

City Sales as Indicated by Sales Tax

Olive Branch, MS

June 2023 - May 2024

extension.msstate.edu/economic-profiles



These profiles are designed to provide a sense of the economic contribution that sales subject to sales and use tax experienced by Mississippi counties and municipalities. In addition, we estimate the fiscal effects for state and local tax revenues, sales tax diversion effects for Mississippi municipalities, and the fiscal effects of federal tax revenues as a result of sales subject to sales and use tax for two selected sectors.

Data to estimate these sales were obtained from the Mississippi Department of Revenue's Sales Indicated by Gross Sales Tax Collections, reported by County, City and Industry Group monthly statistics reports (<https://www.dor.ms.gov/Statistics/Pages/Monthly-Statistics.aspx>). It should be noted that these data have not been reconciled by the Department of Revenue, but are aggregated from reports submitted by organizations that collect sales tax from across the state on an "as is" basis. As such, the data contained in these monthly reports likely will not sum to the annual report provided by the Department of Revenue.

Even though these are not final data, we feel that the identification of trends in sales and the collection of sales could be valuable to the leaders of Mississippi's counties and municipalities. This report uses data from June 2023 through May 2024 (the most current data available).

These profiles are organized in the following manner:

- The first set of graphs and tables provide the levels of sales and sales tax collected for the total sales subject to sales tax, as well as the levels of sales and sales tax collected for the retail sector and the accommodation and food services sector. Statistics for these sectors were provided due to their importance to the level of sales tax collected and the level of sales tax diversions remitted to Mississippi municipalities.
- The economic impact of the change in sales in the combined retail sales and accommodation and food services sectors is then estimated to provide community leaders with an estimate of the "spillover costs" or, in some cases, "spillover benefits" that occur as a result of the pandemic.
 - The sales subject to sales tax is estimated by summing the reported sales (by sector) for the most recent 12 months. For example, the estimate for this series of reports is the sum of reported sales from June 2023 through May 2024.
 - The sales estimates are used in county-specific IMPLAN® models (see the Data Key at the end of this publication for an explanation) to estimate direct, indirect, and induced spillover effects resulting from this shock to the economy. In addition, the state and local, as well as the federal, fiscal effects of the change in sales will be presented.
 - An estimate of the level of diversions provided to Mississippi municipalities will also be presented as a part of the municipalities' profiles. These estimated diversions are also reported by the Mississippi Department of Revenue.

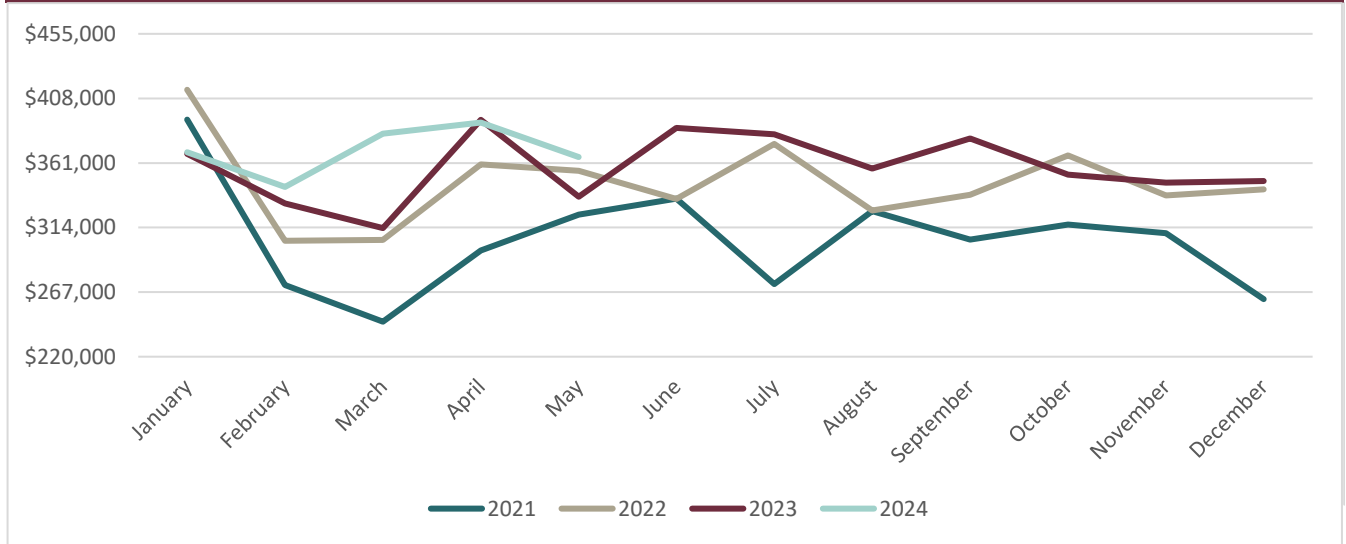
Total Sales as Indicated by Sales Tax (\$000s)

