

# City of Sebastopol

## Sales Tax & Economic Review



2013Q1

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# City of Sebastopol

Sales Period: April 2012 - March 2013

## Summary

### News from Sales Tax Quarter

- DataQuick reports an estimated 42,293 houses and condos sold in California in May, up 8.3% from April and up 1.2% from the previous year. It was the highest number sold in the month of May since May of 2006.
- The median price paid for a home in California in May was \$340,000, the highest for any month since it was \$354,000 in April of 2008.
- The California Employment Development Department reports that the State Unemployment Rate for May of 2013 was 8.6%, down 2.1% from 10.7% the previous year, and down 0.4% from the prior month.

### News from Today

- The U.S. Energy Information Administration reports the current average retail price of gasoline is \$ 4.07 per gallon, up 19 cents (4.8%) from \$3.88 per gallon last year. The annual average regular gasoline price is projected to decline from \$3.63 per gallon in 2012 to \$3.49 per gallon in 2013, and to \$3.37 per gallon in 2014.
- Motor Intelligence reports new Light Vehicle Sales of 1,444,626, up 8.2% over May of last year. Sales for January through May were 6,424,707, up 7.3% over 5,986,605 for the same period last year.
- The U.S. Census Bureau reports that Retail and Food Services Sales are up 4.3% over May of last year. Total sales for March through May were up 3.7% over the same period last year.

## Quarter-Over-Quarter

Jan - Mar 2012 to Jan - Mar 2013

## Year-Over-Year

Apr - Mar 2012 to Apr - Mar 2013

	City of Sebastopol	S.F. Bay Area	Statewide	City of Sebastopol	S.F. Bay Area	Statewide
<b>Total</b>	<i>up -</i> <b>10.8%</b>	<b>4.5%</b>	<b>3.8%</b>	<i>up -</i> <b>6.3%</b>	<b>6.6%</b>	<b>5.7%</b>
General Retail	<b>0.0%</b>	4.9%	5.3%	<b>3.8%</b>	4.4%	4.2%
Food Products	<b>35.0%</b>	5.1%	3.4%	<b>14.7%</b>	7.1%	5.9%
Transportation	<b>-3.3%</b>	10.0%	4.1%	<b>2.3%</b>	11.8%	7.9%
Construction	<b>-12.8%</b>	12.2%	8.4%	<b>-13.1%</b>	7.8%	7.6%
Business To Business	<b>-18.0%</b>	<b>-5.4%</b>	<b>-0.3%</b>	<b>-1.6%</b>	2.9%	4.2%
Restaurants	<b>6.1%</b>	5.5%	3.8%	<b>7.6%</b>	7.4%	5.8%
Service Stations	<b>-4.0%</b>	<b>-0.4%</b>	<b>-1.5%</b>	<b>0.8%</b>	2.8%	0.7%
Food Markets	<b>4.2%</b>	4.3%	2.3%	<b>4.4%</b>	6.5%	6.4%
Miscellaneous Retail	<b>-1.3%</b>	<b>-0.3%</b>	2.0%	<b>5.1%</b>	1.6%	2.8%
Drug Stores	<b>2.3%</b>	1.0%	2.0%	<b>-0.4%</b>	0.4%	<b>-0.5%</b>
Food Processing Eqp	<b>1389.4%</b>	5.7%	4.0%	<b>118.0%</b>	7.5%	5.9%
Bldg.Matls-Retail	<b>1.4%</b>	6.6%	<b>-0.5%</b>	<b>-1.5%</b>	5.4%	2.6%
Auto Parts/Repair	<b>-2.1%</b>	4.2%	0.9%	<b>5.5%</b>	4.5%	4.1%
Florist/Nursery	<b>9.5%</b>	14.3%	6.8%	<b>16.9%</b>	7.2%	4.3%
Light Industry	<b>31.4%</b>	<b>-5.0%</b>	<b>-1.9%</b>	<b>13.6%</b>	1.0%	0.7%
Furniture/Appliance	<b>-0.2%</b>	0.8%	<b>-0.6%</b>	<b>7.3%</b>	3.4%	1.6%
Apparel Stores	<b>-11.1%</b>	14.0%	12.9%	<b>-4.7%</b>	9.6%	9.1%
Health & Government	<b>13.4%</b>	0.5%	<b>-5.2%</b>	<b>10.8%</b>	5.3%	<b>-1.1%</b>
Electronic Equipment	<b>-59.0%</b>	<b>-17.7%</b>	<b>-4.7%</b>	<b>83.1%</b>	<b>-7.2%</b>	1.0%



# Quarterly Cash Receipts Analysis



County	\$ Change	% Change
Alameda	\$2,321,207	4.0%
Alpine	\$10,277	14.9%
Amador	\$60,210	7.2%
Butte	\$522,452	8.6%
Calaveras	\$53,244	8.2%
Colusa	\$220,436	32.2%
Contra Costa	\$1,939,462	6.2%
Del Norte	(\$1,985)	-0.4%
El Dorado	\$238,167	6.1%
Fresno	\$1,881,298	6.9%
Glenn	\$1,415	0.2%
Humboldt	\$126,499	3.2%
Imperial	\$3,626,948	67.0%
Inyo	(\$59,007)	-7.4%
Kern	\$2,825,018	8.0%
Kings	\$256,760	8.6%
Lake	(\$25,681)	-2.1%
Lassen	(\$6,137)	-1.1%
Los Angeles	\$18,404,608	5.9%
Madera	\$136,733	4.4%
Marin	\$789,509	8.1%
Mariposa	\$6,267	2.1%
Mendocino	\$28,933	1.0%
Merced	\$218,688	3.8%
Modoc	(\$27,939)	-12.9%
Mono	\$37,949	6.6%
Monterey	\$1,085,893	9.1%
Napa	\$110,454	1.8%
Nevada	\$44,879	1.8%
Orange	\$7,752,703	6.1%

County	\$ Change	% Change
Placer	\$1,555,940	9.9%
Plumas	(\$43,465)	-10.8%
Riverside	\$7,862,541	12.1%
Sacramento	\$2,707,568	6.2%
San Benito	\$151,158	15.0%
San Bernardino	\$4,680,716	6.7%
San Diego	\$3,050,312	2.7%
San Francisco	\$1,680,904	4.6%
San Joaquin	\$1,550,960	7.7%
San Luis Obispo	\$1,524,370	15.0%
San Mateo	\$2,612,500	8.2%
Santa Barbara	\$271,237	1.9%
Santa Clara	\$4,185,453	5.1%
Santa Cruz	\$399,818	5.9%
Shasta	\$38,897	0.7%
Sierra	\$480	1.5%
Siskiyou	\$66,905	6.2%
Solano	\$2,601,186	19.3%
Sonoma	\$1,578,352	9.9%
Stanislaus	\$1,195,702	7.3%
Sutter	\$303,583	10.3%
Tehama	\$234,723	14.4%
Trinity	\$18,270	11.3%
Tulare	\$479,334	3.7%
Tuolumne	\$144,482	11.7%
Ventura	\$2,346,457	8.9%
Yolo	\$880,881	12.1%
Yuba	(\$38,191)	-3.5%
Statewide	\$84,620,336	6.6%

