City of Sebastopol

Sales Ended September 2012

Sales Tax Receipts Ended December 2012

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City of Sebastopol

Sales Period: October 2011 - September 2012

Summary

News from Sales Tax Quarter

- The California New Car Dealers Assocation (CNCDA) reports that sales of new vehicles are up 26.3% for the first nine months of 2012, higher than the 14.5% nationally, the 14th consecutive quarterly increase.
- The California Department of Finance reports that the number of existing single family homes sold in August is up 2.3% over last year. The average median sales price is up 15.5%, increasing for the seventh month in a row.
- The California Department of Finance reports that Civilian Employment in August of 2012 is up 1.3% over last year. The best job growth continues to be in Computer related industries and Scientific R & D.

News from Today

- Mastercard Advisors SpendingPulse reports that Retail Sales grew by only 0.7% nationally from 10/28/12 to 12/24/12, down from 2% a year ago. It was the lowest growth rate since the recession of 2008.
- The current average retail price of gasoline is $ 3.55 per gallon, down 7 cents (1.9%) from $3.62 per gallon last year and prices are projected to be lower by the end of 2013. Corresponding changes in demand indicate that Sales Tax Revenue for 2013 may be anticipated to be roughly equivalent to 2012. (U.S. Energy Information Administration)
- The California Department of Finance reports that the state Unemployment Rate for November of 2012 was 9.8%, down 1.5% from 11.3% the previous year. The U.S. Bureau of Labor Staistics reported little change nationally to the 2.5 million people considered to be "marginally attached to the workforce".

	Quarter-Over-Quarter Jul - Sept 2011 to Jul - Sept 2012			Year-Over-Year Oct - Sept 2011 to Oct - Sept 2012		
	City of Sebastopol	S.F. Bay Area	Statewide	City of Sebastopol	S.F. Bay Area	Statewide
Total	**3.0%**	**6.6%**	**5.7%**	**5.9%**	**7.4%**	**6.8%**
General Retail	**5.3%**	4.7%	4.1%	**4.6%**	4.7%	4.5%
Food Products	**6.8%**	6.8%	5.8%	**5.9%**	7.5%	7.0%
Transportation	**1.6%**	11.6%	8.2%	**15.5%**	10.6%	10.4%
Construction	**-14.1%**	6.0%	7.2%	**-10.0%**	9.4%	7.7%
Business To Business	**-9.3%**	4.5%	4.6%	**-0.1%**	6.9%	5.8%
Restaurants	**11.5%**	6.6%	5.0%	**9.5%**	7.6%	6.8%
Service Stations	**1.4%**	3.2%	0.4%	**17.7%**	7.4%	6.0%
Food Markets	**4.0%**	6.8%	8.0%	**0.7%**	6.6%	7.8%
Miscellaneous Retail	**10.0%**	0.4%	1.8%	**2.3%**	1.2%	1.9%
Drug Stores	**-1.2%**	0.5%	-0.7%	**3.5%**	3.1%	2.6%
Bldg.Matls-Retail	**-6.7%**	2.9%	1.7%	**1.7%**	5.7%	4.1%
Auto Parts/Repair	**2.7%**	1.6%	3.4%	**8.7%**	4.0%	6.2%
Florist/Nursery	**18.8%**	4.3%	-0.5%	**26.4%**	5.7%	3.8%
Food Processing Eqp	**0.5%**	11.4%	10.7%	**11.2%**	11.3%	7.5%
Light Industry	**-9.6%**	6.6%	2.7%	**-12.7%**	4.7%	2.3%
Furniture/Appliance	**14.1%**	5.2%	2.8%	**-2.0%**	7.7%	5.9%
Energy Sales	**-41.9%**	3.2%	6.6%	**-23.1%**	17.4%	14.3%
Apparel Stores	**-15.0%**	9.0%	7.5%	**-5.9%**	9.0%	8.1%
Electronic Equipment	**-34.0%**	-2.2%	5.2%	**137.9%**	-1.9%	1.5%

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Sales Tax Net Cash Receipts: Three Advances Plus Clean-Up Payment

		% CHANGE BY MONTH ENDED QUARTER						FISCAL YEAR TO DATE				MOST RECENT FOUR QUARTERS TOTAL			
	Last Year Cash Received >	Sep-10	Dec-10	Mar-11	Jun-11	Sep-11	Dec-11	Jul-11 thru	Jul-12 thru			Jan-11 thru	Jan-12 thru		
	This Year Cash Received >	Sep-11	Dec-11	Mar-12	Jun-12	Sep-12	Dec-12	Dec-11	Dec-12	$ Chg	% Chg	Dec-11	Dec-12	$ Chg	% Chg
	Calendar Sales Quarter >	11Q2	11Q3	11Q4	12Q1	12Q2	12Q3	2 Quarters	2 Quarters						
1	Santa Rosa	9.4	8.5	9.2	6.1	4.1	7.5	13,921,380	14,732,921	811,541	5.8	27,364,940	29,218,935	1,853,995	6.8
2	Sonoma County	15.5	11.9	7.9	4.9	0.0	3.2	7,179,550	7,296,634	117,084	1.6	12,791,219	13,272,047	480,828	3.8
3	Petaluma	8.2	3.5	9.9	6.4	4.1	4.1	4,782,145	4,980,360	198,215	4.1	9,102,050	9,657,248	555,198	6.1
4	Rohnert Park	-2.4	-6.4	2.7	8.0	2.6	12.6	3,004,569	3,234,672	230,103	7.7	5,983,059	6,366,460	383,401	6.4
5	Windsor	13.7	15.1	1.3	13.7	8.1	9.6	1,708,617	1,860,548	151,931	8.9	3,230,128	3,489,637	259,509	8.0
6	Healdsburg	7.7	-6.6	-1.8	1.4	3.4	3.9	1,657,674	1,717,969	60,295	3.6	3,116,186	3,172,239	56,053	1.8
7	Sonoma	11.7	6.2	1.6	17.7	11.9	9.3	1,167,993	1,292,019	124,026	10.6	2,202,109	2,413,650	211,541	9.6
8	Cotati	7.0	8.3	7.5	-22.3	27.5	2.6	821,995	944,644	122,649	14.9	1,547,078	1,609,785	62,707	4.1
9	**Sebastopol ***	**-13.5**	**9.0**	**8.1**	**-1.7**	**30.7**	**2.1**	**660,205**	**759,081**	**98,876**	**15.0**	**1,324,393**	**1,445,634**	**121,241**	**9.2**
10	Cloverdale	12.7	1.6	-10.6	21.2	24.3	0.1	318,026	354,698	36,672	11.5	566,890	615,457	48,567	8.6
	Alameda Co.	7.9	13.4	7.7	9.0	12.4	6.8	113,814,313	124,671,050	10,856,737	9.5	220,966,318	240,725,882	19,759,564	8.9
	Contra Costa Co.	7.1	6.6	6.1	5.3	12.0	9.4	62,726,377	69,428,097	6,701,720	10.7	123,876,487	134,105,701	10,229,214	8.3
	Marin Co.	7.5	2.8	5.4	7.6	6.4	6.6	20,342,788	21,658,606	1,315,818	6.5	39,966,293	42,537,575	2,571,282	6.4
	Napa Co.	9.5	7.8	12.2	16.9	5.8	11.3	13,006,563	14,129,150	1,122,587	8.6	24,267,899	27,010,000	2,742,101	11.3
	San Francisco Co.	11.5	12.8	7.7	12.1	8.1	4.1	75,889,848	80,499,945	4,610,097	6.1	146,669,969	158,188,251	11,518,282	7.9
	San Mateo Co.	9.3	9.1	7.4	9.8	6.6	8.1	62,387,991	66,979,714	4,591,723	7.4	121,764,605	131,398,120	9,633,515	7.9
	Santa Clara Co.	16.1	7.4	6.4	13.1	2.8	7.8	171,433,607	180,428,249	8,994,642	5.2	329,249,348	353,235,336	23,985,988	7.3
	Solano Co.	7.4	8.9	16.5	8.9	9.1	7.1	28,580,169	30,894,309	2,314,140	8.1	55,035,513	60,766,955	5,731,442	10.4
	Sonoma Co. *	**8.9**	**6.4**	**7.1**	**5.8**	**4.8**	**6.3**	**35,222,154**	**37,173,546**	**1,951,392**	**5.5**	**67,228,052**	**71,261,092**	**4,033,040**	**6.0**
	S.F. Bay Area *	**10.8**	**9.2**	**7.5**	**10.2**	**7.3**	**7.2**	**583,403,810**	**625,862,666**	**42,458,856**	**7.3**	**1,129,024,484**	**1,219,228,912**	**90,204,428**	**8.0**
	Central Coast	9.6	5.5	10.0	8.8	6.3	15.5	63,726,965	70,731,831	7,004,866	11.0	119,925,713	132,208,319	12,282,606	10.2
	Central Valley	18.7	12.4	11.0	10.8	6.2	6.7	252,984,857	269,239,974	16,255,117	6.4	482,525,515	523,828,009	41,302,494	8.6
	North Coast	7.8	7.4	4.7	8.8	6.7	3.3	21,786,327	22,867,200	1,080,873	5.0	41,550,484	43,935,431	2,384,947	5.7
	Other Northern	8.1	7.4	5.5	6.9	6.6	7.3	27,763,230	29,692,269	1,929,039	6.9	51,641,904	55,044,086	3,402,182	6.6
	Sacramento Valley	7.2	8.1	8.3	7.3	8.0	6.6	181,278,727	194,556,009	13,277,282	7.3	347,776,989	374,109,604	26,332,615	7.6
	Northern California	**11.7**	**9.4**	**8.4**	**9.7**	**7.1**	**7.4**	**1,130,943,916**	**1,212,949,949**	**82,006,033**	**7.3**	**2,172,445,089**	**2,348,354,361**	**175,909,272**	**8.1**
	Inland Empire	10.7	11.2	9.6	9.9	9.2	10.8	263,449,489	289,745,595	26,296,106	10.0	515,699,528	566,692,150	50,992,622	9.9
	Other Southern	7.0	13.8	0.2	6.3	0.1	4.8	12,291,902	12,593,323	301,421	2.5	24,962,739	25,647,673	684,934	2.7
	South Coast	8.9	8.5	7.4	8.9	6.1	8.2	1,205,681,116	1,291,617,750	85,936,634	7.1	2,344,331,232	2,522,736,951	178,405,719	7.6
	Southern California	**9.2**	**9.0**	**7.7**	**9.1**	**6.6**	**8.6**	**1,481,422,507**	**1,593,956,668**	**112,534,161**	**7.6**	**2,884,993,499**	**3,115,076,774**	**230,083,275**	**8.0**
	State Total	**10.3**	**9.2**	**8.0**	**9.3**	**6.8**	**8.1**	**2,612,366,423**	**2,806,906,617**	**194,540,194**	**7.4**	**5,057,438,588**	**5,463,431,135**	**405,992,547**	**8.0**