Month	2021	2022	2023	2024
JAN	\$392,549	\$414,268	\$367,750	\$368,730
FEB	\$272,171	\$304,378	\$331,546	\$343,567
MAR	\$245,483	\$304,982	\$313,588	\$382,259
APR	\$297,218	\$359,986	\$392,395	\$390,421
MAY	\$323,423	\$355,258	\$336,453	\$365,264
JUN	\$335,006	\$334,918	\$386,490	
JUL	\$272,932	\$374,790	\$381,967	
AUG	\$325,988	\$326,426	\$356,852	
SEP	\$305,310	\$337,871	\$378,891	
OCT	\$316,080	\$366,572	\$352,556	
NOV	\$309,846	\$337,345	\$346,757	
DEC	\$261,790	\$341,796	\$347,895	

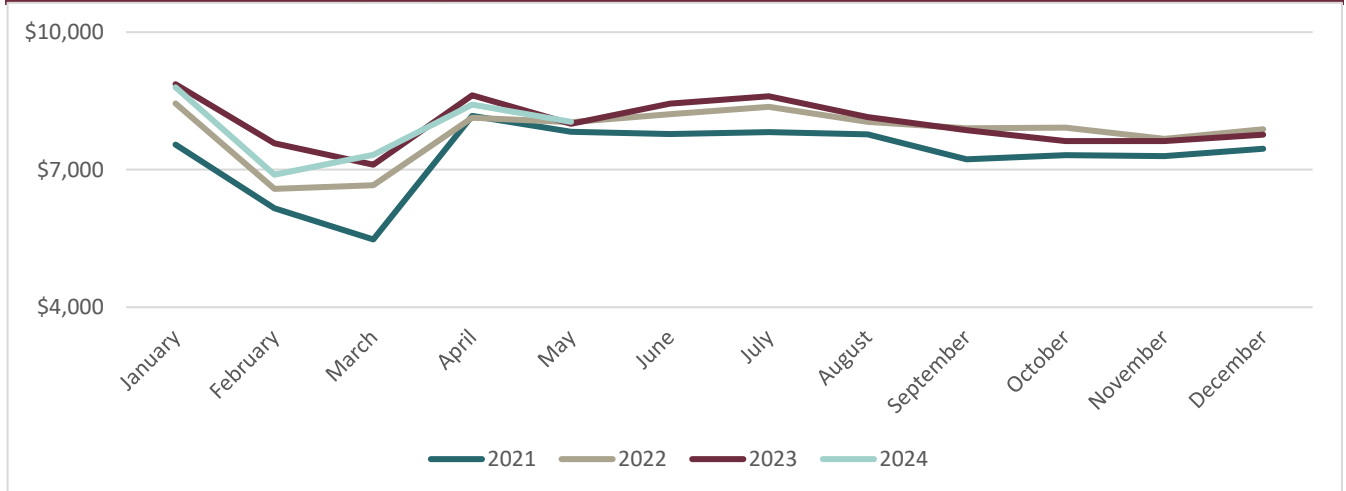
Total Sales Tax Collected (\$000s)

