

By: Leia Moore



SOIC Regional Economic Indicators:

Elk City Focus on the Retail Trade Sectors (SIC 52-59)

Center for Economic & Business Development

Elk City city sales tax collections for the Retail Trade sectors (SIC 52-59) fell 10.60% (\$0.174 million) in 1st Qtr 2010 from the previous quarter. The Automotive Dealers and Gasoline Service Stations sector (SIC 55) managed the greatest percentage gain with 28.07% (\$0.029 million), followed by the Eating and Drinking Places sector (SIC 58) with 7.53% (\$0.016 million) and the Furniture, Home Furnishings and Equipment Stores sector (SIC 57) with 5.63% (\$0.006 million). Over the course of the past year, two of the eight sectors managed an increase in their sector's city sales tax collections. It is important to note that in 4th Qtr 2002, Elk City's city sales tax rate dropped from 4% to 3%. During 4th Qtr 2003, the city sales tax rate increased to 4%.

Chart 1: Elk City Retail Trade Sectors (SIC 52-59) City Sales Tax Collections

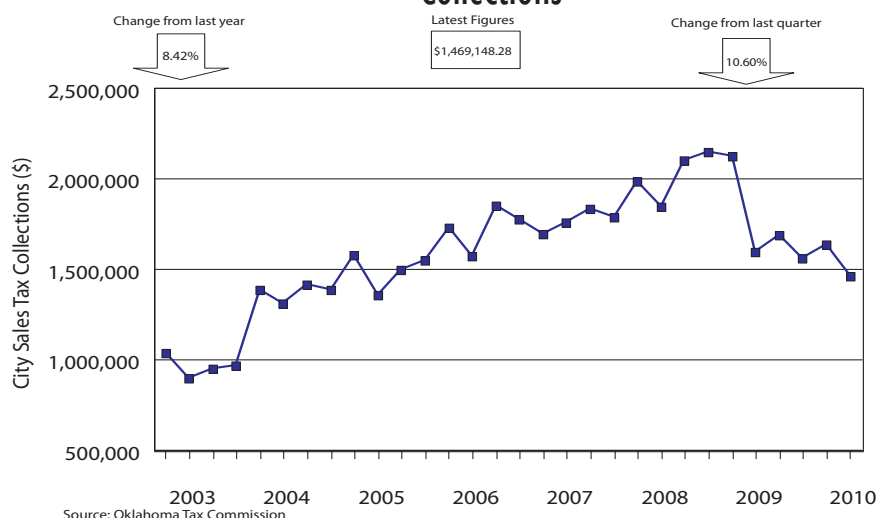
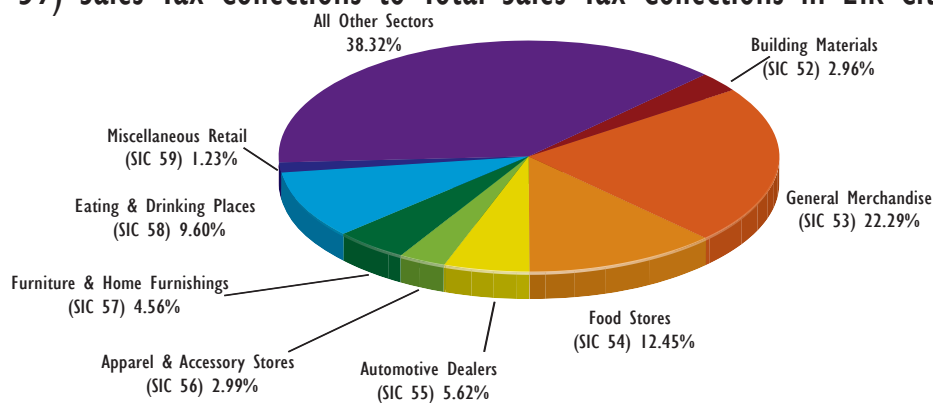


Chart 2: Proportion of 1st Qtr 2010 Retail Trade Sectors (SIC 52-59) Sales Tax Collections to Total Sales Tax Collections in Elk City



