

City of Sebastopol

Sales Tax & Economic Review



2013Q2

Jerry.Peeler@MuniServices.com

(559) 287-7773

City of Sebastopol

Sales Period: July 2012 - June 2013

Summary

News from Sales Tax Quarter

- Nationally, 2013Q2 Retail Trade was up 5% over 2012Q2 and up 3.3% over last quarter.
- California Residential Building Permits continued to increase in July, though not at the pace of the preceding twelve months. The average increase over the same month in the prior year for the past 12 months was 63.6%. April 2013 increased over April 2012 172.3%, May 2013 over May 2012 43.2%, June 2013 over June 2012 29.8% and July 2013 over July 2012 only 18%.
- According to the California Department of Finance, New Light Vehicle Registrations increased 12.5% during the first 6 months of 2013 versus a year earlier, much higher than the 7.7% improvement nationally.

News from Today

- According to ShopperTrak, National Retail Revenue in November and December should rise 2.4% over 2012, a little less than the 3% increase of November and December of 2012 over 2011.
- In the first eight months of 2013 9,830 small business were sold in California, up 4.6% from the 9,397 that were sold in the first eight months of 2012.
- According to the Bureau of Economic Analysis, U.S. Retail and Food Services Sales for August were up 4.7% over August 2012. Total sales for the June through August 2013 period were up 5.4% from the same 3 month period a year ago.
- Inflation Update: The California Consumer Price Index, (CPI-U), for August is up 1.2% over August of 2012.

Quarter-Over-Quarter

Apr - Jun 2012 to Apr - Jun 2013

Year-Over-Year

Jul - Jun 2012 to Jul - Jun 2013

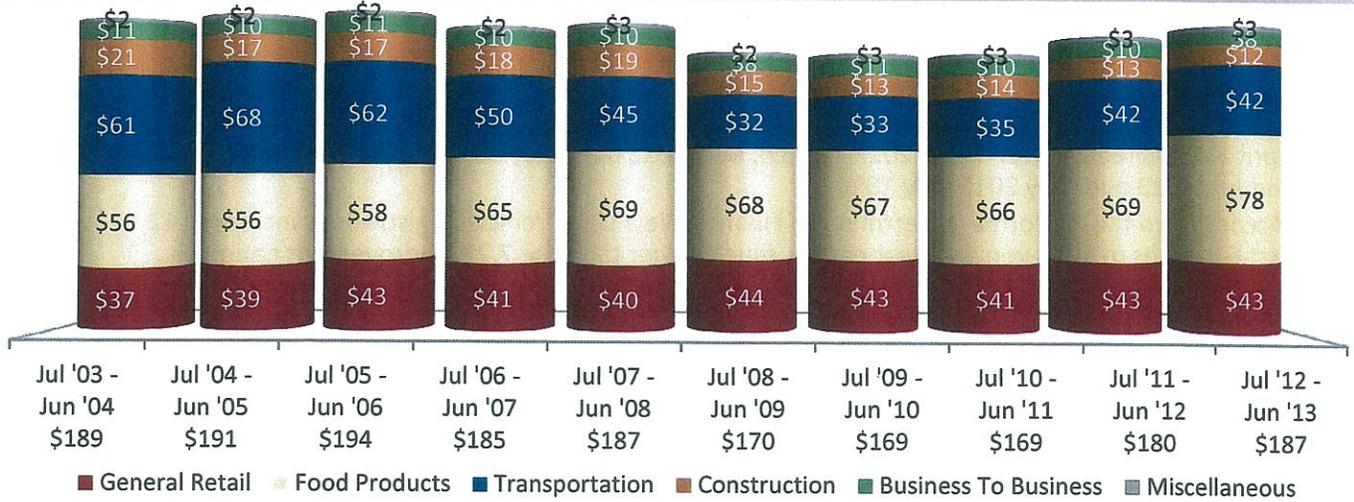
	City of Sebastopol	S.F. Bay Area	Statewide	City of Sebastopol	S.F. Bay Area	Statewide
Total	2.3%	2.1%	2.7%	4.2%	5.0%	4.8%
General Retail	-0.5%	3.3%	2.8%	1.3%	4.4%	4.0%
Food Products	12.0%	6.1%	4.9%	13.2%	6.6%	5.4%
Transportation	-1.5%	6.9%	3.8%	-0.5%	10.6%	6.5%
Construction	8.7%	9.2%	6.2%	-5.7%	9.0%	8.4%
Business To Business	-24.0%	-10.2%	-2.4%	-14.8%	-3.0%	1.6%
Restaurants	5.6%	6.8%	5.9%	8.5%	7.0%	5.6%
Food Markets	6.8%	3.9%	1.8%	4.5%	5.4%	4.8%
Service Stations	-3.3%	-3.3%	-4.4%	-2.4%	1.0%	-0.7%
Miscellaneous Retail	-4.2%	4.6%	3.7%	2.1%	2.2%	3.2%
Drug Stores	-1.8%	0.5%	0.1%	-1.8%	0.0%	-0.7%
Bldg.Matls-Retail	9.2%	5.2%	-0.3%	2.5%	7.2%	3.3%
Auto Parts/Repair	4.5%	4.2%	3.0%	5.2%	4.4%	3.5%
Food Processing Eqp	69.2%	9.1%	8.7%	78.6%	9.2%	7.5%
Florist/Nursery	33.2%	6.1%	3.8%	17.3%	7.5%	4.1%
Light Industry	10.2%	1.3%	1.0%	6.1%	-0.1%	0.1%
Furniture/Appliance	-4.5%	1.0%	1.6%	4.1%	2.8%	1.3%
Apparel Stores	-12.7%	6.1%	4.3%	-8.8%	10.1%	8.0%
Health & Government	-8.5%	3.8%	-5.4%	4.6%	3.0%	-3.4%
Energy Sales	-4.6%	-8.8%	-2.8%	-33.1%	-2.2%	1.1%

City of Sebastopol

Sales Period: July 2012 - June 2013

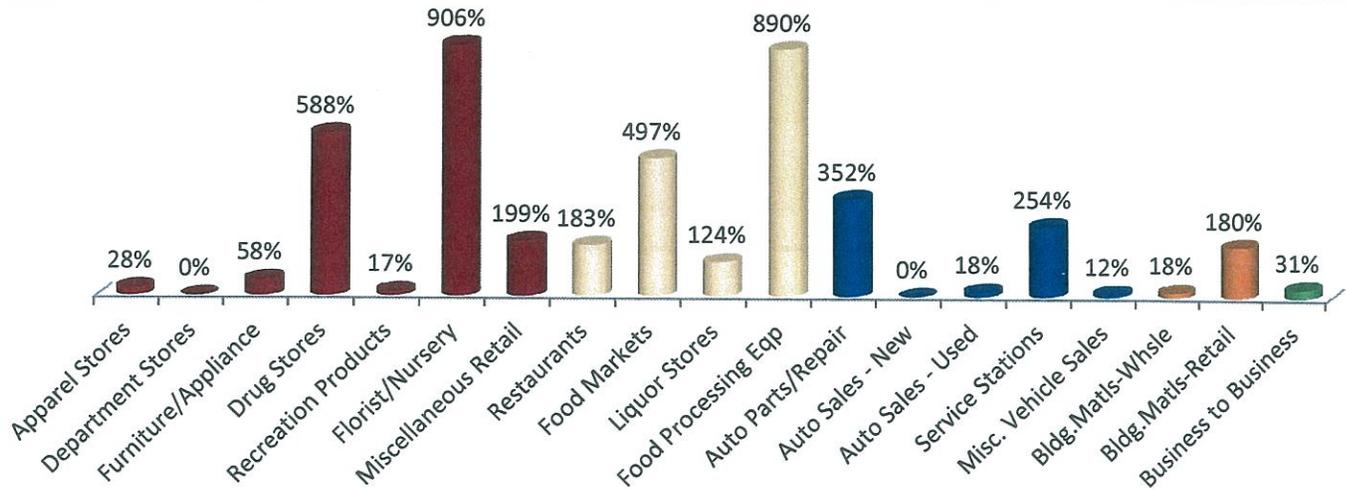
Sales Tax Per Capita

City of Sebastopol's annualized sales tax divided by its population as reported by State Department of Finance

