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COVID-19 and County Sales Tax Revenues

May Update

In early April, Forward Analytics provided county officials with estimates of sales tax losses. Since then, more information has come online allowing for updated estimates. The new information includes:

1. March estimates of retail sales from the Bureau of Economic Analysis showing taxable retail sales falling 7% from prior year numbers and food service sales down 23%.
2. Figures from the Department of Revenue and Legislative Fiscal Bureau showing that April sales tax collections (reflecting March sales) were down 9.9% from previous year; collections from food service and drinking establishments were down 38%.
3. The April jobs report from the Bureau of Labor Statistics showing 20.5 million jobs lost in April, following a loss of 870,000 in March. The number of jobs in the Leisure and Hospitality industry declined 47%.
4. That April jobs report also showed the official unemployment rate increasing from 4.4% in March to 14.7% in April. However, 6.4 million people that lost their job and left the labor force are not counted in this number. If they were counted, the unemployment rate would be 18.1%.
5. Wisconsin initial unemployment claims from March 15 through May 15 increasing from 25,579 in 2019 to 339,920 in 2020. These numbers indicate Wisconsin's unemployment rate will also be in the mid to high teens in April.
6. A Congressional Budget Office estimate that unemployment will average 16% in the third quarter of 2020 and 11.7% in the fourth quarter.

Two sets of estimates are attached. The first set of estimates are those prepared a month ago assuming a two month "safe at home" order. The second set makes that same assumption but assumes a slower recovery for the economy.

Estimated Sales Tax Losses Due to COVID-19 - May Update

County	Fall Estimates 2020	Est. Sales Tax Loss Protracted (April est.)		Est. Sales Tax Loss Protracted (May est.)	
Adams	\$1,810,000	14.6%	\$263,688	17.3%	\$313,332
Ashland	\$1,490,000	12.8%	\$190,674	15.5%	\$231,683
Barron	\$4,729,000	12.6%	\$597,336	15.1%	\$713,151
Bayfield	\$1,311,000	14.2%	\$186,643	17.2%	\$225,212
Brown	\$29,574,000	11.4%	\$3,377,565	14.1%	\$4,158,301
Buffalo	\$830,000	11.7%	\$96,776	14.4%	\$119,367
Burnett	\$1,239,000	12.6%	\$156,707	15.6%	\$193,480
Calumet	\$4,112,000	11.5%	\$474,480	14.1%	\$578,923
Chippewa	\$6,376,000	11.5%	\$731,166	14.1%	\$897,616
Clark	\$2,200,000	10.5%	\$230,315	13.1%	\$287,540
Columbia	\$5,265,000	12.0%	\$633,295	14.7%	\$772,654
Crawford	\$1,613,000	12.6%	\$203,556	15.2%	\$244,899
Dane	\$66,424,000	11.6%	\$7,674,478	14.3%	\$9,482,609
Dodge	\$7,367,000	10.5%	\$774,806	13.0%	\$961,127
Door	\$4,479,000	17.7%	\$790,878	20.7%	\$928,261
Douglas	\$3,972,000	11.5%	\$455,097	14.2%	\$564,855
Dunn	\$3,441,000	11.3%	\$389,026	13.9%	\$479,438
Eau Claire	\$11,496,000	12.4%	\$1,428,444	15.0%	\$1,725,366
Florence	\$318,000	13.6%	\$43,211	16.5%	\$52,391
Fond Du Lac	\$9,100,000	11.3%	\$1,027,407	13.9%	\$1,267,609
Forest	\$597,000	12.5%	\$74,482	15.2%	\$90,904
Grant	\$3,674,000	11.7%	\$431,605	14.3%	\$524,946
Green	\$3,172,000	11.5%	\$366,110	14.1%	\$447,086
Green Lake	\$1,557,000	12.4%	\$193,467	14.9%	\$232,506
Iowa	\$1,928,000	12.1%	\$232,893	14.7%	\$283,073
Iron	\$512,000	13.2%	\$67,643	16.2%	\$82,843
Jackson	\$1,706,000	12.1%	\$206,216	14.7%	\$250,659
Jefferson	\$6,920,000	11.5%	\$797,864	14.1%	\$974,865
Juneau	\$2,047,000	13.0%	\$266,844	15.7%	\$320,459
Kenosha	\$15,342,000	11.6%	\$1,782,184	14.3%	\$2,192,517
Kewaunee	\$1,285,000	10.8%	\$139,380	13.4%	\$172,549
La Crosse	\$13,601,000	12.3%	\$1,678,394	15.0%	\$2,039,812
Lafayette	\$1,030,000	10.5%	\$108,507	13.1%	\$135,351
Langlade	\$1,824,000	12.7%	\$231,190	15.2%	\$276,507
Lincoln	\$2,379,000	12.0%	\$285,036	14.5%	\$345,739
Marathon	\$13,479,000	11.7%	\$1,580,244	14.3%	\$1,924,860
Marinette	\$3,798,000	12.2%	\$464,785	14.8%	\$562,184
Marquette	\$1,034,000	11.6%	\$119,928	14.2%	\$146,487
Milwaukee	\$85,120,000	11.6%	\$9,899,827	14.5%	\$12,324,598
Monroe	\$3,958,000	12.4%	\$490,903	15.0%	\$595,215
Oconto	\$2,230,000	11.9%	\$265,166	14.5%	\$324,057
Oneida	\$4,948,000	13.7%	\$679,296	16.3%	\$804,159
Ozaukee	\$9,107,000	11.6%	\$1,055,880	14.2%	\$1,295,757

