



# Sales Tax and Retail Sales

## Oklahoma Trends and Tools

### DEVELOP AN UNDERSTANDING OF:

- Retail Trends in Oklahoma, including comparisons across population classes, urbanization categories, and regions
- Sources of data and tools for measuring retail growth and identifying new opportunities
- Examples of how to use the data and tools to make decisions about retail activity

Brought to you by:



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**-Webinar 1:** Sales Tax Collections: State Trends  
Feb 6, 2014 9:00 am – 10:30 am

<http://dasnr.adobeconnect.com/salestaxtrends/>

Description:

This webinar will review trends in retail sales across the state, looking at average values by population groups, metro vs. non-metro, and districts. The information will be useful in helping communities benchmark their own retail sales activity.

**-Webinar 2:** Sales Taxes and Retail Activity: Common Measures

Feb 13, 2014 9:00 – 10:30 am

<http://dasnr.adobeconnect.com/taxcommonmeasures/>

Description:

This webinar will cover common measures of retail activity using sales tax collection data; participants will learn how to gather and analyze the data to aid local leadership with developing the local sales tax base.

**-Webinar 3:** Sales Tax Collections and Retail Activity: Examples

Feb 20, 2014 1:00 pm – 2:30 pm

<http://dasnr.adobeconnect.com/collectionsretailactivity/>

Description:

This webinar will provide participants with examples of how retail trends analysis can be used to assist with local retail development and entrepreneurship efforts.

Please test your connection well before the meeting at the link below. You may need to install the Adobe Connect add-in for your browser. If so, please follow the on-screen instructions.

[http://dasnr.adobeconnect.com/common/help/en/support/meeting\\_test.htm](http://dasnr.adobeconnect.com/common/help/en/support/meeting_test.htm)

