



SALES & USE TAX ANALYSIS FEB. 2023

COMMISSIONER OF THE REVENUE
MAY 2023



Mitchell W. Nuckles
Commissioner of the Revenue





$\geq 5.0\%$	$1.0\% \geq < 4.9\%$	$-0.9\% \geq < 0.9\%$	$-4.9\% \geq < -1.0\%$	$\leq -5.0\%$
↑	↗	→	↘	↓



HIGHLIGHTS

SALES & USE TAX INCREASED 13.9% VS FEB. 2022

- **SALES & USE**

- BRICK & MORTAR INCREASED BY \$155K, OR 12.4%
- ONLINE INCREASED BY \$49.2K, OR 22.6%
- CURRENT PERIOD INCREASED BY \$62.7K, OR 4.2%
- FUTURE & PRIOR PERIODS INCREASED BY \$142.3K, OR 119.6%

- **CURRENT PERIOD**

- ONLINE INCREASED BY \$32.6K, OR 14.1%, WHILE BRICK & MORTAR INCREASED SLIGHTLY, UP \$30.0K, OR 2.4%

- **BRICK & MORTAR**

- TOP 50 INCREASED BY \$23.7K, OR 3.2%, WHILE THE REMAINING INCREASED SLIGHTLY BY \$6.3K, OR 1.2%

- **TOP 50**

- RETAILERS INCREASED BY \$59.4K, OR 10.2%, MANUFACTURERS DECREASED BY \$29.7K, OR -37.8% AND WHOLESALERS DECREASED BY \$5.9K, OR -7.4%

- **ONLINE TAXES**

- TOP 20 INCREASED BY \$35.4K, OR 42.8%, WHILE THE REMAINING DECREASED BY \$2.7K, OR -1.8%



SALES & USE TAX

BRICK & MORTAR (THIS IS A FOCUS ON A SPECIFIC BUSINESS FOR LYNCHBURG)

- ANOTHER DROP IN TOTAL FROM FEB. 2022 TO FEB. 2023
- AVERAGE MONTHLY TAX \$79K FROM MAR '22 THRU FEB '23

[REDACTED] LLC			FISCAL YEAR										
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
FY22	35,542	20,562	166,040	68,195	53,859	49,760	230,366	49,649	122,259	154,912	55,977	90,268	1,097,388
FY23	75,048	14,145	133,963	74,458	74,427	121,916	17,898	13,214					525,069





SALES & USE TAX

ONLINE (THIS IS A SPECIFIC FOCUS BUSINESS FOR LYNCHBURG)

- ONLINESTORE.COM SERVICES TRENDING SLIGHT DOWNWARD AFTER THE DROP IN FEBRUARY 2023

	[REDACTED] LLC				FISCAL YEAR								
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
FY22	40,848	50,800	45,856	43,835	57,805	63,273	46,431	28,462	49,049	45,014	45,234	42,907	559,514
FY23	50,416	51,986	46,826	52,386	55,025	66,441	47,487	42,341					412,908



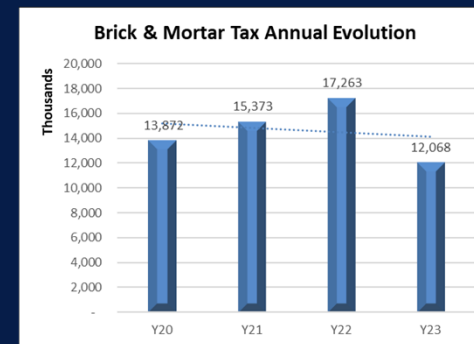
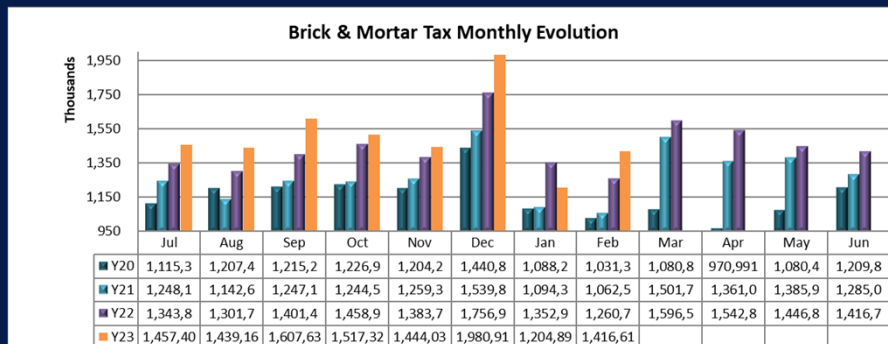