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 >	Mar-11	Jun-11	Sep-11	Dec-11	Mar-12	Jun-12	Jul-11 thru	Jul-12 thru	\$ Chg	% Chg	Jul-11 thru	Jul-12 thru	\$ Chg	% Chg
	This Year Cash Received >	Mar-12	Jun-12	Sep-12	Dec-12	Mar-13	Jun-13	Jun-12	Jun-13			Jun-12	Jun-13		
	Calendar Sales Quarter >	11Q4	12Q1	12Q2	12Q3	12Q4	13Q1	4 Quarters	4 Quarters						
1 Santa Rosa	9.2	6.1	4.1	7.5	2.6	6.5	28,407,394	29,852,294	1,444,900	5.1	28,407,394	29,852,294	1,444,900	5.1	
2 Sonoma County	7.9	4.9	0.0	3.2	6.1	17.9	13,154,964	13,955,237	800,273	6.1	13,154,963	13,955,236	800,273	6.1	
3 Petaluma	9.9	6.4	4.1	4.1	7.0	13.0	9,459,033	10,114,985	655,952	6.9	9,459,034	10,114,984	655,950	6.9	
4 Rohnert Park	2.7	8.0	2.6	12.6	-1.0	4.2	6,136,358	6,410,653	274,295	4.5	6,136,357	6,410,653	274,296	4.5	
5 Windsor	1.3	13.7	8.1	9.6	7.1	2.5	3,337,706	3,568,798	231,092	6.9	3,337,706	3,568,799	231,093	6.9	
6 Healdsburg	-1.8	1.4	3.4	3.9	21.2	5.9	3,111,944	3,376,083	264,139	8.5	3,111,944	3,376,083	264,139	8.5	
7 Sonoma	1.6	17.7	11.9	9.3	3.7	11.9	2,289,624	2,497,534	207,910	9.1	2,289,624	2,497,534	207,910	9.1	
8 Cotati	7.5	-22.3	27.5	2.6	-14.0	44.2	1,487,136	1,690,101	202,965	13.6	1,487,136	1,690,101	202,965	13.6	
<b>9 Sebastopol *</b>	<b>8.1</b>	<b>-1.7</b>	<b>30.7</b>	<b>2.1</b>	<b>7.4</b>	<b>18.8</b>	<b>1,346,758</b>	<b>1,532,403</b>	<b>185,645</b>	<b>13.8</b>	<b>1,346,757</b>	<b>1,532,404</b>	<b>185,647</b>	<b>13.8</b>	
10 Cloverdale	-10.6	21.2	24.3	0.1	39.6	-10.8	578,785	645,335	66,550	11.5	578,786	645,335	66,549	11.5	
Alameda Co.	7.7	9.0	12.4	6.8	4.6	4.1	229,869,144	245,771,660	15,902,516	6.9	229,869,145	245,771,660	15,902,515	6.9	
Contra Costa Co.	6.1	5.3	12.0	9.4	3.6	6.2	127,403,981	137,240,816	9,836,835	7.7	127,403,981	137,240,815	9,836,834	7.7	
Marin Co.	5.4	7.6	6.4	6.6	6.1	8.1	41,221,757	44,007,038	2,785,281	6.8	41,221,757	44,007,037	2,785,280	6.8	
Napa Co.	12.2	16.9	5.8	11.3	4.1	1.8	25,887,414	27,401,619	1,514,205	5.8	25,887,414	27,401,619	1,514,205	5.8	
San Francisco Co.	7.7	12.1	8.1	4.1	5.6	4.6	153,578,154	162,176,775	8,598,621	5.6	153,578,153	162,176,776	8,598,623	5.6	
San Mateo Co.	7.4	9.8	6.6	8.1	1.6	8.3	126,806,398	134,461,221	7,654,823	6.0	126,806,397	134,461,221	7,654,824	6.0	
Santa Clara Co.	6.4	13.1	2.8	7.8	9.4	5.1	344,240,694	365,848,497	21,607,803	6.3	344,240,694	365,848,497	21,607,803	6.3	
Solano Co.	16.5	8.9	9.1	7.1	-3.2	19.3	58,452,816	62,847,907	4,395,091	7.5	58,452,816	62,847,907	4,395,091	7.5	
<b>Sonoma Co. *</b>	<b>7.1</b>	<b>5.8</b>	<b>4.8</b>	<b>6.3</b>	<b>4.5</b>	<b>9.9</b>	<b>69,309,702</b>	<b>73,643,423</b>	<b>4,333,721</b>	<b>6.3</b>	<b>69,309,701</b>	<b>73,643,423</b>	<b>4,333,722</b>	<b>6.3</b>	
<b>S.F. Bay Area *</b>	<b>7.5</b>	<b>10.2</b>	<b>7.3</b>	<b>7.2</b>	<b>5.3</b>	<b>6.3</b>	<b>1,176,770,060</b>	<b>1,253,398,956</b>	<b>76,628,896</b>	<b>6.5</b>	<b>1,176,770,058</b>	<b>1,253,398,955</b>	<b>76,628,897</b>	<b>6.5</b>	
Central Coast	10.0	8.8	6.3	15.5	13.8	10.4	125,203,451	139,707,141	14,503,690	11.6	125,203,451	139,707,142	14,503,691	11.6	
Central Valley	11.0	10.8	6.2	6.7	-0.2	7.0	507,572,894	532,048,119	24,475,225	4.8	507,572,893	532,048,120	24,475,227	4.8	
North Coast	4.7	8.8	6.7	3.3	1.7	0.4	42,854,559	44,162,339	1,307,780	3.1	42,854,559	44,162,340	1,307,781	3.1	
Other Northern	5.5	6.9	6.6	7.3	1.7	5.7	53,115,045	55,948,435	2,833,390	5.3	53,115,045	55,948,435	2,833,390	5.3	
Sacramento Valley	8.3	7.3	8.0	6.6	2.1	7.6	360,832,321	382,532,149	21,699,828	6.0	360,832,325	382,532,146	21,699,821	6.0	
<b>Northern California</b>	<b>8.4</b>	<b>9.7</b>	<b>7.1</b>	<b>7.4</b>	<b>3.9</b>	<b>6.7</b>	<b>2,266,348,330</b>	<b>2,407,797,139</b>	<b>141,448,809</b>	<b>6.2</b>	<b>2,266,348,331</b>	<b>2,407,797,138</b>	<b>141,448,807</b>	<b>6.2</b>	
Inland Empire	9.6	9.9	9.2	10.8	4.6	9.3	540,396,043	585,825,268	45,429,225	8.4	540,396,045	585,825,268	45,429,223	8.4	
Other Southern	0.2	6.3	0.1	4.8	22.2	57.4	25,346,252	30,735,194	5,388,942	21.3	25,346,252	30,735,194	5,388,942	21.3	
South Coast	7.4	8.9	6.1	8.2	2.6	5.4	2,436,800,317	2,571,590,263	134,789,946	5.5	2,436,800,316	2,571,590,262	134,789,946	5.5	
<b>Southern California</b>	<b>7.7</b>	<b>9.1</b>	<b>6.6</b>	<b>8.6</b>	<b>3.1</b>	<b>6.6</b>	<b>3,002,542,612</b>	<b>3,188,150,725</b>	<b>185,608,113</b>	<b>6.2</b>	<b>3,002,542,613</b>	<b>3,188,150,724</b>	<b>185,608,111</b>	<b>6.2</b>	
<b>State Total</b>	<b>8.0</b>	<b>9.3</b>	<b>6.8</b>	<b>8.1</b>	<b>3.5</b>	<b>6.7</b>	<b>5,268,890,942</b>	<b>5,595,947,864</b>	<b>327,056,922</b>	<b>6.2</b>	<b>5,268,890,944</b>	<b>5,595,947,862</b>	<b>327,056,918</b>	<b>6.2</b>	

Northern California: Sales Tax Comparison from Jan - Mar 2012 Sales to Jan - Mar 2013 Sales