Month	2021	2022	2023	2024
JAN	\$7,550	\$8,445	\$8,865	\$8,798
FEB	\$6,157	\$6,582	\$7,572	\$6,891
MAR	\$5,478	\$6,658	\$7,108	\$7,323
APR	\$8,174	\$8,134	\$8,620	\$8,422
MAY	\$7,824	\$8,038	\$8,003	\$8,040
JUN	\$7,777	\$8,211	\$8,437	
JUL	\$7,819	\$8,371	\$8,600	
AUG	\$7,769	\$8,043	\$8,149	
SEP	\$7,228	\$7,907	\$7,861	
OCT	\$7,317	\$7,919	\$7,622	
NOV	\$7,293	\$7,671	\$7,624	
DEC	\$7,459	\$7,885	\$7,765	

Olive Branch Total Sales (\$000s)



Olive Branch Total Sales Tax (\$000s)



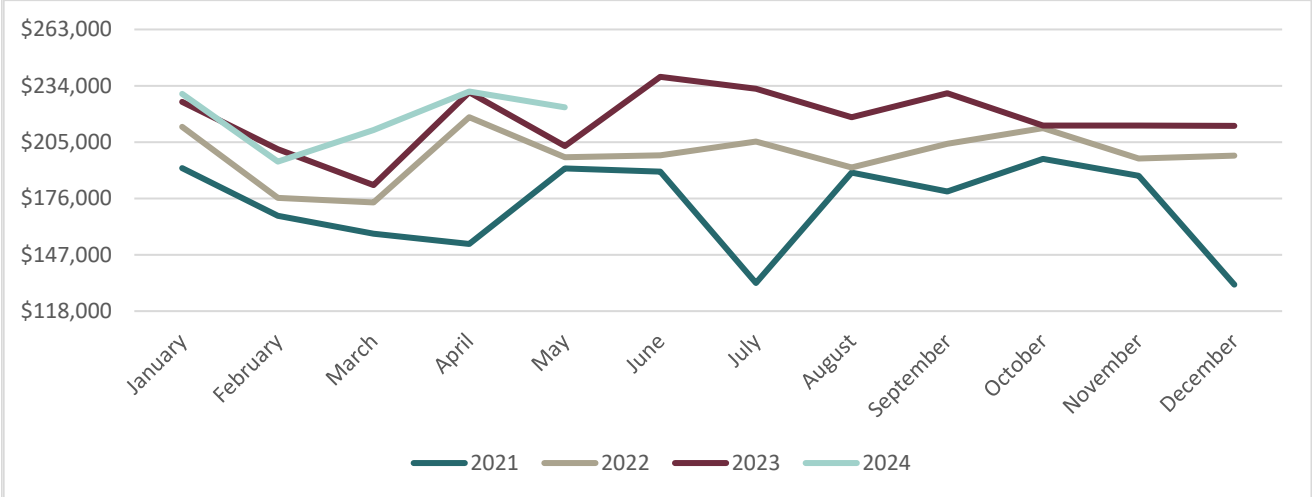
Retail Sector Sales as Indicated by Sales Tax (\$000s)

Month	2021	2022	2023	2024
JAN	\$191,599	\$212,854	\$225,784	\$229,875
FEB	\$167,073	\$176,283	\$201,409	\$194,964
MAR	\$157,868	\$173,956	\$182,878	\$211,297
APR	\$152,610	\$217,828	\$230,591	\$231,037
MAY	\$191,470	\$197,240	\$203,050	\$222,902
JUN	\$189,813	\$198,224	\$238,605	
JUL	\$132,534	\$205,320	\$232,501	
AUG	\$189,292	\$191,982	\$217,794	
SEP	\$179,589	\$204,211	\$230,084	
OCT	\$196,374	\$212,176	\$213,587	
NOV	\$187,733	\$196,634	\$213,527	
DEC	\$131,641	\$198,033	\$213,318	