SALES & USE TAX MONTHLY EVOLUTION

BRICK & MORTAR

- AFTER A DROP IN JANUARY; FEBRUARY WITH ANOTHER % INCREASE VS FEB. 2022
- FED '23 SAW AN INCREASE VS FEB '22 OF 12.4% - \$1.4 MILLION VS \$1.2 MILLION

Brick & Mortar													Total
Fiscal Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
Y20	1,115,387	1,207,417	1,215,243	1,226,960	1,204,225	1,440,879	1,088,287	1,031,326	1,080,846	970,991	1,080,469	1,209,875	13,871,905
Y21	1,248,145	1,142,670	1,247,171	1,244,514	1,259,382	1,539,868	1,094,399	1,062,533	1,501,798	1,361,066	1,385,969	1,285,070	15,372,584
Y22	1,343,822	1,301,729	1,401,486	1,458,975	1,383,715	1,756,975	1,352,954	1,260,747	1,596,538	1,542,835	1,446,869	1,416,713	17,263,359
Y23	1,457,409	1,439,161	1,607,636	1,517,320	1,444,039	1,980,917	1,204,892	1,416,615					12,067,990



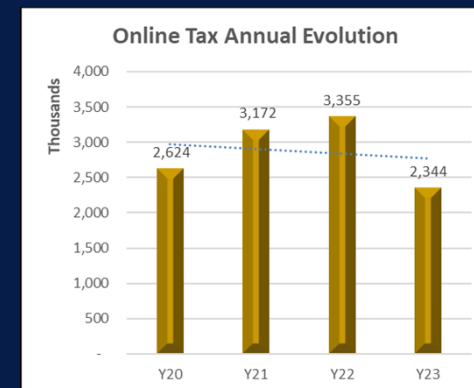
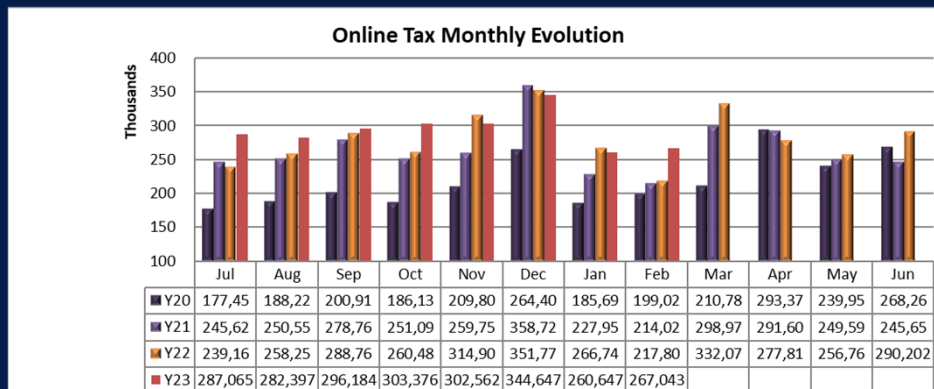


SALES & USE TAX MONTHLY EVOLUTION

ONLINE

- AFTER 3 STRAIGHT MONTHS OF % DECREASE FROM THE PREV. YEAR – FEB. '23 WITH AN INCREASE
- \$49.2K, OR 22.6%, INCREASE FROM FEB. '22

Online													Total
Fiscal Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
Y20	177,453	188,227	200,915	186,138	209,806	264,405	185,690	199,028	210,783	293,375	239,959	268,260	2,624,037
Y21	245,627	250,559	278,769	251,092	259,759	358,722	227,953	214,021	298,977	291,601	249,599	245,653	3,172,335
Y22	239,168	258,253	288,767	260,482	314,908	351,778	266,748	217,800	332,073	277,811	256,768	290,202	3,354,757
Y23	287,065	282,397	296,184	303,376	302,562	344,647	260,647	267,043					2,343,920





