



The City of  
**Colonial Heights, Virginia**

**FOR IMMEDIATE RELEASE**

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## **City of Colonial Heights had Virginia's Second-Highest Taxable Sales Per Capita in 2010**

The City of Colonial Heights received further confirmation of its stabilizing local economy with the recent news that it achieved the second-highest taxable sales per capita last year of any Virginia locality, according to analysis conducted by the Weldon Cooper Center for Public Service at the University of Virginia.

Based on its 2010 official population count of 17,411 residents, Colonial Heights averaged \$36,848 in taxable retail sales for each of its residents. Only the city of Norton (with just 3,958 residents) had a higher sales tax per capita.

This is not to suggest that each and every Colonial Heights resident personally accounted for more than \$36,000 in retail sales last year. Ranking localities by per capita sales rather than overall sales somewhat evens the playing field and offers a snapshot into which Virginia cities and counties have a sizable retail presence based on population levels.

Like other localities that were near the top of the state rankings, Colonial Heights has a fairly small population and draws retail customers from outside its borders, resulting in higher per capita numbers.

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“We are certainly pleased to receive further verification of the improving health of our local retail economy,” said Colonial Heights Mayor Scott Davis. “The City has made a long-term investment in cultivating the type of overall environment that provides opportunities for commercial and retail businesses to be successful here.”

The largest Virginia localities still collect the most overall sales tax revenue. Fairfax County, whose population is over 1 million, had \$13.1 billion in taxable sales last year, most in the state and better than 20 times Colonial Heights' total. On a per capita basis, however, Fairfax finished just 31st in the state last year.

Taxable sales – and the sales tax revenue resulting from those sales – are an important component of the Colonial Heights Annual Budget. In the FY20011-12 Budget, retail sales tax accounts for approximately 15% of all General Fund revenue.

“This information is certainly consistent with our internal projections,” said Colonial Heights City Manager Tom Mattis. “Higher than average taxable sales per capita is one of the reasons we are able to fund quality city services at low costs for our residents.’

Colonial Heights’ \$641.6 million in total taxable sales last year was more than that of 57 Virginia localities with a larger population.

“This is good news for our retail partners, but this situation has not happened solely due to the fact that we have a mall,” said Colonial Heights Vice-Mayor Betsy Luck. “It’s also because the city strives to maintain an overall environment that attracts a wide range of residents and visitors.”

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Following Colonial Heights and Norton, the remaining “Top Ten” overall taxable sales totals in Virginia for 2010 according to the Weldon Cooper Center for Public Service were Fredericksburg, Fairfax, Galax, Winchester, Williamsburg, Emporia, Harrisonburg, and Waynesboro.

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**Taxable sales per capita, 2010**

