

# City of Sebastopol

## Sales Tax & Economic Review



2013 Q3

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# City of SEBASTOPOL California

Summary  
Sales for  
Oct '12 to Sep '13

## News

- **Retail Sales** for "Black Weekend", (Thanksgiving Day through Sunday), in the Western Region increased 5.5% when compared to last year. Retail Foot Traffic in the region remained unchanged from last year. (ShopperTrak)
- The **Average Price of Regular Gasoline** in California rose for the first time in 11weeks to \$ 3.58 per Gallon. This is down 23.2% from it's peak of \$ 4.66 per Gallon for the week ending October 8, 2012. They are projecting it to drop another 3% in 2014. (U.S. Energy Administration )
- **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. (California Department of Finance)

## Top 25 Sales Tax Generators

New to Top 25 \*

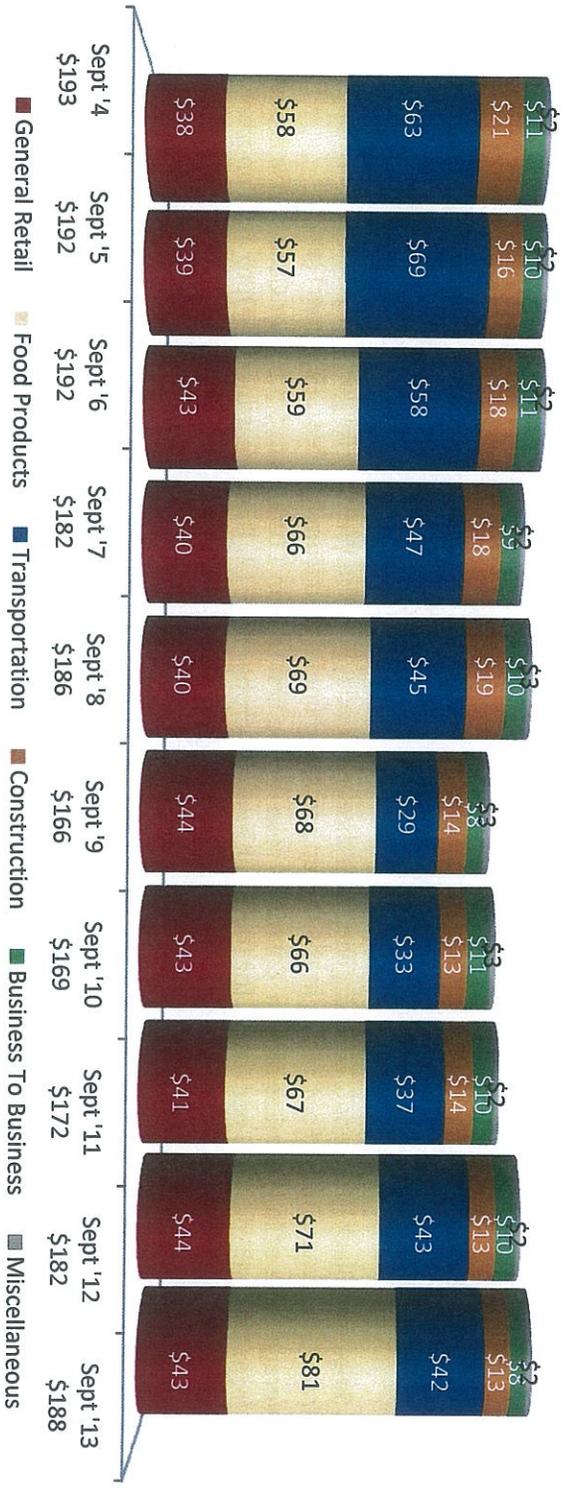
BENEDETTI TIRE SERVICE	KLR MACHINES	PETER LOWELL'S
CHEVRON SERVICE STATIONS	KOSTA BROWNE WINERY *	RITE AID DRUG STORES
COPPERFIELD'S BOOKS	MARY'S PIZZA SHACK	ROTTEN ROBBIE SERVICE STATIONS
CVS/PHARMACY	MCDONALD'S RESTAURANTS	SAFEWAY STORES
FAST GAS SERVICE STATIONS	NEW MOON ON MAIN	SAVE MART SUPERMARKETS
FIRCREST MARKET	O'REILLY AUTO PARTS	SEBASTOPOL HARDWARE CENTER
FRIZELLE ENOS COMPANY	PACIFIC MARKET *	SUSHI TOZAI RESTAURANT *
HOPMONK TAVERN	PEACE IN MEDICINE, MMD	WHOLE FOODS MARKET
HYDRO DEPOT		