SALES & USE TAX

RETAILERS, MANUFACTURERS & WHOLESALERS

BRICK & MORTAR TAX PRODUCERS							FEB		
No.	% Total Producers		2021	2022	Var \$	Var %	2023	Var \$	Var %
37	4.4%	Top Retailers	504,678	582,826	78,148	15.5%	642,319	59,493	10.2%
5	0.6%	Top Manufacturers	54,462	78,834	24,372	44.8%	49,064	(29,770)	-37.8%
8	0.9%	Top Wholesalers	48,054	80,964	32,910	68.5%	74,983	(5,980)	-7.4%
797	94.1%	Remaining Producers	454,066	527,528	73,462	16.2%	533,841	6,313	1.2%
847	100.0%	Total	1,061,259	1,270,151	208,892	19.7%	1,300,207	30,056	2.4%

- TOP 37 RETAILERS REPRESENT 47.6% OF ALL SALES & USE TAX REVENUE
- REMAINING 12 MANUFACTURES & WHOLESALERS REPRESENT 10.6%
- REMAINING PRODUCERS (94.1% OF TOTAL PRODUCERS) REPRESENT REMAINING 41.7% OF TAX REVENUE



TOP 50 BRICK & MORTAR

TOP 50 BRICK & MORTAR TAX PRODUCERS						MAR				
Rank	Producers	2021	2022	Var \$	Var %	2023	Var \$	Var %	Pie 3 Yr	3Y
1	BUSINESS NAME CDE	109,017	113,085	4,068	3.7%	124,059	10,974	9.7%	7.6%	346,161
2	BUSINESS NAME FGH	73,611	78,635	5,024	6.8%	93,771	15,136	19.2%	5.4%	246,018
3	BUSINESS NAME IJK	49,279	59,389	10,110	20.5%	65,604	6,215	10.5%	3.8%	174,272
4	BUSINESS NAME LMN	32,616	43,877	11,261	34.5%	45,048	1,171	2.7%	2.7%	121,541
5	BUSINESS NAME OPQ	30,250	33,716	3,467	11.5%	34,899	1,183	3.5%	2.2%	98,865
6	BUSINESS NAME RST	24,757	27,986	3,229	13.0%	26,720	(1,266)	-4.5%	1.7%	79,464
7	BUSINESS NAME UVW	18,467	20,019	1,552	8.4%	21,976	1,957	9.8%	1.3%	60,463
8	BUSINESS NAME XYZ	18,459	18,977	518	2.8%	20,962	1,985	10.5%	1.3%	58,398
9	BUSINESS NAME ABC	17,980	25,561	7,582	42.2%	15,694	(9,867)	-38.6%	1.3%	59,234
10	BUSINESS NAME XYZ	13,976	15,992	2,016	14.4%	15,116	(877)	-5.5%	1.0%	45,084
11	MANUFACTURER 1	36,133	49,649	13,516	37.4%	13,214	(36,435)	-73.4%	2.2%	98,996
12	MANUFACTURER 2	6,183	12,858	6,675	108.0%	12,843	(16)	-0.1%	0.7%	31,884
13	BUSINESS NAME OPQ	11,400	12,595	1,195	10.5%	12,717	122	1.0%	0.8%	36,712
14	BUSINESS NAME LMN	9,829	10,989	1,160	11.8%	12,495	1,505	13.7%	0.7%	33,313
15	BUSINESS NAME IJK	9,580	11,242	1,662	17.3%	12,421	1,179	10.5%	0.7%	33,243
16	WHOLESALE 2	7,047	8,054	1,008	14.3%	12,211	4,157	51.6%	0.6%	27,312
17	BUSINESS NAME CDE	7,684	9,817	2,134	27.8%	10,898	1,081	11.0%	0.6%	28,399
18	MANUFACTURER 3	3,368	5,545	2,177	64.6%	10,009	4,464	80.5%	0.4%	18,922
19	WHOLESALE 3	6,222	14,467	8,245	132.5%	9,755	(4,712)	-32.6%	0.7%	30,444
20	BUSINESS NAME UVW	8,264	9,874	1,610	19.5%	9,403	(471)	-4.8%	0.6%	27,541
21	WHOLESALE 4	4,239	6,271	2,031	47.9%	9,223	2,952	47.1%	0.4%	19,733
22	BUSINESS NAME OPQ	10,215	13,338	3,123	30.6%	9,119	(4,219)	-31.6%	0.7%	32,672
23	BUSINESS NAME LMN	5,041	8,296	3,255	64.6%	9,093	797	9.6%	0.5%	22,430
24	BUSINESS NAME IJK	4,175	6,890	2,715	65.0%	8,993	2,104	30.5%	0.4%	20,058
25	WHOLESALE 5	2,504	4,946	2,441	97.5%	8,380	3,435	69.4%	0.3%	15,830