Jurisdiction	General Retail	Food Products	Trans.	Const.	Business to Business	Misc.	Jan - Mar 2013 Total	Jan - Mar 2012 Total	% Chg	Largest Gain	2Nd Largest Gain	Largest Decline	2Nd Largest Decline
<b>CENTRAL COAST</b>													
<b>MONTEREY COUNTY</b>													
Del Rey Oaks	-30.4%	0.9%	-21.3%	-100.0%	24.5%	26.3%	63,307	63,608	-0.5%	Restaurants	Light Industry	Service Stations	Auto Parts/Repair
Monterey	4.2%	-0.5%	-2.8%	12.0%	1.4%	-7.1%	1,528,360	1,512,032	1.1%	Apparel Stores	Department Stores	Food Markets	Furniture/Appliance
Pacific Grove	3.4%	11.3%	-9.1%	9.1%	0.6%	-0.9%	304,886	288,455	5.7%	Restaurants	Bldg.Matls-Retail	Service Stations	Bldg.Matls-Whsle
<b>SAN LUIS OBISPO COUNTY</b>													
Grover Beach	4.2%	3.1%	-6.9%	5.5%	10.5%	11.7%	223,600	221,041	1.2%	Heavy Industry	Bldg.Matls-Whsle	Auto Sales - Used	Light Industry
<b>SANTA CRUZ COUNTY</b>													
Capitola	21.9%	4.8%	5.0%	-2.3%	-53.2%	4.1%	969,234	887,511	9.2%	Department Stores	Auto Sales - New	Electronic Equipment	Business Services
Watsonville	-3.4%	6.7%	-0.5%	12.4%	-4.4%	0.2%	1,304,289	1,277,792	2.1%	Bldg.Matls-Whsle	Auto Sales - New	Department Stores	Service Stations
<b>CENTRAL VALLEY</b>													
<b>TRANSPORTATION AUTHORITY</b>													
San Joaquin C.O.G.	8.5%	-1.0%	4.5%	6.1%	6.0%	-5.5%	10,667,698	10,181,016	4.8%	Department Stores	Auto Sales - New	Food Markets	Electronic Equipment
<b>FRESNO COUNTY</b>													
Clovis	9.7%	5.2%	7.1%	0.8%	1.9%	16.2%	3,391,488	3,174,107	6.8%	Department Stores	Auto Sales - New	Bldg.Matls-Retail	Service Stations
Fresno	3.5%	-0.6%	5.3%	-13.6%	-0.9%	-23.4%	15,965,114	15,837,427	0.8%	Auto Sales - New	Auto Sales - Used	Bldg.Matls-Retail	Electronic Equipment
Kerman	19.7%	0.3%	6.6%	-57.7%	8.5%	758.3%	302,348	290,639	4.0%	Chemical Products	Auto Sales - New	Bldg.Matls-Whsle	Service Stations
Kingsburg	8.1%	4.2%	-37.4%	-43.9%	-32.2%	65.8%	174,182	211,369	-17.6%	Department Stores	Restaurants	Service Stations	Light Industry
Reedley	14.8%	1.1%	-6.3%	-22.7%	15.1%	-22.2%	353,455	357,324	-1.1%	Energy Sales	Department Stores	Bldg.Matls-Whsle	Service Stations
Sanger	9.4%	1.9%	-6.0%	30.0%	1.9%	22.9%	396,136	383,159	3.4%	Department Stores	Bldg.Matls-Whsle	Service Stations	Auto Sales - New
Selma	4.2%	-3.3%	13.2%	-0.3%	-16.2%	18.4%	936,651	883,378	6.0%	Auto Sales - New	Bldg.Matls-Whsle	Bldg.Matls-Retail	Food Markets
<b>KERN COUNTY</b>													
Bakersfield	3.5%	1.7%	1.9%	-7.0%	-1.9%	5.8%	14,279,637	14,167,310	0.8%	Auto Sales - Used	Heavy Industry	Energy Sales	Service Stations
Delano	5.7%	1.0%	4.8%	1.6%	-0.3%	1.1%	912,098	885,600	3.0%	Auto Sales - New	Bldg.Matls-Whsle	Bldg.Matls-Retail	Service Stations
Ridgecrest	-1.2%	-5.4%	6.4%	-6.7%	-17.7%	-36.7%	592,683	604,584	-2.0%	Auto Sales - New	Service Stations	Food Markets	Restaurants
Shafter	17.2%	5.4%	-1.0%	43.2%	20.5%	3509.3%	2,536,821	2,034,179	24.7%	Energy Sales	Bldg.Matls-Whsle	Business Services	Heavy Industry
<b>KINGS COUNTY</b>													
Hanford	-2.9%	0.8%	4.5%	-21.6%	12.7%	100.4%	1,768,118	1,780,855	-0.7%	Chemical Products	Auto Sales - New	Bldg.Matls-Whsle	Florist/Nursery
<b>MADERA COUNTY</b>													
Chowchilla	54.5%	8.9%	35.2%	4.9%	22.2%	139.3%	251,165	197,161	27.4%	Service Stations	Auto Sales - New	Liquor Stores	Drug Stores
Madera	15.0%	5.8%	-0.5%	16.6%	16.7%	23.9%	1,414,545	1,307,819	8.2%	Bldg.Matls-Whsle	Apparel Stores	Bldg.Matls-Retail	Service Stations
<b>MERCED COUNTY</b>													
Atwater	5.8%	0.3%	-3.0%	-0.7%	-30.9%	17.0%	549,843	566,317	-2.9%	Department Stores	Miscellaneous Retail	Light Industry	Heavy Industry
<b>SAN JOAQUIN COUNTY</b>													
Escalon	4.6%	-13.0%	-1.0%	-0.8%	14.9%	72.7%	143,876	146,600	-1.9%	Auto Sales - New	Misc. Vehicle Sales	Service Stations	Liquor Stores
Lathrop	5.9%	5.3%	-12.3%	18.1%	2.6%	8.6%	508,913	527,077	-3.4%	Heavy Industry	Auto Parts/Repair	Service Stations	Light Industry
Lodi	5.1%	9.9%	0.2%	-4.7%	20.3%	-2.0%	1,944,765	1,839,468	5.7%	Department Stores	Food Processing Eqp	Bldg.Matls-Retail	Service Stations
Manteca	10.0%	-1.1%	8.2%	-12.9%	9.4%	6.7%	1,956,354	1,862,199	5.1%	Department Stores	Recreation Products	Bldg.Matls-Whsle	Furniture/Appliance
Ripon	27.1%	1.9%	18.9%	23.8%	11.5%	50.8%	577,376	494,647	16.7%	Service Stations	Bldg.Matls-Whsle	Business Services	Drug Stores
San Joaquin County	6.7%	-7.6%	-2.5%	7.2%	23.6%	-4.7%	2,898,521	2,791,234	3.8%	Chemical Products	Auto Parts/Repair	Service Stations	Misc. Vehicle Sales
Stockton	7.5%	0.8%	3.9%	-0.8%	12.6%	-11.1%	8,148,120	7,745,640	5.2%	Heavy Industry	Department Stores	Food Markets	Light Industry
Tracy	9.7%	4.0%	23.3%	-6.4%	7.1%	11.5%	2,985,007	2,666,281	12.0%	Auto Sales - New	Auto Parts/Repair	Bldg.Matls-Whsle	Electronic Equipment
<b>STANISLAUS COUNTY</b>													
Ceres	1.2%	-0.3%	4.5%	-3.0%	0.3%	29.3%	1,101,881	1,087,151	1.4%	Misc. Vehicle Sales	Energy Sales	Electronic Equipment	Food Markets
Modesto	2.6%	-0.9%	11.1%	5.2%	0.6%	-15.3%	6,306,899	6,114,260	3.2%	Service Stations	Auto Sales - Used	Energy Sales	Miscellaneous Retail
Oakdale	25.6%	5.6%	-18.0%	30.4%	-15.1%	-39.9%	605,692	636,902	-4.9%	Miscellaneous Retail	Bldg.Matls-Whsle	Auto Parts/Repair	Service Stations
Riverbank	6.4%	5.1%	8.9%	2.1%	-15.5%	-54.6%	559,855	536,323	4.4%	Department Stores	Service Stations	Light Industry	Heavy Industry
Turlock	8.5%	13.2%	6.5%	-6.0%	-1.1%	-25.8%	2,489,326	2,360,885	5.4%	Auto Sales - New	Apparel Stores	Service Stations	Bldg.Matls-Whsle

Northern California: Sales Tax Comparison from Jan - Mar 2012 Sales to Jan - Mar 2013 Sales