## Business Activity Jul '12 - Sep '12 to Jul '13 - Sep '13

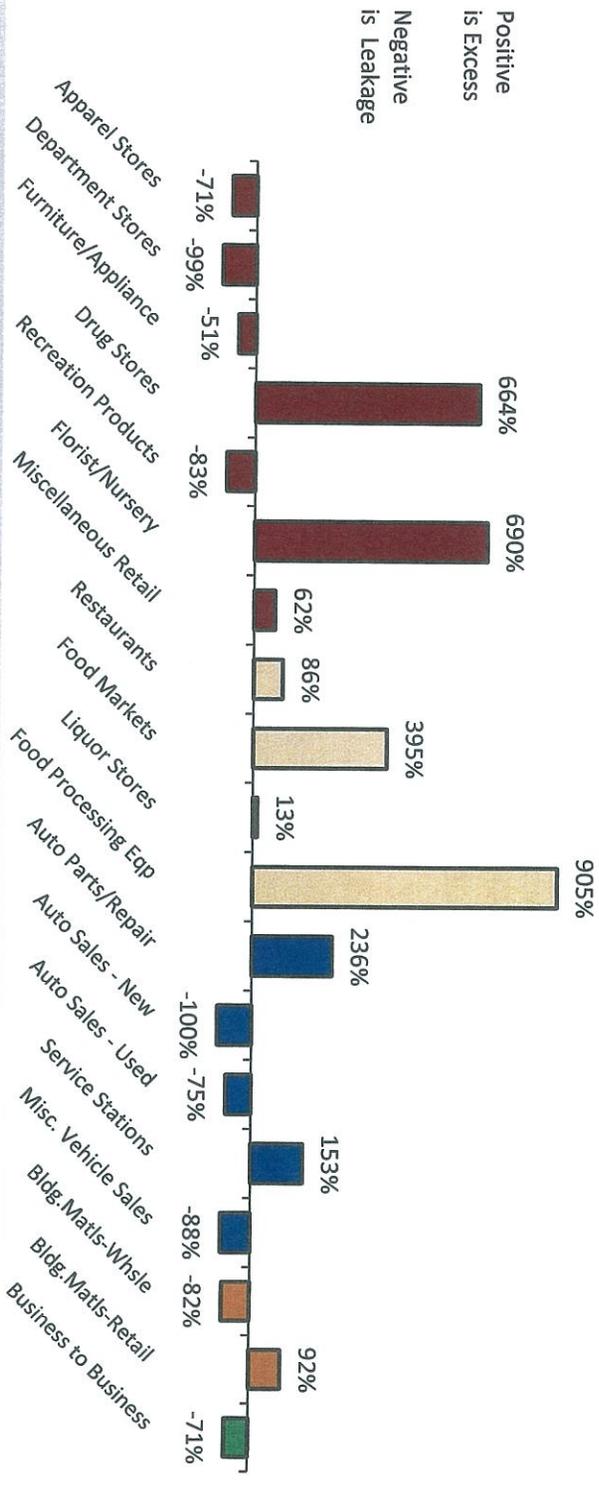
Oct '11 - Sep '12 to Oct '12 - Sep '13

	Sebastopol	S.F. Bay Area	Statewide	Sebastopol	S.F. Bay Area	Statewide
<b>Total</b>	<b>2.9%</b>	<b>2.7%</b>	<b>3.1%</b>	<b>3.7%</b>	<b>3.9%</b>	<b>3.8%</b>
<b>General Retail</b>	<b>-10.7%</b>	<b>2.7%</b>	<b>2.5%</b>	<b>-2.6%</b>	<b>3.8%</b>	<b>3.5%</b>
<b>Food Products</b>	<b>14.7%</b>	<b>5.4%</b>	<b>3.1%</b>	<b>14.7%</b>	<b>6.3%</b>	<b>4.5%</b>
<b>Transportation</b>	<b>-3.0%</b>	<b>6.0%</b>	<b>5.6%</b>	<b>-1.7%</b>	<b>9.3%</b>	<b>5.6%</b>
<b>Construction</b>	<b>10.1%</b>	<b>4.2%</b>	<b>1.6%</b>	<b>-0.4%</b>	<b>6.0%</b>	<b>4.1%</b>
<b>Business To Business</b>	<b>-30.5%</b>	<b>-3.5%</b>	<b>1.8%</b>	<b>-19.7%</b>	<b>-4.8%</b>	<b>1.1%</b>
<b>Restaurants</b>	<b>11.9%</b>	<b>6.5%</b>	<b>4.1%</b>	<b>8.2%</b>	<b>6.9%</b>	<b>5.0%</b>
<b>Food Markets</b>	<b>1.0%</b>	<b>2.3%</b>	<b>0.2%</b>	<b>4.1%</b>	<b>4.4%</b>	<b>3.0%</b>
<b>Service Stations</b>	<b>-1.8%</b>	<b>-0.5%</b>	<b>-1.1%</b>	<b>-2.4%</b>	<b>0.0%</b>	<b>-1.5%</b>
<b>Drug Stores</b>	<b>-2.5%</b>	<b>1.8%</b>	<b>-0.3%</b>	<b>-2.0%</b>	<b>0.4%</b>	<b>-0.7%</b>
<b>Miscellaneous Retail</b>	<b>-2.4%</b>	<b>5.4%</b>	<b>4.1%</b>	<b>0.5%</b>	<b>3.7%</b>	<b>3.8%</b>
<b>Food Processing Eqp</b>	<b>60.4%</b>	<b>6.9%</b>	<b>5.7%</b>	<b>105.6%</b>	<b>8.5%</b>	<b>6.4%</b>
<b>Bldg.Matls-Retail</b>	<b>11.8%</b>	<b>-4.7%</b>	<b>-6.5%</b>	<b>6.5%</b>	<b>0.7%</b>	<b>-3.5%</b>
<b>Auto Parts/Repair</b>	<b>-9.7%</b>	<b>2.6%</b>	<b>2.7%</b>	<b>-1.0%</b>	<b>4.9%</b>	<b>3.3%</b>
<b>Florist/Nursery</b>	<b>-49.3%</b>	<b>4.9%</b>	<b>4.5%</b>	<b>-0.7%</b>	<b>7.5%</b>	<b>5.3%</b>
<b>Light Industry</b>	<b>27.5%</b>	<b>-3.4%</b>	<b>2.2%</b>	<b>13.9%</b>	<b>-2.9%</b>	<b>0.5%</b>
<b>Furniture/Appliance</b>	<b>-23.5%</b>	<b>3.9%</b>	<b>3.6%</b>	<b>-10.1%</b>	<b>2.6%</b>	<b>1.5%</b>
<b>Apparel Stores</b>	<b>15.8%</b>	<b>5.6%</b>	<b>4.9%</b>	<b>0.2%</b>	<b>8.2%</b>	<b>7.0%</b>
<b>Health &amp; Government</b>	<b>22.0%</b>	<b>-5.1%</b>	<b>-6.1%</b>	<b>9.3%</b>	<b>1.1%</b>	<b>-4.1%</b>
<b>Energy Sales</b>	<b>-99.5%</b>	<b>-1.0%</b>	<b>-4.9%</b>	<b>-46.7%</b>	<b>-3.2%</b>	<b>-1.8%</b>

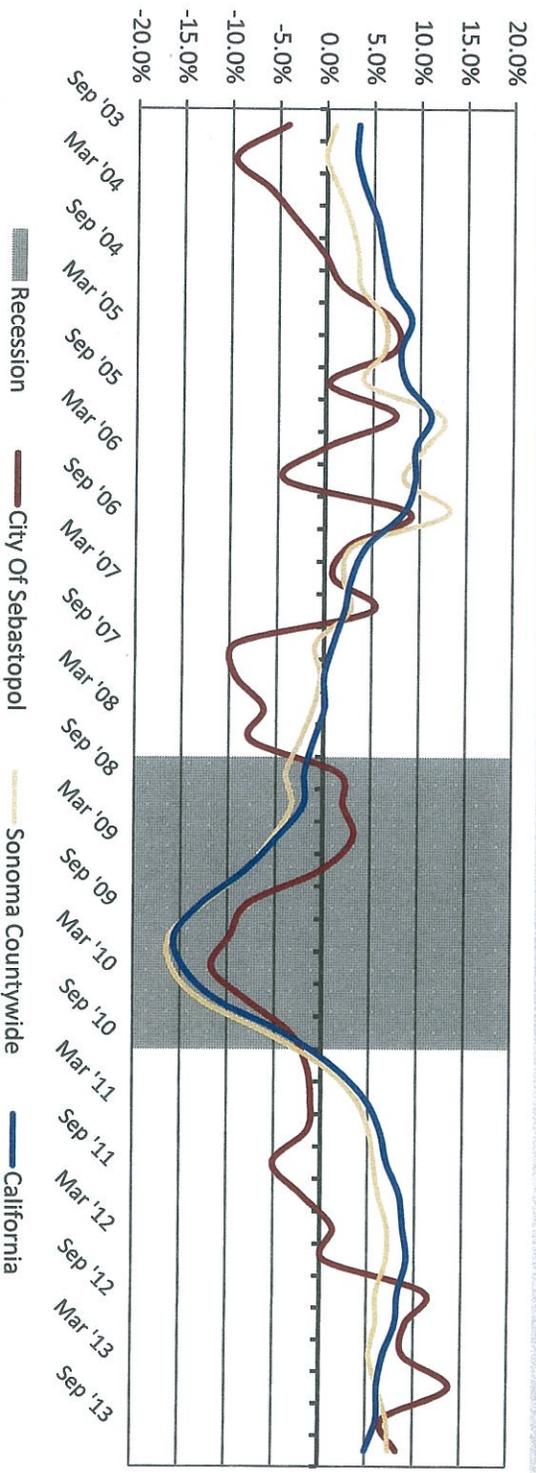
City Of Sebastopol's Annualized Sales Tax Divided By Its Population As Reported By State Department Of Finance