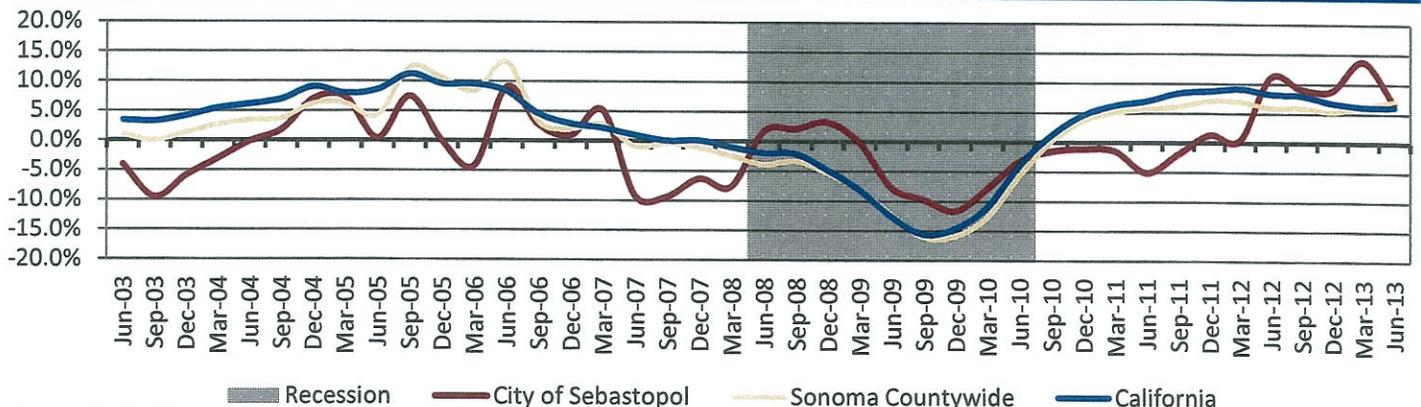


Sales Tax Capture & Leakage Analysis

100% = Equilibrium; Over 100% = Capture; Under 100% = Leakage

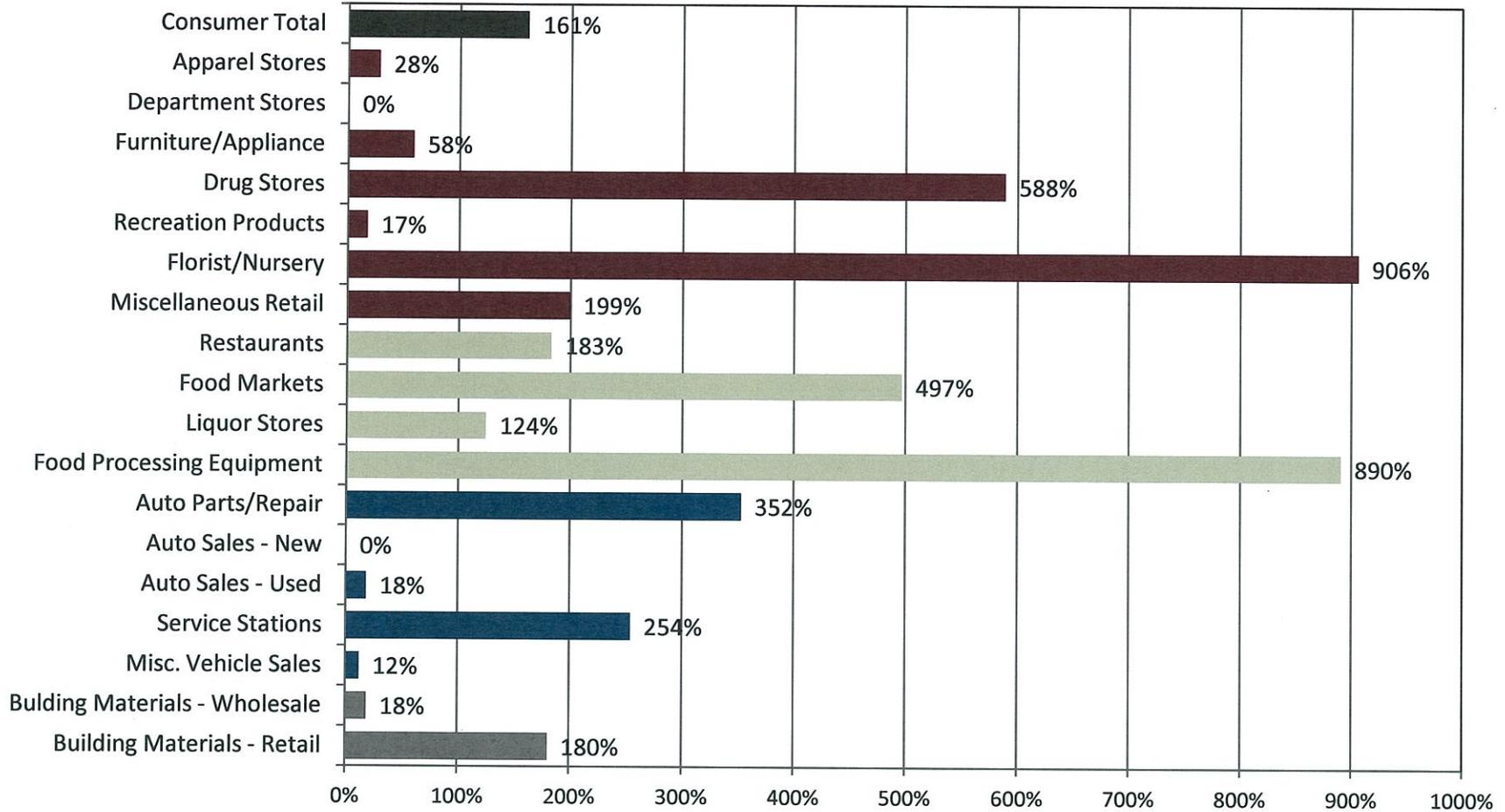


Annualized Change in Sales Tax Cash Receipts



Sebastopol: 2nd Quarter 2013 Sales Tax Capture & Gap Analysis Report

Percent of Potential Sales Tax: Less than 100% indicates Leakage and more than >100% indicates Capture



Economic Category

- Consumer Total
- General Retail
- Food Products
- Transportation
- Construction

Chart's Message

The chart provides an overview of how well Sebastopol is capturing potential sales tax based on its residents' effective buying income (disposable income) compared to purchasing habits in the S.F. Bay Area region.

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 >	Jun-11	Sep-11	Dec-11	Mar-12	Jun-12	Sep-12	Jul-12 thru	Jul-13 thru	\$ Chg	% Chg	Oct-11 thru	Oct-12 thru	\$ Chg	% Chg
	This Year Cash Received >	Jun-12	Sep-12	Dec-12	Mar-13	Jun-13	Sep-13	Sep-12	Sep-13			Sep-12	Sep-13		
	Calendar Sales Quarter >	12Q1	12Q2	12Q3	12Q4	13Q1	13Q2	1 Quarter	1 Quarter						
1 Santa Rosa	6.1	4.1	7.5	2.6	6.5	5.4	7,157,621	7,540,923	383,302	5.4	28,690,338	30,235,596	1,545,258	5.4	
2 Sonoma County	4.9	0.0	3.2	6.1	17.9	17.1	3,467,007	4,059,721	592,714	17.1	13,154,012	14,547,951	1,393,939	10.6	
3 Petaluma	6.4	4.1	4.1	7.0	13.0	15.3	2,449,208	2,825,011	375,803	15.3	9,556,513	10,490,788	934,275	9.8	
4 Rohnert Park	8.0	2.6	12.6	-1.0	4.2	8.0	1,524,939	1,646,469	121,530	8.0	6,175,559	6,532,184	356,625	5.8	
5 Windsor	13.7	8.1	9.6	7.1	2.5	13.7	864,901	983,065	118,164	13.7	3,402,801	3,686,962	284,161	8.4	
6 Healdsburg	1.4	3.4	3.9	21.2	5.9	-0.4	874,876	871,185	-3,691	-0.4	3,140,929	3,372,392	231,463	7.4	
7 Sonoma	17.7	11.9	9.3	3.7	11.9	6.4	644,540	685,950	41,410	6.4	2,358,364	2,538,945	180,581	7.7	
8 Cotati	-22.3	27.5	2.6	-14.0	44.2	-11.6	519,904	459,508	-60,396	-11.6	1,599,147	1,629,705	30,558	1.9	
9 Sebastopol *	-1.7	30.7	2.1	7.4	18.8	0.8	387,676	390,971	3,295	0.8	1,437,928	1,535,699	97,771	6.8	
10 Cloverdale	21.2	24.3	0.1	39.6	-10.8	-6.8	186,655	173,875	-12,780	-6.8	615,282	632,554	17,272	2.8	
Alameda Co.	9.0	12.4	6.8	4.6	4.1	5.1	61,919,918	65,104,571	3,184,653	5.1	236,706,830	248,956,314	12,249,484	5.2	
Contra Costa Co.	5.3	12.0	9.4	3.6	6.2	0.1	35,002,878	35,034,033	31,155	0.1	131,147,050	137,271,971	6,124,921	4.7	
Marin Co.	7.6	6.4	6.6	6.1	8.1	5.0	10,803,250	11,346,542	543,292	5.0	41,867,651	44,550,329	2,682,678	6.4	
Napa Co.	16.9	5.8	11.3	4.1	1.8	7.7	6,784,251	7,304,203	519,952	7.7	26,261,704	27,921,571	1,659,867	6.3	
San Francisco Co.	12.1	8.1	4.1	5.6	4.6	3.5	40,209,582	41,615,392	1,405,810	3.5	156,602,399	163,582,586	6,980,187	4.5	
San Mateo Co.	9.8	6.6	8.1	1.6	8.3	3.1	33,054,897	34,082,589	1,027,692	3.1	128,845,200	135,488,913	6,643,713	5.2	
Santa Clara Co.	13.1	2.8	7.8	9.4	5.1	5.5	89,649,989	94,554,624	4,904,635	5.5	346,684,906	370,753,132	24,068,226	6.9	
Solano Co.	8.9	9.1	7.1	-3.2	19.3	4.4	15,366,384	16,042,998	676,614	4.4	59,732,653	63,524,521	3,791,868	6.3	
Sonoma Co. *	5.8	4.8	6.3	4.5	9.9	8.6	18,077,327	19,636,678	1,559,351	8.6	70,130,873	75,202,776	5,071,903	7.2	
S.F. Bay Area *	10.2	7.3	7.2	5.3	6.3	4.5	310,868,476	324,721,630	13,853,154	4.5	1,197,979,266	1,267,252,113	69,272,847	5.8	
Central Coast	8.8	6.3	15.5	13.8	10.4	8.9	33,398,549	36,382,251	2,983,702	8.9	127,186,833	142,690,843	15,504,010	12.2	
Central Valley	10.8	6.2	6.7	-0.2	7.0	5.4	134,114,049	141,413,628	7,299,579	5.4	515,355,020	539,347,699	23,992,679	4.7	
North Coast	8.8	6.7	3.3	1.7	0.4	3.0	11,382,470	11,721,419	338,949	3.0	43,569,893	44,501,290	931,397	2.1	
Other Northern	6.9	6.6	7.3	1.7	5.7	4.5	14,081,796	14,714,188	632,392	4.5	53,983,163	56,580,829	2,597,666	4.8	
Sacramento Valley	7.3	8.0	6.6	2.1	7.6	4.7	96,734,442	101,260,519	4,526,077	4.7	368,032,092	387,058,223	19,026,131	5.2	
Northern California	9.7	7.1	7.4	3.9	6.7	4.9	600,579,782	630,213,635	29,633,853	4.9	2,306,106,267	2,437,430,997	131,324,730	5.7	
Inland Empire	9.9	9.2	10.8	4.6	9.3	5.3	144,491,576	152,161,181	7,669,605	5.3	552,553,910	593,494,872	40,940,962	7.4	
Other Southern	6.3	0.1	4.8	22.2	57.4	55.0	6,181,657	9,579,341	3,397,684	55.0	25,354,916	34,132,877	8,777,961	34.6	
South Coast	8.9	6.1	8.2	2.6	5.4	8.0	636,965,026	688,030,099	51,065,073	8.0	2,473,180,122	2,622,655,335	149,475,213	6.0	
Southern California	9.1	6.6	8.6	3.1	6.6	7.9	787,638,259	849,770,621	62,132,362	7.9	3,051,088,948	3,250,283,084	199,194,136	6.5	
State Total	9.3	6.8	8.1	3.5	6.7	6.6	1,388,218,041	1,479,984,256	91,766,215	6.6	5,357,195,215	5,687,714,081	330,518,866	6.2	