Northern California: Sales Tax Comparison from Jul-Sept 2011 Sales to Jul-Sept 2012 Sales

Jurisdiction	General Retail	Food Products	Trans.	Const.	Business to Business	Misc.	Jul - Sept 2012 Total	Jul - Sept 2011 Total	% Chg	Largest Gain	2nd Largest Gain	Largest Decline	2nd Largest Decline
CENTRAL COAST													
MONTEREY COUNTY													
Del Rey Oaks	9.3%	-0.2%	-2.9%	-100.0%	-7.7%	-3.3%	72,620	75,798	-4.2%	Food Markets	Auto Parts/Repair	Bldg.Matls-Whsle	Restaurants
Monterey	3.3%	4.0%	-12.8%	3.3%	24.5%	1.0%	1,895,016	1,862,843	1.7%	Apparel Stores	Restaurants	Auto Parts/Repair	Office Equipment
Pacific Grove	-1.7%	3.9%	11.6%	15.8%	-29.1%	-6.7%	333,997	317,759	5.1%	BLDG.MATLS-RETAIL	SERVICE STATIONS	LIGHT INDUSTRY	FURNITURE/APPLIANCE
SAN LUIS OBISPO COUNTY													
Grover Beach	-2.6%	7.3%	-4.2%	-7.0%	28.2%	-3.3%	259,315	252,383	2.7%	Business Services	Heavy Industry	Chemical Products	Auto Sales - Used
SANTA CRUZ COUNTY													
Capitola	15.1%	3.4%	10.4%	-8.7%	4.3%	32.2%	1,086,299	987,866	10.0%	DEPARTMENT STORES	AUTO SALES - NEW	MISCELLANEOUS RETAIL	BLDG.MATLS-RETAIL
Watsonville	0.0%	1.9%	1.6%	4.3%	-8.0%	-22.0%	1,440,087	1,430,341	0.7%	MISCELLANEOUS RETAI	LIGHT INDUSTRY	ENERGY SALES	DEPARTMENT STORES
CENTRAL VALLEY													
TRANSPORTATION AUTHORITY													
San Joaquin C.O.G.	5.7%	2.0%	11.6%	9.7%	4.2%	1.3%	11,448,698	10,708,078	6.9%	Auto Sales - New	Heavy Industry	Electronic Equipment	Leasing
FRESNO COUNTY													
Clovis	8.0%	4.4%	13.7%	2.1%	11.0%	31.5%	3,384,884	3,119,746	8.5%	Auto Sales - New	Department Stores	Office Equipment	Furniture/Appliance
Fresno	3.5%	3.0%	11.8%	4.0%	8.0%	6.0%	16,738,820	15,736,655	6.4%	AUTO SALES - NEW	SERVICE STATIONS	LIGHT INDUSTRY	MISC. VEHICLE SALES
Kerman	18.3%	4.5%	8.1%	20.9%	2.4%	-33.5%	304,609	286,741	6.2%	Service Stations	Restaurants	Auto Sales - New	Liquor Stores
Kingsburg	2.3%	1.3%	0.3%	325.2%	2.1%	68.0%	259,764	230,783	12.6%	Bldg.Matls-Whsle	Light Industry	Energy Sales	Service Stations
Reedley	8.6%	0.9%	-2.7%	-26.5%	62.4%	-26.3%	362,306	361,778	0.1%	Energy Sales	Service Stations	Auto Sales - New	Bldg.Matls-Whsle
Sanger	4.1%	-6.9%	3.8%	50.0%	-10.0%	-18.2%	399,489	389,420	2.6%	Bldg.Matls-Whsle	Department Stores	Heavy Industry	Food Markets
Selma	1.8%	0.3%	16.3%	-4.5%	24.9%	-1.6%	920,522	857,211	7.4%	Auto Sales - New	Restaurants	Bldg.Matls-Whsle	Auto Sales - Used
KERN COUNTY													
Bakersfield	5.6%	6.7%	9.6%	5.9%	6.8%	5.8%	14,677,603	13,705,133	7.1%	Auto Sales - New	Heavy Industry	Service Stations	Energy Sales
Delano	-1.5%	2.3%	13.0%	-7.9%	14.2%	-15.7%	1,002,369	946,261	5.9%	Auto Sales - Used	Heavy Industry	Florist/Nursery	Service Stations
Ridgecrest	-1.6%	-8.1%	19.5%	1.2%	25.7%	-24.2%	602,960	583,497	3.3%	Service Stations	Heavy Industry	Food Markets	Auto Sales - Used
Shafter	18.2%	15.4%	14.0%	29.8%	87.3%	137.9%	2,690,533	1,935,003	39.0%	ENERGY SALES	BUSINESS SERVICES	LIGHT INDUSTRY	AUTO SALES - USED
KINGS COUNTY													
Hanford	-7.5%	2.5%	5.8%	-0.6%	18.8%	14.9%	1,800,229	1,790,804	0.5%	Auto Sales - New	Food Processing Eqp	Florist/Nursery	Chemical Products
MADERA COUNTY													
Chowchilla	4.4%	-8.2%	-4.3%	-6.4%	26.6%	50.2%	206,854	207,611	-0.4%	Light Industry	Energy Sales	Auto Sales - New	Restaurants
Madera	10.6%	9.7%	3.3%	4.8%	3.4%	-14.4%	1,452,507	1,371,275	5.9%	Apparel Stores	Auto Sales - New	Electronic Equipment	Auto Parts/Repair
MERCED COUNTY													
Atwater	3.9%	1.8%	3.3%	7.3%	-13.9%	-3.7%	578,205	573,950	0.7%	DEPARTMMMENT STOF	ENERGY SALES	LIGHT INDUSTRY	HEAVY INDUSTRY
SAN JOAQUIN COUNTY													
Escalon	8.3%	-19.9%	7.7%	-10.1%	20.3%	-6.0%	171,550	171,703	-0.1%	Auto Sales - New	Heavy Industry	Liquor Stores	Bldg.Matls-Retail
Lathrop	7.2%	4.0%	7.0%	-9.6%	99.7%	0.1%	621,476	513,610	21.0%	Heavy Industry	Chemical Products	Food Markets	Bldg.Matls-Whsle
Lodi	3.2%	2.5%	13.7%	-0.7%	-16.2%	-2.8%	2,012,953	1,976,606	1.8%	Auto Sales - New	Department Stores	Heavy Industry	Light Industry
Manteca	4.9%	6.7%	11.8%	-5.3%	7.9%	9.9%	2,050,280	1,934,077	6.0%	Department Stores	Service Stations	Furniture/Appliance	Bldg.Matls-Whsle
Ripon	43.6%	6.1%	-3.9%	49.1%	0.3%	-1.7%	557,029	534,463	4.2%	Bldg.Matls-Whsle	Miscellaneous Retail	Service Stations	Bldg.Matls-Retail
San Joaquin County	5.3%	-10.3%	8.7%	10.6%	19.0%	26.8%	3,734,170	3,462,760	7.8%	Office Equipment	Bldg.Matls-Whsle	Food Markets	Misc. Vehicle Sales
Stockton	4.7%	3.2%	8.3%	5.9%	14.4%	-7.7%	8,477,852	7,898,181	7.3%	Auto Sales - New	Heavy Industry	Office Equipment	Leasing
Tracy	3.9%	8.3%	17.0%	-11.3%	19.6%	3.6%	2,954,177	2,723,044	8.5%	Auto Sales - New	Auto Parts/Repair	Bldg.Matls-Whsle	Service Stations
STANISLAUS COUNTY													
Ceres	-2.6%	2.9%	15.6%	11.7%	23.8%	41.9%	1,216,159	1,104,859	10.1%	Service Stations	Leasing	Florist/Nursery	Drug Stores
Modesto	4.0%	4.4%	9.8%	0.0%	-3.6%	-49.2%	6,547,625	6,400,337	2.3%	Heavy Industry	Auto Sales - Used	Energy Sales	Health & Government
Oakdale	1.4%	10.4%	-7.9%	10.5%	-5.3%	32.9%	668,274	673,352	-0.8%	FOOD PROCESSING EQI	AUTO SALES - NEW	SERVICE STATIONS	AUTO PARTS/REPAIR
Riverbank	-0.3%	6.0%	14.0%	-11.4%	9.9%	18.5%	561,655	552,540	1.6%	SERVICE STATIONS	BLDG.MATLS-RETAIL	BLDG.MATLS-WHSLE	LIGHT INDUSTRY
Turlock	6.2%	7.8%	5.0%	-7.5%	14.9%	-39.6%	2,540,695	2,441,066	4.1%	Auto Sales - New	Heavy Industry	Bldg.Matls-Whsle	Health & Government