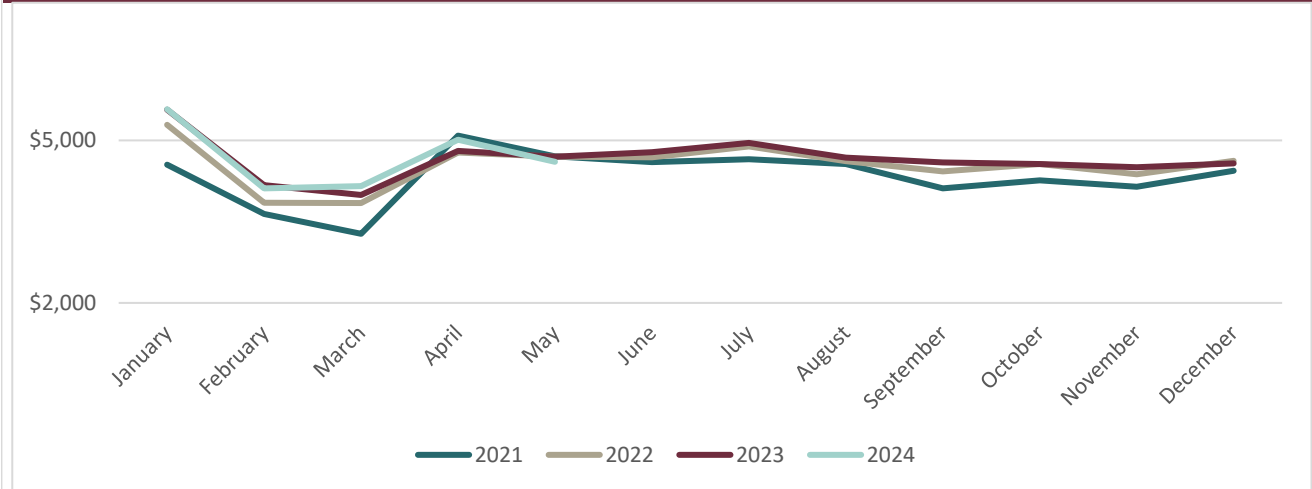
Retail Sector Sales Tax Collected (\$000s)

Month	2021	2022	2023	2024
JAN	\$4,554	\$5,288	\$5,567	\$5,576
FEB	\$3,640	\$3,847	\$4,176	\$4,115
MAR	\$3,276	\$3,844	\$3,993	\$4,158
APR	\$5,088	\$4,778	\$4,808	\$5,012
MAY	\$4,708	\$4,701	\$4,701	\$4,606
JUN	\$4,601	\$4,688	\$4,783	
JUL	\$4,653	\$4,888	\$4,956	
AUG	\$4,565	\$4,616	\$4,680	
SEP	\$4,113	\$4,426	\$4,591	
OCT	\$4,263	\$4,565	\$4,565	
NOV	\$4,144	\$4,374	\$4,503	
DEC	\$4,439	\$4,625	\$4,578	

Olive Branch Retail Sector Sales (\$000s)



Olive Branch Retail Sector Sales Tax (\$000s)