Source: Oklahoma Tax Commission

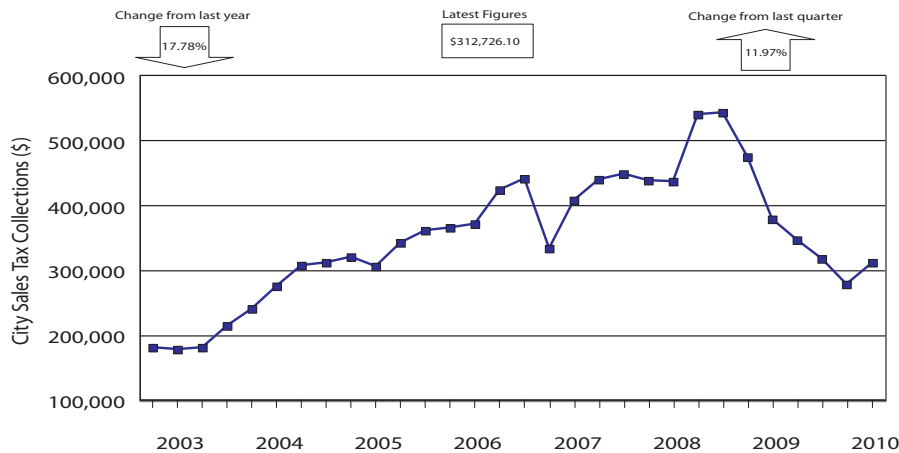
The Retail Trade sectors (SIC 52-59) make up 61.68% of the total sales tax collections in Elk City during 1st Qtr 2010. The General Merchandise sector (SIC 53) accounts for 22.29% of total sales tax collections; while all other sectors (excluding the retail trade sectors) make up 38.32% of total sales tax collections.

July 2010

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Chart 3: Elk City Durable Goods City Sales Tax Collections

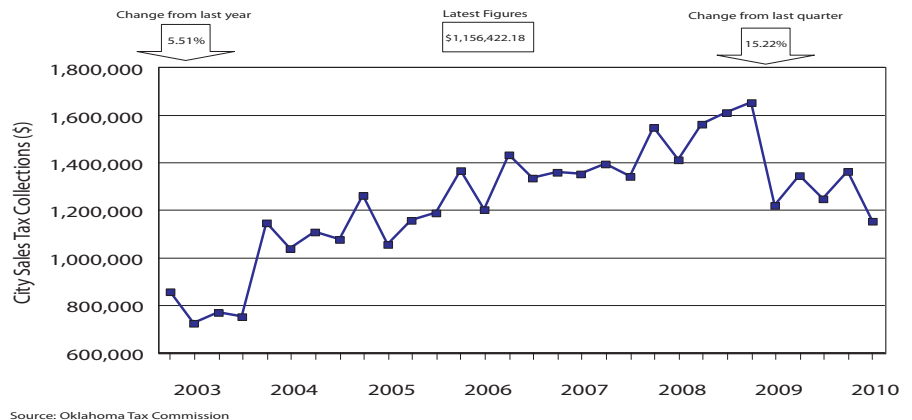


Durable Goods Retail Trade Sectors	1st Qtr 2010
Building Materials, Hardware, Garden Supply & Mobile Home Dealer	\$70,388.52
Automotive Dealers & Gasoline Service Stations	\$133,752.28
Furniture, Home Furnishings & Equipment Stores	\$108,585.30
Durable Goods	\$312,726.10

Durable goods for the retail trade sectors (SIC 52-59) accounted for \$312,726.10 during 1st Qtr 2010. This is an increase of 11.97% from the previous quarters total of \$279,285.97.

Nondurable goods totaled \$1,156,422.18 during 1st Qtr 2010. This represents a decrease of 15.22% from the previous quarter.

Chart 4: Elk City Nondurable Goods City Sales Tax Collections



Nondurable Goods Retail Trade Sectors	1st Qtr 2010
General Merchandise Stores	\$530,970.82
Food Stores	\$296,418.70
Apparel & Accessory Stores	\$71,191.89
Eating & Drinking Places	\$228,609.46
Miscellaneous Retail	\$29,231.31
Nondurable Goods	\$1,156,422.18

Elk City building materials, hardware, garden supply and mobile home dealer city sales tax collections were down 2.30% on the quarter for a total city sales tax collection of \$70,388.52 in the sector. Over the course of the past year, city sales tax collections were down 39.55%. It is important to note that this SIC category includes lumber and other building materials dealers; paint, glass and wallpaper stores; hardware stores; retail nurseries, lawn and garden supply stores; and mobile home dealers.