Jurisdiction	General Retail	Food Products	Trans.	Const.	Business to Business	Misc.	Jan - Mar 2013 Total	Jan - Mar 2012 Total	% Chg	Largest Gain	2Nd Largest Gain	Largest Decline	2Nd Largest Decline
<b>TULARE COUNTY</b>													
Dinuba	-38.5%	-2.2%	0.5%	8.0%	7.9%	-55.4%	835,150	1,093,920	-23.7%	Auto Sales - New	Light Industry	Furniture/Appliance	Service Stations
Exeter	2.6%	-17.1%	-3.0%	54.8%	112.7%	-6.9%	166,149	156,316	6.3%	Leasing	Bldg.Matls-Whsle	Restaurants	Auto Sales - New
Porterville	4.2%	-2.0%	17.1%	-5.6%	31.7%	-40.0%	1,205,104	1,143,588	5.4%	Auto Sales - New	Apparel Stores	Bldg.Matls-Retail	Food Markets
Tulare	6.6%	8.2%	7.2%	-16.4%	-11.7%	29.5%	1,968,574	1,935,633	1.7%	Apparel Stores	Service Stations	Bldg.Matls-Whsle	Heavy Industry
Visalia	9.6%	1.7%	6.6%	-4.7%	65.6%	8.6%	5,724,172	5,107,851	12.1%	Office Equipment	Department Stores	Chemical Products	Food Markets
<b>TUOLUMNE COUNTY</b>													
Sonora	1.4%	3.9%	10.4%	-15.6%	0.7%	0.1%	534,073	534,096	0.0%	Auto Parts/Repair	Miscellaneous Retail	Bldg.Matls-Retail	Furniture/Appliance
<b>NORTH COAST</b>													
<b>COLUSA COUNTY</b>													
Williams	3.7%	-1.4%	-6.7%	-15.4%	180.7%	-100.0%	126,439	114,611	10.3%	Leasing	Heavy Industry	Service Stations	Bldg.Matls-Retail
<b>LAKE COUNTY</b>													
Lakeport	4.8%	10.0%	9.2%	-24.9%	-24.3%	6.0%	267,374	251,192	6.4%	Auto Sales - Used	Auto Sales - New	Service Stations	Heavy Industry
<b>MENDOCINO COUNTY</b>													
Fort Bragg	-2.9%	1.5%	3.7%	17.0%	-15.5%	-25.4%	301,631	301,636	0.0%	Bldg.Matls-Retail	Bldg.Matls-Whsle	Energy Sales	Florist/Nursery
Mendocino County	0.8%	1.9%	26.7%	12.8%	13.6%	-11.2%	951,893	839,721	13.4%	Service Stations	Auto Sales - New	Restaurants	Miscellaneous Retail
Point Arena	-2.2%	-20.8%	-8.5%	-100.0%	-4.7%	-100.0%	13,932	15,480	-10.0%	Florist/Nursery	Bldg.Matls-Retail	Restaurants	Apparel Stores
Ukiah	6.6%	9.0%	-11.5%	4.9%	-11.3%	-8.4%	912,982	904,370	1.0%	Restaurants	Bldg.Matls-Retail	Auto Sales - New	Service Stations
Willits	3.6%	2.0%	2.1%	36.6%	1.8%	1.1%	321,480	302,671	6.2%	Bldg.Matls-Whsle	Auto Parts/Repair	Service Stations	Energy Sales
<b>SHASTA COUNTY</b>													
Redding	8.2%	4.4%	3.0%	1.7%	-0.8%	-1.9%	4,341,252	4,162,836	4.3%	Auto Sales - New	Department Stores	Service Stations	Bldg.Matls-Retail
<b>S.F. BAY AREA</b>													
<b>TRANSPORTATION AUTHORITIES</b>													
BART	11.2%	3.3%	6.4%	7.1%	-4.9%	-7.6%	48,490,980	46,414,306	4.5%	Miscellaneous Retail	Auto Sales - New	Light Industry	Electronic Equipment
VTA 1976 Sales Tax	8.4%	3.7%	5.3%	11.2%	-5.4%	-1.1%	40,369,252	39,247,770	2.9%	Auto Sales - New	Business Services	Office Equipment	Electronic Equipment
VTA 2000 Measure A	8.7%	4.0%	5.3%	10.8%	-5.8%	-0.3%	40,365,674	39,248,541	2.8%	Auto Sales - New	Miscellaneous Retail	Office Equipment	Electronic Equipment
S.M.A.R.T.	9.2%	2.1%	7.6%	17.5%	8.1%	-11.1%	6,994,632	6,493,258	7.7%	Bldg.Matls-Whsle	Auto Sales - New	Miscellaneous Other	Liquor Stores
<b>ALAMEDA COUNTY</b>													
Alameda	10.0%	5.4%	10.0%	2.0%	11.8%	119.5%	1,619,574	1,472,629	10.0%	Office Equipment	Light Industry	Business Services	Furniture/Appliance
Alameda County	17.5%	5.2%	1.0%	32.4%	-41.2%	2.2%	1,770,671	1,686,422	5.0%	Bldg.Matls-Whsle	Apparel Stores	Light Industry	Electronic Equipment
Albany	-2.9%	-9.4%	1.1%	14.4%	9.6%	-22.7%	453,153	459,975	-1.5%	Bldg.Matls-Retail	Auto Sales - New	Miscellaneous Retail	Liquor Stores
Berkeley	-0.6%	0.7%	-3.9%	11.2%	6.3%	-12.8%	3,327,913	3,332,093	-0.1%	Bldg.Matls-Retail	Food Markets	Miscellaneous Retail	Health & Government
Dublin	5.2%	2.2%	0.2%	14.3%	10.7%	-42.1%	3,359,345	3,254,179	3.2%	Office Equipment	Bldg.Matls-Whsle	Auto Sales - Used	Electronic Equipment
Emeryville	4.1%	2.4%	0.8%	-0.7%	7.6%	-6.9%	1,617,506	1,565,353	3.3%	Apparel Stores	Recreation Products	Miscellaneous Retail	Business Services
Fremont	8.2%	3.0%	3.8%	9.9%	-0.6%	23.6%	7,296,743	7,039,122	3.7%	Auto Sales - New	Department Stores	Office Equipment	Light Industry
Hayward	4.9%	-2.4%	10.9%	3.3%	-22.7%	-1.6%	5,987,990	6,199,925	-3.4%	Misc. Vehicle Sales	Bldg.Matls-Whsle	Leasing	Bldg.Matls-Retail
Livermore	81.6%	9.6%	10.4%	16.0%	-9.5%	-1.2%	4,531,714	3,783,643	19.8%	Apparel Stores	Miscellaneous Retail	Office Equipment	Business Services
Newark	-9.6%	2.8%	38.2%	16.3%	5.9%	-1.0%	2,073,394	1,870,542	10.8%	Misc. Vehicle Sales	Auto Sales - New	Miscellaneous Retail	Department Stores
Oakland	-0.3%	3.6%	2.1%	14.0%	0.6%	13.7%	9,655,890	9,370,311	3.0%	Bldg.Matls-Retail	Light Industry	Service Stations	Office Equipment
Piedmont	7.6%	-5.5%	91.1%	11.1%	-58.2%	520.8%	37,192	29,923	24.3%	Service Stations	Bldg.Matls-Retail	Light Industry	Miscellaneous Retail
Pleasanton	8.1%	5.0%	-1.9%	5.9%	-3.4%	13.8%	4,026,347	3,942,716	2.1%	Apparel Stores	Auto Sales - New	Auto Sales - Used	Electronic Equipment
San Leandro	5.1%	3.3%	8.5%	10.5%	7.8%	-14.9%	4,567,170	4,273,011	6.9%	Auto Sales - New	Bldg.Matls-Whsle	Service Stations	Health & Government
Union City	-5.5%	2.5%	-2.3%	0.6%	13.6%	-5.5%	1,833,618	1,806,152	1.5%	Heavy Industry	Restaurants	Recreation Products	Furniture/Appliance
<b>CONTRA COSTA COUNTY</b>													
Antioch	5.0%	-2.0%	2.0%	-3.4%	243.3%	15.4%	2,377,154	2,147,429	10.7%	Heavy Industry	Electronic Equipment	Bldg.Matls-Retail	Restaurants
Brentwood	14.0%	4.2%	-2.6%	16.3%	-0.8%	17.4%	1,315,121	1,243,394	5.8%	Apparel Stores	Bldg.Matls-Whsle	Auto Sales - Used	Light Industry
Clayton	7.8%	7.0%	-48.9%	7.6%	48.4%	17.1%	76,309	70,072	8.9%	Food Markets	Restaurants	Miscellaneous Retail	Liquor Stores
Concord	5.9%	3.8%	9.6%	10.5%	1.2%	-10.5%	5,554,472	5,203,554	6.7%	Auto Sales - New	Bldg.Matls-Whsle	Office Equipment	Electronic Equipment
Contra Costa County	4.5%	8.8%	3.0%	23.1%	-12.8%	8.1%	2,177,883	2,138,230	1.9%	Bldg.Matls-Whsle	Restaurants	Electronic Equipment	Leasing
Danville	4.4%	4.1%	1.5%	21.6%	-65.3%	25.4%	1,034,481	1,070,816	-3.4%	Furniture/Appliance	Restaurants	Light Industry	Office Equipment
El Cerrito	-3.7%	4.4%	10.7%	0.0%	33.8%	-17.9%	757,619	730,275	3.7%	Auto Sales - New	Miscellaneous Retail	Recreation Products	Service Stations
Hercules	6.0%	-0.7%	-8.8%	-0.4%	-8.4%	77.7%	317,150	333,277	-4.8%	Department Stores	Food Markets	Office Equipment	Service Stations
Lafayette	8.1%	1.3%	-1.2%	10.2%	3.6%	-27.4%	544,227	529,846	2.7%	Food Markets	Florist/Nursery	Business Services	Miscellaneous Other
Martinez	6.7%	-2.8%	13.5%	42.2%	-24.7%	-5.8%	1,139,849	1,072,517	6.3%	Bldg.Matls-Retail	Auto Sales - Used	Chemical Products	Restaurants
Moraga	-5.7%	3.6%	-1.6%	22.4%	-17.2%	1.8%	205,162	205,847	-0.3%	Bldg.Matls-Retail	Apparel Stores	Miscellaneous Retail	Service Stations
Oakley	2.7%	8.5%	20.1%	-12.0%	-6.7%	-9.0%	319,728	294,432	8.6%	Service Stations	Heavy Industry	Chemical Products	Auto Sales - Used

