	\$1,034,380,969	\$243,954,764	\$7,436,002,597
Average Annual	\$362,215,698	\$60,845,939	\$14,350,280	\$437,411,917
Minimum Year	\$289,842,827	\$41,488,779	\$9,526,644	\$340,858,250
Maximum Year	\$518,676,909	\$98,466,172	\$21,107,289	\$638,250,370
Latest Year (2025)	\$508,386,767	\$98,466,172	\$18,871,813	\$625,724,752
Overall Growth (2009-2025)	65.1%	137.3%	77.4%	73.8%

2025 Revenue Breakdown	Amount
Retail Sales	\$508,386,767
Restaurant & Bar Sales	\$98,466,172
Hotel/Motel Receipts	\$18,871,813



SANTA CRUZ COUNTY RETAIL SALES

	January	February	March	April	May	June	July	August	September	October	November	December	Total	Annual Growth
2009	\$41,160,511	\$22,039,107	\$20,887,794	\$23,281,413	\$24,596,673	\$26,900,545	\$23,434,057	\$23,390,552	\$23,254,351	\$28,950,259	\$22,028,293	\$27,930,279	\$307,853,832	
2010	\$36,403,741	\$19,972,408	\$22,882,565	\$22,851,277	\$24,143,154	\$22,995,087	\$23,952,618	\$21,863,356	\$23,346,152	\$20,524,415	\$21,799,645	\$29,108,408	\$289,842,827	-5.9%
2011	\$39,158,376	\$20,566,284	\$23,094,439	\$27,362,685	\$26,154,992	\$24,499,509	\$24,021,944	\$23,520,199	\$22,879,901	\$21,015,280	\$22,122,997	\$28,742,108	\$303,138,714	4.6%
2012	\$38,307,431	\$19,957,881	\$24,334,161	\$25,705,790	\$25,459,015	\$23,024,453	\$23,634,703	\$23,126,921	\$22,967,083	\$22,770,329	\$24,082,795	\$29,090,362	\$302,460,924	-0.2%
2013	\$39,669,690	\$22,164,489	\$24,934,219	\$30,261,595	\$14,012,999	\$26,743,034	\$27,320,532	\$25,357,671	\$24,260,146	\$21,440,812	\$23,944,647	\$30,105,575	\$310,215,409	2.6%
2014	\$40,991,654	\$21,672,345	\$24,413,263	\$28,763,856	\$28,169,166	\$27,195,149	\$26,117,271	\$25,302,112	\$25,427,618	\$23,032,518	\$7,138,369	\$33,509,811	\$311,733,131	0.5%
2015	\$40,152,378	\$23,786,522	\$29,255,829	\$31,595,466	\$30,015,900	\$27,835,560	\$26,820,252	\$27,646,029	\$25,255,280	\$27,570,412	\$24,817,273	\$33,087,204	\$347,838,104	11.6%