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TULARE COUNTY													
Dinuba	21.6%	7.6%	11.1%	-1.3%	17.1%	12.7%	1,091,836	930,912	17.3%	Furniture/Appliance	Service Stations	Auto Parts/Repair	Auto Sales - Used
Exeter	1.0%	-4.2%	-7.6%	-15.3%	54.4%	-7.7%	162,760	161,682	0.7%	Heavy Industry	Electronic Equipment	Service Stations	Auto Parts/Repair
Porterville	5.1%	5.0%	6.5%	2.6%	4.6%	-14.5%	1,149,789	1,095,529	5.0%	Apparel Stores	Auto Sales - New	Department Stores	Furniture/Appliance
Tulare	5.0%	4.3%	2.6%	3.3%	-10.3%	-5.6%	2,008,533	1,962,551	2.3%	Auto Sales - New	Bldg.Matls-Whsle	Chemical Products	Service Stations
Visalia	7.2%	3.9%	11.9%	1.6%	64.6%	30.0%	5,711,486	4,958,959	15.2%	Office Equipment	Health & Government	Light Industry	Heavy Industry
TUOLUMNE COUNTY													
Sonora	3.8%	6.2%	28.1%	-13.5%	-8.0%	8.2%	609,870	587,625	3.8%	Auto Parts/Repair	Auto Sales - New	Bldg.Matls-Retail	Service Stations
NORTH COAST													
COLUSA COUNTY													
Williams	56.3%	-4.4%	-2.1%	5.4%	-3.4%	-44.4%	147,244	150,259	-2.0%	Service Stations	Florist/Nursery	Auto Parts/Repair	Energy Sales
LAKE COUNTY													
Lakeport	-7.5%	-1.9%	13.5%	-2.1%	14.7%	-2.7%	287,904	279,484	3.0%	Service Stations	Auto Sales - New	Auto Parts/Repair	Restaurants
MENDOCINO COUNTY													
Fort Bragg	1.1%	4.4%	-7.5%	-0.8%	-43.5%	-37.3%	377,668	413,475	-8.7%	Restaurants	Food Markets	Energy Sales	Service Stations
Mendocino County	-1.9%	-0.5%	20.2%	-1.3%	-4.9%	47.8%	1,166,922	1,104,608	5.6%	Service Stations	Energy Sales	Office Equipment	Bldg.Matls-Whsle
Point Arena	-11.2%	-14.0%	-6.1%	-100.0%	12.6%	-100.0%	17,700	19,657	-10.0%	Energy Sales	Miscellaneous Retail	Restaurants	Florist/Nursery
Ukiah	0.9%	1.3%	11.0%	1.8%	-30.6%	35.0%	978,260	958,881	2.0%	Service Stations	Heavy Industry	Energy Sales	Light Industry
Willits	2.4%	-2.6%	-5.9%	4.8%	19.1%	1.2%	373,630	379,283	-1.5%	Bldg.Matls-Whsle	Energy Sales	Service Stations	Food Markets
SHASTA COUNTY													
Redding	2.7%	4.4%	7.9%	11.2%	-2.2%	-1.9%	4,666,955	4,439,465	5.1%	AUTO SALES - NEW	BLDG.MATLS-WHSLE	MISCELLANEOUS RETAIL	HEAVY INDUSTRY
S.F. BAY AREA													
TRANSPORTATION AUTHORITIES													
BART	6.3%	5.8%	9.9%	-2.5%	1.2%	-5.4%	50,991,853	48,676,478	4.8%	Auto Sales - New	Restaurants	Bldg.Matls-Whsle	Office Equipment
VTA 1976 Sales Tax	5.6%	5.9%	9.8%	8.8%	3.8%	-5.2%	42,988,979	40,594,352	5.9%	Auto Sales - New	Business Services	Furniture/Appliance	Health & Government
VTA 2000 Measure A	5.2%	5.9%	9.8%	9.2%	4.0%	-5.2%	42,989,126	40,595,104	5.9%	Auto Sales - New	Business Services	Furniture/Appliance	Leasing
S.M.A.R.T.	6.2%	4.4%	7.1%	2.9%	1.7%	-10.9%	7,537,152	7,197,323	4.7%	Auto Sales - New	Apparel Stores	Office Equipment	Leasing
ALAMEDA COUNTY													
Alameda	2.3%	4.8%	16.7%	-1.6%	13.8%	86.4%	1,591,854	1,454,264	9.5%	Light Industry	Misc. Vehicle Sales	Electronic Equipment	Bldg.Matls-Retail
Alameda County	5.1%	3.9%	6.6%	-20.5%	-4.1%	-10.3%	1,937,762	1,965,513	-1.4%	Service Stations	Food Markets	Bldg.Matls-Retail	Bldg.Matls-Whsle
Albany	-3.4%	7.3%	22.5%	-0.1%	-10.7%	-6.4%	485,399	463,317	4.8%	MISC. VEHICLE SALES	AUTO SALES - NEW	BLDG.MATLS-WHSLE	DEPARTMENT STORES
Berkeley	3.1%	4.1%	1.1%	11.0%	1.5%	9.9%	3,625,359	3,495,303	3.7%	Restaurants	Furniture/Appliance	Miscellaneous Retail	Misc. Vehicle Sales
Dublin	14.0%	8.0%	16.3%	12.9%	35.0%	-24.6%	3,760,910	3,244,713	15.9%	Auto Sales - New	Office Equipment	Miscellaneous Other	Service Stations
Emeryville	5.2%	15.5%	4.8%	6.7%	6.2%	123.4%	1,794,777	1,674,329	7.2%	Office Equipment	Restaurants	Business Services	Chemical Products
Fremont	9.1%	12.8%	23.2%	11.4%	-0.1%	1.2%	7,729,703	6,988,181	10.6%	Auto Sales - New	Department Stores	Electronic Equipment	Office Equipment
Hayward	7.6%	11.8%	28.4%	6.3%	20.8%	-12.4%	6,805,744	5,855,163	16.2%	Leasing	Misc. Vehicle Sales	Chemical Products	Bldg.Matls-Retail
Livermore	11.9%	11.7%	-6.7%	-1.1%	5.4%	3.4%	4,157,165	4,009,500	3.7%	Heavy Industry	Department Stores	Auto Sales - New	Business Services
Newark	-15.7%	4.2%	17.6%	1.3%	-11.2%	2.2%	2,095,159	2,145,764	-2.4%	Misc. Vehicle Sales	Leasing	Office Equipment	Electronic Equipment
Oakland	27.8%	9.1%	11.1%	7.3%	-17.4%	22.2%	10,410,128	9,810,863	6.1%	Furniture/Appliance	Auto Sales - New	Office Equipment	Auto Parts/Repair
Piedmont	-0.7%	-7.2%	-47.7%	5.4%	586.7%	12.7%	39,061	36,870	5.9%	Light Industry	Furniture/Appliance	Service Stations	Apparel Stores
Pleasanton	2.8%	7.0%	3.9%	4.1%	-0.8%	2.1%	4,416,434	4,295,226	2.8%	Leasing	Auto Sales - New	Electronic Equipment	Auto Sales - Used
San Leandro	4.5%	16.4%	7.3%	2.3%	-11.6%	-12.1%	4,665,932	4,554,477	2.4%	Auto Parts/Repair	Food Markets	Electronic Equipment	Heavy Industry
Union City	5.7%	3.6%	1.9%	-2.2%	21.9%	-5.8%	1,906,518	1,797,560	6.1%	Heavy Industry	Miscellaneous Retail	Electronic Equipment	Bldg.Matls-Whsle
CONTRA COSTA COUNTY													
Antioch	4.8%	3.1%	5.2%	17.1%	230.9%	1.6%	2,433,835	2,122,260	14.7%	Electronic Equipment	Department Stores	Auto Sales - Used	Furniture/Appliance
Brentwood	7.7%	10.9%	-3.9%	10.5%	16.3%	-10.9%	1,294,894	1,217,175	6.4%	Restaurants	Leasing	Service Stations	Auto Parts/Repair
Clayton	-9.5%	3.1%	-100.0%	933.3%	106.2%	43.8%	78,278	75,801	3.3%	Food Markets	Office Equipment	Miscellaneous Retail	Liquor Stores
Concord	6.3%	7.4%	23.8%	5.8%	8.1%	-2.7%	5,895,619	5,264,032	12.0%	Auto Sales - New	Leasing	Electronic Equipment	Service Stations
Contra Costa County	-2.9%	4.4%	4.2%	-0.4%	31.8%	-8.6%	2,446,433	2,237,042	9.4%	Light Industry	Electronic Equipment	Florist/Nursery	Chemical Products
Danville	5.9%	2.7%	1.6%	26.0%	-8.8%	0.1%	1,094,476	1,057,672	3.5%	Department Stores	Restaurants	Business Services	Heavy Industry
El Cerrito	4.6%	9.8%	16.7%	1.9%	35.2%	-31.4%	804,104	736,571	9.2%	Auto Sales - New	Heavy Industry	Light Industry	Office Equipment
Hercules	-7.7%	11.1%	1.1%	10.6%	1.5%	24.4%	338,306	324,949	4.1%	Bldg.Matls-Retail	Chemical Products	Heavy Industry	Miscellaneous Retail
Lafayette	4.4%	6.0%	-5.7%	-29.0%	-19.8%	38.2%	570,479	570,015	0.1%	Restaurants	Food Markets	Bldg.Matls-Whsle	Service Stations
Martinez	-0.6%	3.6%	0.1%	8.7%	-11.3%	19.3%	1,090,357	1,086,456	0.4%	Bldg.Matls-Retail	Food Markets	Energy Sales	Service Stations
Moraga	2.9%	14.3%	-3.8%	0.4%	-23.4%	-2.3%	214,877	208,052	3.3%	Restaurants	Apparel Stores	Service Stations	Electronic Equipment
Oakley	13.5%	5.4%	-0.7%	5.9%	11.8%	-16.7%	360,121	345,570	4.2%	Chemical Products	Restaurants	Misc. Vehicle Sales	Miscellaneous Other