Northern California: Sales Tax Comparison from Apr-Jun 2012 Sales to Apr-Jun 2013 Sales

Jurisdiction	General Retail	Food Products	Trans.	Const.	Business to Business	Misc.	Apr - Jun 2013 Total	Apr - Jun 2012 Total	% Chg	Largest Gain	2nd Largest Gain	Largest Decline	2nd Largest Decline
CENTRAL COAST													
MONTEREY COUNTY													
Del Rey Oaks	-56.6%	-0.6%	-5.9%	-100.0%	45.9%	34.3%	70,294	70,839	-0.8%	Light Industry	Restaurants	Food Markets	Furniture/Appliance
Monterey	-2.5%	-5.1%	-7.2%	14.1%	-7.7%	0.8%	1,711,357	1,783,967	-4.1%	Bldg.Matls-Whsle	Miscellaneous Other	Restaurants	Auto Sales - New
Pacific Grove	4.8%	2.1%	-11.0%	23.9%	44.2%	-20.6%	332,621	318,260	4.5%	Bldg.Matls-Retail	Furniture/Appliance	Service Stations	Health & Government
SAN LUIS OBISPO COUNTY													
Grover Beach	-9.6%	-3.8%	-10.8%	14.7%	-1.1%	2.4%	238,715	249,083	-4.2%	Bldg.Matls-Whsle	Chemical Products	Service Stations	Miscellaneous Retail
SANTA CRUZ COUNTY													
Capitola	15.4%	-0.2%	6.6%	-8.2%	-42.7%	-18.8%	1,073,757	1,006,495	6.7%	Department Stores	Auto Sales - New	Electronic Equipment	Service Stations
Watsonville	-2.6%	10.8%	6.7%	37.8%	2.5%	10.0%	1,543,161	1,398,023	10.4%	Bldg.Matls-Whsle	Auto Sales - New	Department Stores	Service Stations
CENTRAL VALLEY													
TRANSPORTATION AUTHORITY													
San Joaquin C.O.G.	7.6%	0.1%	6.5%	11.1%	7.2%	-3.2%	12,117,492	11,407,909	6.2%	Bldg.Matls-Whsle	Auto Sales - New	Food Markets	Electronic Equipment
FRESNO COUNTY													
Clovis	12.2%	8.6%	15.4%	10.1%	-8.4%	39.1%	3,821,923	3,426,938	11.5%	Auto Sales - New	Department Stores	Service Stations	Light Industry
Fresno	0.9%	1.4%	1.9%	1.1%	7.8%	-8.7%	17,233,242	16,873,897	2.1%	Auto Sales - Used	Heavy Industry	Service Stations	Electronic Equipment
Kerman	16.2%	3.5%	4.5%	-81.4%	28.5%	-71.4%	397,093	365,017	8.8%	Chemical Products	Auto Sales - New	Bldg.Matls-Whsle	Service Stations
Kingsburg	-2.5%	7.7%	3.1%	1.3%	-42.3%	92.7%	232,922	247,867	-6.0%	Restaurants	Auto Parts/Repair	Heavy Industry	Florist/Nursery
Reedley	12.2%	8.8%	1.6%	4.9%	12.0%	10.6%	384,638	362,342	6.2%	Restaurants	Auto Sales - New	Service Stations	Bldg.Matls-Whsle
Sanger	6.4%	4.5%	-5.0%	33.5%	49.2%	4.0%	439,390	405,038	8.5%	Heavy Industry	Bldg.Matls-Whsle	Electronic Equipment	Service Stations
Selma	6.2%	4.9%	8.3%	-3.4%	11.3%	2.3%	971,605	921,523	5.4%	Auto Sales - New	Department Stores	Bldg.Matls-Retail	Service Stations
KERN COUNTY													
Bakersfield	1.2%	7.2%	2.3%	-6.9%	-8.5%	-4.0%	15,069,322	15,109,979	-0.3%	Auto Sales - New	Restaurants	Energy Sales	Service Stations
Delano	25.9%	4.4%	6.5%	-5.8%	19.3%	4.0%	1,202,449	1,063,859	13.0%	Florist/Nursery	Heavy Industry	Bldg.Matls-Retail	Service Stations
Ridgecrest	-1.3%	-0.3%	-11.6%	-11.6%	-7.7%	-4.0%	606,395	642,175	-5.6%	Auto Sales - Used	Restaurants	Service Stations	Bldg.Matls-Retail
Shafter	17.6%	19.9%	1.0%	46.1%	0.6%	1852.9%	3,089,753	2,641,500	17.0%	Bldg.Matls-Whsle	Miscellaneous Retail	Heavy Industry	Business Services
KINGS COUNTY													
Hanford	-7.7%	3.8%	10.8%	-9.3%	55.0%	2.4%	1,941,483	1,876,997	3.4%	Chemical Products	Auto Sales - New	Florist/Nursery	Bldg.Matls-Retail
MADERA COUNTY													
Chowchilla	35.1%	2.5%	16.9%	28.8%	50.2%	42.2%	261,753	216,567	20.9%	Service Stations	Energy Sales	Auto Sales - New	Liquor Stores
Madera	17.2%	4.2%	12.5%	11.9%	-36.5%	0.6%	1,566,401	1,474,198	6.3%	Service Stations	Bldg.Matls-Whsle	Heavy Industry	Electronic Equipment
MERCED COUNTY													
Atwater	3.9%	-0.9%	-2.4%	-1.9%	-38.2%	-29.2%	567,810	597,053	-4.9%	Department Stores	Heavy Industry	Light Industry	Service Stations
Los Banos	6.3%	20.6%	26.2%	-15.4%	14.1%	-10.8%	828,559	729,620	13.6%	Miscellaneous Retail	Auto Sales - New	Bldg.Matls-Retail	Heavy Industry
SAN JOAQUIN COUNTY													
Escalon	1.5%	-4.5%	12.7%	-7.6%	-8.7%	-25.6%	184,023	176,804	4.1%	Auto Sales - New	Misc. Vehicle Sales	Service Stations	Bldg.Matls-Whsle
Lathrop	-0.8%	37.0%	3.0%	2.4%	-8.7%	-24.6%	589,749	573,873	2.8%	Food Markets	Misc. Vehicle Sales	Light Industry	Energy Sales
Lodi	3.7%	12.1%	-0.5%	-9.1%	13.7%	23.4%	2,155,751	2,066,754	4.3%	Bldg.Matls-Whsle	Food Processing Eqp	Bldg.Matls-Retail	Service Stations
Manteca	7.5%	6.0%	11.6%	-22.8%	27.9%	-60.9%	2,162,278	2,052,146	5.4%	Heavy Industry	Misc. Vehicle Sales	Bldg.Matls-Whsle	Health & Government
Ripon	17.4%	-3.2%	22.7%	14.1%	-18.4%	35.1%	618,846	543,748	13.8%	Service Stations	Bldg.Matls-Whsle	Heavy Industry	Food Markets
San Joaquin County	4.3%	-14.0%	-0.3%	-5.9%	17.9%	-36.6%	3,655,259	3,643,856	0.3%	Chemical Products	Auto Parts/Repair	Food Processing Eqp	Bldg.Matls-Whsle
Stockton	4.3%	1.5%	0.9%	8.0%	4.0%	1.0%	8,581,593	8,311,519	3.2%	Energy Sales	Bldg.Matls-Whsle	Light Industry	Business Services
Tracy	10.6%	-5.5%	22.2%	14.3%	24.0%	10.1%	3,358,678	2,962,549	13.4%	Auto Sales - New	Miscellaneous Retail	Food Markets	Apparel Stores
STANISLAUS COUNTY													
Ceres	0.4%	-3.5%	4.2%	3.6%	7.8%	10.7%	1,264,252	1,229,604	2.8%	Misc. Vehicle Sales	Miscellaneous Retail	Service Stations	Leasing
Modesto	1.9%	1.5%	13.6%	9.1%	2.5%	-10.8%	6,771,106	6,478,680	4.5%	Service Stations	Bldg.Matls-Whsle	Food Markets	Energy Sales
Oakdale	4.7%	-2.2%	-0.3%	2.0%	-32.2%	-8.0%	664,872	690,842	-3.8%	Auto Parts/Repair	Auto Sales - New	Service Stations	Heavy Industry
Riverbank	1.9%	3.7%	-1.5%	17.8%	19.0%	-92.6%	610,749	581,374	5.1%	Bldg.Matls-Whsle	Bldg.Matls-Retail	Service Stations	Health & Government
Turlock	7.1%	4.4%	3.9%	0.0%	2.5%	-1.9%	2,593,988	2,487,417	4.3%	Auto Sales - New	Apparel Stores	Bldg.Matls-Retail	Service Stations