Sales Tax Capture & Leakage Analysis



Annualized Change in Sales Tax Cash Receipts



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-11	Dec-11	Mar-12	Jun-12	Sep-12	Dec-12	Jul-12 thru	Jul-13 thru	\$ Chg	% Chg	Jan-12 thru	Jan-13 thru	\$ Chg	% Chg
	This Year Cash Received >	Sep-12	Dec-12	Mar-13	Jun-13	Sep-13	Dec-13	Dec-12	Dec-13			Dec-12	Dec-13		
	Calendar Sales Quarter >	12Q2	12Q3	12Q4	13Q1	13Q2	13Q3	2 Quarters	2 Quarters						
1 Santa Rosa	4.1	7.5	2.6	6.5	5.4	6.3	14,732,921	15,592,094	859,173	5.8	29,218,935	30,711,468	1,492,533	5.1	
2 Sonoma County	0.0	3.2	6.1	17.9	17.1	6.0	7,296,634	8,119,257	822,623	11.3	13,272,047	14,777,859	1,505,812	11.3	
3 Petaluma	4.1	4.1	7.0	13.0	15.3	19.5	4,980,360	5,849,762	869,402	17.5	9,657,248	10,984,387	1,327,139	13.7	
4 Rohnert Park	2.6	12.6	-1.0	4.2	8.0	1.2	3,234,672	3,376,718	142,046	4.4	6,366,460	6,552,700	186,240	2.9	
5 Windsor	8.1	9.6	7.1	2.5	13.7	8.1	1,860,548	2,059,617	199,069	10.7	3,489,637	3,767,867	278,230	8.0	
6 Healdsburg	3.4	3.9	21.2	5.9	-0.4	8.5	1,717,969	1,785,940	67,971	4.0	3,172,239	3,444,054	271,815	8.6	
7 Sonoma	11.9	9.3	3.7	11.9	6.4	8.8	1,292,019	1,390,686	98,667	7.6	2,413,650	2,596,201	182,551	7.6	
<b>8 Sebastopol *</b>	<b>30.7</b>	<b>2.1</b>	<b>7.4</b>	<b>18.8</b>	<b>0.8</b>	<b>8.0</b>	<b>759,081</b>	<b>791,969</b>	<b>32,888</b>	<b>4.3</b>	<b>1,445,634</b>	<b>1,565,292</b>	<b>119,658</b>	<b>8.3</b>	
9 Cotati	27.5	2.6	-14.0	44.2	-11.6	-22.7	944,644	787,720	-156,924	-16.6	1,609,785	1,533,177	-76,608	-4.8	
10 Cloverdale	24.3	0.1	39.6	-10.8	-6.8	7.9	354,698	355,140	442	0.1	615,457	645,776	30,319	4.9	
Alameda Co.	12.4	6.8	4.6	4.1	5.1	3.5	124,671,050	130,054,335	5,383,285	4.3	240,725,882	251,154,946	10,429,064	4.3	
Contra Costa Co.	12.0	9.4	3.6	6.2	0.1	3.5	69,428,097	70,671,436	1,243,339	1.8	134,105,701	138,484,156	4,378,455	3.3	
Marin Co.	6.4	6.6	6.1	8.1	5.0	9.6	21,658,606	23,240,436	1,581,830	7.3	42,537,575	45,588,867	3,051,292	7.2	
Napa Co.	5.8	11.3	4.1	1.8	7.7	6.2	14,129,150	15,107,484	978,334	6.9	27,010,000	28,379,953	1,369,953	5.1	
San Francisco Co.	8.1	4.1	5.6	4.6	3.5	8.4	80,499,945	85,286,419	4,786,474	5.9	158,188,251	166,963,249	8,774,998	5.5	
San Mateo Co.	6.6	8.1	1.6	8.3	3.1	4.8	66,979,714	69,637,191	2,657,477	4.0	131,398,120	137,118,698	5,720,578	4.4	
Santa Clara Co.	2.8	7.8	9.4	5.1	5.5	3.5	180,428,249	188,501,148	8,072,899	4.5	353,235,336	373,921,396	20,686,060	5.9	
Solano Co.	9.1	7.1	-3.2	19.3	4.4	-5.8	30,894,309	30,668,372	-225,937	-0.7	60,766,955	62,621,971	1,855,016	3.1	
<b>Sonoma Co. *</b>	<b>4.8</b>	<b>6.3</b>	<b>4.5</b>	<b>9.9</b>	<b>8.6</b>	<b>7.2</b>	<b>37,173,546</b>	<b>40,108,903</b>	<b>2,935,357</b>	<b>7.9</b>	<b>71,261,092</b>	<b>76,578,781</b>	<b>5,317,689</b>	<b>7.5</b>	
<b>S.F. Bay Area *</b>	<b>7.3</b>	<b>7.2</b>	<b>5.3</b>	<b>6.3</b>	<b>4.5</b>	<b>4.3</b>	<b>625,862,666</b>	<b>653,275,724</b>	<b>27,413,058</b>	<b>4.4</b>	<b>1,219,228,912</b>	<b>1,280,812,017</b>	<b>61,583,105</b>	<b>5.1</b>	
Central Coast	6.3	15.5	13.8	10.4	8.9	-0.7	70,731,831	73,450,580	2,718,749	3.8	132,208,319	142,425,890	10,217,571	7.7	
Central Valley	6.2	6.7	-0.2	7.0	5.4	4.9	269,239,974	283,148,346	13,908,372	5.2	523,828,009	545,956,494	22,128,485	4.2	
North Coast	6.7	3.3	1.7	0.4	3.0	5.6	22,867,200	23,852,670	985,470	4.3	43,935,431	45,147,811	1,212,380	2.8	
Other Northern	6.6	7.3	1.7	5.7	4.5	-0.9	29,692,269	30,182,043	489,774	1.6	55,044,086	56,438,208	1,394,122	2.5	
Sacramento Valley	8.0	6.6	2.1	7.6	4.7	4.3	194,556,009	203,255,302	8,699,293	4.5	374,109,604	391,231,441	17,121,837	4.6	
<b>Northern California</b>	<b>7.1</b>	<b>7.4</b>	<b>3.9</b>	<b>6.7</b>	<b>4.9</b>	<b>4.0</b>	<b>1,212,949,949</b>	<b>1,267,164,665</b>	<b>54,214,716</b>	<b>4.5</b>	<b>2,348,354,361</b>	<b>2,462,011,861</b>	<b>113,657,500</b>	<b>4.8</b>	
Inland Empire	9.2	10.8	4.6	9.3	5.3	2.9	289,745,595	301,580,089	11,834,494	4.1	566,692,150	597,659,761	30,967,611	5.5	
Other Southern	0.1	4.8	22.2	57.4	55.0	37.5	12,593,323	18,392,533	5,799,210	46.0	25,647,673	36,534,403	10,886,730	42.4	
South Coast	6.1	8.2	2.6	5.4	8.0	2.6	1,291,617,750	1,359,683,854	68,066,104	5.3	2,522,736,951	2,639,656,367	116,919,416	4.6	
<b>Southern California</b>	<b>6.6</b>	<b>8.6</b>	<b>3.1</b>	<b>6.6</b>	<b>7.9</b>	<b>2.9</b>	<b>1,593,956,668</b>	<b>1,679,656,476</b>	<b>85,699,808</b>	<b>5.4</b>	<b>3,115,076,774</b>	<b>3,273,850,531</b>	<b>158,773,757</b>	<b>5.1</b>	
<b>State Total</b>	<b>6.8</b>	<b>8.1</b>	<b>3.5</b>	<b>6.7</b>	<b>6.6</b>	<b>3.4</b>	<b>2,806,906,617</b>	<b>2,946,821,141</b>	<b>139,914,524</b>	<b>5.0</b>	<b>5,463,431,135</b>	<b>5,735,862,392</b>	<b>272,431,257</b>	<b>5.0</b>	

