

## Collierville enjoying steady sales tax growth

By [Abigail Warren](#)

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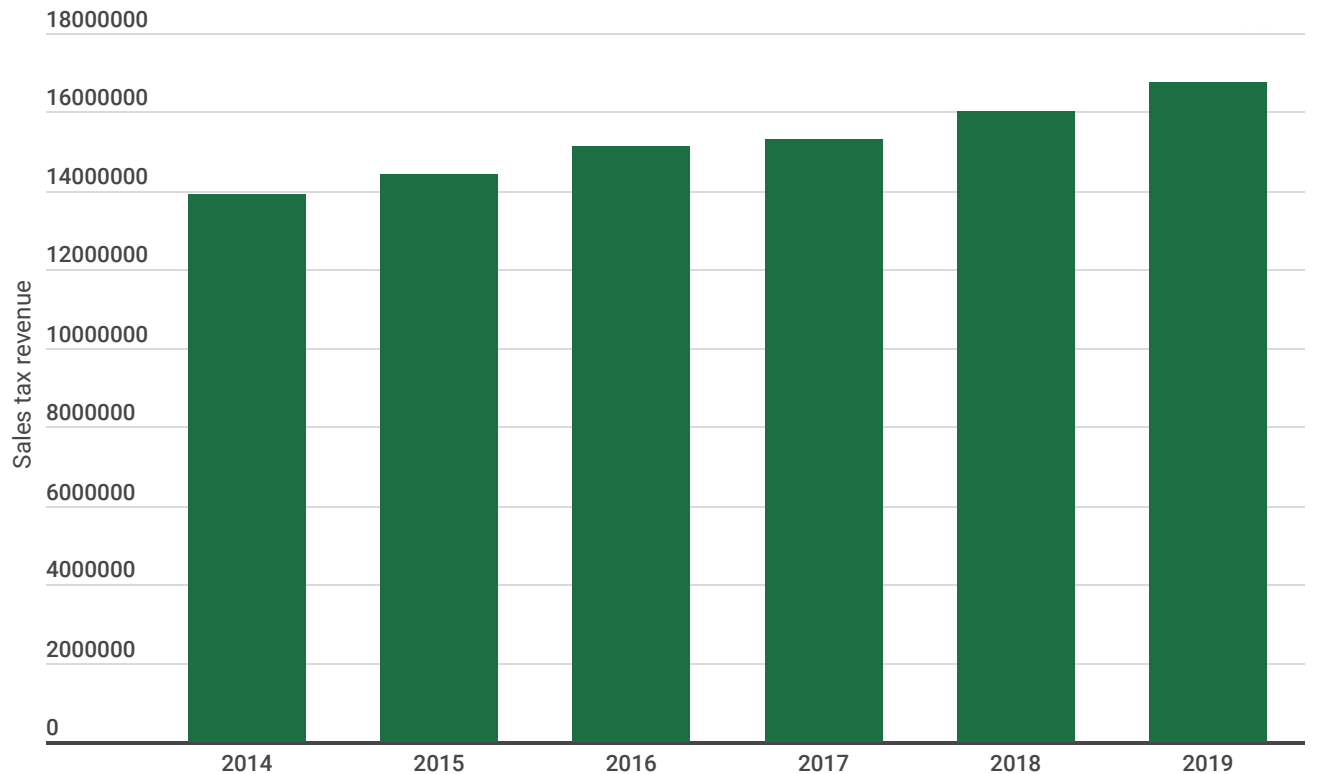
In 2019, the town of Collierville brought in \$16,748,812 in sales tax revenue from areas such as Carriage Crossing shopping center. (Jim Weber/Daily Memphian file)

Strong, consistent sales tax revenue has become an annual trend in Collierville.

In 2019, the town brought in \$16,748,812 in sales tax revenue. The number is up more than \$700,000 from the amount the town collected the previous year.

Town Administrator James Lewellen said residents shopping in Collierville rather than traveling to neighboring suburbs helps the revenue amount. Simple purchases

like personal items aids the growth, he said.



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“We’ve seen a little bit of business growth,” Lewellen said, noting a few retailers have also left Collierville.

He said Carriage Crossing is also relatively stable despite national statistics showing large retailers closing.

“Sales tax puts less pressure on property tax,” Mayor Stan Joyner said.

Collierville last year did not raise property tax rate, and sales tax revenue is less certain than property tax. However, Joyner said the town is reliant on the sales tax revenue and noted a half-cent sales tax is for Collierville Schools, so the funds extend past the town’s operational costs.

In spring 2013, the town started collecting taxes for schools, although Lewellen said the impact was felt in 2014.

That year, the town saw nearly \$13.9 million in sales tax revenue and the amount grew steadily, according to data obtained through an open records request.

In 2015, the town brought in \$14,488,300 and the following year the town earned more than \$15.1 million.



**James Lewellen**

John Duncan, economic development director, said he expects businesses to continue to choose Collierville as the population continues to grow. The current population is about 53,000, which is 10,000 more from 10 years ago.

“Retailers are attracted to growth of an affluent and educated community,” Duncan said.

The median home value is strong at about \$300,000, and about two-thirds of residents earned a bachelor’s degree or better, Duncan noted.

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As the industrial market grows, retail grows with it. Duncan said industrial, commercial and office development have been “solid.”

The relocation of the IMC Companies headquarters to Collierville will produce 175 jobs. It will push the town’s total of corporate jobs past 4,000. That’s a boost because Duncan said a significant addition of daytime jobs attracts and drives retail and restaurants.

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Collierville’s strategically planned retail sites also help bring revenue from those living outside town limits, Duncan said.

The Houston Levee corridor, for example, is visited by Germantown residents in addition to Collierville residents due to its location. New businesses occupy the area

such as Collierville Commissary, Ulta Beauty and soon the Memphis-area's first Tacos 4 Life.

Duncan also noted Kevin Hyneman's Houston Levee Market filled quickly with Pimento's Kitchen + Market, Salsarita's and DaVilla Nails Spa.

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"It's a regional hub," Duncan said, noting he talks to people from Fayette, Marshall and Tipton counties who go to Collierville for the amenities.

Neighboring Germantown has seen significant growth of sales tax in recent years as well. However, Collierville saw more than \$2.5 million more in sales tax than Germantown in 2019.

Jason Huisman, Germantown's assistant city administrator, said the city is trying to reduce its need on property taxes by growing sales tax and is setting itself up for the sales tax to grow.

"We've laid the groundwork (in Germantown) through local and regional activity centers through a mix of uses," he said.

Germantown aims to diversify its revenue sources through smart growth, and Huisman said the city has done so intentionally with examples like Carrefour, TraVure and Thornwood.

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### **Abigail Warren**

Abigail Warren is a lifelong resident of Shelby County and a graduate of the University of Memphis. She has worked for several local publications and covers the suburbs for The Daily



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