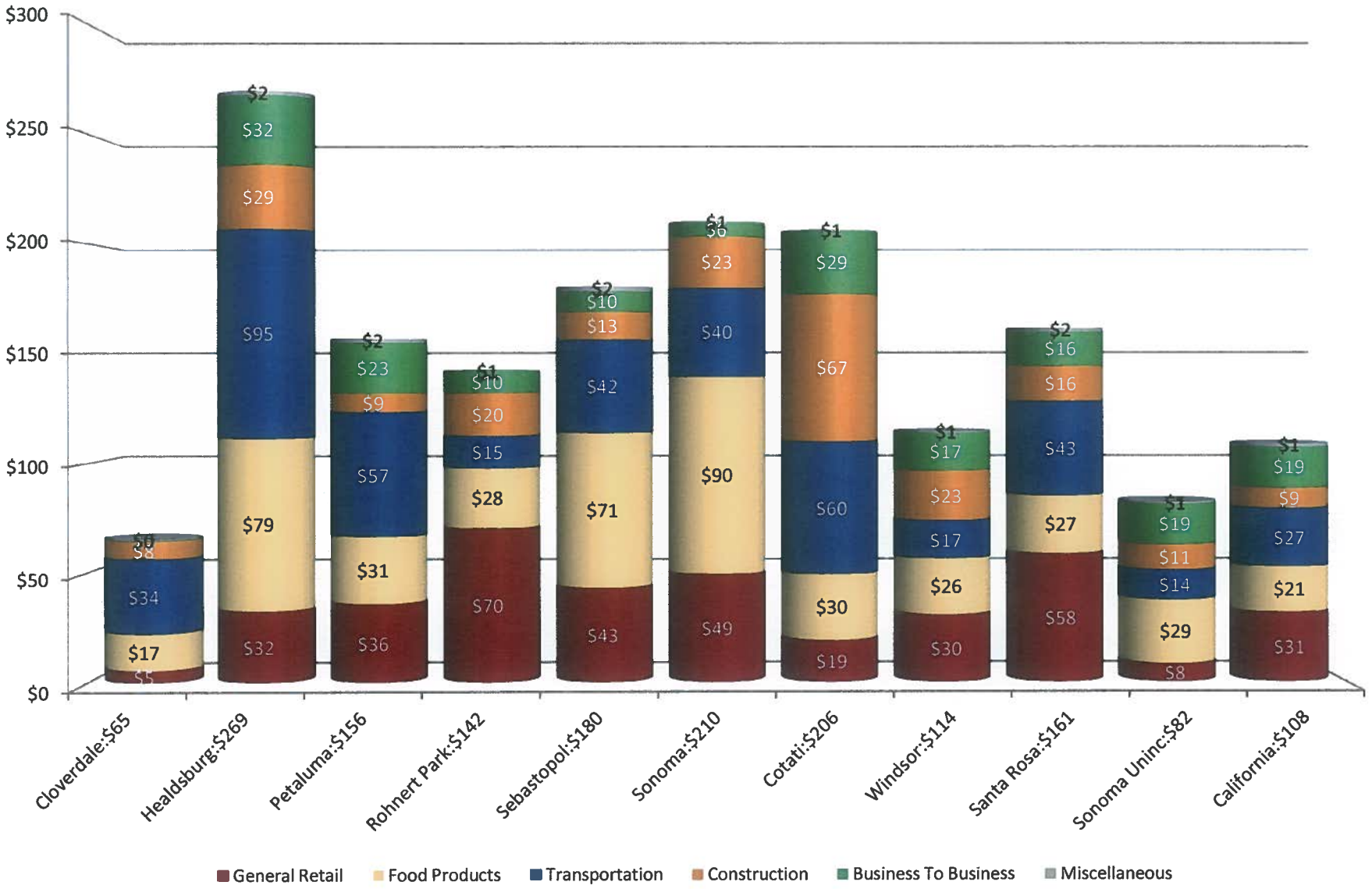
Northern California: Sales Tax Comparison from Jul-Sept 2011 Sales to Jul-Sept 2012 Sales