<b>Locality</b>	<b>2010 population</b>	<b>2010 taxable sales</b>	<b>Per capita sales</b>	<b>Rank per capita sales</b>	<b>Rank taxable sales</b>
Norton City	3,958	\$ 163,612,549	\$ 41,337	1	72
<b>Colonial Heights City</b>	<b>17,411</b>	<b>\$ 641,552,819</b>	<b>\$ 36,848</b>	<b>2</b>	<b>32</b>
Fredericksburg City	24,286	\$ 810,590,973	\$ 33,377	3	26
Fairfax City	22,565	\$ 742,236,199	\$ 32,893	4	28
Galax City	7,042	\$ 181,889,822	\$ 25,829	5	68
Winchester City	26,203	\$ 656,969,448	\$ 25,072	6	30
Williamsburg City	14,068	\$ 339,281,019	\$ 24,117	7	47
Emporia City	5,927	\$ 125,391,626	\$ 21,156	8	83
Harrisonburg City	48,914	\$ 989,476,694	\$ 20,229	9	19
Waynesboro City	21,006	\$ 398,509,983	\$ 18,971	10	41
Salem City	24,802	\$ 470,303,708	\$ 18,962	11	38
Falls Church City	12,332	\$ 231,846,823	\$ 18,800	12	61
Charlottesville City	43,475	\$ 814,017,071	\$ 18,724	13	25
Bristol City	17,835	\$ 328,478,141	\$ 18,418	14	49
Covington City	5,961	\$ 107,724,643	\$ 18,072	15	92
Roanoke City	97,032	\$ 1,676,331,018	\$ 17,276	16	13
Franklin City	8,582	\$ 147,977,590	\$ 17,243	17	78
Danville City	43,055	\$ 709,215,126	\$ 16,472	18	29
Henrico	306,935	\$ 4,717,139,313	\$ 15,369	19	2
Lynchburg City	75,568	\$ 1,159,339,401	\$ 15,342	20	17
Arlington	207,627	\$ 3,058,031,548	\$ 14,728	21	7
Hanover	99,863	\$ 1,459,792,136	\$ 14,618	22	14
Essex	11,151	\$ 160,976,733	\$ 14,436	23	73
Alexandria City	139,966	\$ 1,969,266,259	\$ 14,070	24	11
Loudoun	312,311	\$ 4,280,997,983	\$ 13,707	25	5
Lancaster	11,391	\$ 155,248,446	\$ 13,629	26	75
Staunton City	23,746	\$ 318,886,890	\$ 13,429	27	52
York	65,464	\$ 869,224,277	\$ 13,278	28	23
Chesapeake City	222,209	\$ 2,914,222,025	\$ 13,115	29	8
Bath	4,731	\$ 58,809,071	\$ 12,431	30	113
Fairfax	1,081,726	\$ 13,093,317,177	\$ 12,104	31	1
Bedford City	6,222	\$ 74,822,919	\$ 12,026	32	104
Manassas City	37,821	\$ 452,343,308	\$ 11,960	33	39
Prince Edward	23,368	\$ 275,727,199	\$ 11,799	34	58
Tazewell	45,078	\$ 531,158,462	\$ 11,783	35	36
James City	67,009	\$ 779,388,132	\$ 11,631	36	27
Albemarle	98,970	\$ 1,111,570,437	\$ 11,231	37	18
Washington	54,876	\$ 614,491,066	\$ 11,198	38	33
Spotsylvania	122,397	\$ 1,360,120,319	\$ 11,112	39	15
Frederick	78,305	\$ 864,518,160	\$ 11,040	40	24
Wythe	29,235	\$ 317,493,379	\$ 10,860	41	53
Prince William	402,002	\$ 4,353,167,888	\$ 10,829	42	4
Virginia Beach City	437,994	\$ 4,690,141,163	\$ 10,708	43	3
Newport News City	180,719	\$ 1,923,436,250	\$ 10,643	44	12
Chesterfield	316,236	\$ 3,363,333,027	\$ 10,636	45	6
Martinsville City	13,821	\$ 146,557,135	\$ 10,604	46	79
Culpeper	46,689	\$ 492,265,139	\$ 10,543	47	37
Norfolk City	242,803	\$ 2,554,999,044	\$ 10,523	48	9
Richmond City	204,214	\$ 2,121,673,956	\$ 10,389	49	10
Rockbridge	22,307	\$ 218,281,081	\$ 9,785	50	63

**Taxable sales per capita, 2010**

<b>Locality</b>	<b>2010 population</b>	<b>2010 taxable sales</b>	<b>Per capita sales</b>	<b>Rank per capita sales</b>	<b>Rank taxable sales</b>
Roanoke	92,376	\$ 883,346,323	\$ 9,563	51	22
Hampton City	137,436	\$ 1,313,196,923	\$ 9,555	52	16
Montgomery	94,392	\$ 892,050,066	\$ 9,450	53	21
Lexington City	7,042	\$ 66,392,758	\$ 9,428	54	108
Mecklenburg	32,727	\$ 296,191,323	\$ 9,050	55	55
Fauquier	65,203	\$ 585,070,239	\$ 8,973	56	34
Gloucester	36,858	\$ 330,092,922	\$ 8,956	57	48
Warren	37,575	\$ 327,722,498	\$ 8,722	58	50
Accomack	33,164	\$ 286,454,253	\$ 8,638	59	57
Petersburg City	32,420	\$ 273,875,293	\$ 8,448	60	59
Pulaski	34,872	\$ 293,080,595	\$ 8,404	61	56
Northampton	12,389	\$ 103,712,157	\$ 8,371	62	94
Goochland	21,717	\$ 175,093,606	\$ 8,063	63	69
Manassas Park City	14,273	\$ 111,069,141	\$ 7,782	64	90
Shenandoah	41,993	\$ 319,626,426	\$ 7,611	65	51
Suffolk City	84,585	\$ 642,273,819	\$ 7,593	66	31
Halifax	36,241	\$ 271,955,447	\$ 7,504	67	60
Wise	41,452	\$ 306,455,183	\$ 7,393	68	54
Hopewell City	22,591	\$ 165,536,217	\$ 7,328	69	71
Stafford	128,961	\$ 928,278,339	\$ 7,198	70	20
Middlesex	10,959	\$ 78,360,801	\$ 7,150	71	103
Giles	17,286	\$ 122,100,941	\$ 7,064	72	86
Amherst	32,353	\$ 225,363,884	\$ 6,966	73	62
Nottoway	15,853	\$ 110,295,080	\$ 6,957	74	91
Campbell	54,842	\$ 377,425,055	\$ 6,882	75	44
Greene	18,403	\$ 120,956,573	\$ 6,573	76	87
Louisa	33,153	\$ 217,026,674	\$ 6,546	77	64
Franklin	56,159	\$ 355,992,663	\$ 6,339	78	45
Henry	54,151	\$ 342,306,824	\$ 6,321	79	46
Page	24,042	\$ 151,008,569	\$ 6,281	80	77
Richmond	9,254	\$ 57,989,970	\$ 6,266	81	114
Appomattox	14,973	\$ 88,555,464	\$ 5,914	82	97
Smyth	32,208	\$ 189,378,417	\$ 5,880	83	67
Portsmouth City	95,535	\$ 559,061,414	\$ 5,852	84	35
Rockingham	76,314	\$ 441,406,745	\$ 5,784	85	40
Bedford	68,676	\$ 395,251,328	\$ 5,755	86	43
Orange	33,481	\$ 190,592,972	\$ 5,693	87	66
Russell	28,897	\$ 158,276,136	\$ 5,477	88	74
Isle of Wight	35,270	\$ 193,079,662	\$ 5,474	89	65
King William	15,935	\$ 86,718,159	\$ 5,442	90	99
Madison	13,308	\$ 71,736,457	\$ 5,390	91	106
Scott	23,177	\$ 124,441,896	\$ 5,369	92	85
Augusta	73,750	\$ 395,957,293	\$ 5,369	93	42
Nelson	15,020	\$ 80,541,741	\$ 5,362	94	101
Buchanan	24,098	\$ 125,345,515	\$ 5,201	95	84
Clarke	14,034	\$ 72,874,648	\$ 5,193	96	105
Botetourt	33,148	\$ 168,568,628	\$ 5,085	97	70
Buena Vista City	6,650	\$ 33,781,629	\$ 5,080	98	125
Sussex	12,087	\$ 61,056,701	\$ 5,051	99	111
Powhatan	28,046	\$ 139,407,843	\$ 4,971	100	81