Northern California: Sales Tax Comparison from Jul-Sept 2012 Sales to Jul-Sept 2013 Sales

Jurisdiction	General Retail	Food Products	Trans.	Const.	Business to Business	Misc.	Jul - Sept 2013 Total	Jul - Sept 2012 Total	% Chg	Largest Gain	2nd Largest Gain	Largest Decline	2nd Largest Decline
<b>CENTRAL COAST</b>													
<b>MONTEREY COUNTY</b>													
Del Rey Oaks	-3.8%	-0.8%	-13.3%	-100.0%	-79.0%	16.3%	70,487	72,387	-2.6%	Restaurants	Health & Government	Light Industry	Food Markets
Monterey	3.9%	-1.4%	-6.9%	3.0%	9.8%	24.3%	1,979,545	1,965,864	0.7%	Miscellaneous Retail	Miscellaneous Other	Auto Sales - Used	Light Industry
Pacific Grove	-0.7%	7.5%	-2.8%	-3.5%	159.9%	-26.9%	349,343	336,787	3.7%	Restaurants	Heavy Industry	Apparel Stores	Bldg.Matls-Whsle
<b>SAN LUIS OBISPO COUNTY</b>													
Grover Beach	-11.0%	-1.3%	1.7%	2.0%	-0.1%	-22.1%	260,509	263,272	-1.0%	Auto Sales - Used	Chemical Products	Food Markets	Recreation Products
<b>SANTA CRUZ COUNTY</b>													
Capitola	1.7%	0.9%	12.0%	-15.7%	39.5%	-0.9%	1,135,849	1,095,214	3.7%	Auto Sales - New	Miscellaneous Retail	Bldg.Matls-Retail	Service Stations
Watsonville	1.3%	5.8%	8.2%	24.6%	-13.4%	4.6%	1,550,228	1,447,705	7.1%	Bldg.Matls-Whsle	Auto Sales - New	Light Industry	Service Stations
<b>CENTRAL VALLEY</b>													
<b>TRANSPORTATION AUTHORITY</b>													
San Joaquin C.O.G.	4.4%	-0.9%	6.1%	-1.2%	-1.0%	10.2%	11,832,225	11,535,412	2.6%	Auto Sales - New	Miscellaneous Retail	Bldg.Matls-Retail	Electronic Equipment
<b>FRESNO COUNTY</b>													
Clovis	6.6%	7.6%	15.9%	-15.6%	-2.6%	-27.6%	3,613,210	3,395,680	6.4%	Auto Sales - New	Department Stores	Bldg.Matls-Retail	Service Stations
Fresno	1.4%	0.1%	5.1%	17.4%	7.3%	-12.8%	17,467,410	16,725,595	4.4%	Bldg.Matls-Whsle	Auto Sales - Used	Service Stations	Electronic Equipment
Kerman	268.4%	6.1%	6.1%	11.2%	14.9%	34.9%	384,119	300,333	27.9%	Department Stores	Chemical Products	Service Stations	Heavy Industry
Kingsburg	-0.2%	-1.2%	4.6%	-55.1%	-35.7%	115.9%	231,285	262,503	-11.9%	Service Stations	Miscellaneous Other	Bldg.Matls-Whsle	Heavy Industry
Reedley	4.1%	4.0%	-0.8%	8.3%	21.6%	1.3%	375,240	362,512	3.5%	Auto Sales - New	Energy Sales	Service Stations	Auto Parts/Repair
Sanger	5.2%	2.6%	2.1%	39.2%	8.6%	-18.8%	426,450	401,294	6.3%	Bldg.Matls-Whsle	Department Stores	Electronic Equipment	Service Stations
Selma	4.9%	1.4%	8.2%	8.5%	4.6%	-5.2%	994,820	933,734	6.5%	Auto Sales - New	Bldg.Matls-Whsle	Service Stations	Bldg.Matls-Retail
<b>KERN COUNTY</b>													
Bakersfield	1.4%	2.0%	3.6%	-6.9%	2.9%	-6.3%	14,849,015	14,644,214	1.4%	Office Equipment	Auto Sales - New	Bldg.Matls-Retail	Energy Sales
Delano	43.0%	6.2%	3.3%	-6.5%	1.1%	5.5%	1,118,549	1,005,231	11.3%	Department Stores	Florist/Nursery	Heavy Industry	Office Equipment
Ridgecrest	-1.3%	-0.9%	-6.1%	-12.0%	9.6%	-16.9%	584,462	604,195	-3.3%	Auto Sales - Used	Miscellaneous Retail	Service Stations	Bldg.Matls-Retail
Shafter	23.2%	17.7%	1.7%	24.9%	-5.2%	-62.8%	3,056,546	2,717,989	12.5%	Bldg.Matls-Whsle	Miscellaneous Retail	Business Services	Heavy Industry
<b>KINGS COUNTY</b>													
Hanford	-0.8%	-0.8%	16.9%	-26.6%	25.5%	-9.9%	1,881,871	1,803,509	4.3%	Auto Sales - New	Chemical Products	Bldg.Matls-Retail	Florist/Nursery
<b>MADERA COUNTY</b>													
Chowchilla	34.9%	4.2%	46.9%	61.4%	20.4%	-1.7%	280,488	208,839	34.3%	Service Stations	Auto Sales - New	Liquor Stores	Drug Stores
Madera	8.0%	-4.4%	12.5%	-1.6%	68.6%	-7.9%	1,609,587	1,477,518	8.9%	Heavy Industry	Auto Sales - New	Bldg.Matls-Retail	Food Markets
<b>MERCED COUNTY</b>													
Atwater	4.4%	-1.0%	-2.8%	9.7%	-22.1%	-13.1%	568,888	579,781	-1.9%	Heavy Industry	Department Stores	Light Industry	Service Stations
<b>SAN JOAQUIN COUNTY</b>													
Escalon	-1.5%	11.7%	6.9%	51.1%	-9.7%	17.5%	192,022	173,121	10.9%	Bldg.Matls-Retail	Auto Sales - New	Heavy Industry	Misc. Vehicle Sales
Lathrop	-2.8%	38.0%	-4.9%	30.6%	-27.6%	-34.2%	622,763	665,273	-6.4%	Misc. Vehicle Sales	Food Markets	Service Stations	Light Industry
Lodi	0.9%	3.9%	4.8%	2.5%	12.2%	3.9%	2,110,822	2,025,270	4.2%	Service Stations	Energy Sales	Bldg.Matls-Retail	Food Markets
Manteca	4.5%	0.2%	10.2%	-17.0%	21.5%	0.8%	2,159,577	2,066,724	4.5%	Heavy Industry	Auto Sales - Used	Bldg.Matls-Whsle	Food Markets
Ripon	14.0%	0.1%	23.2%	4.9%	33.8%	10.3%	658,655	557,553	18.1%	Service Stations	Heavy Industry	Food Markets	Business Services
San Joaquin County	-1.7%	-2.1%	-5.2%	-20.1%	7.0%	-25.7%	3,517,874	3,704,351	-5.0%	Chemical Products	Misc. Vehicle Sales	Bldg.Matls-Whsle	Service Stations
Stockton	1.6%	-1.2%	6.2%	-8.8%	0.0%	-1.4%	8,541,150	8,479,192	0.7%	Energy Sales	Auto Sales - New	Electronic Equipment	Bldg.Matls-Retail
Tracy	0.7%	2.2%	21.4%	22.2%	4.9%	11.5%	3,301,759	2,980,082	10.8%	Auto Sales - New	Auto Parts/Repair	Apparel Stores	Food Markets
<b>STANISLAUS COUNTY</b>													
Ceres	1.6%	-2.1%	-4.1%	10.5%	0.8%	-28.1%	1,234,147	1,234,838	-0.1%	Bldg.Matls-Whsle	Electronic Equipment	Service Stations	Heavy Industry
Modesto	2.6%	0.6%	16.8%	6.4%	-5.6%	-10.9%	6,783,403	6,556,512	3.5%	Service Stations	Miscellaneous Retail	Energy Sales	Heavy Industry
Oakdale	4.1%	-8.1%	1.8%	2.7%	-9.6%	-24.6%	663,385	675,634	-1.8%	Auto Sales - New	Auto Sales - Used	Service Stations	Food Processing Eqp
Riverbank	4.0%	8.2%	3.7%	0.8%	21.2%	-21.6%	590,100	562,829	4.8%	Auto Parts/Repair	Bldg.Matls-Whsle	Bldg.Matls-Retail	Service Stations
Turlock	4.3%	-3.2%	5.8%	9.8%	12.5%	-16.2%	2,655,584	2,537,700	4.6%	Auto Sales - New	Bldg.Matls-Whsle	Liquor Stores	Heavy Industry