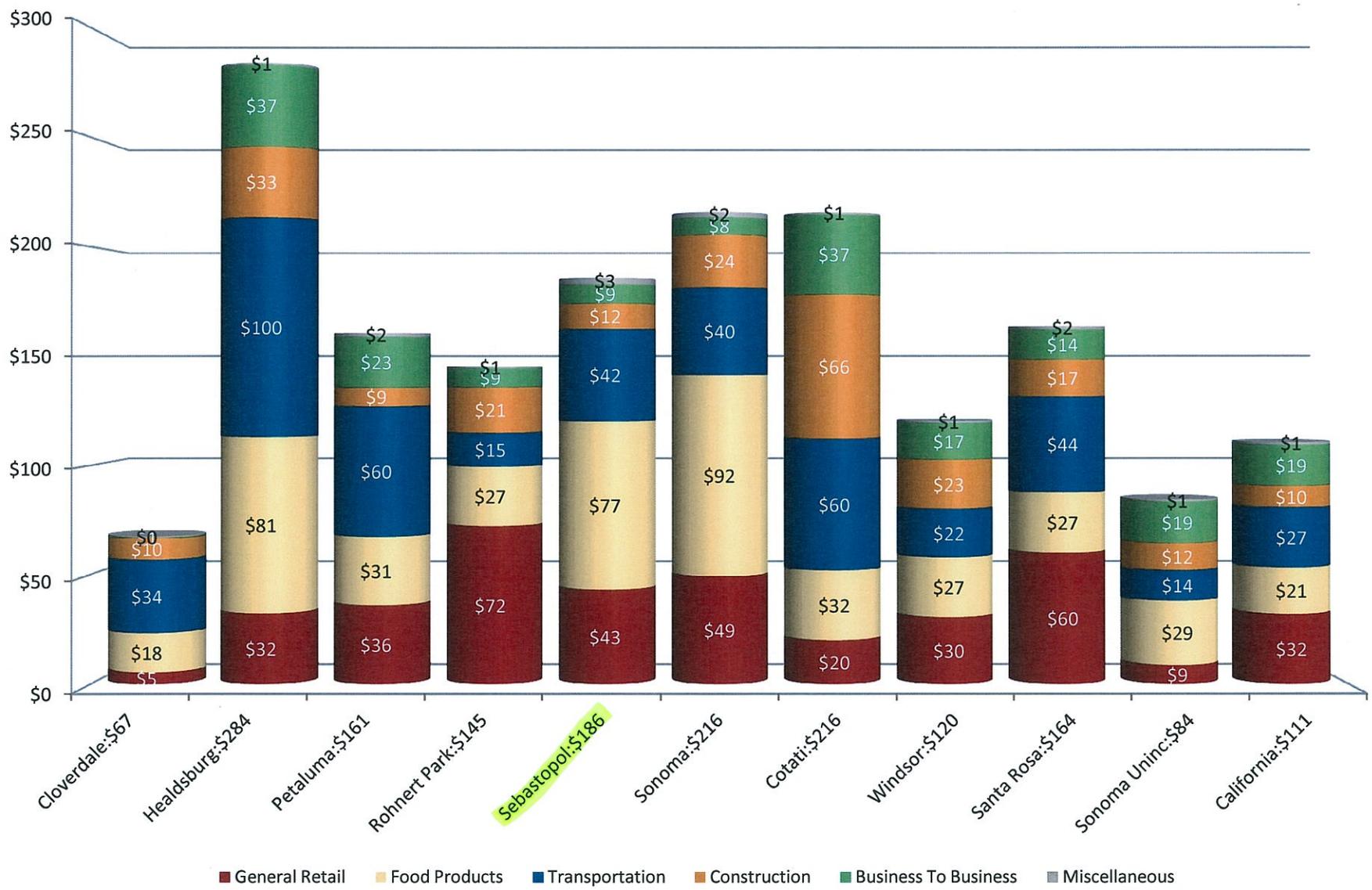
Northern California: Sales Tax Comparison from Jan - Mar 2012 Sales to Jan - Mar 2013 Sales

