

Monthly Sales Tax Comparison							
Sales Month	Month Paid to Town	2021	2022	2023	2024 Original 3.5%	2024 Additional 0.5%	2024 Total Sales Tax
January	March	\$ 107,443	\$ 105,772	\$ 91,353	\$ 117,359	\$ -	\$ 117,359
February	April	\$ 91,583	\$ 100,297	\$ 116,042	\$ 113,602	\$ -	\$ 113,602
March	May	\$ 102,238	\$ 138,458	\$ 122,988	\$ 128,713	\$ -	\$ 128,713
April	June	\$ 117,911	\$ 125,019	\$ 121,024	\$ 136,661	\$ -	\$ 136,661
May	July	\$ 141,141	\$ 138,071	\$ 149,312	\$ 149,973	\$ -	\$ 149,973
June	August	\$ 164,490	\$ 170,562	\$ 162,993	\$ 176,566	\$ -	\$ 176,566
July	September	\$ 179,054	\$ 194,782	\$ 205,289	\$ 203,704	\$ 26,378	\$ 230,081
August	October	\$ 178,910	\$ 189,817	\$ 196,445	\$ 216,029	\$ 28,157	\$ 244,186
September	November	\$ 159,385	\$ 207,068	\$ 173,072	\$ 187,113	\$ 24,323	\$ 211,436
October	December	\$ 144,897	\$ 144,321	\$ 139,845	\$ 167,522	\$ 21,721	\$ 189,243
November	January	\$ 129,429	\$ 131,610	\$ 129,808	\$ 143,964	\$ 18,867	\$ 162,831
December	February	\$ 126,987	\$ 126,635	\$ 127,617	\$ 163,924	\$ 21,606	\$ 185,530
TOTAL		\$ 1,643,468	\$ 1,772,413	\$ 1,735,787	\$ 1,905,130	\$ 141,051	\$ 2,046,181

The sales tax revenue information presented here is the 2024 year-end figures.

- As a reminder, July was the first month the Town received sales tax revenue from the additional 0.5% tax approved by the voters
  - For comparison purposes to the prior years tax, this 0.5% is segregated out in the table
  - As a reminder, the 0.5% is to be used for capital improvements ONLY
- The original 3.5% sales tax revenue for December sales was 28.5% (\$36,300) higher than in 2023
  - Much of this is attributed to online sales during the holiday season
- The original 3.5% sales tax **year-end** receipts were up approximately 9.8% (\$169,300) from 2023
  - The Board of Trustees eliminated the sales tax vendor admin fee in 2024 and the Town is collecting the full amount of the sales tax charged to customers instead of allowing the businesses to keep 3.33% of the tax as a collection fee. This was estimated to add an approximately \$57,000 in sales tax revenue to the Town
  - Staff will continue to observe monthly trends as we enter 2025, as it is anticipated that we will not see this level of growth without additional retail properties

**Town of Lyons  
2024 Sales Tax  
Local Businesses vs. Non-Local Businesses**

Sales Month	Month Paid to Town	Total Sales Tax*	Local	Non Local
January	March	\$ 117,359	56%	44%
February	April	\$ 113,602	48%	52%
March	May	\$ 128,713	53%	47%
April	June	\$ 136,661	49%	51%
May	July	\$ 149,973	55%	45%
June	August	\$ 176,566	58%	42%
July	September	\$ 230,081	66%	34%
August	October	\$ 244,186	62%	38%
September	November	\$ 211,436	59%	41%
October	December	\$ 189,243	52%	48%
November	January	\$ 162,831	43%	57%
December	February	\$ 185,530	42%	58%

\*Total sales tax includes taxes collected from retail marijuana

This table illustrates the approximate percentage of sales tax generated by local businesses vs. non-local businesses. The sales tax amount also includes the taxes collected on retail marijuana that are paid directly to the State and to the Town of Lyons. Non-local businesses can be online businesses, mobile vendors/catering, deliveries from out-of-town companies, natural gas (Xcel), etc.

- Approximately 42% of the sales tax revenue received in February for sales in the month of December can be attributed to local businesses.
  - The lower percentage is illustrative of the impact of online and/or delivery sales during the holiday season
  - This percentage tends to fluctuate seasonally due to the summer sales tax months, including revenue generated through local festivals and weddings which contribute to the higher local sales tax percentages during those timeframes
  - The local business-generated sales tax typically fluctuates between 50% - 65%

**Local Marijuana Tax  
Historical Revenue\***

Sales Month	2023	2024
January	\$ 5,194	\$ 7,398
February	\$ 5,750	\$ 7,423
March	\$ 8,124	\$ 8,931
April	\$ 7,387	\$ 8,909
May	\$ 11,243	\$ 11,664
June	\$ 14,913	\$ 14,464
July	\$ 17,490	\$ 14,661
August	\$ 16,223	\$ 14,563
September	\$ 15,458	\$ 10,965
October	\$ 8,709	\$ 11,905
November	\$ 9,328	\$ 9,150
December	\$ 9,382	\$ 9,756
<b>TOTAL</b>	<b>\$ 129,202</b>	<b>\$ 129,790</b>

\*Revenue includes only the Town of Lyons  
Local MJ Tax of 5.0%

\*\*The local tax rate increased from 3.5% to  
5.0% in May 2023

The Town has a local marijuana tax in the amount of 5%. This tax is remitted directly to the Town and is due on the 20th of each month. The Town has 3 local marijuana businesses that remit the tax. Statewide, marijuana revenue has seen a decline. The Town has also experienced the same downward trends.

- As approved in the 2025 Budget, 25% of the 2024 local marijuana revenue will be allocated to the Lyons Community Foundation to be used towards community substance abuse and mental health programs. The amount for 2025 is \$32,447 and is included in the Accounts Payables for this meeting