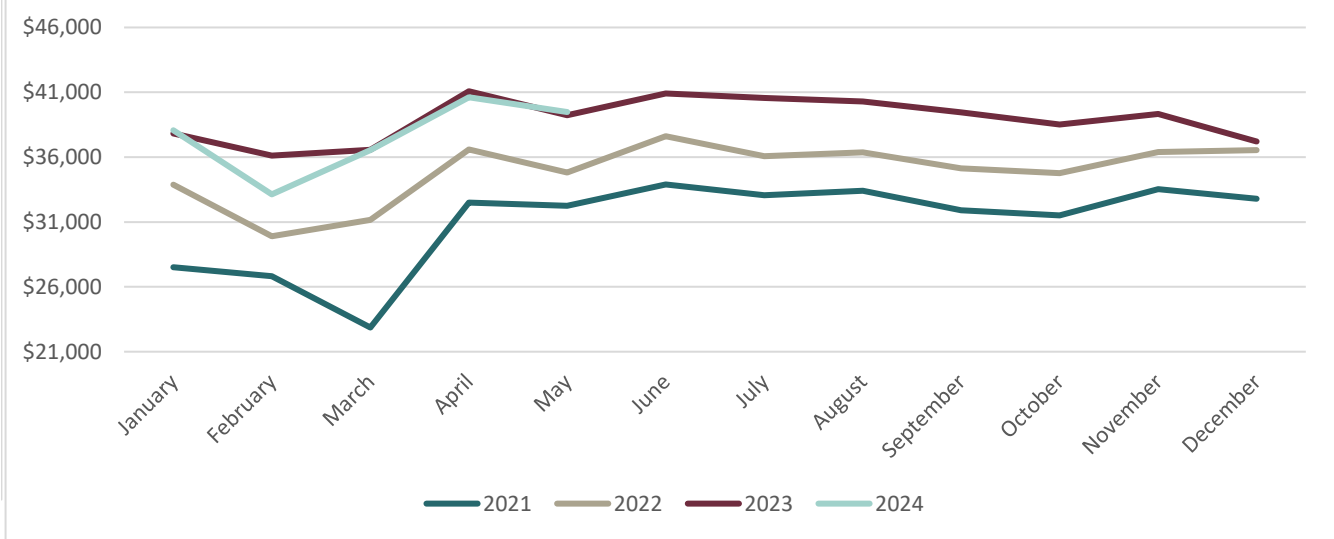
**Food Service and Accommodations Sector Sales
Subject to Sales Tax (\$000s)**

Month	2021	2022	2023	2024
JAN	\$27,517	\$33,873	\$37,829	\$38,060
FEB	\$26,826	\$29,902	\$36,119	\$33,131
MAR	\$22,863	\$31,160	\$36,561	\$36,536
APR	\$32,486	\$36,592	\$41,080	\$40,615
MAY	\$32,243	\$34,810	\$39,221	\$39,487
JUN	\$33,894	\$37,614	\$40,916	
JUL	\$33,075	\$36,077	\$40,555	
AUG	\$33,413	\$36,370	\$40,281	
SEP	\$31,909	\$35,135	\$39,445	
OCT	\$31,518	\$34,763	\$38,519	
NOV	\$33,541	\$36,386	\$39,336	
DEC	\$32,785	\$36,549	\$37,207	

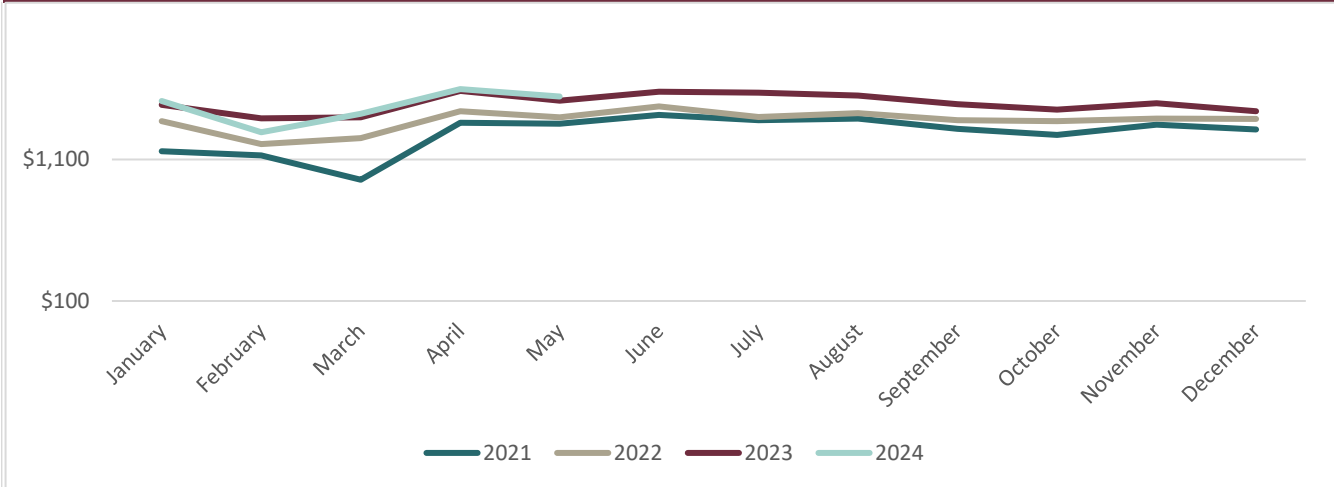
**Food Service and Accommodations Sector Sales
Tax Collected (\$000s)**