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Orinda	-20.0%	2.6%	2.4%	13.1%	-3.2%	-18.8%	192,312	194,836	-1.3%	Auto Parts/Repair	Bldg.Matis-Whsle	Miscellaneous Retail	Heavy Industry
Pinole	22.1%	2.6%	25.9%	27.0%	-22.1%	16.5%	736,495	671,591	9.7%	Miscellaneous Retail	Service Stations	Light Industry	Office Equipment
Pittsburg	-1.7%	1.4%	10.7%	-6.9%	129.9%	-14.5%	1,351,825	1,259,372	7.3%	Leasing	Auto Sales - New	Furniture/Appliance	Bldg.Matis-Whsle
Pleasant Hill	6.2%	18.2%	-6.7%	4.6%	24.6%	1.4%	1,527,739	1,406,380	8.6%	Food Markets	Apparel Stores	Auto Parts/Repair	Service Stations
Richmond	0.8%	0.6%	17.0%	-16.9%	15.9%	15.7%	2,849,010	2,635,508	8.1%	Energy Sales	Service Stations	Office Equipment	Bldg.Matis-Whsle
San Pablo	14.9%	2.6%	4.1%	24.3%	1.3%	-14.2%	419,939	399,328	5.2%	Apparel Stores	Service Stations	Auto Parts/Repair	Light Industry
San Ramon	7.5%	4.4%	3.3%	10.2%	-13.4%	24.8%	1,840,962	1,833,146	0.4%	Business Services	Heavy Industry	Energy Sales	Office Equipment
Walnut Creek	3.7%	5.3%	7.6%	11.8%	6.8%	-0.7%	4,178,205	3,954,160	5.7%	Auto Sales - New	Leasing	Service Stations	Recreation Products
<b>MARIN COUNTY</b>													
Belvedere	-78.2%	-100.0%	14.8%	-100.0%	573.2%	-75.0%	11,145	33,966	-67.2%	Business Services	Restaurants	Miscellaneous Retail	Miscellaneous Other
Corte Madera	3.4%	-1.2%	22.9%	130.6%	-1.1%	67.5%	1,220,261	1,131,905	7.8%	Auto Parts/Repair	Bldg.Matis-Whsle	Auto Sales - New	Energy Sales
Fairfax	1.9%	9.7%	-27.4%	7.2%	-11.3%	5.2%	105,551	103,871	1.6%	Food Markets	Bldg.Matis-Retail	Service Stations	Business Services
Larkspur	7.8%	5.4%	-0.1%	32.4%	161.0%	19.5%	521,852	438,645	19.0%	Business Services	Apparel Stores	Office Equipment	Recreation Products
Marin County	-7.8%	5.0%	12.8%	7.9%	16.0%	1.7%	787,240	756,409	4.1%	Auto Sales - New	Heavy Industry	Miscellaneous Retail	Furniture/Appliance
Mill Valley	13.0%	9.4%	12.1%	-28.8%	-32.0%	10.8%	582,656	543,519	7.2%	Auto Sales - New	Restaurants	Bldg.Matis-Whsle	Electronic Equipment
Novato	4.2%	4.1%	0.3%	0.8%	0.2%	-0.3%	1,631,559	1,589,542	2.6%	Department Stores	Miscellaneous Retail	Business Services	Bldg.Matis-Whsle
Ross	-33.5%	-10.2%	-100.0%	-100.0%	143.6%	-77.3%	5,817	6,764	-14.0%	Business Services	Apparel Stores	Miscellaneous Retail	Furniture/Appliance
San Rafael	7.4%	-1.3%	10.3%	12.8%	14.2%	-13.6%	3,852,057	3,541,453	8.8%	Auto Sales - New	Bldg.Matis-Whsle	Service Stations	Restaurants
Sausalito	-11.6%	18.0%	2.1%	52.4%	55.8%	32.4%	316,756	282,524	12.1%	Restaurants	Business Services	Furniture/Appliance	Service Stations
Tiburon	31.4%	7.4%	-100.0%	-10.3%	-16.9%	-47.1%	84,289	74,801	12.7%	Restaurants	Drug Stores	Food Markets	Miscellaneous Retail
<b>NAPA COUNTY</b>													
Napa	8.5%	8.5%	2.1%	9.6%	2.3%	-12.8%	2,677,080	2,518,732	6.3%	Restaurants	Apparel Stores	Office Equipment	Service Stations
Saint Helena	10.7%	23.8%	2.3%	0.5%	-6.7%	39.0%	480,456	419,542	14.5%	Food Processing Eqp	Restaurants	Bldg.Matis-Whsle	Chemical Products
Yountville	-3.7%	16.9%	71.6%	20.0%	-41.1%	-16.9%	194,166	167,820	15.7%	Restaurants	Service Stations	Apparel Stores	Miscellaneous Retail
<b>SAN FRANCISCO COUNTY</b>													
San Francisco	7.2%	4.2%	1.2%	21.0%	-8.4%	0.8%	32,529,352	31,327,335	3.8%	Restaurants	Bldg.Matis-Whsle	Light Industry	Heavy Industry
<b>SAN MATEO COUNTY</b>													
Atherton	102.9%	30.3%	-100.0%	-100.0%	429.6%	29.7%	25,837	17,676	46.2%	Light Industry	Food Processing Eqp	Heavy Industry	Auto Sales - Used
Belmont	-16.9%	5.8%	7.4%	9.2%	-30.0%	-25.3%	590,543	613,071	-3.7%	Auto Sales - New	Restaurants	Electronic Equipment	Miscellaneous Retail
Brisbane	-36.3%	2.5%	15.6%	0.1%	-78.4%	-5.2%	489,457	995,637	-50.8%	Electronic Equipment	Bldg.Matis-Retail	Office Equipment	Bldg.Matis-Whsle
Burlingame	11.8%	36.1%	76.8%	36.1%	85.3%	20.0%	2,046,576	1,362,921	50.2%	Auto Sales - New	Restaurants	Health & Government	Auto Sales - Used
Colma	5.6%	34.1%	148.9%	1.1%	33.4%	93.1%	1,862,724	1,257,586	48.1%	Auto Sales - New	Auto Sales - Used	Business Services	Auto Parts/Repair
San Mateo County	15.0%	17.9%	26.9%	19.6%	1.0%	-16.7%	3,352,978	3,108,846	7.9%	Leasing	Restaurants	Energy Sales	Food Markets
Daly City	5.2%	6.5%	1.1%	-2.0%	-9.0%	13.0%	2,220,140	2,145,129	3.5%	Restaurants	Apparel Stores	Leasing	Auto Sales - Used
East Palo Alto	-5.0%	6.6%	6.5%	-1.6%	-9.1%	4.0%	662,089	675,885	-2.0%	Restaurants	Service Stations	Furniture/Appliance	Bldg.Matis-Whsle
Foster City	-1.7%	7.0%	-2.6%	-21.1%	-42.7%	0.5%	754,686	956,096	-21.1%	Business Services	Chemical Products	Light Industry	Heavy Industry
Half Moon Bay	-23.5%	7.0%	-1.6%	19.7%	-51.0%	107.2%	446,120	463,653	-3.8%	Bldg.Matis-Retail	Restaurants	Recreation Products	Office Equipment
Hillsborough	1.2%	13.1%	-41.2%	-100.0%	-23.3%	53.9%	21,495	24,545	-12.4%	Light Industry	Miscellaneous Other	Leasing	Miscellaneous Retail
Menlo Park	-9.9%	1.6%	-1.8%	-8.1%	9.9%	27.4%	1,283,451	1,255,580	2.2%	Energy Sales	Business Services	Miscellaneous Retail	Apparel Stores
Millbrae	22.7%	22.9%	31.3%	14.9%	8.2%	4.8%	466,075	380,062	22.6%	Restaurants	Service Stations	Food Markets	Office Equipment
Pacifica	16.7%	25.7%	9.3%	16.0%	-1.2%	46.5%	407,605	348,494	17.0%	Restaurants	Service Stations	Electronic Equipment	Office Equipment
Portola Valley	46.2%	12.0%	640.7%	2093.2%	-1.5%	160.1%	54,731	28,780	90.2%	Service Stations	Health & Government	Heavy Industry	Miscellaneous Retail
Redwood City	8.3%	3.5%	12.0%	16.6%	8.4%	-0.4%	4,088,826	3,735,695	9.5%	Auto Sales - New	Office Equipment	Electronic Equipment	Heavy Industry
San Bruno	4.3%	4.6%	1.6%	-0.2%	-34.2%	-26.3%	1,616,662	1,600,387	1.0%	Auto Sales - New	Department Stores	Service Stations	Office Equipment
San Carlos	14.2%	29.8%	132.8%	38.9%	19.6%	1.7%	1,649,112	1,237,942	33.2%	Auto Parts/Repair	Bldg.Matis-Whsle	Electronic Equipment	Furniture/Appliance
San Mateo	8.6%	3.5%	-3.9%	13.6%	-47.8%	2.6%	3,617,241	3,674,190	-1.5%	Miscellaneous Retail	Recreation Products	Leasing	Auto Sales - New
South San Francisco	11.5%	14.6%	0.9%	17.8%	18.2%	123.0%	2,870,784	2,510,076	14.4%	Office Equipment	Bldg.Matis-Whsle	Business Services	Leasing
Woodside	158.3%	6.8%	-0.6%	-100.0%	116.1%	21.2%	103,590	88,416	17.2%	Miscellaneous Retail	Restaurants	Food Processing Eqp	Service Stations
<b>SANTA CLARA COUNTY</b>													
Campbell	2.2%	4.2%	-3.0%	3.2%	-0.1%	3.1%	1,961,714	1,936,182	1.3%	Restaurants	Bldg.Matis-Retail	Office Equipment	Furniture/Appliance
Cupertino	8.8%	8.0%	2.6%	3.1%	-9.2%	13.7%	4,539,139	4,786,709	-5.2%	Food Processing Eqp	Apparel Stores	Business Services	Light Industry
Gilroy	5.3%	-10.8%	2.7%	4.9%	2.0%	3.0%	2,734,800	2,675,011	2.2%	Apparel Stores	Auto Sales - New	Food Processing Eqp	Service Stations
Los Altos	-5.6%	2.6%	-1.2%	-15.4%	33.7%	-14.1%	481,716	484,187	-0.5%	Miscellaneous Retail	Food Markets	Florist/Nursery	Service Stations
Los Altos Hills	-18.1%	22.2%	1535.2%	-3.0%	35.1%	5.9%	19,392	17,132	13.2%	Miscellaneous Other	Auto Parts/Repair	Health & Government	Business Services
Los Gatos	-20.5%	5.2%	5.5%	5.9%	3.7%	32.3%	1,601,578	1,747,819	-8.4%	Auto Sales - New	Apparel Stores	Miscellaneous Retail	Service Stations
Milpitas	7.6%	2.9%	2.0%	30.6%	-26.2%	-8.6%	4,130,469	4,327,693	-4.6%	Bldg.Matis-Whsle	Office Equipment	Electronic Equipment	Service Stations
Monte Sereno	34.2%	-100.0%	-100.0%	-100.0%	-84.4%	-79.6%	831	4,120	-79.8%	Electronic Equipment	Miscellaneous Retail	Chemical Products	Miscellaneous Other

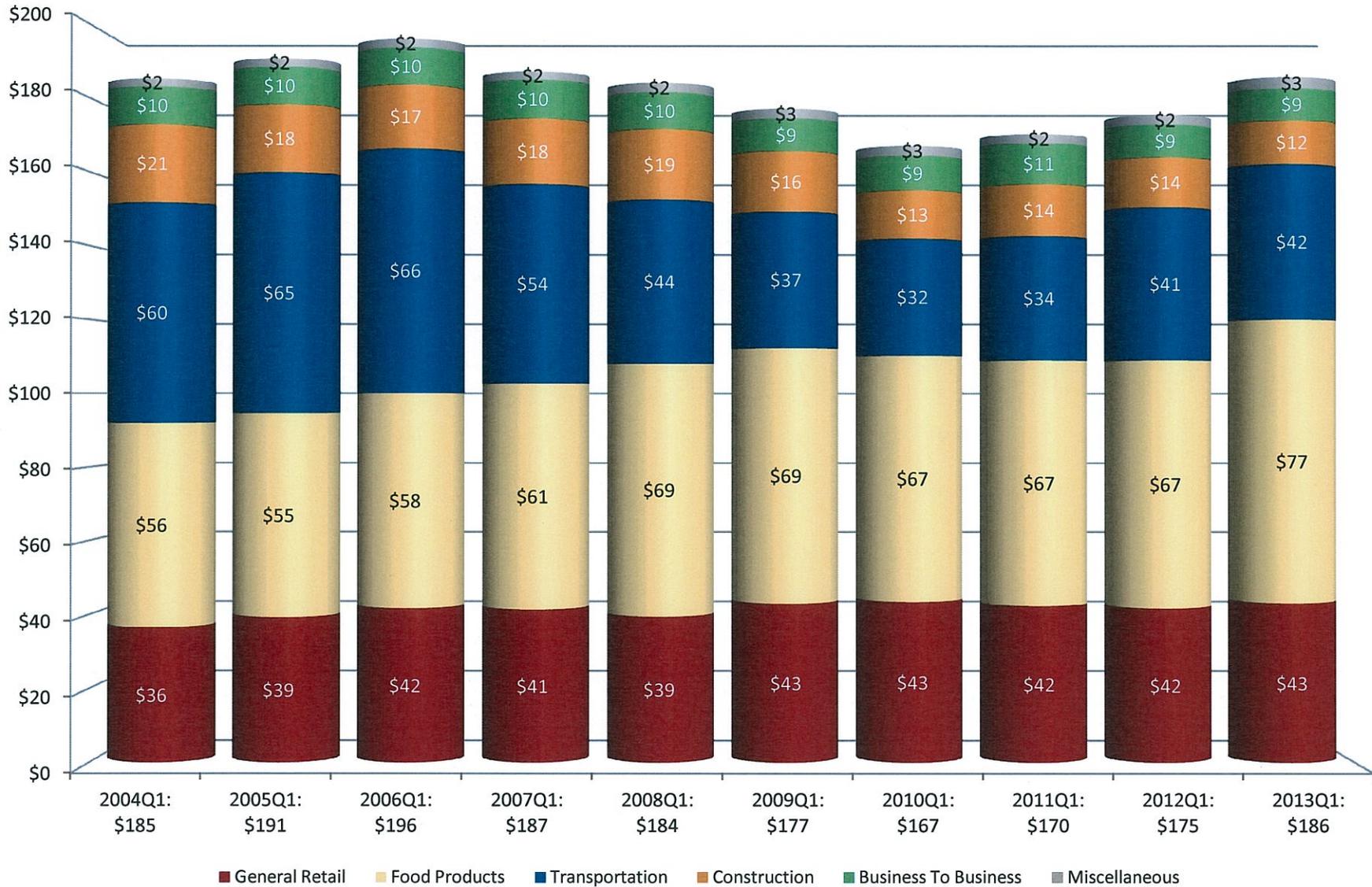
Northern California: Sales Tax Comparison from Jan - Mar 2012 Sales to Jan - Mar 2013 Sales