Chart 5: Elk City Building Materials, Hardware, Garden Supply and Mobile Home Dealer (SIC 52) City Sales Tax Collections

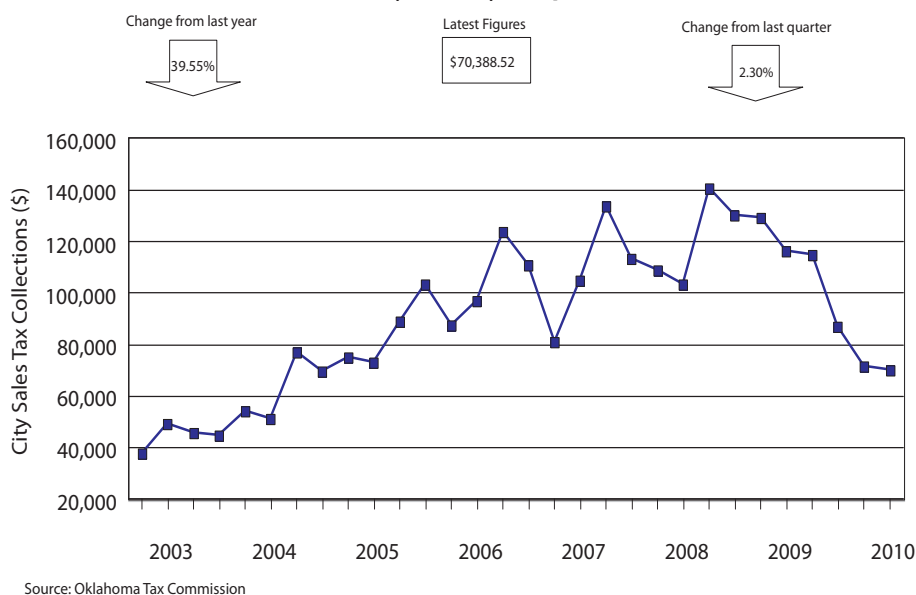
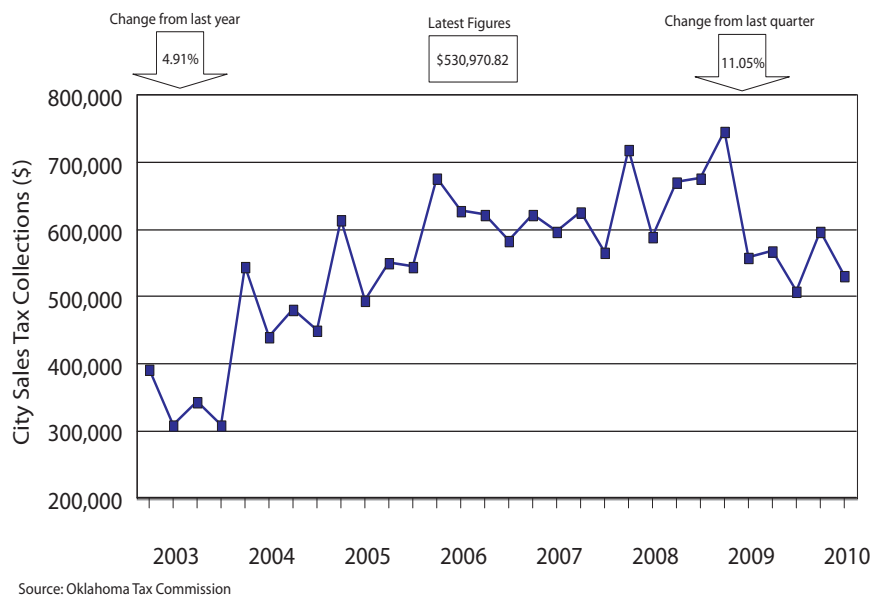
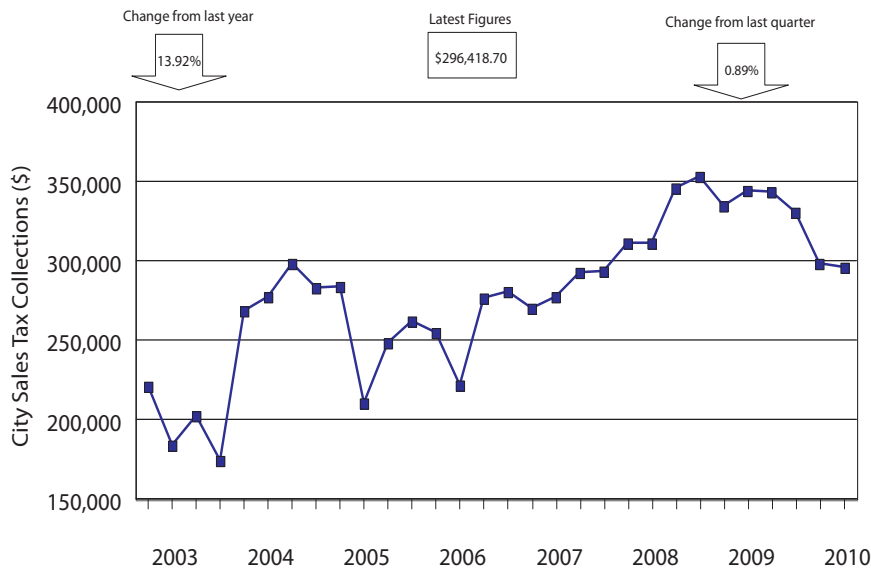