TOP 50 BRICK & MORTAR

26	BUSINESS NAME CDE	-	-	-	NA	8,156	8,156	NA	0.2%	8,156
27	BUSINESS NAME ABC	6,367	7,185	818	12.8%	8,113	928	12.9%	0.5%	21,666
28	MANUFACTURER 4	3,891	4,868	977	25.1%	7,235	2,367	48.6%	0.3%	15,995
29	WHOLESALE 6	5,849	7,842	1,993	34.1%	6,878	(964)	-12.3%	0.4%	20,569
30	BUSINESS NAME RST	6,106	7,068	962	15.8%	6,742	(326)	-4.6%	0.4%	19,917
31	WHOLESALE 7	372	8,040	7,668	2062.3%	6,656	(1,384)	-17.2%	0.3%	15,068
32	WHOLESALE 8	3,840	5,783	1,943	50.6%	6,186	403	7.0%	0.3%	15,810
33	BUSINESS NAME IJK	5,172	5,517	345	6.7%	5,965	449	8.1%	0.4%	16,654
34	BUSINESS NAME FGH	3,970	5,544	1,574	39.6%	5,872	328	5.9%	0.3%	15,385
35	BUSINESS NAME CDE	3,647	4,633	986	27.0%	5,842	1,209	26.1%	0.3%	14,121
36	MANUFACTURER 5	4,886	5,913	1,027	21.0%	5,763	(150)	-2.5%	0.4%	16,563
37	BUSINESS NAME XYZ	4,307	4,757	450	10.5%	5,702	945	19.9%	0.3%	14,766
38	BUSINESS NAME UVW	2,999	5,132	2,132	71.1%	5,598	467	9.1%	0.3%	13,730
39	BUSINESS NAME RST	2,828	5,396	2,568	90.8%	5,454	57	1.1%	0.3%	13,678
40	BUSINESS NAME OPQ	3,678	4,319	641	17.4%	5,090	771	17.9%	0.3%	13,087
41	BUSINESS NAME LMN	4,919	5,534	614	12.5%	5,084	(450)	-8.1%	0.3%	15,537
42	BUSINESS NAME IJK	4,082	5,046	964	23.6%	4,963	(83)	-1.7%	0.3%	14,091
43	BUSINESS NAME FGH	-	-	-	NA	4,913	4,913	NA	0.1%	4,913
44	BUSINESS NAME CDE	3,996	4,149	152	3.8%	4,644	495	11.9%	0.3%	12,789
45	BUSINESS NAME ABC	3,554	3,874	320	9.0%	4,587	713	18.4%	0.3%	12,016
46	BUSINESS NAME LMN	1,773	4,746	2,972	167.6%	4,587	(159)	-3.3%	0.2%	11,106
47	BUSINESS NAME IJK	-	4,295	4,295	NA	4,479	184	4.3%	0.2%	8,775
48	BUSINESS NAME FGH	2,912	4,165	1,254	43.1%	4,464	299	7.2%	0.3%	11,542
49	BUSINESS NAME CDE	2,044	3,803	1,759	86.1%	4,458	655	17.2%	0.2%	10,304
50	BUSINESS NAME ABC	5,702	2,946	(2,756)	-48.3%	4,312	1,367	46.4%	0.3%	12,960
Total		607,193	742,623	135,430	22.3%	766,366	23,743	3.2%	46.2%	2,116,183



TOP 50 BRICK & MORTAR

TOP 50 PRODUCERS INCREASED 3.2% VS FEB. 2022

- NOTABLE POSITIVES VS FEB. 2022
 - COMPANY A \$93.7 VS \$78.6 *
 - COMPANY B \$12.2 VS \$8.0
 - COMPANY C \$10.0 VS \$5.5
 - COMPANY D \$65.6 VS \$59.3
- NOTABLE NEGATIVES VS FEB. 2022
 - COMPANY E \$15.6 VS \$25.5
 - COMPANY F \$13.2 VS \$49.6
 - COMPANY G \$9.1 VS \$13.3