Month	2021	2022	2023	2024
JAN	\$1,158	\$1,372	\$1,487	\$1,513
FEB	\$1,128	\$1,209	\$1,391	\$1,292
MAR	\$957	\$1,251	\$1,397	\$1,422
APR	\$1,360	\$1,440	\$1,584	\$1,597
MAY	\$1,353	\$1,397	\$1,515	\$1,545
JUN	\$1,415	\$1,475	\$1,579	
JUL	\$1,376	\$1,400	\$1,571	
AUG	\$1,388	\$1,428	\$1,551	
SEP	\$1,317	\$1,378	\$1,491	
OCT	\$1,273	\$1,371	\$1,452	
NOV	\$1,345	\$1,389	\$1,498	
DEC	\$1,311	\$1,386	\$1,440	

Olive Branch Food Service and Accommodations Sector Sales (\$000s)



Olive Branch Food Service and Accommodations Sector Sales Tax (\$000s)



Estimated Change in Sales

	Sales JUN23 - MAY24	Average Sales* JUN23 - MAY24	Change in Sales
Agriculture, Forestry, Fishing and Hunting	\$465,370	\$465,370	\$0
Mining, Quarrying, and Oil and Gas Extraction	\$0	\$43,700,000	\$43,723,424
Utilities	\$111,000,000	\$111,016,688	\$408,000,000
Construction	\$408,194,080	\$509,000,000	\$509,371,520
Manufacturing	\$2,650,000,000	\$2,649,492,480	\$623,031
Wholesale Trade	\$623,031	\$34,000,000	\$34,027,032
Retail Trade	\$0	\$0	\$63,400,000
Transportation and Warehousing	\$63,361,168	\$10,300,000	\$10,273,575
Information	\$0	\$0	\$19,800,000
Finance and Insurance	\$19,826,944	\$0	\$0
Real Estate and Rental and Leasing	\$0	\$0	\$9,855,146
Professional, Scientific, and Technical Services	\$9,855,146	\$464,000,000	\$464,088,960
Management of Companies and Enterprises	\$68,200,000	\$68,170,496	\$0
Admin/Support/Waste Mgt & Remediation Svcs	\$0	\$8,741,541	\$10,880,147
Educational Services	\$0	\$0	\$0
Health Care and Social Assistance	\$0	\$0	\$0
Arts, Entertainment, and Recreation	\$9,843,454	\$8,415,951	\$1,427,503
Accommodation and Food Services	\$464,000,000	\$380,000,000	\$83,833,536
Other Services (except Public Administration)	\$67,100,000	\$69,700,000	(\$2,654,108)
Public Administration	\$0	\$0	\$0
Change in Total of Sector Sales	\$3,872,469,193	\$4,357,002,526	\$1,656,649,766

*Average Sales is calculated as the sum of average monthly sales for the three previous years.