Estimated Sales Tax Losses Due to COVID-19 - May Update

County	Fall Estimates 2020	Est. Sales Tax Loss Protracted (April est.)		Est. Sales Tax Loss Protracted (May est.)	
Pepin	\$570,000	12.3%	\$69,968	15.0%	\$85,420
Pierce	\$2,485,000	11.3%	\$279,988	14.0%	\$348,135
Polk	\$3,707,000	11.9%	\$442,707	14.6%	\$539,425
Portage	\$7,219,000	12.0%	\$865,835	14.6%	\$1,056,344
Price	\$999,000	11.6%	\$115,904	14.2%	\$142,092
Richland	\$1,266,000	11.6%	\$147,359	14.1%	\$178,126
Rock	\$15,870,000	11.6%	\$1,844,727	14.3%	\$2,261,882
Rusk	\$937,000	12.0%	\$112,873	14.5%	\$136,025
Saint Croix	\$9,116,000	12.2%	\$1,109,854	14.8%	\$1,350,956
Sauk	\$9,889,000	17.6%	\$1,740,570	20.6%	\$2,033,364
Sawyer	\$2,025,000	15.7%	\$317,741	18.2%	\$369,433
Shawano	\$3,019,000	12.7%	\$382,777	15.4%	\$464,420
Sheboygan	\$10,890,000	11.4%	\$1,246,377	14.2%	\$1,548,833
Taylor	\$1,300,000	11.5%	\$148,999	14.0%	\$181,399
Trempealeau	\$2,249,000	11.3%	\$253,064	13.9%	\$312,339
Vernon	\$1,907,000	11.7%	\$224,034	14.3%	\$272,110
Vilas	\$2,930,000	15.7%	\$459,915	18.4%	\$540,400
Walworth	\$11,217,000	14.4%	\$1,619,672	17.3%	\$1,935,649
Washburn	\$1,373,000	12.7%	\$174,375	15.4%	\$210,914
Washington	\$13,062,000	11.5%	\$1,502,995	14.1%	\$1,839,139
Waupaca	\$4,079,000	12.4%	\$506,976	15.0%	\$613,250
Waushara	\$1,630,000	12.4%	\$201,599	15.1%	\$245,498
Wood	\$6,138,000	11.8%	\$721,396	14.3%	\$877,012
Total	\$462,271,000	12.0%	\$55,624,668	14.7%	\$68,077,069