Northern California: Sales Tax Comparison from Apr-Jun 2012 Sales to Apr-Jun 2013 Sales

Jurisdiction	General Retail	Food Products	Trans.	Const.	Business to Business	Misc.	Apr - Jun 2013 Total	Apr - Jun 2012 Total	% Chg	Largest Gain	2nd Largest Gain	Largest Decline	2nd Largest Decline
TULARE COUNTY													
Dinuba	-36.9%	5.2%	4.1%	17.7%	9.8%	-21.1%	885,511	1,098,013	-19.4%	Auto Sales - New	Light Industry	Furniture/Appliance	Service Stations
Exeter	-4.2%	2.1%	5.3%	35.4%	59.2%	-24.1%	187,942	168,666	11.4%	Heavy Industry	Auto Sales - New	Service Stations	Food Markets
Porterville	3.7%	-2.1%	9.8%	-13.1%	-22.6%	-18.0%	1,243,193	1,235,338	0.6%	Auto Sales - New	Department Stores	Business Services	Bldg.Matls-Retail
Tulare	6.7%	12.5%	3.3%	1.0%	3.5%	48.7%	2,149,585	2,042,321	5.3%	Apparel Stores	Service Stations	Heavy Industry	Auto Sales - Used
Visalia	4.9%	2.2%	14.2%	1.2%	3.7%	5.9%	6,144,558	5,781,394	6.3%	Office Equipment	Auto Sales - New	Light Industry	Heavy Industry
TUOLUMNE COUNTY													
Sonora	0.8%	2.1%	-2.3%	-1.6%	-13.0%	-11.0%	585,769	590,539	-0.8%	Food Markets	Apparel Stores	Bldg.Matls-Retail	Energy Sales
NORTH COAST													
COLUSA COUNTY													
Williams	-19.3%	-7.0%	-5.4%	36.7%	-28.3%	-100.0%	138,553	147,792	-6.3%	Bldg.Matls-Whsle	Energy Sales	Light Industry	Food Processing Eqp
LAKE COUNTY													
Lakeport	5.4%	1.5%	6.9%	68.4%	-3.4%	-28.7%	293,555	280,320	4.7%	Auto Sales - Used	Auto Sales - New	Service Stations	Health & Government
MENDOCINO COUNTY													
Fort Bragg	-1.9%	-1.6%	-4.2%	3.4%	-4.2%	-11.2%	344,233	351,059	-1.9%	Bldg.Matls-Retail	Drug Stores	Service Stations	Bldg.Matls-Whsle
Mendocino County	4.7%	-1.8%	-4.5%	41.2%	4.1%	-23.4%	1,141,181	1,125,344	1.4%	Auto Sales - New	Bldg.Matls-Whsle	Service Stations	Liquor Stores
Point Arena	-11.0%	-16.2%	-9.0%	-87.8%	-17.6%	-100.0%	16,160	18,896	-14.5%	Auto Parts/Repair	Misc. Vehicle Sales	Restaurants	Florist/Nursery
Ukiah	2.7%	7.6%	-3.4%	5.0%	66.5%	-5.9%	1,046,171	1,000,972	4.5%	Heavy Industry	Restaurants	Service Stations	Florist/Nursery
Willits	-2.2%	4.3%	-3.5%	17.7%	-11.1%	11.4%	390,727	387,313	0.9%	Bldg.Matls-Whsle	Food Markets	Service Stations	Auto Sales - Used
SHASTA COUNTY													
Redding	2.9%	3.8%	4.9%	7.4%	1.1%	-1.5%	4,826,463	4,637,390	4.1%	Auto Sales - New	Bldg.Matls-Whsle	Service Stations	Misc. Vehicle Sales
S.F. BAY AREA													
TRANSPORTATION AUTHORITIES													
BART	8.9%	5.2%	4.1%	9.4%	-5.9%	-0.6%	53,242,455	51,274,074	3.8%	Miscellaneous Retail	Restaurants	Heavy Industry	Service Stations
VTA 1976 Sales Tax	6.8%	6.7%	3.2%	10.2%	-5.2%	-1.2%	44,636,735	43,558,775	2.5%	Miscellaneous Retail	Auto Sales - New	Office Equipment	Miscellaneous Other
VTA 2000 Measure A	7.4%	6.9%	3.3%	9.9%	-5.7%	-1.2%	44,636,471	43,561,034	2.5%	Miscellaneous Retail	Auto Sales - New	Office Equipment	Service Stations
S.M.A.R.T.	8.0%	5.5%	6.2%	17.7%	10.3%	-4.9%	7,955,165	7,347,106	8.3%	Bldg.Matls-Whsle	Miscellaneous Retail	Liquor Stores	Closed Acct-Adjustmt
ALAMEDA COUNTY													
Alameda	9.5%	3.0%	-0.5%	4.1%	10.3%	-70.6%	1,640,455	1,597,254	2.7%	Office Equipment	Restaurants	Miscellaneous Other	Misc. Vehicle Sales
Alameda County	3.3%	9.6%	-3.5%	18.9%	-46.3%	14.7%	1,951,474	1,929,370	1.1%	Bldg.Matls-Whsle	Restaurants	Electronic Equipment	Light Industry
Albany	-2.3%	-2.6%	5.9%	-6.0%	-1.9%	-10.1%	486,173	491,106	-1.0%	Auto Sales - New	Florist/Nursery	Bldg.Matls-Whsle	Food Markets
Berkeley	1.0%	2.5%	-8.5%	25.2%	3.6%	15.3%	3,642,362	3,564,562	2.2%	Bldg.Matls-Retail	Health & Government	Auto Sales - New	Service Stations
Dublin	6.5%	0.2%	-2.0%	8.8%	2.7%	-52.1%	3,716,892	3,674,675	1.1%	Auto Sales - New	Apparel Stores	Auto Sales - Used	Miscellaneous Other
Emeryville	3.4%	18.5%	-8.7%	-4.3%	-9.4%	-27.3%	1,698,194	1,649,483	3.0%	Restaurants	Furniture/Appliance	Heavy Industry	Miscellaneous Retail
Fremont	0.4%	3.4%	3.1%	0.0%	-11.5%	-11.6%	7,628,176	7,796,452	-2.2%	Heavy Industry	Auto Sales - New	Office Equipment	Light Industry
Hayward	3.8%	1.5%	27.8%	0.1%	-11.8%	2.7%	6,693,855	6,451,795	3.8%	Misc. Vehicle Sales	Heavy Industry	Leasing	Service Stations
Livermore	73.2%	6.5%	13.3%	-3.4%	22.9%	5.8%	5,140,457	4,123,149	24.7%	Apparel Stores	Light Industry	Business Services	Bldg.Matls-Retail
Newark	-0.1%	7.0%	32.4%	8.8%	-20.8%	43.6%	2,116,656	2,062,104	2.6%	Misc. Vehicle Sales	Auto Sales - New	Office Equipment	Service Stations
Oakland	-2.8%	6.7%	0.2%	6.5%	-0.1%	17.9%	10,365,347	10,148,658	2.1%	Restaurants	Bldg.Matls-Whsle	Service Stations	Energy Sales
Piedmont	-22.4%	3.0%	5.0%	5.9%	5.3%	-11.0%	32,194	31,768	1.3%	Bldg.Matls-Retail	Business Services	Miscellaneous Retail	Florist/Nursery
Pleasanton	2.5%	3.7%	17.6%	10.1%	5.4%	17.7%	4,804,829	4,471,441	7.5%	Auto Sales - New	Electronic Equipment	Office Equipment	Department Stores
San Leandro	3.7%	8.5%	11.6%	4.8%	17.0%	-11.3%	5,028,500	4,619,795	8.8%	Heavy Industry	Auto Sales - New	Service Stations	Leasing
Union City	2.1%	3.3%	-5.8%	16.9%	-3.1%	-5.6%	1,937,525	1,878,962	3.1%	Bldg.Matls-Whsle	Restaurants	Heavy Industry	Auto Parts/Repair
CONTRA COSTA COUNTY													
Antioch	0.1%	-0.2%	5.7%	3.9%	-57.6%	-4.1%	2,369,054	2,439,489	-2.9%	Auto Sales - New	Bldg.Matls-Whsle	Electronic Equipment	Service Stations
Brentwood	7.0%	2.2%	-0.8%	18.8%	3.5%	18.0%	1,428,379	1,360,856	5.0%	Bldg.Matls-Whsle	Bldg.Matls-Retail	Auto Sales - Used	Energy Sales
Clayton	2.7%	6.4%	358.3%	-13.3%	82.7%	-43.2%	90,279	82,637	9.2%	Food Markets	Light Industry	Liquor Stores	Miscellaneous Retail
Concord	1.9%	4.6%	8.5%	2.8%	10.4%	-5.8%	6,090,734	5,775,903	5.5%	Auto Sales - New	Office Equipment	Light Industry	Misc. Vehicle Sales
Contra Costa County	-0.4%	10.2%	-3.1%	-13.3%	-3.0%	16.8%	2,348,257	2,390,037	-1.7%	Restaurants	Auto Sales - Used	Bldg.Matls-Whsle	Electronic Equipment
Danville	6.0%	3.3%	-3.8%	-14.0%	-51.8%	-3.3%	1,136,068	1,156,570	-1.8%	Furniture/Appliance	Department Stores	Office Equipment	Light Industry
El Cerrito	2.8%	6.5%	26.3%	-2.1%	-2.2%	-3.1%	828,801	763,656	8.5%	Auto Sales - New	Service Stations	Business Services	Heavy Industry
Hercules	3.5%	-0.7%	-7.6%	-4.1%	11.6%	7.3%	343,773	339,688	1.2%	Chemical Products	Electronic Equipment	Service Stations	Office Equipment
Lafayette	0.6%	5.0%	-4.1%	34.2%	-0.9%	-27.7%	615,273	603,328	2.0%	Restaurants	Food Markets	Miscellaneous Other	Service Stations
Martinez	4.5%	9.0%	12.3%	52.6%	-4.7%	-16.7%	1,293,718	1,106,032	17.0%	Bldg.Matls-Retail	Light Industry	Chemical Products	Energy Sales
Moraga	1.3%	4.3%	-3.8%	4.0%	-43.1%	5.6%	228,151	228,830	-0.3%	Furniture/Appliance	Food Markets	Miscellaneous Retail	Business Services
Oakley	17.8%	8.9%	16.0%	-13.1%	-1.3%	-19.3%	366,266	336,190	8.9%	Heavy Industry	Service Stations	Chemical Products	Auto Parts/Repair