Jurisdiction	General Retail	Food Products	Trans.	Const.	Business to Business	Misc.	Jan - Mar 2013 Total	Jan - Mar 2012 Total	% Chg	Largest Gain	2Nd Largest Gain	Largest Decline	2Nd Largest Decline
Morgan Hill	20.7%	8.0%	18.5%	3.9%	-15.0%	-3.3%	1,607,686	1,470,261	9.3%	Auto Sales - New	Auto Parts/Repair	Electronic Equipment	Auto Sales - Used
Mountain View	4.8%	29.1%	2.6%	-18.0%	-17.5%	-18.2%	3,223,121	3,150,202	2.3%	Restaurants	Furniture/Appliance	Office Equipment	Business Services
Palo Alto	2.6%	6.7%	254.7%	-13.2%	-43.3%	1.0%	6,031,044	4,474,417	34.8%	Auto Sales - New	Restaurants	Electronic Equipment	Office Equipment
San Jose	4.6%	2.4%	0.4%	8.5%	0.7%	10.8%	31,190,483	30,367,105	2.7%	Bldg.Matls-Whsle	Department Stores	Electronic Equipment	Service Stations
Santa Clara	6.3%	4.9%	2.6%	32.1%	2.5%	-16.9%	8,540,922	8,080,458	5.7%	Bldg.Matls-Whsle	Electronic Equipment	Office Equipment	Health & Government
Santa Clara County	19.3%	7.7%	2.1%	20.2%	7.4%	-25.7%	849,462	804,036	5.6%	Bldg.Matls-Retail	Food Processing Eqp	Health & Government	Business Services
Saratoga	15.3%	-1.0%	-3.6%	-73.5%	-22.1%	-13.5%	197,517	200,966	-1.7%	Furniture/Appliance	Food Processing Eqp	Food Markets	Bldg.Matls-Retail
Sunnyvale	-33.2%	3.7%	1.7%	-9.9%	-14.1%	-7.4%	6,310,763	7,244,593	-12.9%	Auto Sales - New	Department Stores	Miscellaneous Retail	Electronic Equipment
<b>SOLANO COUNTY</b>													
Rio Vista	-16.0%	0.1%	8.0%	64.7%	-41.6%	3.8%	198,819	181,205	9.7%	Bldg.Matls-Whsle	Auto Sales - New	Energy Sales	Miscellaneous Retail
<b>SONOMA COUNTY</b>													
Cloverdale	3.4%	10.7%	-5.5%	10.7%	34.8%	2.7%	131,653	130,119	1.2%	Restaurants	Food Markets	Service Stations	Furniture/Appliance
Cotati	10.5%	11.0%	0.6%	-3.5%	116.4%	1.4%	391,249	342,590	14.2%	Business Services	Recreation Products	Bldg.Matls-Retail	Miscellaneous Retail
Healdsburg	1.4%	7.6%	-0.1%	36.5%	74.4%	-86.4%	687,797	629,419	9.3%	Leasing	Bldg.Matls-Retail	Health & Government	Auto Parts/Repair
Petaluma	2.6%	5.5%	11.1%	19.2%	13.6%	-9.4%	2,242,168	2,064,799	8.6%	Auto Sales - New	Office Equipment	Heavy Industry	Health & Government
Rohnert Park	6.4%	-3.6%	13.1%	9.4%	-11.7%	8.8%	1,399,015	1,342,280	4.2%	Bldg.Matls-Whsle	Department Stores	Electronic Equipment	Bldg.Matls-Retail
Santa Rosa	5.3%	4.9%	6.4%	18.4%	-9.7%	6.1%	6,477,710	6,143,317	5.4%	Auto Sales - New	Bldg.Matls-Whsle	Office Equipment	Service Stations
Sebastopol	0.0%	35.0%	-3.3%	-12.8%	-18.0%	12.0%	328,547	296,623	10.8%	Food Processing Eqp	Restaurants	Energy Sales	Bldg.Matls-Whsle
Sonoma	-1.4%	10.6%	2.3%	17.3%	10.8%	8.2%	514,534	482,264	6.7%	Restaurants	Bldg.Matls-Retail	Miscellaneous Retail	Auto Sales - Used
Sonoma County	9.3%	-1.5%	1.6%	23.6%	5.2%	5.6%	2,713,331	2,587,706	4.9%	Heavy Industry	Bldg.Matls-Whsle	Office Equipment	Food Processing Eqp
Windsor	3.5%	11.1%	48.4%	3.7%	-10.4%	91.7%	746,747	673,896	10.8%	Auto Parts/Repair	Food Processing Eqp	Heavy Industry	Service Stations
<b>SACRAMENTO VALLEY</b>													
<b>TRANSPORTATION AUTHORITY</b>													
Sacramento Transit	6.8%	0.2%	4.3%	8.9%	3.8%	-6.6%	22,655,122	21,696,374	4.4%	Auto Sales - New	Department Stores	Bldg.Matls-Whsle	Heavy Industry
<b>BUTTE COUNTY</b>													
Oroville	14.3%	5.2%	0.5%	-2.2%	39.7%	16.8%	792,223	743,057	6.6%	Heavy Industry	Apparel Stores	Service Stations	Bldg.Matls-Retail
<b>PLACER COUNTY</b>													
Roseville	6.6%	6.7%	8.9%	5.9%	53.1%	1.6%	9,597,582	8,611,742	11.4%	Electronic Equipment	Auto Sales - New	Service Stations	Bldg.Matls-Retail
<b>SACRAMENTO COUNTY</b>													
Citrus Heights	5.8%	-1.2%	-1.3%	-8.7%	-4.7%	18.4%	2,284,852	2,245,470	1.8%	Apparel Stores	Department Stores	Office Equipment	Bldg.Matls-Retail
Elk Grove	6.8%	1.2%	6.8%	13.5%	4.3%	9.2%	3,984,931	3,758,118	6.0%	Auto Sales - New	Department Stores	Furniture/Appliance	Service Stations
Folsom	9.5%	6.7%	11.3%	6.6%	0.9%	-0.4%	3,561,844	3,268,929	9.0%	Auto Sales - New	Apparel Stores	Electronic Equipment	Office Equipment
Galt	-0.5%	2.5%	-9.1%	13.2%	13.3%	0.8%	311,345	303,676	2.5%	Light Industry	Chemical Products	Service Stations	Office Equipment
Isleton	-18.2%	-6.9%	-26.1%	-100.0%	9.4%	192.3%	26,643	25,099	6.2%	Energy Sales	Business Services	Food Markets	Furniture/Appliance
Rancho Cordova	7.6%	2.9%	-6.0%	23.5%	0.3%	2.1%	2,946,310	2,794,023	5.5%	Bldg.Matls-Whsle	Restaurants	Service Stations	Chemical Products
Sacramento	5.7%	0.6%	0.2%	10.2%	4.6%	-15.5%	13,211,170	12,803,882	3.2%	Bldg.Matls-Whsle	Leasing	Service Stations	Health & Government
Sacramento County	3.4%	-0.5%	3.0%	23.4%	10.6%	-7.6%	14,422,221	13,651,482	5.6%	Bldg.Matls-Whsle	Auto Sales - New	Auto Parts/Repair	Food Markets
<b>YOLO COUNTY</b>													
Davis	5.9%	4.6%	2.9%	6.5%	0.2%	22.4%	1,290,550	1,239,297	4.1%	Auto Parts/Repair	Misc. Vehicle Sales	Service Stations	Heavy Industry
West Sacramento	4.9%	11.1%	36.5%	10.7%	4.7%	233.4%	3,276,658	2,789,431	17.5%	Auto Sales - New	Health & Government	Electronic Equipment	Energy Sales
Woodland	3.0%	-3.9%	6.2%	18.7%	-25.5%	-13.1%	1,929,683	1,915,696	0.7%	Bldg.Matls-Whsle	Auto Sales - New	Heavy Industry	Energy Sales

