



# CITY OF ASHLAND LOCAL SALES TAX QUESTIONS

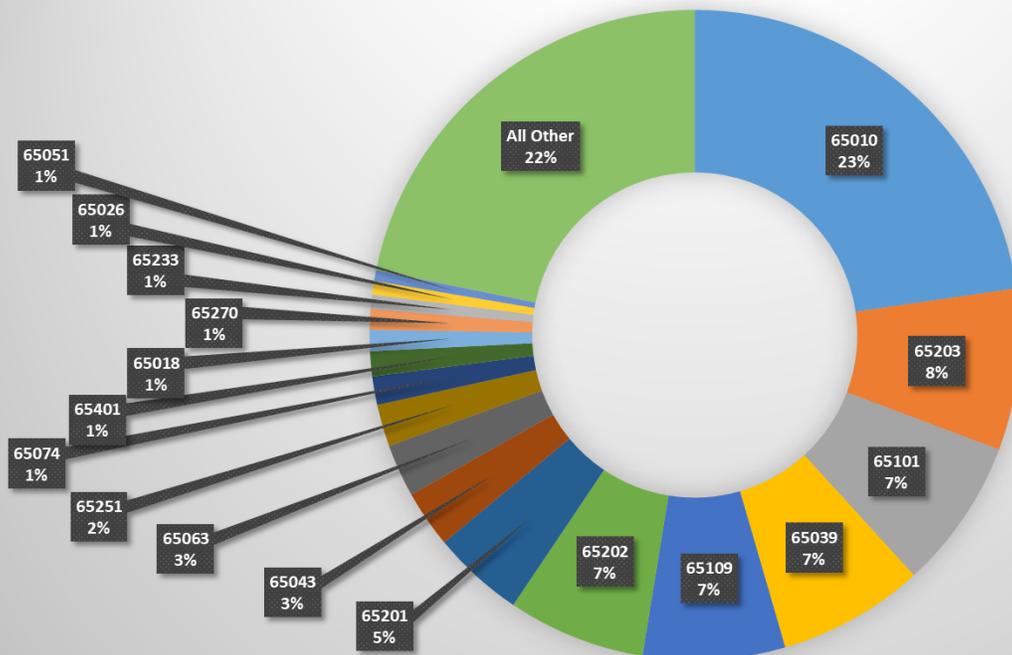
ASHLAND, MO  
April 4th, 2023

## Sales Tax Revenue by the Numbers: A Customer's Journey

In order for us to understand who would be impacted by a new sales tax, we must examine where our customers come from, where they live, and where they are shopping in Ashland. For this example, we'll review customer data from 2022 for Break Time in East Ashland Plaza. In 2022, there were approximately 531,100 customer visits to Break Time. Of those visits, only 23%, or 120,600, were made by Ashland residents (defined by zip code). Where did all the other customers come from?

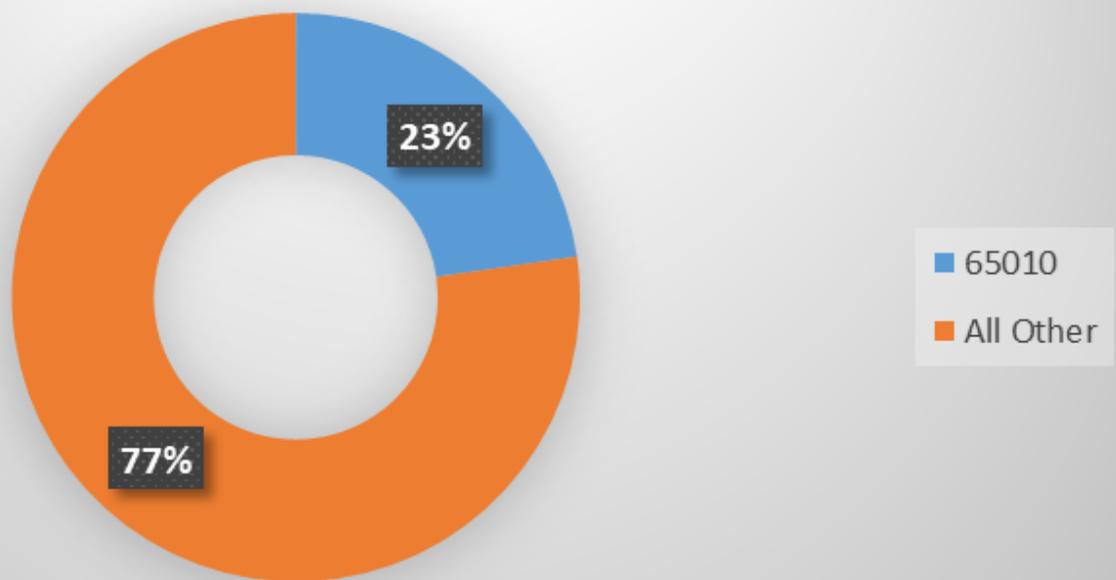
The chart below shows where the majority of Missouri based customer traffic originates from. Approximately 41.8% of the customer traffic can be attributed to Columbia, Jefferson City, Harstburg, Fulton, New Bloomfield, and Holts Summit.

Customer Home Location by Zip Code



A more simplified graphical representation is below, showing that approximately 77% of Break Time's 2022 customer volume originated outside of Ashland. While we cannot directly correlate the revenue generated by each visit, we can assume that the majority of sales tax revenue generated by this Break Time location is generated by customers that do not live in Ashland. What is even more interesting about this data is that 22% of customer visits are coming from over 50 miles away to use this Break Time. This Break time receives peak customer visits over summer months due to commuting traffic going to and from the Lake of the Ozarks.

## Customer Home Location by Zip Code



This location is strategically located along Highway 63. The data suggests a clear correlation between commuting traffic from Ashland and the surrounding area taking advantage of this location on their way to or from Columbia or Jefferson City while primarily traveling for work with the largest sample size going to or from the University of Missouri Hospital Systems on their way to or from this Break Time. The second most visited area is the Stadium Boulevard shopping area in Jefferson City.

The data for FastLane and McDonald's closely mirrors that of Break Time with 29% of customer volume originating in Ashland. Casey's General Store is a bit further off of Highway 63 so its customer journey is slightly different, showing that almost 39% of customers originate in Ashland.