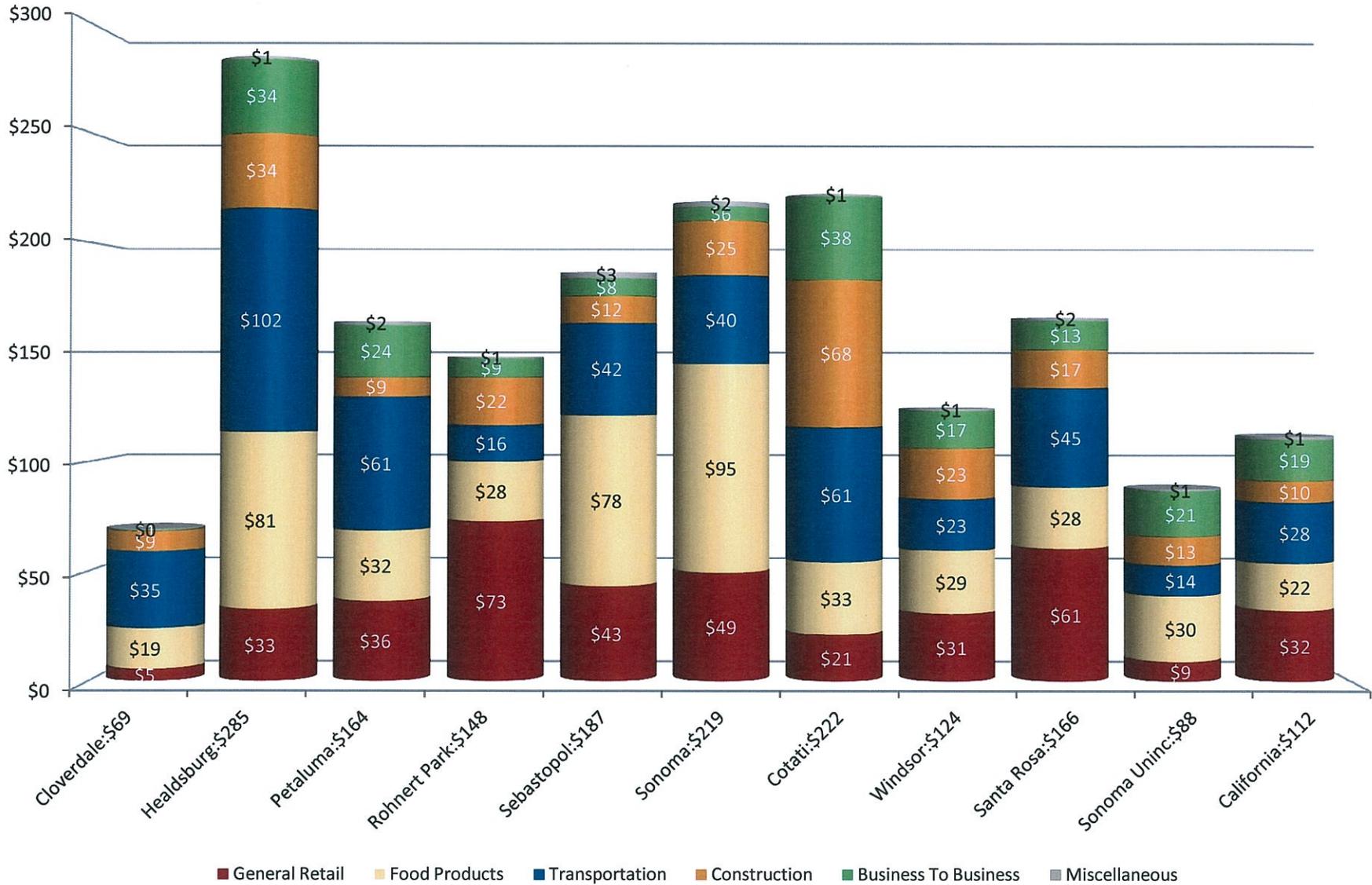
Northern California: Sales Tax Comparison from Apr-Jun 2012 Sales to Apr-Jun 2013 Sales