Jurisdiction	General Retail	Food Products	Trans.	Const.	Business to Business	Misc.	Jul - Sept 2012 Total	Jul - Sept 2011 Total	% Chg	Largest Gain	2nd Largest Gain	Largest Decline	2nd Largest Decline
Orinda	1.9%	5.4%	9.2%	-35.6%	68.5%	-7.7%	205,673	200,621	2.5%	Auto Parts/Repair	Restaurants	Bldg.Matls-Whsle	Service Stations
Pinole	11.8%	6.3%	9.0%	-3.4%	-11.9%	-16.5%	698,813	663,816	5.3%	Miscellaneous Retail	Restaurants	Office Equipment	Bldg.Matls-Retail
Pittsburg	-6.2%	4.0%	2.1%	8.7%	-63.9%	25.3%	1,425,655	1,788,535	-20.3%	Auto Sales - New	Bldg.Matls-Whsle	Leasing	Furniture/Appliance
Pleasant Hill	4.0%	34.9%	-3.3%	-0.8%	-2.3%	-3.6%	1,541,936	1,415,911	8.9%	Food Markets	Restaurants	Leasing	Miscellaneous Retail
Richmond	6.2%	-4.1%	18.8%	-16.4%	-19.5%	-36.5%	2,765,707	2,778,047	-0.4%	Auto Sales - New	Department Stores	Energy Sales	Light Industry
San Pablo	42.8%	6.5%	-3.0%	-9.2%	-31.8%	1.2%	413,616	392,033	5.5%	Apparel Stores	Restaurants	Auto Sales - Used	Light Industry
San Ramon	7.8%	2.2%	1.2%	2.3%	-13.1%	14.1%	1,912,079	1,938,467	-1.4%	Business Services	Furniture/Appliance	Energy Sales	Misc. Vehicle Sales
Walnut Creek	7.4%	5.4%	14.6%	4.0%	9.9%	2.2%	4,372,882	3,995,907	9.4%	Auto Sales - New	Department Stores	Light Industry	Furniture/Appliance
MARIN COUNTY													
Belvedere	218.0%	-100.0%	25.0%	-100.0%	95.3%	4.5%	42,048	14,350	193.0%	Miscellaneous Retail	Light Industry	Furniture/Appliance	Florist/Nursery
Corte Madera	2.0%	5.3%	41.2%	68.2%	2.9%	8.9%	1,255,516	1,143,216	9.8%	Auto Parts/Repair	Bldg.Matls-Whsle	Leasing	Auto Sales - Used
Fairfax	-20.8%	17.9%	-24.9%	0.2%	-15.8%	-27.0%	113,276	113,713	-0.4%	FOOD MARKETS	RESTAURANTS	DRUG STORES	SERVICE STATIONS
Larkspur	6.0%	8.4%	-4.7%	-1.5%	219.3%	-13.7%	509,329	447,361	13.9%	BUSINESS SERVICES	RESTAURANTS	OFFICE EQUIPMENT	SERVICE STATIONS
Marin County	-6.8%	4.0%	3.2%	-20.6%	-9.0%	7.8%	879,630	887,350	-0.9%	Restaurants	Service Stations	Furniture/Appliance	Bldg.Matls-Whsle
Mill Valley	11.5%	12.4%	12.0%	-27.3%	40.9%	-28.7%	598,265	552,204	8.3%	Service Stations	Restaurants	Bldg.Matls-Whsle	Miscellaneous Other
Novato	3.6%	2.3%	2.8%	-7.0%	-13.1%	-0.1%	1,731,880	1,709,447	1.3%	Department Stores	Service Stations	Chemical Products	Light Industry
Ross	2.1%	2.3%	-100.0%	-100.0%	3566.7%	5.9%	6,508	6,158	5.7%	Food Processing Eqp	Miscellaneous Retail	Restaurants	Apparel Stores
San Rafael	5.6%	2.6%	10.9%	1.9%	2.4%	-2.7%	3,915,363	3,699,440	5.8%	Auto Sales - New	Apparel Stores	Business Services	Heavy Industry
Sausalito	-6.6%	6.8%	-4.0%	-12.5%	-27.9%	-14.4%	409,240	420,981	-2.8%	RESTAURANTS	FOOD MARKETS	BUSINESS SERVICES	MISCELLANEOUS RETAIL
Tiburon	25.7%	3.0%	-100.0%	-4.2%	2.0%	-29.6%	109,635	101,528	8.0%	Drug Stores	Restaurants	Miscellaneous Retail	Recreation Products
NAPA COUNTY													
Napa	2.9%	8.0%	4.5%	17.0%	-4.4%	2.7%	2,949,650	2,787,705	5.8%	Restaurants	Bldg.Matls-Retail	Office Equipment	Service Stations
Saint Helena	12.2%	8.4%	6.2%	10.3%	0.5%	119.3%	524,487	479,957	9.3%	RESTAURANTS	FURNITURE/APPLIANCE	FLORIST/NURSERY	MISCELLANEOUS RETAIL
Yountville	-1.1%	11.8%	92.5%	-29.5%	-76.1%	77.8%	249,142	223,756	11.3%	Restaurants	Service Stations	Miscellaneous Retail	Office Equipment
SAN FRANCISCO COUNTY													
San Francisco	3.3%	4.4%	8.8%	6.1%	6.3%	1.2%	34,868,510	33,302,882	4.7%	Restaurants	Light Industry	Heavy Industry	Auto Parts/Repair
SAN MATEO COUNTY													
Atherton	117.3%	283.8%	-100.0%	-100.0%	7.1%	415.2%	33,773	12,004	181.3%	Health & Government	Food Processing Eqp	Heavy Industry	Office Equipment
Belmont	1.2%	5.3%	9.6%	-9.2%	7.2%	6.4%	601,614	566,172	6.3%	Auto Sales - New	Light Industry	Leasing	Bldg.Matls-Whsle
Brisbane	-22.3%	-3.2%	17.8%	-8.3%	-69.2%	0.4%	649,727	1,112,012	-41.6%	Business Services	Bldg.Matls-Retail	Office Equipment	Bldg.Matls-Whsle
Burlingame	29.6%	31.4%	105.9%	17.6%	27.2%	18.7%	2,067,651	1,371,724	50.7%	Auto Sales - New	Restaurants	Miscellaneous Other	
Colma	8.5%	96.9%	71.8%	4.0%	24.7%	35.3%	1,957,311	1,469,902	33.2%	Auto Sales - New	Apparel Stores	Miscellaneous Retail	Business Services
San Mateo County	9.9%	17.6%	24.7%	19.2%	11.1%	58.9%	4,522,176	3,979,926	13.6%	Energy Sales	Service Stations	Furniture/Appliance	Office Equipment
Daly City	3.3%	6.8%	19.6%	-0.2%	14.0%	-8.2%	2,269,973	2,083,940	8.9%	Auto Sales - New	Service Stations	Bldg.Matls-Whsle	Recreation Products
East Palo Alto	2.5%	8.8%	7.9%	5.2%	1.7%	18.6%	756,837	726,925	4.1%	Restaurants	Furniture/Appliance	Office Equipment	Miscellaneous Retail
Foster City	11.0%	11.2%	2.1%	36.3%	-44.8%	13.7%	820,158	997,372	-17.8%	Business Services	Department Stores	Light Industry	Office Equipment
Half Moon Bay	15.2%	0.2%	1.8%	4.6%	-9.4%	-75.3%	533,740	518,220	3.0%	Recreation Products	Auto Sales - New	Office Equipment	Service Stations
Hillsborough	25.7%	0.6%	-100.0%	-100.0%	1083.2%	-23.5%	26,784	11,006	143.4%	Leasing	Miscellaneous Retail	Auto Parts/Repair	Health & Government
Menlo Park	-5.1%	3.1%	-13.8%	11.4%	-3.4%	-21.3%	1,321,930	1,362,597	-3.0%	Office Equipment	Heavy Industry	Light Industry	Auto Parts/Repair
Millbrae	5.7%	33.4%	-6.7%	-16.5%	0.1%	-3.7%	486,421	446,556	8.9%	Restaurants	Food Markets	Auto Sales - New	Bldg.Matls-Retail
Pacifica	14.8%	35.7%	-0.8%	36.1%	35.2%	32.8%	408,691	350,037	16.8%	Restaurants	Food Markets	Service Stations	Furniture/Appliance
Portola Valley	66.9%	27.4%	0.3%	3.4%	-7.4%	409.2%	43,615	32,371	34.7%	Miscellaneous Retail	Health & Government	Heavy Industry	Office Equipment
Redwood City	7.3%	8.8%	13.3%	-1.0%	2.9%	2.6%	4,095,404	3,790,460	8.0%	Auto Sales - New	Department Stores	Business Services	Auto Sales - Used
San Bruno	7.3%	5.2%	28.1%	3.3%	-6.0%	-25.4%	1,719,809	1,544,677	11.3%	Auto Sales - New	Service Stations	Business Services	Health & Government
San Carlos	16.7%	23.8%	1.0%	21.4%	51.4%	11.6%	1,669,397	1,354,473	23.3%	Office Equipment	Light Industry	Auto Parts/Repair	Leasing
San Mateo	6.9%	8.1%	3.5%	17.5%	11.2%	43.2%	3,988,521	3,697,882	7.9%	Apparel Stores	Restaurants	Heavy Industry	Health & Government
South San Francisco	27.6%	1.8%	1.1%	10.1%	4.7%	219.1%	2,918,387	2,583,245	13.0%	Department Stores	Bldg.Matls-Whsle	Bldg.Matls-Retail	Food Processing Eqp
Woodside	40.8%	126.8%	-0.9%	1909.1%	178.8%	5.1%	122,100	79,724	53.2%	Restaurants	Florist/Nursery	Miscellaneous Other	Service Stations
SANTA CLARA COUNTY													
Campbell	2.0%	7.1%	3.1%	0.9%	-15.8%	-52.5%	2,032,069	2,028,858	0.2%	RESTAURANTS	BLDG.MATLS-RETAIL	BUSINESS SERVICES	BLDG.MATLS-WHSLE
Cupertino	2.7%	23.6%	6.7%	26.2%	40.5%	-7.6%	5,737,846	4,336,321	32.3%	BUSINESS SERVICES	FOOD PROCESSING EQP	MISCELLANEOUS RETAIL	DEPARTMENT STORES
Gilroy	6.6%	3.9%	-1.6%	4.1%	12.7%	-6.5%	3,176,554	3,041,275	4.4%	Apparel Stores	Department Stores	Furniture/Appliance	Auto Sales - Used
Los Altos	3.9%	7.6%	3.4%	6.8%	6.5%	-8.2%	534,779	508,490	5.2%	Restaurants	Miscellaneous Retail	Florist/Nursery	Business Services
Los Altos Hills	-1.9%	8.4%	-100.0%	20.7%	-29.1%	-0.7%	16,744	16,970	-1.3%	Health & Government	Business Services	Miscellaneous Other	Light Industry
Los Gatos	-39.4%	7.9%	3.9%	9.5%	-5.6%	8.0%	1,696,607	2,174,270	-22.0%	AUTO SALES - NEW	FOOD MARKETS	MISCELLANEOUS RETAIL	SERVICE STATIONS
Milpitas	9.4%	4.5%	14.0%	82.8%	17.5%	27.9%	4,385,119	3,783,457	15.9%	Bldg.Matls-Whsle	Office Equipment	Light Industry	Chemical Products
Monte Sereno	162.3%	-100.0%	-100.0%	-100.0%	104.8%	-50.0%	2,557	1,110	130.4%	Miscellaneous Retail	Chemical Products	Electronic Equipment	Furniture/Appliance