Economic Impact Summary from Change in Total of Sector Sales (IMPLAN)

Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	32,631.1	\$1,224,745,064	\$2,267,253,946	\$4,392,489,914
Indirect Effect	439.7	\$24,833,627	\$36,239,887	\$87,960,467
Induced Effect	704.9	\$41,961,328	\$50,690,189	\$95,004,674
Total Effect	33,775.7	\$1,291,540,020	\$2,354,184,021	\$4,575,455,055

Estimated Change in Municipal Sales Tax Diversions (18.5%) **\$1,682,927**

See explanation of Municipal Sales Tax Diversions in the Data Key.

Estimated Local Tax from Total of Sector Sales (IMPLAN)

Description	Taxes on			
	Employment Compensation	Production and Imports	Households	Corporations
Social Insurance	\$0	\$0	\$0	\$0
TOPI: Sales Tax	\$0	\$9,096,900	\$0	\$0
TOPI: Property Tax	\$0	\$141,000,000	\$0	\$0
TOPI: Other Tax	\$0	\$4,077,273	\$0	\$0
Corporate Profits Tax	\$0	\$0	\$0	\$0
Personal Taxes	\$0	\$0	\$745,180	\$0
Total Local Taxes	\$0	\$154,000,000	\$745,180	\$0

Month	2021	2022	2023	2024	Month	2021	2022	2023	2024
January	\$1,257,934	\$1,384,085	\$1,459,730	\$1,504,854	January			\$14,863	\$14,530
February	\$997,438	\$1,055,630	\$1,218,077	\$1,154,573	February			\$25,047	\$19,928
March	\$895,168	\$1,084,096	\$1,135,211	\$1,223,341	March			\$26,835	\$21,634
April	\$1,346,205	\$1,307,271	\$1,397,364	\$1,476,708	April			\$26,790	\$23,075
May	\$1,255,114	\$1,307,176	\$1,295,185	\$1,347,794	May			\$33,329	\$24,076
June	\$1,252,783	\$1,308,528	\$1,348,302		June			\$29,043	
July	\$1,283,964	\$1,350,732	\$1,386,639		July			\$34,855	
August	\$1,273,258	\$1,295,454	\$1,357,467		August			\$30,113	
September	\$1,187,735	\$1,261,020	\$1,312,801		September			\$30,926	
October	\$1,188,659	\$1,274,421	\$1,274,999		October			\$30,344	
November	\$1,174,368	\$1,246,249	\$1,274,902		November		\$13,639	\$30,574	
December	\$1,215,863	\$1,280,629	\$1,300,749		December		\$14,958	\$21,602	

No Special Levy

Month	2021	2022	2023	2024
January				
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				

No Special Levy

Month	2021	2022	2023	2024
January				
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				

No Special Levy

Month	2021	2022	2023	2024
January				
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				

Estimated State Tax from Total of Sector Sales (IMPLAN)

Description	Taxes on			
	Employment Compensation	Production and Imports	Households	Corporations
Social Insurance	\$88,483	\$0	\$0	\$0
TOPI: Sales Tax	\$0	\$266,000,000	\$0	\$0
TOPI: Property Tax	\$0	\$1,255,268	\$0	\$0
TOPI: Other Tax	\$0	\$20,318,842	\$0	\$0
Corporate Profits Tax	\$0	\$0	\$0	\$10,002,700
Personal Taxes	\$0	\$0	\$15,700,000	\$0
Total State Taxes	\$88,483	\$287,600,000	\$16,500,000	\$10,002,700

DATA Key

Total Sales as Indicated by Sales Tax

North American Industrial Classification Sectors (NAICS) sectors included in the “Total Sales as Indicated by Sales Tax” statistics include: Sector 11 – *Agriculture, Forestry, Fishing and Hunting* ; Sector 21 – *Mining, Quarrying, and Oil and Gas Extraction* ; Sector 22 – *Utilities* ; Sector 23 – *Construction* ; Sector 31-33 – *Manufacturing* ; Sector 42 – *Wholesale Trade* ; Sector 44-45 – *Retail Trade* ; Sector 48-49 – *Transportation and Warehousing* ; Sector 51 – *Information* ; Sector 52 – *Finance and Insurance* ; Sector 53 – *Real Estate and Rental and Leasing* ; Sector 54 – *Professional, Scientific, and Technical Services* ; Sector 55 – *Management of Companies and Enterprises* ; Sector 56 – *Administrative and Support and Waste Management and Remediation Services* ; Sector 61 – *Educational Services* ; Sector 62 – *Health Care and Social Assistance* ; Sector 71 – *Arts, Entertainment, and Recreation* ; Sector 72 – *Accommodation and Food Services* ; Sector 81 – *Other Services (Except Public Administration)* ; and Sector 92 – *Public Administration* .

