

3.1 Taxable Sales

The overall level of taxable sales was down 1.4% in the Tallahassee MSA in 2007, the first annual decrease in taxable sales in more than 25 years. In comparison, taxable sales for the State of Florida were down 4.1% in 2007 compared with 2006 sales. By category, the overall decrease in taxable sales in the Tallahassee MSA can be attributed to an annual decrease of 11.4% in Business Investment and a 5.0% drop in Autos & Accessories (decreasing for the second straight year). Building Investment was up 6.4% while Tourism & Recreation was up 5.2% in the Tallahassee MSA in 2007 compared with 2006. It is estimated that taxable sales comprise 40-45% of all retail sales.

Figure 3-1
Annual Taxable Sales, Tallahassee MSA and Florida (1996-2007)

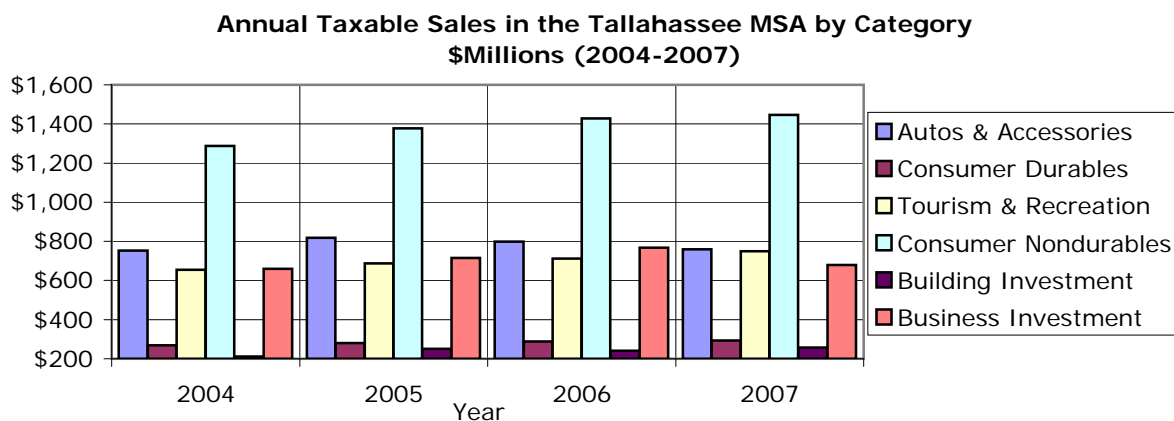
Year	Tallahassee MSA	Change from Previous Year	State of Florida	Change from Previous Year
1996	\$2,797.5	6.1%	\$191,026.0	7.7%
1997	\$2,865.5	2.4%	\$203,026.7	6.3%
1998	\$2,981.8	4.1%	\$217,206.9	7.0%
1999	\$3,217.3	7.9%	\$236,422.9	8.8%
2000	\$3,335.4	3.7%	\$252,179.8	6.7%
2001	\$3,362.3	0.8%	\$255,204.7	1.2%
2002	\$3,419.2	1.7%	\$252,910.9	-0.9%
2003	\$3,623.8	6.0%	\$266,335.7	5.3%
2004	\$3,834.4	5.8%	\$294,110.3	10.4%
2005	\$4,130.8	7.7%	\$327,787.6	11.5%
2006	\$4,236.9	2.6%	\$343,300.1	4.7%
2007	\$4,178.9	-1.4%	\$329,168.7	-4.1%

Note: Taxable sales in \$Millions of dollars.

Note: Tallahassee MSA includes Leon and Gadsden Counties (previous definition)

Source: Florida Department of Revenue

Figure 3-2
Annual Taxable Sales, Tallahassee MSA by Category (2004-2007)



Note: Tallahassee MSA includes Leon and Gadsden Counties (previous definition)

Source: Florida Department of Revenue