



May 20, 2013 Storm Impact on Retail Sales in Moore, OK

Cities in Oklahoma are extremely dependent on sales tax revenues to grow their general fund. In Moore, over 70% of the general fund is made up of sales tax revenues. The City receives 3.5 % from each purchase of goods and services in the city limits.

The businesses in Moore were impacted on May 20th due to lack of water, electricity, gas and blocked access due to closed roads. Once the services were returned, many businesses still reported slow sales due to the magnitude of the event and people's lack of desire to shop.

The City of Moore saw their first month of declining sales tax revenue in years the month directly following the May 20th storm. The returns were -11.41% for the month directly following the tornado as compared to the same month the prior year.

The months following this negative return showed double digit increases, with August 2013 being up 16.31% and September being up 12.21%. The ten months following the storm, the City of Moore saw an average **growth in sales tax revenues of 9.06%**. Yet another example of Moore's resiliency and recovery.

The City attributes a lot of that revenue growth to citizens in Moore purchasing goods and taxable services for rebuilding. Another factor was a citizen-driven, grass-roots effort to "Shop in Moore" and Oklahomans responded in a huge way.

For More Information, You May Contact:

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