Jurisdiction	General Retail	Food Products	Trans.	Const.	Business to Business	Misc.	Apr - Jun 2013 Total	Apr - Jun 2012 Total	% Chg	Largest Gain	2nd Largest Gain	Largest Decline	2nd Largest Decline
Orinda	-19.7%	2.9%	-2.9%	-10.1%	13.8%	5.3%	210,355	219,070	-4.0%	Electronic Equipment	Restaurants	Miscellaneous Retail	Bldg.Matls-Whsle
Pinole	6.1%	9.8%	-2.0%	6.4%	5.9%	-2.5%	725,177	683,555	6.1%	Restaurants	Food Markets	Service Stations	Apparel Stores
Pittsburg	2.1%	2.4%	14.2%	42.8%	-89.1%	10.1%	1,553,182	3,295,204	-52.9%	Bldg.Matls-Whsle	Auto Sales - New	Leasing	Chemical Products
Pleasant Hill	4.1%	6.4%	-3.1%	14.4%	2.6%	-28.6%	1,591,594	1,532,500	3.9%	Restaurants	Apparel Stores	Office Equipment	Service Stations
Richmond	1.2%	1.2%	5.1%	-16.5%	-0.6%	-7.7%	2,883,982	2,859,895	0.8%	Auto Sales - New	Auto Sales - Used	Energy Sales	Bldg.Matls-Whsle
San Pablo	-0.1%	1.6%	-2.8%	-10.2%	17.8%	-37.6%	421,464	423,172	-0.4%	Restaurants	Leasing	Auto Parts/Repair	Miscellaneous Retail
San Ramon	0.4%	8.7%	10.3%	5.4%	29.1%	80.9%	2,135,613	1,908,726	11.9%	Business Services	Food Markets	Furniture/Appliance	Apparel Stores
Walnut Creek	0.7%	5.3%	9.1%	23.4%	4.5%	-3.5%	4,610,261	4,387,556	5.1%	Auto Sales - New	Restaurants	Department Stores	Light Industry
MARIN COUNTY													
Corte Madera	-1.1%	3.1%	8.4%	14.5%	-0.8%	23.0%	1,296,752	1,274,302	1.8%	Leasing	Service Stations	Apparel Stores	Energy Sales
Fairfax	18.3%	5.4%	8.5%	4.2%	-18.8%	-16.4%	130,756	122,863	6.4%	Food Markets	Miscellaneous Retail	Business Services	Florist/Nursery
Larkspur	10.1%	10.7%	-32.6%	15.9%	11.1%	10.6%	519,949	507,827	2.4%	Business Services	Apparel Stores	Service Stations	Office Equipment
Marin County	-8.4%	2.7%	11.0%	-14.0%	55.9%	7.3%	923,051	877,049	5.2%	Heavy Industry	Auto Sales - New	Miscellaneous Retail	Bldg.Matls-Whsle
Mill Valley	6.0%	5.2%	2.3%	0.8%	43.9%	7.9%	622,248	593,143	4.9%	Restaurants	Recreation Products	Auto Parts/Repair	Miscellaneous Other
Novato	9.9%	4.7%	-2.0%	1.8%	6.4%	10.3%	1,828,390	1,742,182	4.9%	Miscellaneous Other	Miscellaneous Retail	Auto Sales - New	Light Industry
Ross	-38.3%	-22.9%	-100.0%	-100.0%	458.6%	25.0%	9,342	9,739	-4.1%	Heavy Industry	Business Services	Miscellaneous Retail	Restaurants
San Rafael	7.7%	0.3%	-0.4%	11.5%	6.8%	-10.3%	4,016,730	3,856,799	4.1%	Bldg.Matls-Whsle	Leasing	Misc. Vehicle Sales	Business Services
Sausalito	-13.2%	3.2%	-34.3%	1.1%	-3.6%	-4.2%	402,008	431,612	-6.9%	Restaurants	Business Services	Food Markets	Misc. Vehicle Sales
Tiburon	6.1%	10.5%	-100.0%	-12.8%	98.0%	-18.5%	117,227	105,549	11.1%	Restaurants	Apparel Stores	Recreation Products	Department Stores
NAPA COUNTY													
Napa	2.7%	11.0%	2.5%	8.8%	25.3%	-13.2%	3,121,580	2,917,467	7.0%	Office Equipment	Restaurants	Service Stations	Health & Government
Saint Helena	3.8%	16.3%	0.1%	10.0%	32.8%	30.4%	619,302	552,277	12.1%	Restaurants	Bldg.Matls-Retail	Food Processing Eqp	Service Stations
Yountville	9.5%	11.3%	182.4%	156.5%	-66.3%	-43.1%	263,663	233,326	13.0%	Restaurants	Service Stations	Health & Government	Recreation Products
SAN FRANCISCO COUNTY													
San Francisco	4.2%	6.7%	3.1%	13.4%	-18.9%	-4.2%	35,665,341	35,131,167	1.5%	Restaurants	Miscellaneous Retail	Heavy Industry	Office Equipment
SAN MATEO COUNTY													
Atherton	-26.9%	-15.0%	-100.0%	178.2%	-49.4%	-15.2%	26,764	33,875	-21.0%	Restaurants	Furniture/Appliance	Food Processing Eqp	Light Industry
Belmont	16.6%	3.0%	-2.8%	-1.7%	6.8%	8.1%	632,722	620,209	2.0%	Office Equipment	Miscellaneous Retail	Service Stations	Bldg.Matls-Whsle
Brisbane	-28.8%	5.1%	-11.3%	29.6%	-85.9%	-2.4%	538,000	934,041	-42.4%	Bldg.Matls-Retail	Bldg.Matls-Whsle	Office Equipment	Furniture/Appliance
Burlingame	-6.3%	6.4%	4.9%	31.1%	6.4%	28.5%	2,213,215	2,110,040	4.9%	Auto Sales - New	Bldg.Matls-Whsle	Miscellaneous Retail	Furniture/Appliance
Colma	2.7%	-1.9%	24.6%	-1.7%	22.1%	10.2%	1,999,959	1,784,388	12.1%	Auto Sales - New	Auto Sales - Used	Business Services	Bldg.Matls-Retail
San Mateo County	4.8%	4.4%	11.0%	2.4%	-4.2%	-93.1%	3,919,718	4,093,342	-4.2%	Leasing	Service Stations	Energy Sales	Miscellaneous Other
Daly City	1.9%	5.2%	2.3%	-3.1%	-5.9%	-2.2%	2,325,082	2,272,152	2.3%	Auto Sales - New	Restaurants	Service Stations	Department Stores
East Palo Alto	9.0%	2.1%	3.5%	-4.0%	9.6%	-1.9%	733,074	698,722	4.9%	Recreation Products	Furniture/Appliance	Bldg.Matls-Retail	Florist/Nursery
Foster City	5.0%	5.1%	-3.3%	-4.3%	-55.8%	23.1%	747,585	1,022,652	-26.9%	Business Services	Restaurants	Light Industry	Office Equipment
Half Moon Bay	-21.9%	10.6%	-8.8%	15.1%	103.8%	-3.3%	542,763	545,807	-0.6%	Restaurants	Office Equipment	Recreation Products	Service Stations
Hillsborough	-79.7%	-30.3%	-4.7%	-100.0%	-87.0%	-40.8%	13,025	63,110	-79.4%	Light Industry	Health & Government	Miscellaneous Retail	Leasing
Menlo Park	-1.4%	6.1%	-4.2%	15.1%	1.6%	1.2%	1,390,866	1,358,762	2.4%	Restaurants	Electronic Equipment	Furniture/Appliance	Service Stations
Millbrae	2.5%	2.6%	2.4%	-4.7%	-3.5%	-6.1%	498,019	490,807	1.5%	Restaurants	Miscellaneous Retail	Food Markets	Furniture/Appliance
Pacifica	2.8%	8.0%	2.3%	-13.0%	-14.9%	-4.4%	435,160	420,198	3.6%	Restaurants	Service Stations	Bldg.Matls-Retail	Miscellaneous Other
Portola Valley	-0.1%	2.6%	4.1%	22.3%	-29.7%	48.7%	44,325	44,204	0.3%	Miscellaneous Other	Bldg.Matls-Retail	Heavy Industry	Business Services
Redwood City	4.0%	4.4%	7.4%	12.0%	-1.7%	30.3%	4,532,261	4,310,630	5.1%	Auto Sales - New	Bldg.Matls-Whsle	Leasing	Light Industry
San Bruno	5.4%	5.5%	-18.8%	-8.7%	-19.5%	-17.7%	1,631,583	1,713,388	-4.8%	Miscellaneous Retail	Restaurants	Service Stations	Auto Sales - New
San Carlos	4.0%	4.3%	38.3%	21.8%	-4.7%	-0.2%	1,838,949	1,674,607	9.8%	Bldg.Matls-Whsle	Auto Parts/Repair	Electronic Equipment	Chemical Products
San Mateo	4.0%	5.4%	-0.8%	9.5%	-50.9%	19.0%	3,885,463	4,014,796	-3.2%	Recreation Products	Restaurants	Leasing	Auto Parts/Repair
South San Francisco	-0.5%	10.4%	-2.9%	8.0%	4.7%	24.5%	2,982,033	2,872,178	3.8%	Chemical Products	Restaurants	Business Services	Heavy Industry
Woodside	20.6%	-1.3%	-3.6%	-97.6%	-13.2%	29.0%	126,937	122,836	3.3%	Furniture/Appliance	Health & Government	Miscellaneous Retail	Service Stations
SANTA CLARA COUNTY													
Campbell	-2.5%	6.4%	3.2%	5.3%	17.4%	-3.7%	2,218,601	2,126,738	4.3%	Bldg.Matls-Whsle	Recreation Products	Miscellaneous Retail	Furniture/Appliance
Cupertino	-0.4%	5.3%	-2.8%	19.2%	-12.6%	-0.7%	4,595,781	5,039,048	-8.8%	Food Processing Eqp	Bldg.Matls-Whsle	Electronic Equipment	Business Services
Gilroy	-3.2%	2.0%	3.0%	2.5%	8.8%	-0.2%	3,048,632	3,039,796	0.3%	Auto Sales - New	Misc. Vehicle Sales	Apparel Stores	Service Stations
Los Altos	-10.6%	-0.2%	-6.0%	1.0%	23.2%	1.1%	519,082	541,602	-4.2%	Miscellaneous Retail	Apparel Stores	Florist/Nursery	Service Stations
Los Altos Hills	28.1%	-3.1%	-100.0%	178.8%	-59.8%	-14.0%	19,814	23,528	-15.8%	Furniture/Appliance	Health & Government	Miscellaneous Other	Office Equipment
Los Gatos	-10.9%	3.8%	1.4%	3.0%	3.3%	12.1%	1,698,831	1,762,911	-3.6%	Auto Sales - New	Business Services	Miscellaneous Retail	Service Stations
Milpitas	7.3%	8.5%	-6.7%	21.3%	-18.2%	12.8%	4,387,349	4,442,062	-1.2%	Bldg.Matls-Whsle	Furniture/Appliance	Office Equipment	Auto Sales - New
Monte Sereno	85.8%	-100.0%	-100.0%	-100.0%	-42.4%	-14.5%	3,187	4,421	-27.9%	Business Services	Miscellaneous Retail	Chemical Products	Recreation Products