Chart 6: Elk City General Merchandise Stores (SIC 53) City Sales Tax Collections



Elk City general merchandise stores city sales tax collections were down 11.05% between 4th Qtr 2009 and 1st Qtr 2010 and down 4.91% between 1st Qtr 2009 and 1st Qtr 2010. The General Merchandise Stores sector consists of department stores; variety stores; and miscellaneous general merchandise stores.

Chart 7: Elk City Food Stores (SIC 54) City Sales Tax Collections

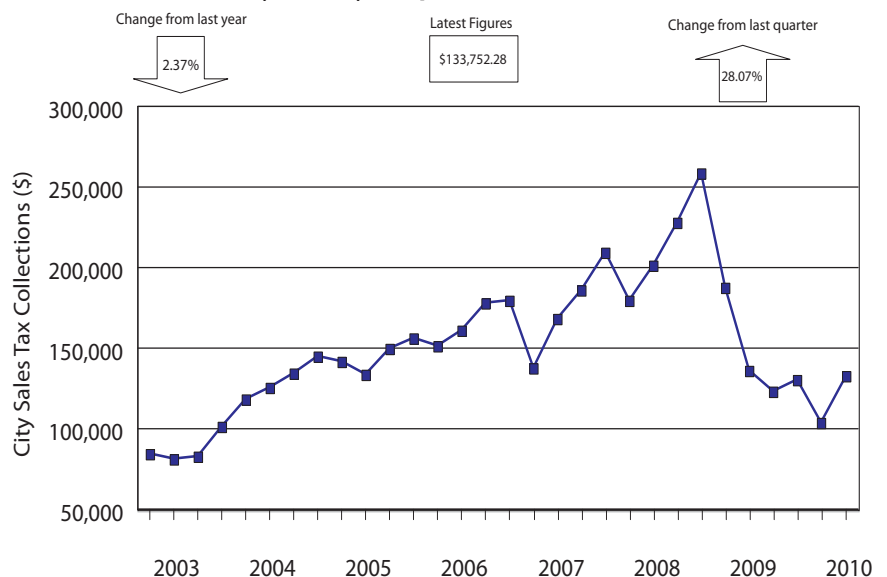


Source: Oklahoma Tax Commission

Elk City food stores city sales tax collections fell 0.89% between 4th Qtr 2009 and 1st Qtr 2010 and 13.92% between 1st Qtr 2009 and 1st Qtr 2010. This SIC sector includes grocery stores; meat and fish markets, including freezer provisioners; fruit and vegetable markets; candy, nut and confectionery stores; dairy products stores; retail bakeries; and miscellaneous food stores.

Elk City automotive dealers and gasoline service stations city sales tax collections were up 28.07% on the quarter for a total city sales tax collection of \$133,752.28 in the sector. Between 1st Qtr 2009 and 1st Qtr 2010, the sector's city sales tax collections were down 2.37%. It is important to note that this SIC category includes motor vehicle dealers (new and used); motor vehicle dealers (used only); auto and home supply stores; gasoline service stations; boat dealers; recreational vehicle dealers; motorcycle dealers; and automotive dealers, not elsewhere classified.

