



**TO:** Fruita City Council and Mayor

**FROM:** Joe Zaher, Finance Director

**DATE:** MAY 6, 2025

**AGENDA TEXT:** FINANCIAL REPORTS – A request to approve the February 2025 Financial Reports

### BACKGROUND

Summary of Sales and Use Tax Revenues - February 2025					
Type	Month	Percent (%) Change		Dollar (\$) Change	
		Month	Y-T-D	From prior year - YTD	Between actual and budget - YTD
City Sales Tax (2%)	Feb-25	-2.0%	-7.0%	\$ (36,982)	\$ (36,982)
Use tax on Motor Vehicles (2%)	Feb-25	-8.4%	2.0%	\$ 2,436	\$ 9,157
Use tax on Building Materials (2%)	Feb-25	37.6%	4.2%	\$ 2,009	\$ 6,482
Lodging Tax (3%)	Feb-25	3.7%	1.6%	\$ 166	\$ (862)
County Sales Tax	Feb-25	-0.6%	15.2%	\$ 74,960	\$ 79,903
Public Safety Tax	Feb-25	0.1%	15.1%	\$ 11,202	\$ 9,121
				<b>\$ 53,790</b>	<b>\$ 66,818</b>

**Overall Performance:** Sales and use tax revenues were slightly higher than at the same time one year ago and higher than budgeted. County sales tax continues to provide strong support.

**Sales Tax Revenue Increase:** The increase in sales tax revenue is driven by county sales tax revenues, which increased \$74,960 compared to the same time last year. The City Sales Tax was 7% lower, or \$36,982 less than the same time last year.

**Use Tax on Building Materials Increase:** Use tax on building materials is slightly higher than one year ago and exceeding the budgeted amount year to date.

**Lodging Tax Unchanged:** Lodging tax revenues are slightly higher than the prior month and year to date. January through March tends to be seasonally slower months in this area.

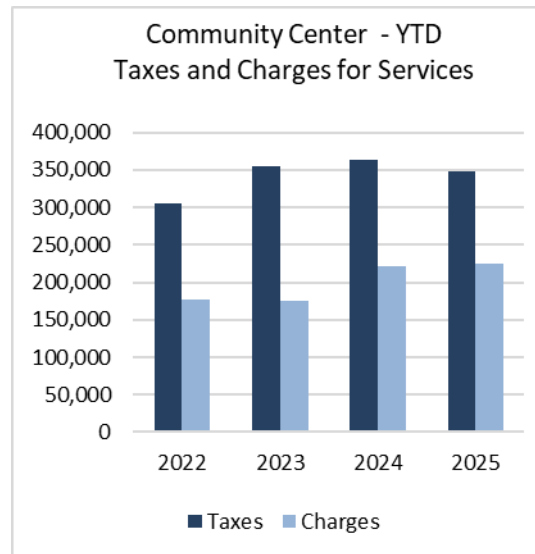
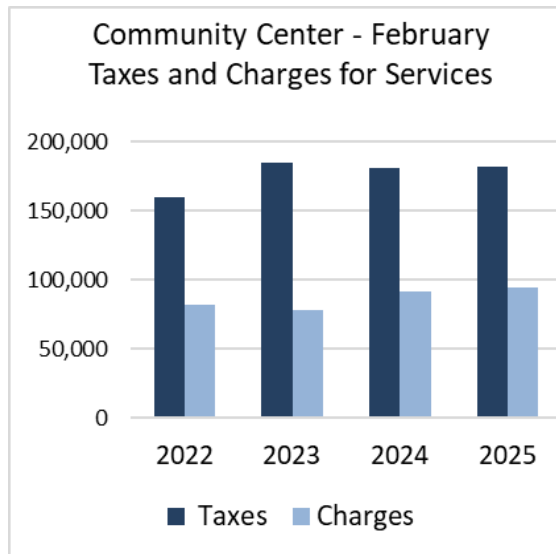
**City Sales Tax by NAICS category:**

The following table shows a monthly comparison between February 2024 and 2025 city sales tax collections by NAICS category. Increases and declines are showing an equal split by category. The largest reduction in percentage was Rental and Leasing, down 38%, the largest dollar decline was in Retail Trade \$8,995 compared to the prior year. Remote sales were up 9% over February 2024.

<b>Sales Tax Revenues by Category (3%) February 2025</b>					
<b>Description</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>	<b>1 yr % Chg</b>	<b>1 yr \$ Chg</b>
Retail Trade	190,705	214,190	205,195	-4%	(8,995)
Food	65,049	60,864	59,843	-2%	(1,021)
Other Miscellaneous	14,391	17,024	12,345	-27%	(4,679)
Utilities	50,170	34,803	40,992	18%	6,189
Manufacturing	11,767	13,895	16,470	19%	2,575
Rental and Leasing	7,975	9,422	5,842	-38%	(3,580)
Other Services	6,091	6,043	6,327	5%	284
Lodging	8,465	9,107	8,087	-11%	(1,020)
Wholesale Trade	17,460	13,103	14,741	13%	1,638
Communications	13,275	13,845	14,035	1%	190
Oil and Gas	604	559	1,191	113%	632
<b>Total</b>	<b>385,952</b>	<b>392,855</b>	<b>385,068</b>	<b>-2%</b>	<b>(7,787)</b>
<b>Remote retailers*</b>	<b>44,739</b>	<b>43,203</b>	<b>47,269</b>	<b>9%</b>	<b>4,066</b>
<b>* Included in Total Sales Tax Revenue.</b>					

### **Community Center Fund Charges for Services and Tax Revenues – February 2025**

January charges for services (pass fees and recreation programs) were 3% or \$3,000 higher compared to one year ago. Sales and Use tax revenue was flat compared to one year ago.



**Actual vs Budget Report – February 2025.** The attached Actual vs Budget report presents information on budgeted vs actual revenues and expenses for all departments and funds through February 2025. Also attached is an actual vs budget listing of General Fund revenues by account through February 2025. The following is a summary of the report by fund.

<b>Revenues and Expenses as Percentage of Budget - February 2025 (17%)</b>		
<b>FUND</b>	<b>Revenues as a % of Budget</b>	<b>Expenses as a % of Budget</b>
General Fund	15%	14%
Conservation Trust Fund	0%	0%
Economic Development Fund	5%	1%
Marketing	8%	7%
Public Places Fund	9%	0%
Community Center	16%	10%
Fruita Housing Authority	28%	116%
Capital Projects	1%	4%
Debt Service	1%	0%
Devils Canyon Center	0%	0%
Irrigation Water	1%	21%
Sewer	14%	17%
Trash	17%	8%
Fleet Maintenance Fund	99%	16%
<b>Total</b>	<b>11%</b>	<b>12%</b>

**FISCAL IMPACT**

None.

**APPLICABILITY TO CITY GOALS AND OBJECTIVES**

These reports provide financial information to the Council to monitor the City's financial position and may be used as a tool to hold staff accountable for accomplishing goals and objectives set forth in the Budget.

**OPTIONS AVAILABLE TO THE COUNCIL**

Approve the Monthly Financial Reports

Approve the Monthly Financial Reports with clarification on specific items

**RECOMMENDATION**

It is the recommendation of staff that the Council by motion:

**ACCEPT THE FEBRUARY 2025 FINANCIAL REPORTS AS PRESENTED**