### Taxable sales per capita, 2010

Locality	2010 population	2010 taxable sales	Per capita sales	Rank per capita sales	Rank taxable sales
New Kent	18,429	\$ 88,965,724	\$ 4,827	101	96
Northumberland	12,330	\$ 59,502,305	\$ 4,826	102	112
Rappahannock	7,373	\$ 34,921,461	\$ 4,736	103	124
Carroll	30,042	\$ 140,987,810	\$ 4,693	104	80
Lee	25,587	\$ 119,401,604	\$ 4,666	105	88
Westmoreland	17,454	\$ 80,407,978	\$ 4,607	106	102
King George	23,584	\$ 107,721,351	\$ 4,568	107	93
Patrick	18,490	\$ 83,025,973	\$ 4,490	108	100
Radford City	16,408	\$ 71,108,352	\$ 4,334	109	107
Mathews	8,978	\$ 38,415,820	\$ 4,279	110	123
Dickenson	15,903	\$ 65,984,411	\$ 4,149	111	109
Amelia	12,690	\$ 51,911,328	\$ 4,091	112	117
Alleghany	16,250	\$ 64,618,043	\$ 3,976	113	110
Caroline	28,545	\$ 112,525,557	\$ 3,942	114	89
Prince George	35,725	\$ 135,818,071	\$ 3,802	115	82
Floyd	15,279	\$ 57,676,843	\$ 3,775	116	115
Surry	7,058	\$ 26,354,694	\$ 3,734	117	129
Charlotte	12,586	\$ 44,659,953	\$ 3,548	118	119
Poquoson City	12,150	\$ 42,249,817	\$ 3,477	119	121
Highland	2,321	\$ 8,055,789	\$ 3,471	120	134
Fluvanna	25,691	\$ 86,891,974	\$ 3,382	121	98
Dinwiddie	28,001	\$ 92,401,711	\$ 3,300	122	95
Charles City	7,256	\$ 23,349,288	\$ 3,218	123	130
Lunenburg	12,914	\$ 39,881,952	\$ 3,088	124	122
Brunswick	17,434	\$ 53,096,226	\$ 3,046	125	116
Buckingham	17,146	\$ 49,061,716	\$ 2,861	126	118
Cumberland	10,052	\$ 28,200,329	\$ 2,805	127	128
Greensville	12,243	\$ 31,997,874	\$ 2,614	128	126
Craig	5,190	\$ 12,473,955	\$ 2,403	129	132
Pittsylvania	63,506	\$ 152,458,163	\$ 2,401	130	76
Southampton	18,570	\$ 42,714,936	\$ 2,300	131	120
Bland	6,824	\$ 15,149,924	\$ 2,220	132	131
Grayson	15,533	\$ 31,765,922	\$ 2,045	133	127
King and Queen	6,945	\$ 12,291,795	\$ 1,770	134	133

Source: Weldon Cooper Center for Public Service