Northern California: Sales Tax Comparison from Jul-Sept 2012 Sales to Jul-Sept 2013 Sales

Jurisdiction	General Retail	Food Products	Trans.	Const.	Business to Business	Misc.	Jul - Sept 2013 Total	Jul - Sept 2012 Total	% Chg	Largest Gain	2nd Largest Gain	Largest Decline	2nd Largest Decline
<b>TULARE COUNTY</b>													
Dinuba	-41.1%	6.2%	19.0%	37.6%	30.4%	-40.4%	887,195	1,088,276	-18.5%	Auto Sales - New	Light Industry	Furniture/Appliance	Miscellaneous Other
Exeter	5.5%	-5.2%	4.0%	-37.6%	-21.9%	-35.3%	158,941	165,650	-4.1%	Auto Sales - New	Restaurants	Service Stations	Heavy Industry
Porterville	7.2%	-6.2%	9.5%	9.0%	8.8%	-17.7%	1,218,937	1,165,773	4.6%	Auto Sales - New	Department Stores	Food Markets	Auto Sales - Used
Tulare	5.2%	0.9%	3.2%	9.7%	7.0%	-8.2%	2,121,704	2,026,930	4.7%	Bldg.Matls-Whsle	Apparel Stores	Heavy Industry	Furniture/Appliance
Visalia	4.3%	5.4%	18.9%	6.9%	2.8%	15.1%	6,183,224	5,716,309	8.2%	Service Stations	Auto Sales - New	Food Markets	Energy Sales
<b>TUOLUMNE COUNTY</b>													
Sonora	1.7%	0.8%	-19.5%	-4.0%	-2.8%	9.6%	567,327	588,516	-3.6%	Miscellaneous Retail	Restaurants	Auto Parts/Repair	Bldg.Matls-Retail
<b>NORTH COAST</b>													
<b>COLUSA COUNTY</b>													
Williams	3.5%	1.5%	-3.6%	14.1%	-5.8%	-55.9%	152,839	154,544	-1.1%	Energy Sales	Heavy Industry	Light Industry	Service Stations
<b>LAKE COUNTY</b>													
Lakeport	0.8%	0.5%	-6.9%	34.0%	2.7%	-7.3%	283,890	290,521	-2.3%	Auto Sales - Used	Food Markets	Service Stations	Auto Sales - New
<b>MENDOCINO COUNTY</b>													
Fort Bragg	-1.8%	3.1%	2.8%	2.0%	66.8%	18.9%	426,470	386,458	10.4%	Energy Sales	Food Markets	Bldg.Matls-Whsle	Restaurants
Mendocino County	-2.1%	0.1%	-0.5%	10.7%	0.3%	-20.2%	1,184,355	1,180,742	0.3%	Auto Sales - New	Bldg.Matls-Whsle	Service Stations	Liquor Stores
Point Arena	-11.2%	-4.6%	0.1%	-74.0%	2.0%	-100.0%	16,922	18,010	-6.0%	Miscellaneous Retail	Auto Parts/Repair	Florist/Nursery	Department Stores
Ukiah	1.9%	6.9%	0.6%	6.4%	17.1%	-38.0%	1,003,740	971,989	3.3%	Restaurants	Bldg.Matls-Whsle	Florist/Nursery	Health & Government
Willits	-3.9%	5.1%	3.5%	10.5%	40.9%	97.9%	398,730	376,770	5.8%	Bldg.Matls-Whsle	Food Markets	Florist/Nursery	Bldg.Matls-Retail
<b>SHASTA COUNTY</b>													
Redding	2.7%	2.3%	4.4%	3.2%	4.0%	-12.8%	4,845,728	4,692,688	3.3%	Auto Sales - New	Miscellaneous Retail	Energy Sales	Service Stations
<b>S.F. BAY AREA</b>													
<b>TRANSPORTATION AUTHORITIES</b>													
BART	7.3%	4.9%	7.3%	4.6%	1.9%	14.1%	54,310,200	51,468,457	5.5%	Auto Sales - New	Miscellaneous Retail	Bldg.Matls-Retail	Office Equipment
VTA 1976 Sales Tax	6.0%	5.8%	4.9%	8.3%	0.4%	6.5%	45,135,072	43,307,588	4.2%	Miscellaneous Retail	Bldg.Matls-Whsle	Office Equipment	Bldg.Matls-Retail
VTA 2000 Measure A	6.0%	5.8%	4.6%	8.0%	0.7%	6.5%	45,135,062	43,308,014	4.2%	Miscellaneous Retail	Bldg.Matls-Whsle	Office Equipment	Bldg.Matls-Retail
S.M.A.R.T.	6.0%	4.1%	5.8%	12.2%	6.2%	-8.6%	7,633,168	8,097,962	6.1%	Bldg.Matls-Whsle	Auto Sales - New	Electronic Equipment	Closed Acct-Adjustmnt
<b>ALAMEDA COUNTY</b>													
Alameda	6.7%	5.0%	-0.4%	-5.6%	3.1%	-22.5%	1,658,843	1,610,757	3.0%	Restaurants	Office Equipment	Misc. Vehicle Sales	Miscellaneous Other
Alameda County	0.3%	6.9%	-0.9%	-0.9%	-8.3%	6.8%	1,962,507	1,941,215	1.1%	Restaurants	Bldg.Matls-Retail	Bldg.Matls-Whsle	Electronic Equipment