*COMPANY A – KNOWN REPORTING ISSUE FOR JANUARY 2023 – CORRECTED IN FEBRUARY



TOP 20 RETAILERS

INCREASE OF 9.3% VS FEB. 2022

TOP 20 RETAILERS						MAR		
Rank	Producers	2021	2022	Var \$	Var %	2023	Var \$	Var %
1	BUSINESS NAME CDE	109,017	113,085	4,068	3.7%	124,059	10,974	9.7%
2	BUSINESS NAME FGH	73,611	78,635	5,024	6.8%	93,771	15,136	19.2%
3	BUSINESS NAME IJK	49,279	59,389	10,110	20.5%	65,604	6,215	10.5%
4	BUSINESS NAME LMN	32,616	43,877	11,261	34.5%	45,048	1,171	2.7%
5	BUSINESS NAME OPQ	30,250	33,716	3,467	11.5%	34,899	1,183	3.5%
6	BUSINESS NAME RST	24,757	27,986	3,229	13.0%	26,720	(1,266)	-4.5%
7	BUSINESS NAME UVW	18,467	20,019	1,552	8.4%	21,976	1,957	9.8%
8	BUSINESS NAME XYZ	18,459	18,977	518	2.8%	20,962	1,985	10.5%
9	BUSINESS NAME ABC	17,980	25,561	7,582	42.2%	15,694	(9,867)	-38.6%
10	BUSINESS NAME XYZ	13,976	15,992	2,016	14.4%	15,116	(877)	-5.5%
13	BUSINESS NAME OPQ	11,400	12,595	1,195	10.5%	12,717	122	1.0%
14	BUSINESS NAME LMN	9,829	10,989	1,160	11.8%	12,495	1,505	13.7%
15	BUSINESS NAME IJK	9,580	11,242	1,662	17.3%	12,421	1,179	10.5%
17	BUSINESS NAME CDE	7,684	9,817	2,134	27.8%	10,898	1,081	11.0%
20	BUSINESS NAME UVW	8,264	9,874	1,610	19.5%	9,403	(471)	-4.8%
22	BUSINESS NAME OPQ	10,215	13,338	3,123	30.6%	9,119	(4,219)	-31.6%
23	BUSINESS NAME LMN	5,041	8,296	3,255	64.6%	9,093	797	9.6%
24	BUSINESS NAME IJK	4,175	6,890	2,715	65.0%	8,993	2,104	30.5%
26	BUSINESS NAME CDE	-	-	-	NA	8,156	8,156	NA
27	BUSINESS NAME ABC	6,367	7,185	818	12.8%	8,113	928	12.9%
Total		460,968	527,465	66,497	14.4%	565,257	37,793	7.2%



TOP MANUFACTURES

DECREASE VS FEB. 2022 OF -37.8%

TOP MANUFACTURERS						MAR		
Rank	Producers	2021	2022	Var \$	Var %	2023	Var \$	Var %
11	MANUFACTURER 1	36,133	49,649	13,516	37.4%	13,214	(36,435)	-73.4%
12	MANUFACTURER 2	6,183	12,858	6,675	108.0%	12,843	(16)	-0.1%
18	MANUFACTURER 3	3,368	5,545	2,177	64.6%	10,009	4,464	80.5%
28	MANUFACTURER 4	3,891	4,868	977	25.1%	7,235	2,367	48.6%
36	MANUFACTURER 5	4,886	5,913	1,027	21.0%	5,763	(150)	-2.5%
Total		54,462	78,834	24,372	44.8%	49,064	(29,770)	-37.8%

- COMPANY A DECREASE OVER \$36.4K VS FEB. 2022 (-73.4%)
- COMPANY B INCREASE \$4.4K VS FEB. 2022 (+80.5%)