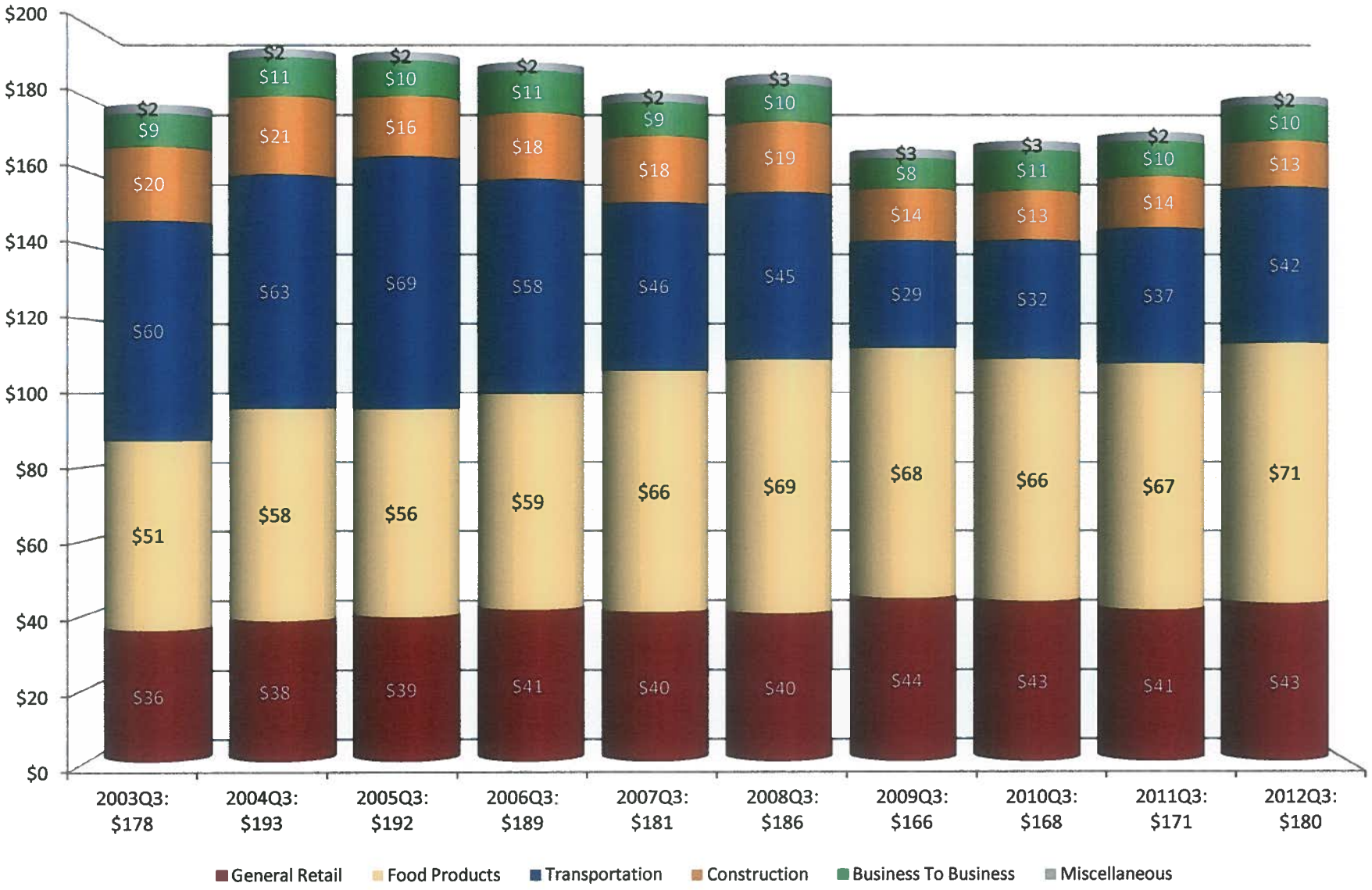
Northern California: Sales Tax Comparison from Jul-Sept 2011 Sales to Jul-Sept 2012 Sales