2016	\$39,468,891	\$24,950,820	\$26,787,411	\$29,978,849	\$27,410,489	\$26,579,107	\$26,221,086	\$26,668,116	\$23,970,385	\$24,588,811	\$24,923,880	\$29,019,812	\$330,567,657	-0.0%
2017	\$37,603,062	\$23,899,378	\$25,507,692	\$29,830,415	\$28,407,489	\$27,110,981	\$29,986,805	\$23,842,838	\$24,594,149	\$24,015,743	\$25,309,333	\$30,062,593	\$330,170,477	-0.1%
2018	\$38,363,244	\$14,141,561	\$25,097,260	\$30,661,415	\$26,728,669	\$27,102,697	\$26,549,129	\$25,304,467	\$25,000,198	\$23,390,035	\$26,443,809	\$32,888,672	\$321,671,157	-2.6%
2019	\$39,021,856	\$22,456,323	\$25,669,209	\$31,698,967	\$30,665,655	\$29,953,509	\$28,016,770	\$27,339,004	\$27,915,288	\$24,696,345	\$28,315,933	\$33,005,954	\$348,754,814	8.4%
2020	\$44,564,848	\$26,376,259	\$26,567,055	\$25,933,927	\$22,142,789	\$26,467,750	\$26,776,691	\$23,334,382	\$23,772,857	\$23,447,340	\$24,127,323	\$28,744,965	\$322,256,187	-7.6%
2021	\$34,286,501	\$25,550,325	\$26,665,280	\$33,065,988	\$31,893,561	\$31,208,128	\$30,810,219	\$28,150,081	\$27,641,227	\$29,476,145	\$30,362,928	\$40,195,137	\$369,305,519	14.6%
2022	\$46,119,529	\$34,017,313	\$34,110,269	\$40,663,315	\$36,194,711	\$38,549,393	\$37,792,865	\$34,938,602	\$33,658,256	\$33,659,613	\$36,279,636	\$43,250,577	\$449,234,079	21.6%
2023	\$53,946,747	\$34,146,541	\$34,534,964	\$40,502,527	\$40,724,017	\$38,051,539	\$39,076,549	\$45,428,271	\$37,268,827	\$39,751,908	\$38,484,043	\$43,644,424	\$485,560,357	8.1%
2024	\$53,928,398	\$37,574,708	\$35,795,847	\$44,999,407	\$42,121,490	\$40,894,167	\$41,822,293	\$46,925,904	\$41,136,285	\$44,310,876	\$41,711,183	\$47,456,352	\$518,676,909	6.8%
2025	\$58,743,269	\$38,931,785	\$39,490,412	\$43,870,201	\$33,956,407	\$40,993,274	\$42,491,763	\$39,882,875	\$38,305,467	\$42,734,782	\$41,818,741	\$47,167,792	\$508,386,767	-2.0%