Albany	-1.6%	0.1%	9.2%	28.5%	-6.9%	16.2%	516,037	487,826	5.8%	Bldg.Matls-Whsle	Auto Sales - New	Misc. Vehicle Sales	Food Markets
Berkeley	-0.7%	6.5%	1.0%	14.2%	0.5%	-3.5%	3,763,713	3,667,798	2.6%	Restaurants	Bldg.Matls-Whsle	Miscellaneous Retail	Electronic Equipment
Dublin	3.0%	0.8%	6.6%	-18.8%	17.1%	-51.4%	3,845,391	3,697,066	4.0%	Auto Sales - New	Electronic Equipment	Bldg.Matls-Retail	Misc. Vehicle Sales
Emeryville	-2.1%	7.8%	2.2%	-1.3%	-20.1%	-12.5%	1,787,155	1,822,038	-1.9%	Food Markets	Business Services	Office Equipment	Apparel Stores
Fremont	-2.6%	-2.1%	9.4%	-7.9%	-5.3%	-11.6%	7,822,772	7,836,875	-0.2%	Auto Sales - New	Heavy Industry	Office Equipment	Food Processing Eqp
Hayward	1.8%	10.3%	1.4%	-6.7%	-14.5%	6.3%	6,507,934	6,739,872	-3.4%	Auto Sales - New	Chemical Products	Leasing	Bldg.Matls-Retail
Livermore	78.6%	6.1%	8.5%	-10.8%	4.5%	4.1%	5,037,462	4,213,473	19.6%	Apparel Stores	Auto Sales - New	Electronic Equipment	Bldg.Matls-Retail
Newark	-4.9%	-2.8%	14.6%	2.7%	11.0%	-35.8%	2,215,654	2,092,373	5.9%	Misc. Vehicle Sales	Office Equipment	Food Processing Eqp	Light Industry
Oakland	1.2%	5.0%	-1.0%	0.5%	-3.2%	-6.0%	10,568,288	10,515,635	0.5%	Restaurants	Bldg.Matls-Whsle	Bldg.Matls-Retail	Energy Sales
Piedmont	-11.3%	12.0%	-13.5%	7.3%	-57.2%	-13.6%	36,151	40,325	-10.4%	Bldg.Matls-Retail	Business Services	Light Industry	Service Stations
Pleasanton	5.2%	2.8%	6.2%	13.6%	15.1%	7.8%	4,783,864	4,430,087	8.0%	Electronic Equipment	Auto Sales - New	Misc. Vehicle Sales	Business Services
San Leandro	1.4%	-2.1%	12.2%	2.5%	11.9%	2.0%	5,006,391	4,732,910	5.8%	Auto Sales - New	Bldg.Matls-Whsle	Bldg.Matls-Retail	Food Markets
Union City	0.1%	1.6%	5.8%	0.2%	3.3%	1.9%	1,944,039	1,910,124	1.8%	Auto Parts/Repair	Restaurants	Liquor Stores	Department Stores
<b>CONTRA COSTA COUNTY</b>													
Antioch	-2.8%	-0.5%	13.8%	2.2%	-64.9%	-5.2%	2,341,309	2,443,343	-4.2%	Auto Sales - New	Miscellaneous Retail	Electronic Equipment	Recreation Products
Brentwood	7.9%	1.3%	8.7%	10.6%	-0.7%	3.9%	1,390,025	1,313,858	5.8%	Bldg.Matls-Whsle	Auto Parts/Repair	Energy Sales	Light Industry
Clayton	10.6%	0.7%	-67.1%	-90.3%	45.7%	-49.7%	83,359	79,500	4.9%	Food Markets	Chemical Products	Liquor Stores	Office Equipment
Concord	-1.0%	4.3%	3.9%	1.0%	1.1%	-1.1%	6,017,745	5,907,438	1.9%	Bldg.Matls-Whsle	Restaurants	Bldg.Matls-Retail	Electronic Equipment
Contra Costa County	-1.3%	4.8%	-2.4%	-20.1%	-14.7%	8.2%	2,347,713	2,547,249	-7.8%	Restaurants	Auto Sales - Used	Bldg.Matls-Whsle	Chemical Products
Danville	0.2%	3.9%	-2.6%	-5.5%	-20.5%	6.1%	1,101,181	1,109,126	-0.7%	Miscellaneous Retail	Restaurants	Office Equipment	Department Stores
El Cerrito	6.1%	7.2%	9.6%	5.3%	-2.0%	18.3%	825,494	773,213	6.8%	Auto Sales - New	Restaurants	Heavy Industry	Service Stations
Hercules	5.5%	-1.8%	-1.5%	-7.5%	-21.2%	-41.6%	309,416	340,576	-9.1%	Heavy Industry	Miscellaneous Retail	Chemical Products	Bldg.Matls-Retail
Lafayette	5.2%	4.8%	0.1%	27.9%	-2.1%	-24.6%	598,514	576,587	3.8%	Restaurants	Miscellaneous Retail	Miscellaneous Other	Business Services
Martinez	4.2%	4.4%	18.9%	26.3%	46.6%	-37.9%	1,317,083	1,094,759	20.3%	Bldg.Matls-Retail	Energy Sales	Health & Government	Miscellaneous Retail
Moraga	-1.4%	-2.4%	-2.7%	14.2%	55.4%	1.5%	219,463	218,375	0.5%	Bldg.Matls-Retail	Food Markets	Restaurants	Miscellaneous Retail
Oakley	0.0%	8.7%	0.3%	-4.9%	-8.5%	9.1%	362,963	361,079	0.5%	Heavy Industry	Restaurants	Chemical Products	Service Stations