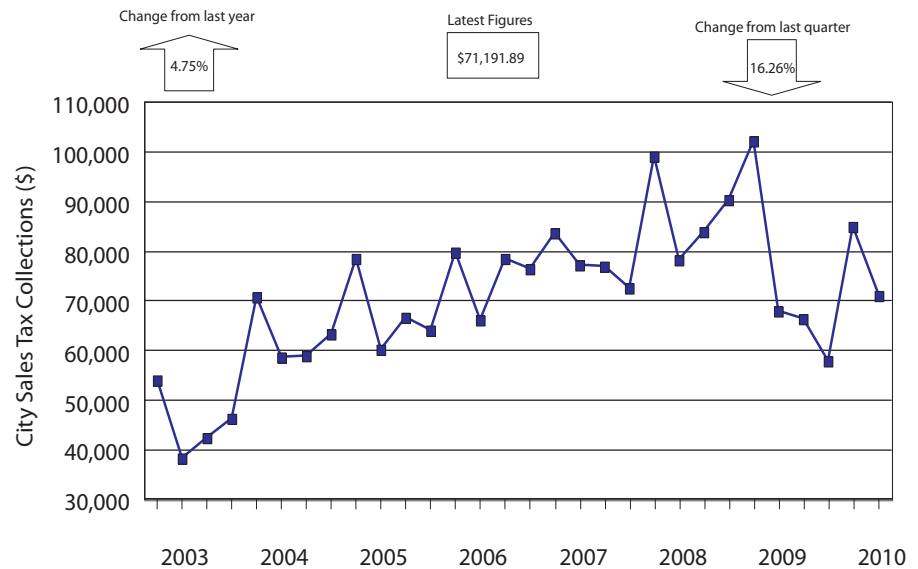
Chart 8: Elk City Automotive Dealers and Gasoline Service Stations (SIC 55) City Sales Tax Collections



Source: Oklahoma Tax Commission

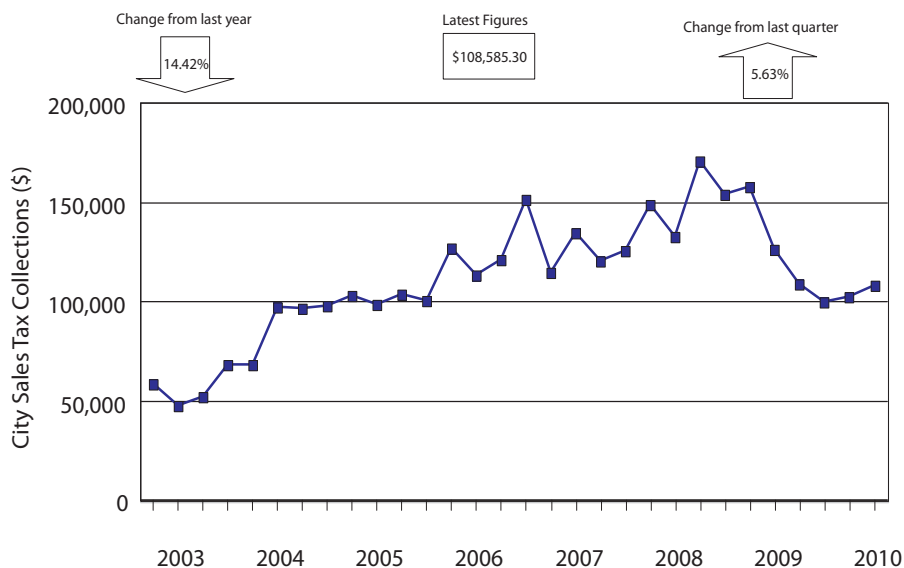
Elk City apparel and accessory stores city sales tax collections fell 16.26% between 4th Qtr 2009 and 1st Qtr 2010. When compared to the previous year, the sector's city sales tax collections were up 4.75%. The Apparel and Accessory Stores sector includes men's and boy's clothing and accessory stores; women's clothing stores; women's accessory and specialty stores; children's and infants' wear stores; family clothing stores; shoe stores; and miscellaneous apparel and accessory stores.

Chart 9: Elk City Apparel and Accessory Stores (SIC 56) City Sales Tax Collections