TOP WHOLESALERS

DECLINE OF -22.4%

TOP WHOLESALERS						MAR		
Rank	Producers	2021	2022	Var \$	Var %	2023	Var \$	Var %
9	WHOLESALER 1	17,980	25,561	7,582	42.2%	15,694	(9,867)	-38.6%
16	WHOLESALER 2	7,047	8,054	1,008	14.3%	12,211	4,157	51.6%
19	WHOLESALER 3	6,222	14,467	8,245	132.5%	9,755	(4,712)	-32.6%
21	WHOLESALER 4	4,239	6,271	2,031	47.9%	9,223	2,952	47.1%
25	WHOLESALER 5	2,504	4,946	2,441	97.5%	8,380	3,435	69.4%
29	WHOLESALER 6	5,849	7,842	1,993	34.1%	6,878	(964)	-12.3%
31	WHOLESALER 7	372	8,040	7,668	2062.3%	6,656	(1,384)	-17.2%
32	WHOLESALER 8	3,840	5,783	1,943	50.6%	6,186	403	7.0%
	Total	48,054	80,964	32,910	68.5%	74,983	(5,980)	-7.4%
	Total Manuf. & Wholesalers	102,515	159,798	57,282	55.9%	124,048	(35,750)	-22.4%

- COMPANY A INCREASE OF \$3.4 VS FEB. 2022 (+69.4%)
- COMPANY B DECREASE OF \$4.7K VS FEB. 2022 (-32.6%)



TOP 20 ONLINE

LARGE GROWTH – 42.8%

TOP 20 ONLINE TAX PRODUCERS						MAR			
Rank	Producers	2021	2022	Var \$	Var %	2023	Var \$	Var %	Pie 3 Yr
1	STORE.COM 1	41,296	43,237	1,941	4.7%	39,452	(3,786)	-8.8%	14.2%
2	STORE.COM 2	224	980	756	336.7%	19,569	18,589	1896.8%	2.4%
3	STORE.COM 3	-	-	-	NA	13,841	13,841	NA	1.6%
4	STORE.COM 4	4,040	4,806	766	19.0%	13,340	8,534	177.6%	2.5%
5	STORE.COM 5	3,329	5,216	1,887	56.7%	12,065	6,849	131.3%	2.4%
6	STORE.COM 6	4,345	4,979	634	14.6%	11,516	6,537	131.3%	2.4%
7	STORE.COM 8	-	-	-	NA	10,568	10,568	NA	1.2%
8	STORE.COM 7	5,436	4,249	(1,187)	-21.8%	10,504	6,255	147.2%	2.3%
9	STORE.COM 9	304	203	(102)	-33.4%	10,153	9,950	4905.0%	1.2%
10	STORE.COM 10	8	161	153	1869.8%	10,014	9,853	6122.5%	1.2%
11	STORE.COM 12	4,610	4,914	304	6.6%	9,083	4,168	84.8%	2.1%
12	STORE.COM 13	-	-	-	NA	8,308	8,308	NA	1.0%
13	STORE.COM 14	-	-	-	NA	8,195	8,195	NA	0.9%
14	STORE.COM 15	3,889	3,306	(582)	-15.0%	7,943	4,637	140.2%	1.7%
15	STORE.COM 16	983	2,665	1,683	171.3%	7,696	5,031	188.7%	1.3%
16	STORE.COM 17	2,463	1,972	(491)	-19.9%	7,356	5,384	273.0%	1.4%
17	STORE.COM 19	2,068	1,715	(354)	-17.1%	7,237	5,522	322.1%	1.3%
18	STORE.COM 18	1,671	1,850	180	10.8%	6,727	4,877	263.6%	1.2%
19	STORE.COM 11	1,050	2,523	1,473	140.3%	5,441	2,918	115.6%	1.0%
20	STORE.COM 20	-	-	-	NA	4,747	4,747	NA	0.5%
Total		75,716	82,778	7,062	9.3%	223,755	140,977	170.3%	43.8%



TOP 20 ONLINE

LARGE GROWTH – 42.8%

- STORE1.COM REMAINS #1 – SLIGHT DECREASE OF -2.1% VS FEB. 2022
- STORE2.COM INCREASE OF 936.9% VS FEB. 2022
- STORE3.COM DECREASE OF 5.9% VS FEB. 2022
- STORE4.COM (-11.4%) AND STORE5.COM (-6.3%) BOTH SAW FEBRUARY DECREASES

PRODUCER TO WATCH

- SPECIALSTORE.COM CONTINUAL GROWTH YEAR-TO-YEAR – INCREASE VS FEB. 2022 (+48.1%)



WHEN THE FEB. 004 ARRIVES



I USUALLY PUT A FUNNY POST/PICTURE AT THE END OF THE PRESENTATION –
BEST PRACTICE IS UTILIZING THE OFFICE OR PARKS & REC MEMES
CAN DELETE THIS SLIDE IF YOU WANT
-ERIK