Jurisdiction	General Retail	Food Products	Trans.	Const.	Business to Business	Misc.	Jul - Sept 2012 Total	Jul - Sept 2011 Total	% Chg	Largest Gain	2nd Largest Gain	Largest Decline	2nd Largest Decline
Morgan Hill	8.4%	7.4%	40.5%	7.2%	7.3%	81.4%	1,654,918	1,384,272	19.6%	Auto Sales - New	Electronic Equipment	Light Industry	Business Services
Mountain View	4.0%	2.2%	10.2%	-19.1%	40.9%	19.2%	3,586,000	3,199,999	12.1%	Office Equipment	Business Services	Electronic Equipment	Bldg.Matls-Whsle
Palo Alto	1.4%	8.2%	13.3%	13.0%	-2.2%	-14.0%	4,593,316	4,437,243	3.5%	Auto Sales - New	Apparel Stores	Misc. Vehicle Sales	Furniture/Appliance
San Jose	4.1%	5.4%	9.1%	3.3%	-1.4%	13.5%	32,921,502	31,606,978	4.2%	AUTO SALES - NEW	RESTAURANTS	ELECTRONIC EQUIPMENT	LIGHT INDUSTRY
Santa Clara	7.7%	3.2%	14.8%	25.8%	10.9%	15.8%	9,557,424	8,548,464	11.8%	ELECTRONIC EQUIPMEN	AUTO SALES - NEW	BLDG.MATLS-RETAIL	RECREATION PRODUCTS
Santa Clara County	16.9%	-6.6%	-1.9%	44.5%	-36.5%	-29.7%	1,035,010	1,074,328	-3.7%	Bldg.Matls-Whsle	Office Equipment	Health & Government	Heavy Industry
Saratoga	-0.1%	2.6%	-3.7%	-92.6%	-42.7%	-29.8%	234,546	244,229	-4.0%	APPAREL STORES	RESTAURANTS	BLDG.MATLS-RETAIL	FLORIST/NURSERY
Sunnyvale	6.9%	5.1%	2.3%	7.3%	3.0%	1.9%	6,741,111	6,482,771	4.0%	Light Industry	Department Stores	Electronic Equipment	Heavy Industry
SOLANO COUNTY													
Rio Vista	23.0%	0.3%	2.0%	8.3%	-63.5%	-30.6%	211,271	227,285	-7.0%	Auto Sales - New	Bldg.Matls-Whsle	Energy Sales	Service Stations
SONOMA COUNTY													
Cloverdale	-2.3%	1.8%	1.1%	37.4%	-36.3%	-23.3%	153,717	146,871	4.7%	Bldg.Matls-Whsle	Food Markets	Restaurants	Bldg.Matls-Retail
Cotati	1.0%	6.1%	-1.6%	-0.6%	10.0%	-22.8%	394,966	388,694	1.6%	Recreation Products	Service Stations	Misc. Vehicle Sales	Miscellaneous Retail
Healdsburg	2.3%	8.8%	17.1%	35.5%	67.1%	22.9%	932,121	770,454	21.0%	Leasing	Bldg.Matls-Whsle	Heavy Industry	Energy Sales
Petaluma	3.9%	-1.0%	10.0%	-4.6%	9.0%	4.8%	2,453,357	2,327,689	5.4%	Auto Sales - New	Light Industry	Food Processing Eqp	Heavy Industry
Rohnert Park	7.7%	2.4%	10.4%	4.2%	-21.0%	22.3%	1,470,609	1,412,127	4.1%	DEPARTMENT STORES	SERVICE STATIONS	ELECTRONIC EQUIPMENT	FOOD MARKETS
Santa Rosa	1.5%	7.4%	6.0%	-1.0%	4.2%	10.8%	6,946,652	6,697,745	3.7%	Auto Sales - New	Restaurants	Service Stations	Office Equipment
Sebastopol	5.3%	6.8%	1.6%	-14.1%	-9.5%	5.5%	349,925	339,675	3.0%	RESTAURANTS	MISCELLANEOUS RETAIL	BLDG.MATLS-WHSLE	BLDG.MATLS-RETAIL
Sonoma	2.6%	3.7%	2.6%	10.4%	104.8%	3.0%	608,434	577,511	5.4%	RESTAURANTS	OFFICE EQUIPMENT	LIQUOR STORES	FOOD PROCESSING EQP
Sonoma County	3.6%	6.1%	1.7%	8.1%	-0.3%	16.3%	3,317,893	3,193,497	3.9%	Energy Sales	Heavy Industry	Office Equipment	Miscellaneous Retail
Windsor	-0.6%	9.2%	12.5%	12.1%	5.1%	-23.1%	829,266	776,875	6.7%	Auto Parts/Repair	Bldg.Matls-Whsle	Service Stations	Miscellaneous Retail
SACRAMENTO VALLEY													
TRANSPORTATION AUTHORITY													
Sacramento Transit	3.2%	2.5%	8.9%	-5.2%	70.0%	-8.9%	23,516,214	22,864,403	4.9%	Auto Sales - New	Department Stores	Bldg.Matls-Whsle	Heavy Industry
BUTTE COUNTY													
Oroville	5.6%	-1.3%	-1.8%	0.2%	-4.2%	-27.7%	793,302	794,061	-0.1%	Apparel Stores	Food Markets	Service Stations	Office Equipment
PLACER COUNTY													
Roseville	8.2%	4.7%	10.1%	9.2%	7.0%	0.5%	9,323,990	8,603,798	8.4%	Auto Sales - New	Department Stores	Electronic Equipment	Misc. Vehicle Sales
SACRAMENTO COUNTY													
Citrus Heights	-0.3%	1.3%	22.0%	-0.8%	-20.6%	-8.1%	2,279,324	2,253,749	1.1%	Service Stations	Auto Sales - New	Office Equipment	Miscellaneous Retail
Elk Grove	1.6%	5.4%	16.7%	3.9%	44.4%	-17.4%	4,103,331	3,704,389	10.8%	Auto Sales - New	Business Services	Energy Sales	Miscellaneous Retail
Folsom	7.5%	8.6%	10.2%	4.1%	-1.0%	-7.3%	3,600,840	3,342,814	7.7%	Auto Sales - New	Restaurants	Electronic Equipment	Service Stations
Galt	-1.4%	-9.7%	-11.5%	4.6%	-26.1%	-26.2%	309,637	354,712	-12.7%	Business Services	Drug Stores	Food Markets	Chemical Products
Isleton	-12.4%	-13.3%	-70.6%	-94.3%	-16.3%	-93.4%	32,103	38,438	-16.5%	Business Services	Miscellaneous Retail	Energy Sales	Restaurants
Rancho Cordova	5.5%	8.4%	-6.5%	14.5%	1.7%	-3.7%	3,138,156	3,028,363	3.6%	Electronic Equipment	Bldg.Matls-Whsle	Business Services	Office Equipment
Sacramento	3.9%	0.9%	6.1%	-5.5%	0.8%	-25.3%	13,682,963	13,526,251	1.2%	Auto Sales - New	Service Stations	Bldg.Matls-Whsle	Health & Government
Sacramento County	0.0%	4.6%	14.1%	21.2%	2.1%	-3.2%	15,483,849	14,320,716	8.1%	Auto Sales - New	Bldg.Matls-Whsle	Drug Stores	Miscellaneous Retail
YOLO COUNTY													
Davis	-4.5%	5.1%	13.7%	14.2%	62.4%	20.3%	1,348,266	1,224,863	10.1%	Auto Sales - New	Electronic Equipment	Miscellaneous Retail	Light Industry
West Sacramento	9.2%	-6.9%	25.2%	-23.4%	0.8%	26.5%	3,564,082	3,545,474	0.5%	LIGHT INDUSTRY	AUTO SALES - NEW	BLDG.MATLS-WHSLE	ELECTRONIC EQUIPMENT
Woodland	5.0%	-0.7%	-17.6%	2.4%	6.4%	-39.0%	2,193,105	2,293,116	-4.4%	HEAVY INDUSTRY	DEPARTMENT STORES	SERVICE STATIONS	ENERGY SALES

Sonoma County
Historical Sales Per Capita by Benchmark Year (2012Q3)



Sebastopol
Historical Sales Per Capita by Benchmark Year



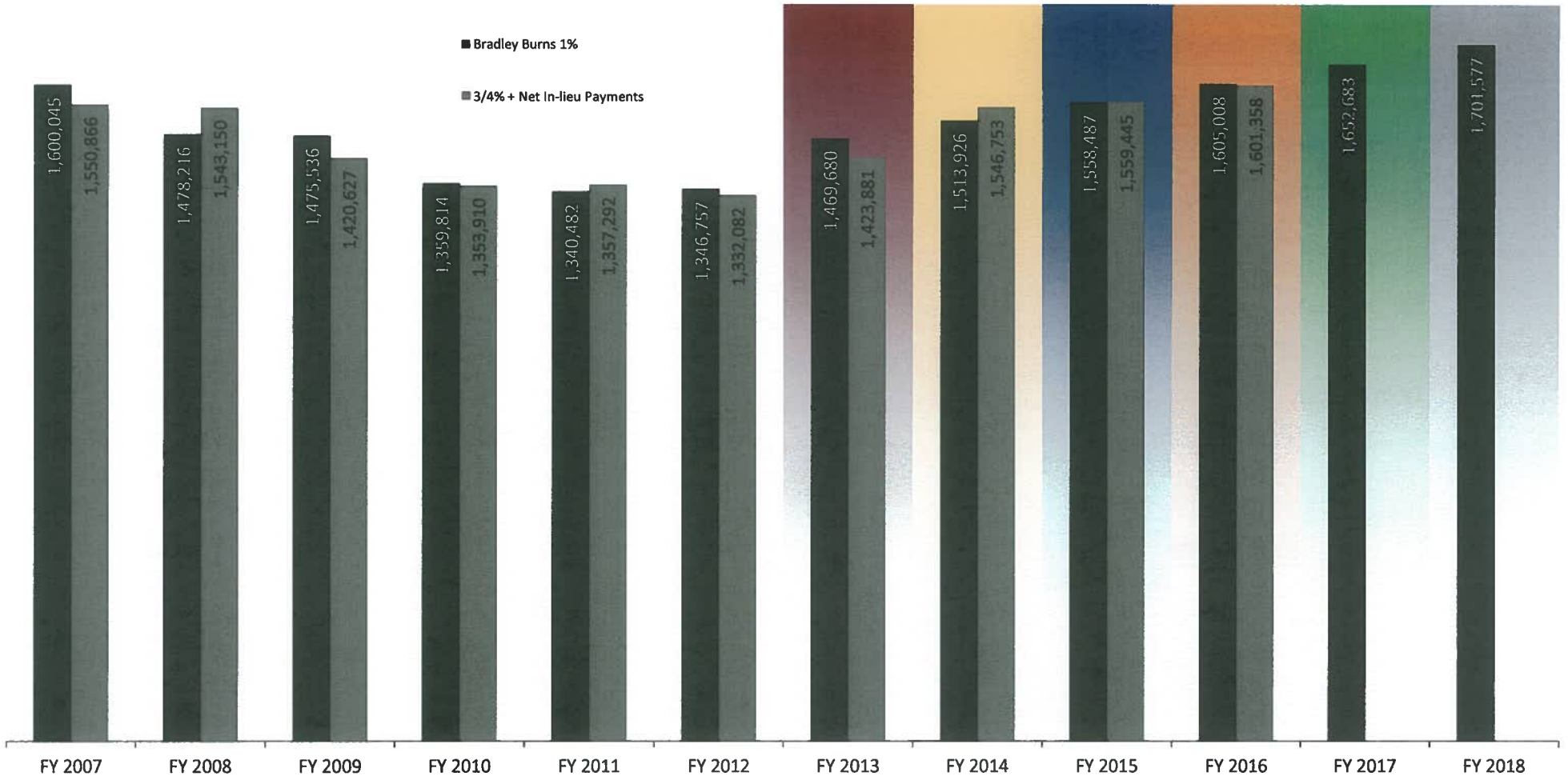
City of Sebastopol: Multi-Fiscal Year Sales Tax Forecast - Summary