Retail Sector Sales

Retail Sector Sales includes NAICS Sector 44-45 – Retail Trade.

Accommodation and Food Service Sector Sales

Accommodation and Food Services Sector Sales includes NAICS Sector 72 – Accommodation and Food Services.

Estimated Sales Subject to Sales Tax

To determine the economic impact of specific sector sales, we summed the sales for that sector in the study time frame. For this publication, each month’s sector sales from June 2023 through May 2024 were summed to obtain the Sales Subject to Sales Tax estimate.

Municipalities are assigned to the county in which the largest proportion of the municipality’s population resides (e.g., while the city of Jackson lies in Hinds, Madison, and Rankin Counties, Jackson was “assigned” to Hinds County because the majority of its population resides in Hinds County).

Municipal Sales Tax Diversions

Municipalities receive 18.5 percent of sales tax collected within their boundaries from the Mississippi Department of Revenue that can be used in the general budget (counties are not eligible for this allocation). The estimated municipal sales tax diversion is calculated as 18.5 percent of the change in Taxes on Production and Imports: Sales Tax as estimated by the Mississippi Department of Revenue.

Economic Impact Summary from Total of Sector Sales

The estimated sales was applied to a county-specific IMPLAN® input-output model to estimate the economic impacts and fiscal (tax) effects that result from the change in retail sales for the retail sector and accommodation and food services sector. The input-output model estimates direct, indirect, and induced effects for employment, labor income, total value added, and output. These terms are defined below:

Direct Effects — represent the initial change to industries considered relevant to the VA dataset. Industries used include *Retail – Miscellaneous store retailers* (IMPLAN® Sector 412), *Hotels and motels, including casino hotels* (IMPLAN® Sector 507), and *Limited-service restaurants* (IMPLAN® Sector 510).

Indirect Effects — represent changes in inter-industry transactions when supplying industries respond to demand changes from directly affected industries (the direct effects above).

Induced Effects — represent changes in local spending that result from income changes to employees in the directly and indirectly affected industry sectors.

Employment — annual average of monthly jobs in the industry. A job can be either part-time or full-time, and a person can hold more than one job (the employment or job count is not necessarily the same as the count of employed persons).

Labor Income — all forms of employment income, including employee compensation (wages and benefits) and proprietor income.

Value Added — represents the difference between an industry's total output and the cost of its intermediate inputs (gross outputs (sales or receipts plus other operating income plus inventory change) minus intermediate inputs (consumption of goods and services purchased from other industries or imported).

Output — represents the value of production by an industry in a calendar year.

Estimated State and Local Tax from Total of Sector Sales

IMPLAN® provides estimates of the fiscal (tax) effects for state and local taxes as well as federal taxes (federal taxes aren't shown in this report) that result from a shock to the local economy. Summaries of these fiscal effects are presented by tax type (*Social Insurance, Taxes on Production and Imports (TOPI): Sales Tax, TOPI: Property Tax, TOPI: Other Tax, Corporate Profits Tax, and Personal Taxes by taxpayer (Employee Compensation, Proprietor Income, TOPI, Households, and Corporations)*).

Publication 3480- 274 (06-24)

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Extension Service of Mississippi State University, cooperating with U.S. Department of Agriculture. Published in furtherance of Acts of Congress, May 8 and June 30, 1914. ANGUS L. CATCHOT JR., Director.