Source: Oklahoma Tax Commission

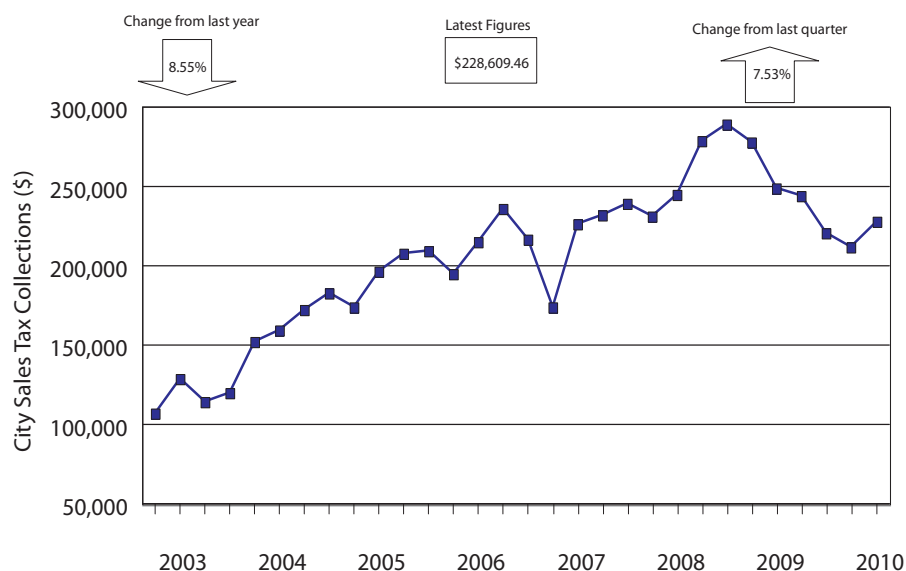
Chart 10: Elk City Furniture, Home Furnishings and Equipment Stores (SIC 57) City Sales Tax Collections



Source: Oklahoma Tax Commission

Elk City furniture, home furnishings and equipment stores city sales tax collections were up 5.63% from the previous quarter. Over the course of the past year, the sector's city sales tax collections fell 14.42%. The Furniture, Home Furnishings and Equipment Stores sector consists of home furniture and furnishings stores; household appliance stores; and radio, television, consumer electronics and music stores.

Chart 11: Elk City Eating and Drinking Places (SIC 58) City Sales Tax Collections

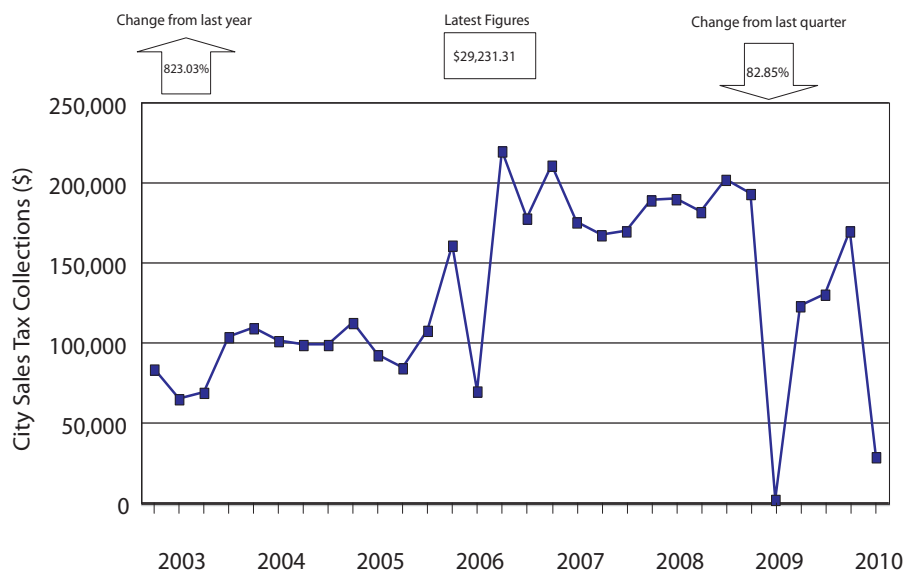


Source: Oklahoma Tax Commission

Elk City eating and drinking places city sales tax collections rose 7.53% between 4th Qtr 2009 and 1st Qtr 2010 and fell 8.55% between 1st Qtr 2009 and 1st Qtr 2010. This SIC sector includes eating and drinking places.

Elk City miscellaneous retail city sales tax collections were down 82.85% from the previous quarter for a total city sales tax collection of \$29,231.31 in the sector. This decrease is due to the fact that in February 2010 Elk City posted a loss of \$72,282.92 in city sales tax collections in the Miscellaneous Retail sector. Over the course of the past year, the sector's city sales tax collections rose 823.03%. The Miscellaneous Retail sector consists of drug stores and proprietary stores; liquor stores; used merchandise stores; miscellaneous shopping goods stores; nonstore retailers; fuel dealers; and retail stores, not elsewhere classified.

Chart 12: Elk City Miscellaneous Retail (SIC 59) City Sales Tax Collections



Source: Oklahoma Tax Commission