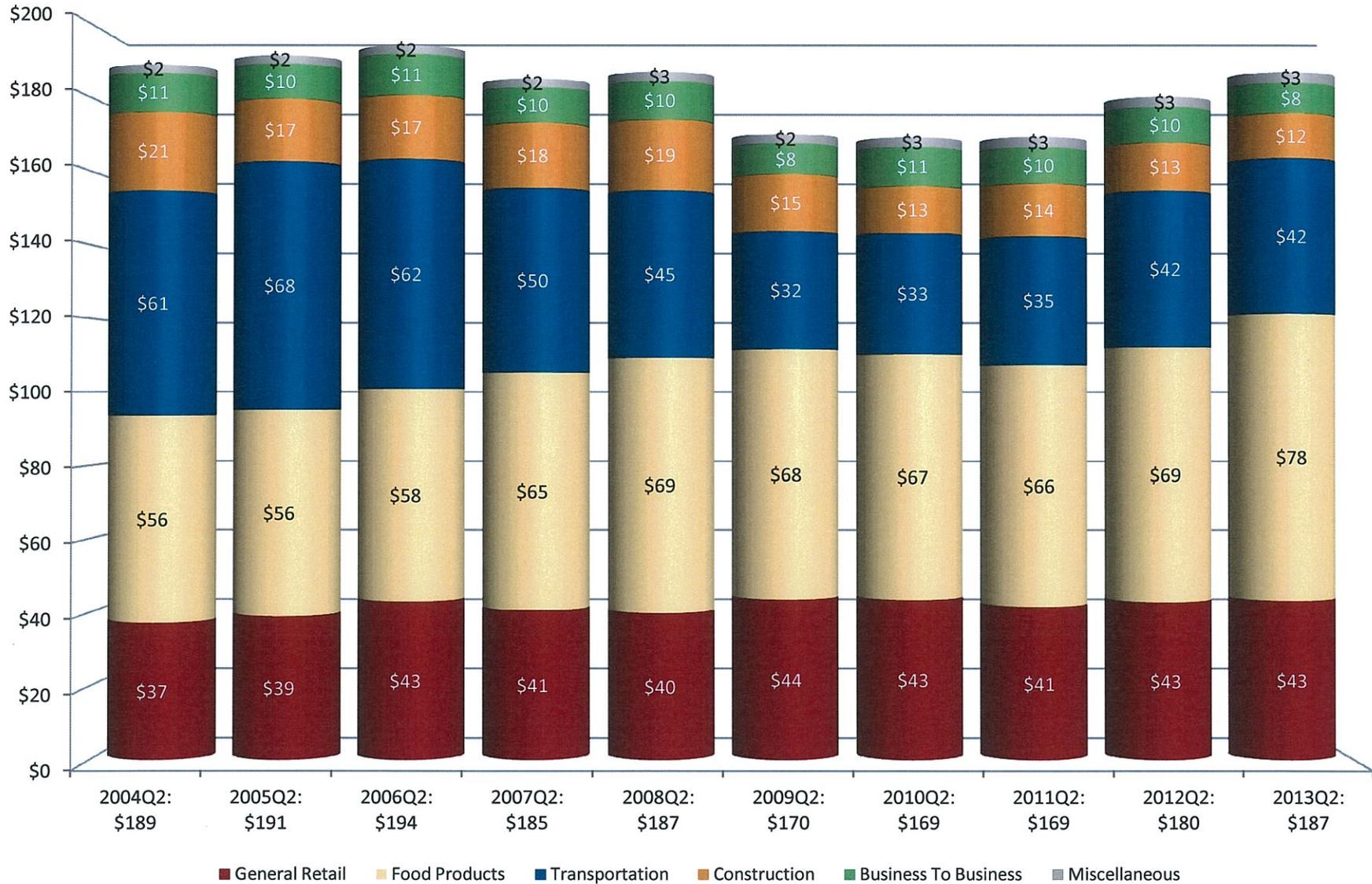
Northern California: Sales Tax Comparison from Apr-Jun 2012 Sales to Apr-Jun 2013 Sales

Jurisdiction	General Retail	Food Products	Trans.	Const.	Business to Business	Misc.	Apr - Jun 2013 Total	Apr - Jun 2012 Total	% Chg	Largest Gain	2nd Largest Gain	Largest Decline	2nd Largest Decline
Morgan Hill	11.1%	11.8%	17.5%	12.7%	-18.8%	-19.8%	1,821,167	1,695,874	7.4%	Auto Sales - New	Auto Parts/Repair	Electronic Equipment	Heavy Industry
Mountain View	-2.0%	23.3%	-1.5%	11.0%	4.1%	0.8%	3,459,130	3,293,648	5.0%	Restaurants	Business Services	Office Equipment	Service Stations
Palo Alto	-3.0%	7.7%	241.2%	110.0%	-21.5%	6.8%	6,700,045	4,900,839	36.7%	Auto Sales - New	Heavy Industry	Electronic Equipment	Office Equipment
San Jose	2.5%	5.8%	-2.8%	9.6%	-11.0%	1.1%	33,787,267	34,105,578	-0.9%	Restaurants	Bldg.Matls-Whsle	Office Equipment	Service Stations
Santa Clara	26.1%	3.9%	-3.9%	19.4%	-4.0%	2.2%	9,706,389	9,400,067	3.3%	Furniture/Appliance	Bldg.Matls-Whsle	Office Equipment	Heavy Industry
Santa Clara County	2.7%	5.6%	-28.6%	1.6%	39.7%	-7.8%	971,517	953,258	1.9%	Office Equipment	Food Processing Eqp	Service Stations	Apparel Stores
Saratoga	31.8%	-5.2%	-10.0%	129.1%	-47.4%	-64.4%	221,317	234,151	-5.5%	Furniture/Appliance	Miscellaneous Retail	Office Equipment	Restaurants
Sunnyvale	-11.4%	4.7%	1.4%	-7.3%	0.1%	6.8%	6,770,348	6,868,708	-1.4%	Light Industry	Restaurants	Miscellaneous Retail	Office Equipment
SOLANO COUNTY													
Rio Vista	-10.2%	-0.5%	4.5%	-14.2%	-25.7%	14.9%	199,418	203,270	-1.9%	Auto Sales - New	Service Stations	Energy Sales	Bldg.Matls-Whsle
SONOMA COUNTY													
Cloverdale	7.1%	12.0%	5.7%	-16.2%	-1.6%	-20.1%	154,953	148,680	4.2%	Service Stations	Restaurants	Bldg.Matls-Whsle	Business Services
Cotati	24.4%	14.4%	8.0%	-3.2%	24.0%	26.3%	428,162	394,209	8.6%	Restaurants	Service Stations	Bldg.Matls-Retail	Florist/Nursery
Healdsburg	3.0%	2.1%	8.4%	19.9%	31.0%	8.7%	875,316	794,792	10.1%	Heavy Industry	Auto Sales - New	Food Processing Eqp	Energy Sales
Petaluma	4.3%	8.4%	10.6%	15.7%	15.4%	-2.1%	2,482,413	2,266,350	9.5%	Auto Sales - New	Chemical Products	Heavy Industry	Business Services
Rohnert Park	4.1%	3.1%	22.0%	13.8%	-9.8%	-16.4%	1,526,804	1,436,881	6.3%	Bldg.Matls-Whsle	Restaurants	Food Markets	Office Equipment
Santa Rosa	3.7%	6.9%	10.8%	10.1%	-3.2%	-6.2%	7,108,324	6,694,531	6.2%	Auto Sales - New	Bldg.Matls-Whsle	Business Services	Office Equipment
Sebastopol	-0.5%	12.0%	-1.5%	8.7%	-24.0%	-24.5%	357,679	349,486	2.3%	Food Processing Eqp	Restaurants	Electronic Equipment	Service Stations
Sonoma	1.3%	5.5%	3.0%	11.6%	31.0%	8.6%	618,766	585,986	5.6%	Restaurants	Bldg.Matls-Retail	Electronic Equipment	Recreation Products
Sonoma County	11.8%	6.7%	-0.4%	13.5%	33.0%	-7.4%	3,575,959	3,178,912	12.5%	Heavy Industry	Light Industry	Service Stations	Energy Sales
Windsor	2.5%	14.9%	27.7%	-0.4%	12.2%	49.8%	884,196	800,756	10.4%	Auto Parts/Repair	Food Processing Eqp	Heavy Industry	Florist/Nursery
SACRAMENTO VALLEY													
TRANSPORTATION AUTHORITY													
Sacramento Transit	3.7%	2.5%	5.3%	1.1%	-2.3%	-1.1%	24,610,301	24,048,812	2.3%	Auto Sales - New	Restaurants	Office Equipment	Business Services
BUTTE COUNTY													
Oroville	7.4%	6.1%	2.4%	-23.3%	-12.4%	-10.3%	841,693	844,338	-0.3%	Miscellaneous Retail	Auto Sales - New	Bldg.Matls-Retail	Bldg.Matls-Whsle
PLACER COUNTY													
Roseville	3.0%	8.2%	8.8%	6.1%	48.0%	3.1%	10,234,783	9,327,936	9.7%	Electronic Equipment	Auto Sales - New	Service Stations	Energy Sales
SACRAMENTO COUNTY													
Citrus Heights	-1.3%	1.7%	1.1%	3.4%	9.7%	2.2%	2,380,757	2,363,655	0.7%	Restaurants	Office Equipment	Miscellaneous Retail	Florist/Nursery
Elk Grove	7.1%	3.1%	12.6%	2.3%	11.4%	1.6%	4,373,746	4,026,345	8.6%	Auto Sales - New	Department Stores	Heavy Industry	Chemical Products
Folsom	4.3%	6.7%	22.1%	2.9%	25.0%	35.9%	3,968,894	3,571,513	11.1%	Auto Sales - New	Restaurants	Food Markets	Light Industry
Galt	-1.3%	2.8%	2.5%	16.5%	-8.2%	-14.9%	343,690	343,424	0.1%	Restaurants	Auto Parts/Repair	Food Markets	Light Industry
Isleton	37.3%	-3.5%	-82.1%	-100.0%	-5.4%	-33.3%	38,222	40,124	-4.7%	Restaurants	Miscellaneous Retail	Energy Sales	Food Markets
Rancho Cordova	6.0%	9.2%	-2.9%	7.4%	-0.6%	2.7%	3,350,851	3,244,964	3.3%	Light Industry	Bldg.Matls-Whsle	Business Services	Leasing
Sacramento	1.7%	2.3%	-0.8%	15.1%	0.3%	-3.3%	14,286,116	13,952,147	2.4%	Bldg.Matls-Whsle	Restaurants	Service Stations	Heavy Industry
Sacramento County	0.2%	1.7%	4.0%	15.7%	6.2%	-10.0%	15,648,056	14,974,850	4.5%	Bldg.Matls-Whsle	Auto Sales - New	Service Stations	Food Markets
YOLO COUNTY													
Davis	-7.5%	6.0%	17.5%	5.3%	-34.7%	9.8%	1,562,330	1,499,652	4.2%	Misc. Vehicle Sales	Auto Sales - New	Heavy Industry	Miscellaneous Retail
West Sacramento	-1.7%	3.3%	8.3%	16.8%	-1.8%	-27.6%	3,475,277	3,464,872	0.3%	Bldg.Matls-Whsle	Auto Sales - New	Health & Government	Leasing
Woodland	4.1%	2.7%	3.7%	19.7%	20.3%	-7.1%	2,325,555	2,153,570	8.0%	Bldg.Matls-Whsle	Heavy Industry	Food Markets	Service Stations