	FY 2013		FY 2014		FY 2015		FY 2016		FY 2017		FY 2018	
	%Δ	SΔ	Applied %	$Δ	Applied %	SΔ	Applied %	SΔ	Applied %	SΔ	Applied %	SΔ
Most-Likely Scenario: Base		**$1,445,634**		**$1,469,680**		**$1,513,926**		**$1,558,487**		**$1,605,008**		**$1,652,683**
General Retail		**682**	**1.4%**	**4,550**	**2.0%**	**6,391**	**2.0%**	**6,518**	**2.0%**	**6,647**	**2.0%**	**6,779**
Apparel Stores		(1,331)	1.0%	135	2.0%	272	2.0%	278	2.0%	283	2.0%	289
Department Stores		-	1.0%	-	2.0%	-	2.0%	-	2.0%	-	2.0%	-
Furniture/Appliance		-	0.9%	192	1.8%	388	1.8%	394	1.8%	401	1.8%	408
Drug Stores		-	1.0%	902	2.0%	1,821	2.0%	1,858	2.0%	1,895	2.0%	1,933
Recreation Products		(187)	1.0%	58	2.0%	118	2.0%	120	2.0%	123	2.0%	125
Florist/Nursery		-	1.0%	486	2.0%	981	2.0%	1,001	2.0%	1,021	2.0%	1,041
Miscellaneous Retail		2,200	1.0%	2,778	2.0%	2,811	2.0%	2,867	2.0%	2,925	2.0%	2,983
Food Products		**(1,500)**	**1.1%**	**5,566**	**0.7%**	**3,776**	**0.7%**	**3,832**	**0.7%**	**3,889**	**0.7%**	**3,947**
Restaurants		(541)	0.8%	2,533	1.5%	3,709	1.5%	3,765	1.5%	3,821	1.5%	3,879
Food Markets		2,400	0.0%	3,000	0.0%	-	0.0%	-	0.0%	-	0.0%	-
Liquor Stores		-	0.4%	33	0.8%	66	0.8%	67	0.8%	67	0.8%	68
Food Processing Eqp		(3,359)	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-
Transportation		**4,900**	**2.4%**	**7,790**	**1.5%**	**4,925**	**1.5%**	**5,023**	**1.5%**	**5,124**	**1.5%**	**5,226**
Auto Parts/Repair		500	0.0%	600	0.0%	-	0.0%	-	0.0%	-	0.0%	-
Auto Sales - New		-	1.8%	-	3.0%	-	3.0%	-	3.0%	-	3.0%	-
Auto Sales - Used		-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-
Service Stations		4,400	1.0%	7,190	2.0%	4,925	2.0%	5,023	2.0%	5,124	2.0%	5,226
Misc. Vehicle Sales		-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-
Construction		**(7,613)**	**0.9%**	**789**	**1.9%**	**1,602**	**2.5%**	**2,185**	**2.5%**	**2,240**	**2.5%**	**2,296**
Bldg.Matls-Whsle		(5,483)	1.5%	119	3.0%	241	2.5%	207	2.5%	212	2.5%	217
Bldg.Matls-Retail		(2,130)	0.9%	671	1.8%	1,361	2.5%	1,978	2.5%	2,028	2.5%	2,079
Business To Business		**(1,240)**	**0.0%**	**(19)**	**1.4%**	**962**	**1.8%**	**1,257**	**1.7%**	**1,249**	**1.7%**	**1,277**
Office Equipment		-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-
Electronic Equipment		-	0.8%	105	1.5%	211	3.0%	428	2.8%	404	2.8%	415
Business Services		-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-
Energy Sales		(1,300)	1.0%	(339)	2.0%	316	2.0%	322	2.0%	328	2.0%	335
Chemical Products		-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-
Heavy Industry		100	0.9%	18	1.8%	35	2.0%	41	2.0%	42	2.0%	43
Light Industry		-	0.9%	198	1.8%	400	2.0%	466	2.0%	475	2.0%	484
Leasing		(40)	0.0%	(1)	0.0%	-	0.0%	-	0.0%	-	0.0%	-
Miscellaneous		**-**	**-2.6%**	**(469)**	**0.6%**	**101**	**0.6%**	**102**	**0.6%**	**102**	**0.6%**	**103**
Health & Government		-	0.4%	50	0.8%	101	0.8%	102	0.8%	102	0.8%	103
Miscellaneous Other		-	0.0%	(519)	0.0%	-	0.0%	-	0.0%	-	0.0%	-
Closed Acct-Adjustmt		-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-
Business-Level Adjustments		(4,771)		18,208		17,756		18,916		19,251		19,628
Coming / Threats / Prior Periods		-		-		-		-		-		-
Adjusted Base		1,440,863		1,487,888		1,531,682		1,577,403		1,624,259		1,672,312
Inflation Adjustment	2.0%	28,817	1.8%	26,038	1.8%	26,804	1.8%	27,605	1.8%	28,425	1.8%	29,265
Local 1% Most-Likely Forecast	**9.1%**	**$1,469,680**	**3.0%**	**$1,513,926**	**2.9%**	**$1,558,487**	**3.0%**	**$1,605,008**	**3.0%**	**$1,652,683**	**3.0%**	**$1,701,577**

Local 1% Accrual & Yr/Yr Chg	FY 2013		FY 2014		FY 2015		FY 2016		FY 2017		FY 2018	
July: 2nd Adv	10.2%	1,482,126	2.5%	1,519,912	2.9%	1,564,736	3.0%	1,611,412	3.0%	1,659,252	3.0%	1,709,578
August: 3rd Adv	11.0%	1,490,378	2.2%	1,523,903	3.0%	1,568,903	3.0%	1,615,682	3.0%	1,663,631	3.1%	1,714,911
September: Balance	1.4%	1,458,632	4.6%	1,525,012	3.0%	1,570,060	3.0%	1,616,868	3.0%	1,664,847	3.1%	1,716,393

Cash Accrual & Yr/Yr Chg	FY 2013		FY 2014		FY 2015		FY 2016		FY 2017		FY 2018	
July: 2nd Adv	7.7%	1,433,215	8.2%	1,551,243	0.8%	1,564,132	6.2%	1,661,666				
August: 3rd Adv	8.3%	1,439,404	8.0%	1,554,236	0.8%	1,567,257	8.6%	1,701,872				
September: Balance	1.0%	1,414,232	10.0%	1,555,021	0.8%	1,568,077	9.4%	1,715,472				

City of Sebastopol: Sales Tax Forecast by Fiscal Year



Most-Likely Scenario	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Bradley Burns 1%	1,359,814	1,340,482	1,346,757	1,469,680	1,513,926	1,558,487	1,605,008	1,652,683	1,701,577
3/4% + Net In-lieu Payments	1,353,910	1,357,292	1,332,082	1,423,881	1,546,753	1,559,445	1,601,358		

Most-Likely Scenario	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Bradley Burns 1%	-7.8%	-1.4%	0.5%	9.1%	3.0%	2.9%	3.0%	3.0%	3.0%
3/4% + Net In-lieu Payments	-4.7%	0.2%	-1.9%	6.9%	8.6%	0.8%	2.7%		