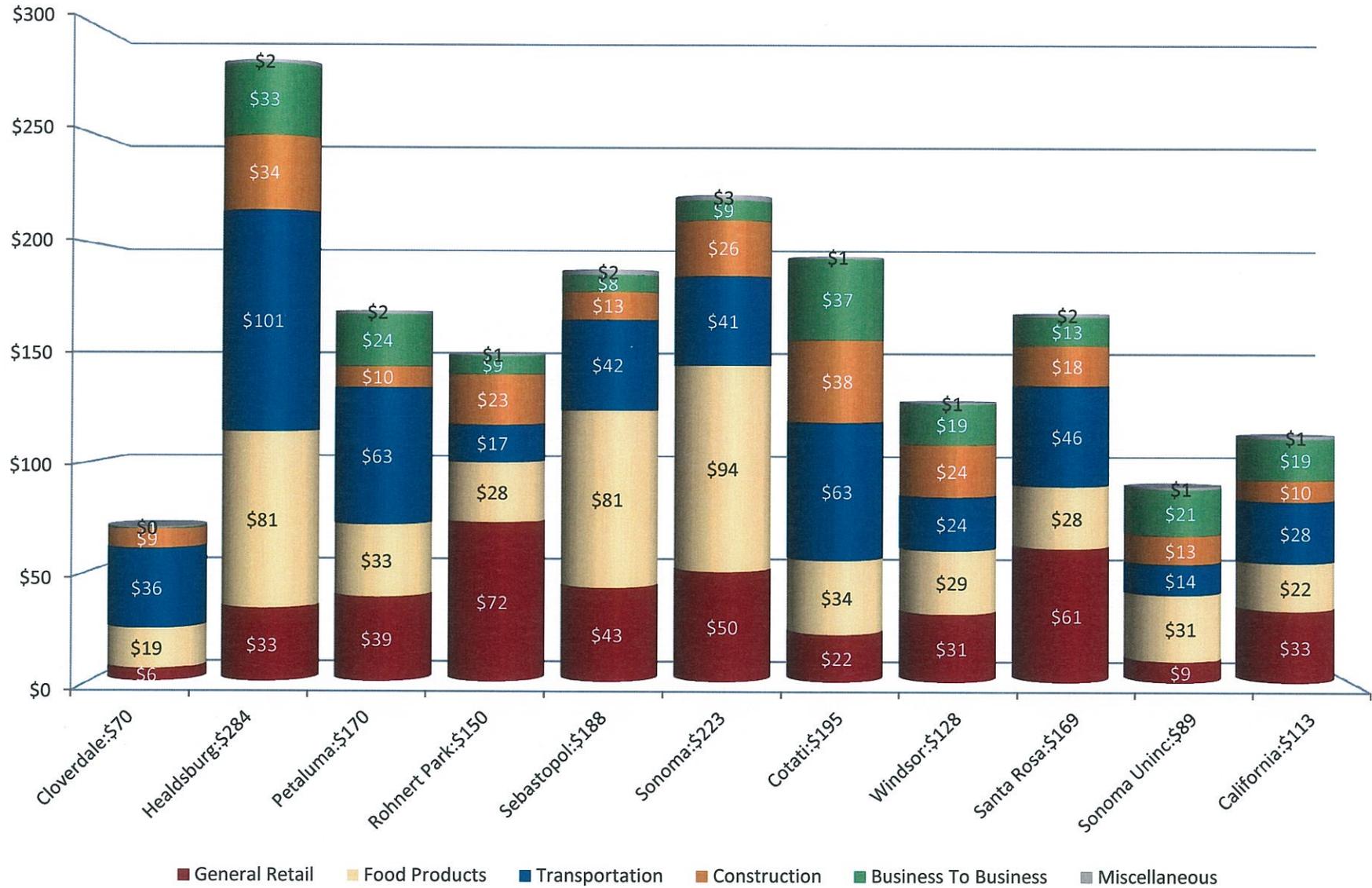
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Orinda	-25.7%	-2.6%	0.4%	-13.5%	108.3%	-62.8%	201,083	213,180	-5.7%	Electronic Equipment	Leasing	Miscellaneous Retail	Restaurants
Pinole	-0.6%	1.4%	3.0%	5.0%	2.5%	13.5%	710,126	700,687	1.3%	Restaurants	Bldg.Matls-Retail	Food Markets	Miscellaneous Retail
Pittsburg	3.8%	6.8%	21.4%	4.7%	-26.3%	6.5%	1,489,376	1,423,623	4.6%	Auto Sales - New	Chemical Products	Leasing	Heavy Industry
Pleasant Hill	8.8%	4.3%	3.4%	1.5%	5.0%	0.3%	1,649,899	1,552,495	6.3%	Apparel Stores	Furniture/Appliance	Department Stores	Drug Stores
Richmond	-1.1%	4.2%	5.0%	-10.0%	23.9%	9.0%	2,993,532	2,816,986	6.3%	Energy Sales	Light Industry	Department Stores	Bldg.Matls-Whsle
San Pablo	4.7%	2.3%	6.2%	-5.7%	23.6%	3.6%	438,753	420,668	4.3%	Service Stations	Food Markets	Liquor Stores	Auto Parts/Repair
San Ramon	4.7%	6.5%	6.6%	2.0%	49.9%	16.1%	2,249,677	1,923,332	17.0%	Heavy Industry	Office Equipment	Energy Sales	Furniture/Appliance
Walnut Creek	0.0%	4.9%	9.4%	16.3%	4.7%	15.0%	4,606,471	4,392,846	4.9%	Auto Sales - New	Restaurants	Department Stores	Apparel Stores
<b>MARIN COUNTY</b>													
Belvedere	-23.2%	329.9%	-14.4%	-100.0%	-10.9%	-11.4%	12,970	15,484	-16.2%	Restaurants	Leasing	Miscellaneous Retail	Light Industry
Corte Madera	-1.3%	1.6%	12.2%	-0.2%	-4.1%	64.2%	1,274,638	1,256,314	1.5%	Service Stations	Auto Parts/Repair	Apparel Stores	Energy Sales
Fairfax	-11.6%	6.3%	2.3%	6.4%	66.3%	-4.7%	125,019	117,948	6.0%	Business Services	Food Markets	Miscellaneous Retail	Light Industry
Larkspur	10.5%	11.5%	-24.9%	18.5%	78.0%	26.6%	586,917	518,378	13.2%	Business Services	Restaurants	Service Stations	Furniture/Appliance
Marin County	-7.5%	2.7%	0.7%	-20.0%	29.6%	-0.3%	907,632	895,123	1.4%	Heavy Industry	Food Markets	Furniture/Appliance	Bldg.Matls-Whsle
Mill Valley	7.3%	3.9%	0.6%	6.8%	69.5%	30.6%	620,624	589,490	5.3%	Light Industry	Restaurants	Auto Parts/Repair	Heavy Industry
Novato	-3.6%	2.0%	3.9%	8.7%	-7.2%	1.0%	1,744,213	1,747,037	-0.2%	Auto Sales - New	Bldg.Matls-Whsle	Department Stores	Office Equipment
Ross	-23.9%	-15.7%	-100.0%	-100.0%	193.6%	-45.9%	5,790	6,727	-13.9%	Business Services	Furniture/Appliance	Miscellaneous Retail	Food Processing Eqp
San Rafael	1.9%	0.0%	7.7%	11.9%	0.9%	-5.1%	4,139,140	3,934,143	5.2%	Auto Sales - New	Bldg.Matls-Whsle	Office Equipment	Florist/Nursery
Sausalito	9.2%	13.2%	-1.4%	12.3%	4.7%	-35.3%	452,036	416,969	8.4%	Restaurants	Miscellaneous Retail	Furniture/Appliance	Miscellaneous Other
Tiburon	18.8%	7.8%	18300.0%	-100.0%	-32.3%	-9.1%	122,255	112,810	8.4%	Restaurants	Miscellaneous Retail	Light Industry	Department Stores
<b>NAPA COUNTY</b>													
Napa	4.3%	6.3%	4.5%	-0.3%	64.2%	5.4%	3,197,829	2,954,624	8.2%	Office Equipment	Restaurants	Leasing	Furniture/Appliance
Saint Helena	1.8%	10.1%	1.3%	3.8%	31.7%	-24.8%	554,019	517,538	7.0%	Food Processing Eqp	Restaurants	Bldg.Matls-Whsle	Apparel Stores
Yountville	8.0%	11.6%	247.5%	4.7%	82.4%	-42.6%	293,689	254,256	15.5%	Restaurants	Service Stations	Apparel Stores	Recreation Products
<b>SAN FRANCISCO COUNTY</b>													
San Francisco	3.1%	7.1%	-0.7%	5.8%	0.8%	3.3%	36,573,823	35,191,939	3.9%	Restaurants	Bldg.Matls-Whsle	Bldg.Matls-Retail	Recreation Products
<b>SAN MATEO COUNTY</b>													