Note. By tax-processing month (typically one month following actual sales month)

Source: Arizona Department of Revenue and US Economic Research

SANTA CRUZ COUNTY RESTAURANT & BAR SALES

	January	February	March	April	May	June	July	August	September	October	November	December	Total	Annual Growth
2009	\$3,763,917	\$3,665,066	\$3,594,357	\$3,962,046	\$3,509,439	\$3,762,364	\$3,294,343	\$3,028,857	\$3,303,880	\$3,128,174	\$3,367,133	\$3,109,204	\$41,488,779	
2010	\$2,710,066	\$4,785,234	\$3,985,023	\$4,843,492	\$3,713,350	\$4,360,568	\$3,559,487	\$3,304,778	\$3,145,795	\$2,937,470	\$3,463,195	\$3,201,012	\$44,009,470	6.1%
2011	\$3,832,319	\$3,347,017	\$3,915,723	\$4,025,209	\$3,824,927	\$3,614,520	\$3,458,144	\$3,298,114	\$3,027,806	\$2,958,791	\$3,244,067	\$3,395,644	\$41,942,282	-4.7%
2012	\$3,957,945	\$3,896,343	\$3,900,484	\$4,018,199	\$4,650,593	\$3,862,308	\$3,682,813	\$3,631,611	\$3,342,403	\$3,804,912	\$3,648,315	\$3,712,765	\$46,108,691	9.9%
2013	\$5,235,744	\$3,809,526	\$4,168,930	\$4,578,311	\$4,294,345	\$4,130,814	\$3,765,971	\$3,780,126	\$3,815,155	\$3,513,395	\$3,655,874	\$4,090,560	\$48,838,749	5.9%
2014	\$4,714,328	\$4,259,326	\$4,170,154	\$5,076,596	\$4,608,589	\$4,237,351	\$4,010,027	\$3,919,834	\$3,684,926	\$3,639,849	\$3,399,814	\$4,447,674	\$50,168,467	2.7%
2015	\$4,525,468	\$4,708,835	\$4,650,531	\$5,336,963	\$4,928,174	\$4,841,989	\$4,039,257	\$4,241,866	\$3,815,315	\$4,017,581	\$4,022,494	\$4,365,897	\$53,494,373	6.6%
2016	\$4,670,280	\$4,484,476	\$5,381,763	\$5,323,460	\$4,822,584	\$5,060,272	\$4,024,186	\$4,280,563	\$3,677,823	\$3,933,397	\$4,392,190	\$4,288,850	\$54,339,843	1.6%
2017	\$4,978,110	\$4,302,501	\$5,166,054	\$4,793,462	\$5,718,734	\$4,864,092	\$4,374,833	\$4,183,122	\$4,132,657	\$4,221,370	\$3,827,702	\$4,340,512	\$54,903,149	1.0%
2018	\$5,558,715	\$4,896,768	\$5,428,743	\$5,372,882	\$5,580,218	\$5,036,469	\$4,751,897	\$4,452,313	\$4,464,230	\$4,832,667	\$4,673,396	\$4,951,114	\$59,999,412	9.3%
2019	\$6,063,850	\$5,145,028	\$5,272,986	\$6,415,121	\$6,085,454	\$5,792,222	\$4,860,725	\$4,403,630	\$4,602,294	\$4,779,716	\$4,648,981	\$5,293,077	\$63,363,082	5.6%
2020	\$6,253,933	\$5,499,022	\$4,885,818	\$4,283,109	\$2,992,596	\$4,469,102	\$3,554,897	\$3,182,369	\$3,857,799	\$3,786,634	\$3,960,071	\$4,210,944	\$50,936,293	-19.6%
2021	\$4,682,656	\$4,258,442	\$5,333,165	5,809,361	\$5,603,748	\$5,810,995	\$5,069,352	\$5,065,222	\$4,833,571	\$5,330,552	\$5,318,085	\$6,653,727	\$63,768,876	25.2%
2022	\$6,729,666	\$6,140,587	\$6,540,990	\$7,646,274	\$7,054,678	\$6,941,095	\$6,082,206	\$6,592,576	\$5,969,974	\$6,568,029	\$7,024,642	\$6,680,610	\$79,971,325	25.4%
2023	\$8,132,317	\$7,107,244	\$7,208,871	\$8,443,270	\$7,931,901	\$7,298,914	\$7,099,979	\$6,708,265	\$6,621,956	\$6,799,732	\$7,376,243	\$7,866,631	\$88,595,322	10.8%
2024	\$9,202,717	\$7,231,317	\$7,442,785	\$9,521,470	\$8,118,056	\$8,299,597	\$7,622,963	\$6,830,559	\$6,741,630	\$7,761,212	\$7,133,539	\$8,080,841	\$93,986,684	6.1%
2025	\$8,660,961	\$7,860,183	\$7,054,012	\$9,135,783	\$8,470,453	\$7,917,065	\$7,771,024	\$9,150,950	\$9,691,216	\$7,254,547	\$7,443,251	\$8,056,727	\$98,466,172	4.8%

Note. By tax-processing month (typically one month following actual sales month)