Sonoma County Historical Sales Per Capita by Benchmark Year (2013Q2)



Sebastopol Historical Sales Per Capita by Benchmark Year



City of Sebastopol: FY 2014 Sales Tax Forecast

Based on sales thru Jun 2013 (CYQ2) and Cash thru Sep 2013

Date: November 4, 2013

1 - Projected Base \$ 1,535,699

2 - Business Level Adj.	\$Δ
General Retail	(41,027)
Food Products	(26,768)
Transportation	(12,975)
Construction	610
Business to Business	7,720
Miscellaneous	(4,374)

3 - County Pool Adj.	Received Date	\$
	2012Q3	
	2012Q4	
	2013Q1	

4 - Coming Soon or Threats	Expected Date	\$
----------------------------	---------------	----

Total Adjustments (76,814)

5 - Forecast Scenarios	Growth Adj.	Local 1%	0.75% + Flip
Pessimistic: 3.0%	2.3%	1,491,710	1,561,771
Most Likely: 4.0%	3.0%	1,502,652	1,569,977
Optimistic: 5.0%	3.8%	1,513,594	1,578,183

6 - Local 1%	Pessimistic	Most Likely	Optimistic
2nd Adv: Jul 2014	1,478,100	1,491,090	1,504,081
3rd Adv: Aug 2014	1,469,115	1,483,471	1,497,828
Balance: Sep 2014	1,483,930	1,498,665	1,513,401

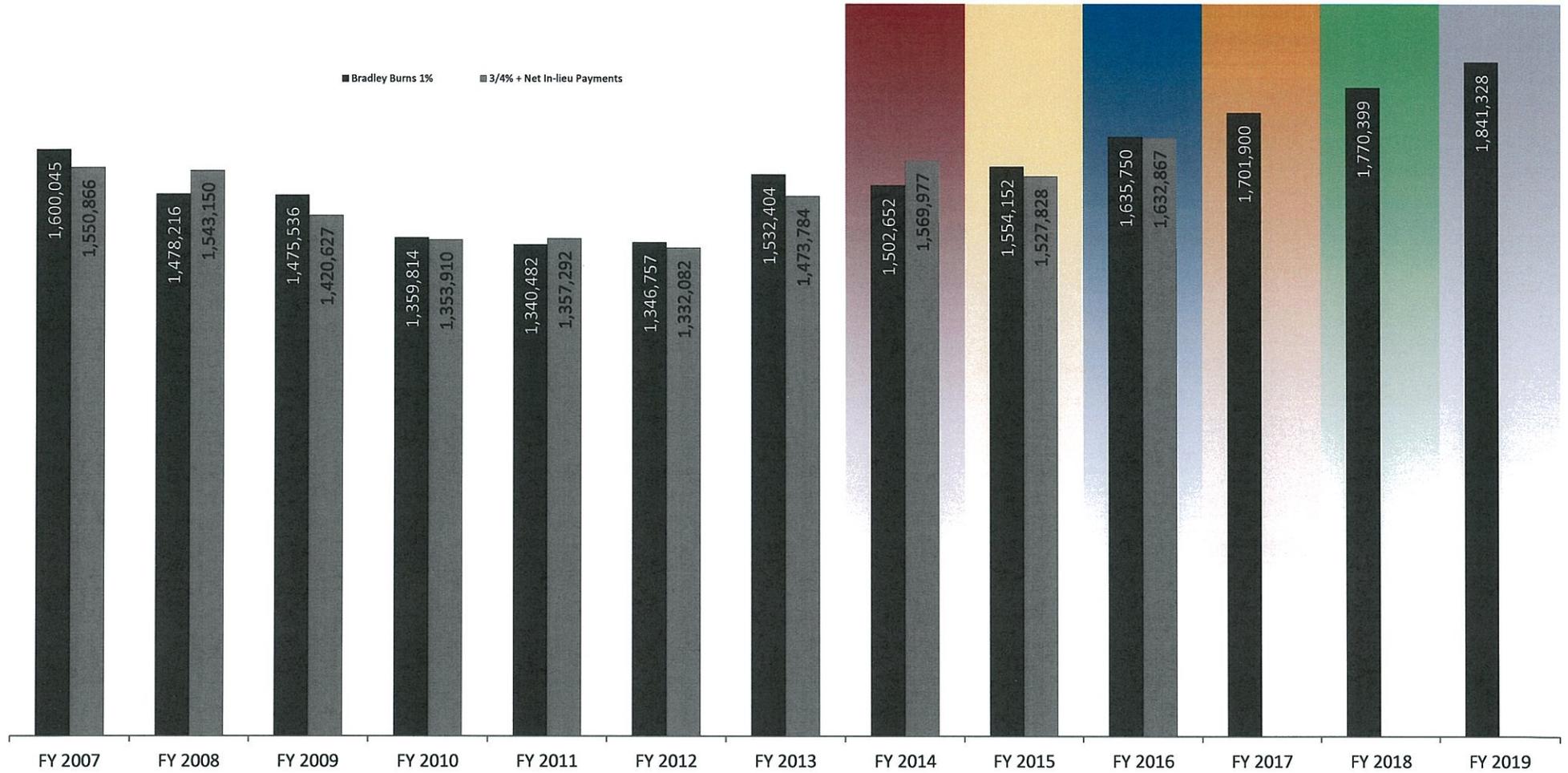
7 - 0.75% + Flip	Pessimistic	Most Likely	Optimistic
2nd Adv: Jul 2014	1,551,563	1,561,306	1,571,048
3rd Adv: Aug 2014	1,544,824	1,555,592	1,566,359
Balance: Sep 2014	1,554,595	1,565,647	1,576,699

Cash Flow	1.00%	0.75%	Flip	Cumulative
1st Adv: Jun 2013	110,267	82,700		(81,419)
2nd Adv: Jul 2013	110,267	82,700		(108,986)
3rd Adv: Aug 2013	146,933	110,200		(145,719)
Balance: Sep 2013	23,505	16,584		(152,639)
Total	390,971	292,184		
1st Adv: Sep 2013	107,867	80,900		(179,606)
2nd Adv: Oct 2013	107,867	80,900		(206,573)
3rd Adv: Nov 2013	143,822	107,867		(242,528)
Balance: Dec 2013	26,220	16,825		(251,923)
Total	385,776	286,492		
1st Adv: Dec 2013	104,663	78,498		(278,089)
2nd Adv: Jan 2014	104,663	78,498		(304,255)
In-Lieu			201,016	(103,239)
True-Up			53,852	(49,387)
1/4% Admin Fee			(3,745)	(49,387)
Total Triple Flip			251,123	
3rd Adv: Feb 2014	139,551	104,663		(84,275)
Balance: Mar 2014	38,764	26,274		(96,765)
Total	387,643	287,933		
1st Adv: Mar 2014	91,331	68,498		(119,598)
2nd Adv: Apr 2014	91,331	68,498		(142,431)
3rd Adv: May 2014	121,774	91,331		(172,874)
In-Lieu			201,016	28,141
True-Up			0	28,141
1/4% Admin Fee			0	28,141
Total Triple Flip			201,016	
Balance: Jun 2014	33,826	22,903		17,218
Total	338,262	251,230		
Total	1,502,652	1,117,839	452,138	17,218

Shaded area indicates forecasted dollars.

8 - Notes
 Local 1% Net Effective Growth Rate = -1.9%
 0.75% + Flip Net Effective Growth Rate = 6.5%
 2 - Business Level Adj. include adjustment for:
 2012Q3 to 2013Q2 Frizelle Enos (35,436) 1 BMY - General Retail

City of Sebastopol: Sales Tax Forecast by Fiscal Year



Most-Likely Scenario	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019
Bradley Burns 1%	1,340,482	1,346,757	1,532,404	1,502,652	1,554,152	1,635,750	1,701,900	1,770,399	1,841,328
3/4% + Net In-lieu Payments	1,357,292	1,332,082	1,473,784	1,569,977	1,527,828	1,632,867	-	-	-

Most-Likely Scenario	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019
Bradley Burns 1%	-1.4%	0.5%	13.8%	-1.9%	3.4%	5.3%	4.0%	4.0%	4.0%
3/4% + Net In-lieu Payments	0.2%	-1.9%	10.6%	6.5%	-2.7%	6.9%	-	-	-