## Sonoma County Historical Sales Per Capita by Benchmark Year (2013Q1)



## Sebastopol Historical Sales Per Capita by Benchmark Year



# City of Sebastopol: FY 2014 Sales Tax Forecast

Based on sales thru Mar 2013 (CYQ1) and Cash thru Jun 2013

Date: August 5, 2013

**1 - Projected Base** \$ 1,532,404

2 - Business Level Adj.	\$Δ
General Retail	(48,273)
Food Products	(16,920)
Transportation	(14,368)
Construction	(88)
Business to Business	(7,292)
Miscellaneous	(38)

3 - County Pool Adj.	Received Date	\$
	2012Q2	
	2012Q3	
	2012Q4	
	2013Q1	

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

**Total Adjustments** (86,979)

5 - Forecast Scenarios	Growth Adj.	Local 1%	0.75% + Flip
Pessimistic: 3.0%	3.0%	1,488,788	1,539,186
<b>Most Likely: 4.0%</b>	<b>4.0%</b>	<b>1,503,242</b>	<b>1,553,169</b>
Optimistic: 5.0%	5.0%	1,517,696	1,567,151

6 - Local 1%	Pessimistic	Most Likely	Optimistic
2nd Adv: Jul 2014	1,476,491	<b>1,493,007</b>	1,509,523
3rd Adv: Aug 2014	1,468,293	<b>1,486,183</b>	1,504,074
Balance: Sep 2014	1,505,867	<b>1,520,561</b>	1,535,255

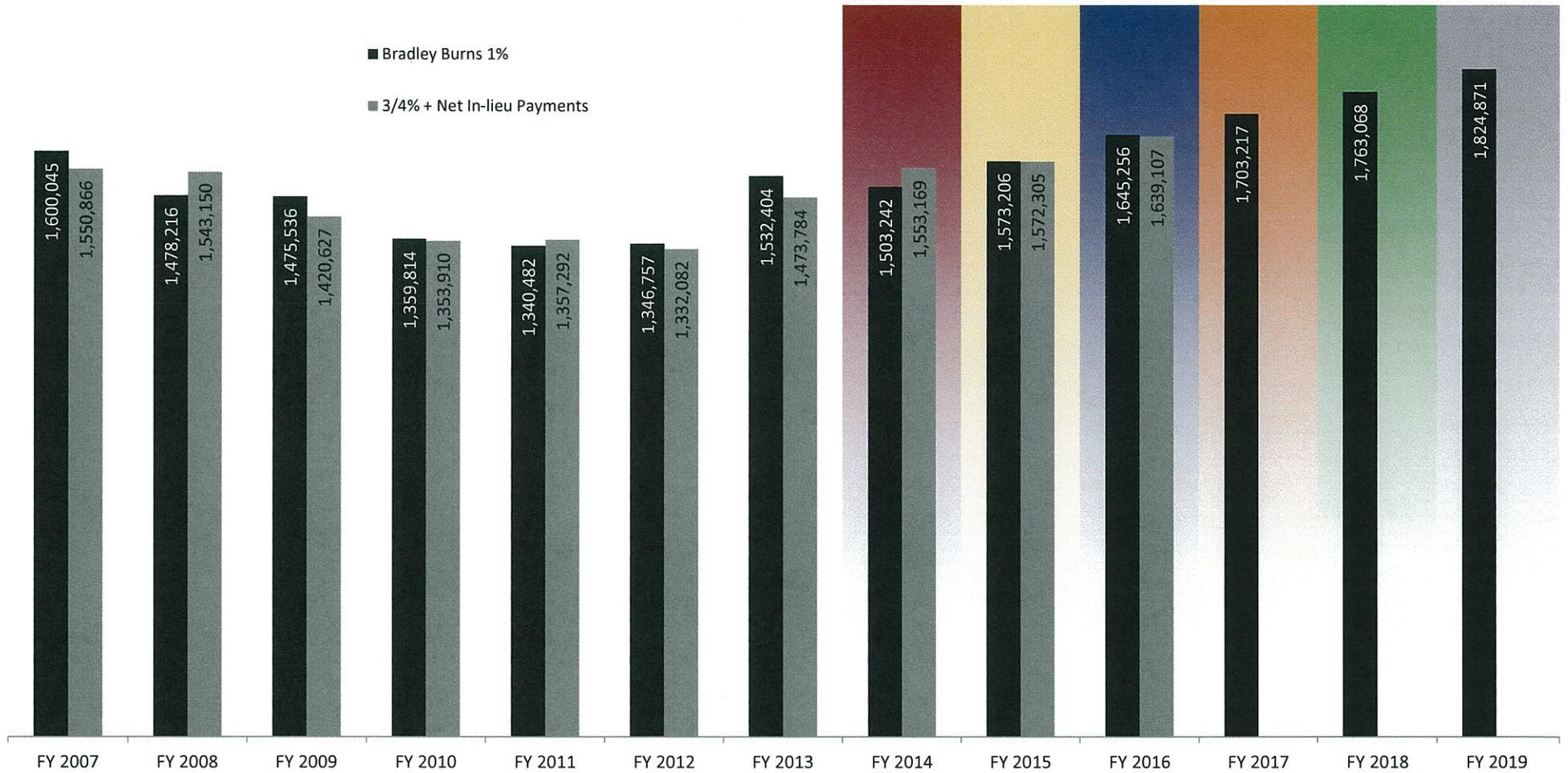
7 - 0.75% + Flip	Pessimistic	Most Likely	Optimistic
2nd Adv: Jul 2014	1,529,964	<b>1,545,492</b>	1,561,021
3rd Adv: Aug 2014	1,523,815	<b>1,540,375</b>	1,556,934
Balance: Sep 2014	1,554,333	<b>1,568,495</b>	1,582,658

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	147,022	110,267		(145,741)
Balance: Sep 2013	4,566	1,088		(149,220)
<b>Total</b>	<b>372,122</b>	<b>276,754</b>		
1st Adv: Sep 2013	105,981	79,486		(175,715)
2nd Adv: Oct 2013	105,981	79,486		(202,210)
3rd Adv: Nov 2013	141,308	105,981		(237,537)
Balance: Dec 2013	39,252	29,439		(247,350)
<b>Total</b>	<b>392,521</b>	<b>294,391</b>		
1st Adv: Dec 2013	106,494	79,870		(273,974)
2nd Adv: Jan 2014	106,494	79,870		(300,597)
In-Lieu			190,298	(110,299)
True-Up			53,852	(56,446)
1/4% Admin Fee			(3,729)	(56,446)
<b>Total Triple Flip</b>			<b>240,422</b>	
3rd Adv: Feb 2014	141,992	106,494		(91,944)
Balance: Mar 2014	39,442	26,936		(104,451)
<b>Total</b>	<b>394,421</b>	<b>293,170</b>		
1st Adv: Mar 2014	92,928	69,696		(127,683)
2nd Adv: Apr 2014	92,928	69,696		(150,915)
3rd Adv: May 2014	123,904	92,928		(181,891)
In-Lieu			190,298	8,408
True-Up			0	8,408
1/4% Admin Fee			0	8,408
<b>Total Triple Flip</b>			<b>190,298</b>	
Balance: Jun 2014	34,418	25,813		(197)
<b>Total</b>	<b>344,177</b>	<b>258,133</b>		
<b>Total</b>	<b>1,503,242</b>	<b>1,122,448</b>	<b>430,720</b>	<b>(197)</b>

Shaded area indicates forecasted dollars.

**8 - Notes**  
 Local 1% Net Effective Growth Rate = -1.9%  
 0.75% + Flip Net Effective Growth Rate = 5.4%  
 2 - Business Level Adj. include adjustment for:  
 2012Q2 to 2013Q1 Frizelle Enos (31,837) 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	1,503,242	1,573,206	1,645,256	1,703,217	1,763,068	1,824,871
3/4% + Net In-lieu Payments	1,357,292	1,332,082	1,473,784	1,553,169	1,572,305	1,639,107	-	-	-

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%	4.7%	4.6%	3.5%	3.5%	3.5%
3/4% + Net In-lieu Payments	0.2%	-1.9%	10.6%	5.4%	1.2%	4.2%	-	-	-