

Sales and Fiscal Profile

Retail trade is an important part of a local economy. Examining this allows Lexington to analyze the level of retail activity occurring within the city's corporate limits. Some of the most important economic activities for communities are transactions of goods and services, which take place between consumers and local businesses. Table 23 shows Lexington's amount of sales tax collected by the city as well as the city's pull factor. The pull factor represents its ability to attract outside sales within the city boundaries. A Pull Factor of "1.0" would represent the money spent outside of the jurisdiction is equal to the money brought into the city. If the pull factor is greater than "1.0," this means that Lexington is attracting additional outside money. Larger communities tend to create this pull factor due to offering different goods and services that may not be sustainable in smaller communities. A pull factor near "1.0" is a good sign of the community supporting the local businesses and community.

Gothenburg				
Year	Sales Tax Collected	Population estimates	Sales tax per capita	Pull Factor
2012	\$2,590,228.45	3,574	\$724.74	0.94
2011	\$2,379,740.12	3,574	\$665.85	0.88

Cozad				
Year	Sales Tax Collected	Population estimates	Sales tax per capita	Pull Factor
2012	\$2,665,747.79	3,977	\$670.29	0.87
2011	\$2,672,741.37	3,977	\$672.05	0.89
2010	\$2,526,915.81	3,977	\$635.38	0.89

DAWSON COUNTY
Sales Tax Collected
2012: \$13,819,908.55
 2011: \$13,618,787.16

Lexington				
Year	Sales Tax Collected	Population estimates	Sales tax per capita	Pull Factor
2012	\$8,038,541.05	10,257	\$783.71	1.02
2011	\$8,158,018.75	10,257	\$795.36	1.04
2010	\$7,733,274.59	10,230	\$755.94	1.12

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When Lexington is compared to Cozad and Gothenburg, it shows that Lexington has a greater pull for sales than its contemporaries. When Dawson County as a whole is compared to Nebraska, this pull rate lowers to roughly 0.74 compared to other counties.

In early 2013, the Nebraska Department of Revenue's monthly report stated Nebraska had increased its net taxable sales from the previous year by 4.60% at the end of November 2012.

Dawson County improved its net taxable sales from the 2011 with a 7.03% increase. Lexington and Cozad were slightly behind their correlating 2011 figures with -0.63% and -0.12% respectively. Lexington's 5.5% Sales Tax Collection is slightly behind with \$47,033.39 below the previous year's monthly reports. Gothenburg helped Dawson County's net taxable sales with a 28.00% increase. In 2011, Gothenburg generated \$33,055,858 in net taxable sales and increased to \$42,310,079 by November 2012 which at 5.5% Sales tax equals \$2,327,057.

Lexington				
Year	Sales Tax Collected	Population estimates	Sales tax per capita	Pull Factor
2012	8,038,541.05	10,257	\$783.71	1.02
2011	8,158,018.75	10,257	\$795.36	1.05
2010	7,733,274.59	10,230	\$755.94	1.06
2009	7,471,545.25	10,164	\$735.10	1.03
2008	7,256,381.67	10,164	\$713.93	0.96
Dawson County				
Year	Sales Tax Collected	Population estimates	Sales tax per capita	Pull Factor
2012	13,819,908.55	24,220	\$570.60	0.74
2011	13,618,787.16	24,326	\$559.84	0.74
2010	12,732,282.19	24,326	\$523.40	0.74
2009	12,395,489.36	24,789	\$500.04	0.70
2008	12,340,999.02	24,789	\$497.84	0.67
State of Nebraska				
Year	Sales Tax Collected	Population estimates	Sales tax per capita	
2012	1,429,337,007.80	1,855,525	\$770.31	
2011	1,377,466,873.71	1,826,341	\$754.22	
2010	1,299,184,126.20	1,826,341	\$711.36	
2009	1,261,908,510.78	1,772,124	\$712.09	
2008	1,314,944,634.76	1,772,124	\$742.02	

2010 Census and 2011 ACS 5 year estimates for population

Table 24: Comparison of Sales Tax Trend and Pull Factor, Lexington, Dawson County, State of Nebraska