Source: Arizona Department of Revenue and US Economic Research

SANTA CRUZ COUNTY HOTEL/MOTEL RECEIPTS

	January	February	March	April	May	June	July	August	September	October	November	December	Total	Annual Growth
2009	\$1,077,800	\$736,763	\$1,076,597	\$1,087,224	\$1,111,527	\$606,504	\$575,338	\$793,907	\$834,902	\$825,395	\$862,405	\$1,047,643	\$10,636,005	
2010	\$1,130,991	\$861,055	\$1,692,602	\$1,403,826	\$1,424,048	\$1,046,865	\$872,507	\$933,246	\$793,245	\$969,234	\$1,114,169	\$1,320,104	\$13,561,893	27.5%
2011	\$1,248,476	\$643,283	\$1,437,904	\$745,327	\$1,219,357	\$788,138	\$1,015,905	\$633,221	\$716,800	\$622,562	\$721,179	\$998,657	\$10,790,811	-20.4%
2012	\$841,679	\$927,363	\$841,386	\$1,146,836	-\$513,849	\$767,440	\$762,210	\$655,112	\$859,805	\$973,199	\$1,212,646	\$1,052,818	\$9,526,644	-11.7%
2013	\$2,505,227	\$947,029	\$1,092,892	\$1,249,200	\$1,199,357	\$1,323,190	\$843,133	\$984,790	\$698,051	\$896,132	\$909,004	\$1,218,691	\$13,866,695	45.6%
2014	\$992,333	\$1,010,692	\$979,989	\$1,258,672	\$1,094,364	\$938,034	\$791,228	\$1,071,377	\$688,375	\$751,964	\$1,104,646	\$1,126,078	\$11,807,749	-14.8%
2015	\$1,046,841	\$1,431,688	\$1,463,388	\$1,511,512	\$1,190,423	\$1,122,294	\$1,696,125	\$1,286,667	\$765,890	\$794,726	\$969,552	\$1,228,642	\$14,507,747	22.9%
2016	\$1,089,831	\$1,240,215	\$1,286,943	\$1,362,832	\$1,305,012	\$759,389	\$907,337	\$799,314	\$662,485	\$749,471	\$1,019,246	\$1,071,484	\$12,253,559	-15.5%
2017	\$1,221,065	\$1,129,883	\$1,165,670	\$911,656	\$1,748,109	\$958,292	\$928,219	\$931,030	\$875,199	\$866,557	\$1,046,948	\$1,159,608	\$12,942,235	5.6%
2018	\$1,462,016	\$1,258,467	\$1,347,911	\$1,281,128	\$1,522,368	\$992,563	\$892,622	\$952,647	\$779,962	\$984,867	\$1,031,145	\$1,480,815	\$13,986,511	8.1%
2019	\$1,432,228	\$1,231,554	\$1,498,227	\$1,715,874	\$1,554,696	\$1,118,029	\$1,103,480	\$895,586	\$971,288	\$958,710	\$1,047,662	\$1,404,489	\$14,931,824	6.8%
2020	\$1,511,265	\$1,131,851	\$1,538,093	\$824,944	\$462,347	\$327,040	\$598,749	\$565,655	\$657,170	\$753,041	\$959,794	\$1,014,439	\$10,344,389	-30.7%
2021	\$993,566	\$1,006,826	\$1,000,679	\$1,530,090	\$1,371,386	\$1,368,072	\$1,108,641	\$1,019,439	\$1,202,545	\$1,035,897	\$1,580,722	\$1,660,522	\$14,878,383	43.8%
2022	\$1,923,894	\$1,607,967	\$1,781,765	\$2,256,923	\$1,797,223	\$1,324,435	\$1,429,676	\$1,166,471	\$1,258,063	\$1,271,899	\$1,729,332	\$1,904,586	\$19,452,234	30.7%
2023	\$2,036,538	\$1,934,733	\$2,261,050	\$2,358,251	\$1,751,012	\$1,411,048	\$1,411,475	\$1,318,844	\$1,278,269	\$1,379,900	\$1,351,720	\$1,996,143	\$20,488,983	5.3%
2024	\$2,086,798	\$1,816,203	\$2,024,501	\$2,498,732	\$1,983,736	\$1,518,866	\$1,442,239	\$1,464,231	\$1,257,321	\$1,379,472	\$1,687,397	\$1,947,794	\$21,107,289	3.0%
2025	\$1,858,450	\$1,704,725	\$2,034,809	\$2,383,493	\$1,632,531	\$1,350,609	\$1,259,115	\$992,597	\$1,199,777	\$1,009,169	\$1,572,446	\$1,874,093	\$18,871,813	-10.6%

Note. By tax-processing month (typically one month following actual sales month)

Source: Arizona Department of Revenue and US Economic Research