Atherton	23.2%	20.3%	-100.0%	-100.0%	16.3%	-23.7%	33,770	33,681	0.3%	Restaurants	Leasing	Miscellaneous Other	Health & Government
Belmont	8.8%	4.6%	-2.2%	13.1%	-6.4%	8.5%	604,083	602,583	0.2%	Restaurants	Miscellaneous Retail	Office Equipment	Auto Sales - Used
Brisbane	100.1%	6.8%	-20.2%	11.5%	-47.5%	4.5%	626,280	628,187	-0.3%	Furniture/Appliance	Bldg.Matls-Retail	Office Equipment	Business Services
Burlingame	-7.7%	3.1%	15.8%	18.3%	8.6%	-34.1%	2,237,227	2,080,717	7.5%	Auto Sales - New	Service Stations	Miscellaneous Retail	Apparel Stores
Colma	-2.6%	-0.1%	19.6%	-5.0%	24.1%	-0.2%	2,107,412	1,951,497	8.0%	Auto Sales - New	Auto Sales - Used	Apparel Stores	Bldg.Matls-Retail
San Mateo County	-4.4%	3.9%	3.4%	-16.9%	2.3%	-7.1%	4,610,480	4,537,080	1.6%	Leasing	Restaurants	Energy Sales	Bldg.Matls-Whsle
Daly City	0.1%	6.5%	2.7%	-4.0%	1.5%	-28.0%	2,322,567	2,277,586	2.0%	Auto Sales - New	Restaurants	Service Stations	Department Stores
East Palo Alto	13.5%	4.5%	0.3%	-4.7%	6.3%	-14.5%	815,079	756,307	7.8%	Furniture/Appliance	Recreation Products	Bldg.Matls-Retail	Heavy Industry
Foster City	8.0%	4.1%	-6.0%	-44.9%	-37.1%	60.9%	762,512	886,799	-14.0%	Furniture/Appliance	Restaurants	Light Industry	Bldg.Matls-Whsle
Half Moon Bay	-17.2%	7.7%	-2.2%	18.4%	-12.6%	137.2%	533,446	535,986	-0.5%	Restaurants	Bldg.Matls-Retail	Recreation Products	Service Stations
Hillsborough	-9.7%	53.5%	-64.5%	-100.0%	-79.8%	5.3%	15,142	27,933	-45.8%	Food Processing Eqp	Business Services	Leasing	Miscellaneous Retail
Menlo Park	2.9%	3.3%	160.4%	25.5%	-14.0%	-21.4%	1,610,885	1,370,523	17.5%	Auto Sales - New	Chemical Products	Electronic Equipment	Office Equipment
Millbrae	5.6%	14.8%	3.5%	-5.3%	-3.9%	4.5%	524,336	488,927	7.2%	Restaurants	Food Markets	Apparel Stores	Bldg.Matls-Whsle
Pacifica	4.3%	3.0%	9.4%	-4.2%	-7.8%	-12.5%	431,892	412,914	4.6%	Service Stations	Restaurants	Food Markets	Miscellaneous Other
Portola Valley	-33.7%	8.2%	-5.2%	13.2%	-13.4%	-6.3%	40,237	44,762	-10.1%	Miscellaneous Other	Recreation Products	Miscellaneous Retail	Health & Government
Redwood City	4.4%	3.1%	11.3%	9.2%	-2.4%	25.2%	4,360,974	4,085,593	6.7%	Auto Sales - New	Miscellaneous Retail	Department Stores	Heavy Industry
San Bruno	-1.0%	3.4%	3.8%	2.4%	40.1%	-3.8%	1,741,212	1,691,150	3.0%	Auto Sales - New	Leasing	Department Stores	Service Stations
San Carlos	5.4%	2.2%	15.4%	18.8%	5.8%	11.3%	1,868,056	1,706,433	9.5%	Bldg.Matls-Whsle	Auto Parts/Repair	Electronic Equipment	Bldg.Matls-Retail
San Mateo	0.8%	4.2%	0.0%	-5.4%	-40.6%	-20.4%	3,840,015	3,984,698	-3.6%	Restaurants	Recreation Products	Leasing	Department Stores
South San Francisco	-11.5%	8.2%	1.3%	2.8%	8.2%	-57.6%	2,865,600	2,918,963	-1.8%	Office Equipment	Bldg.Matls-Whsle	Furniture/Appliance	Department Stores
Woodside	25.4%	1.4%	0.8%	-100.0%	6.7%	-7.8%	127,169	122,055	4.2%	Furniture/Appliance	Miscellaneous Retail	Health & Government	Bldg.Matls-Whsle
<b>SANTA CLARA COUNTY</b>													
Campbell	-1.5%	6.1%	5.3%	-2.9%	69.4%	88.9%	2,261,751	2,056,858	10.0%	Office Equipment	Business Services	Furniture/Appliance	Bldg.Matls-Retail
Cupertino	3.9%	4.4%	3.3%	61.7%	-28.1%	2.1%	4,619,558	5,774,718	-20.0%	Bldg.Matls-Whsle	Miscellaneous Retail	Business Services	Office Equipment
Gilroy	-3.4%	-0.1%	13.3%	4.4%	-13.3%	-4.4%	3,204,627	3,184,111	0.6%	Auto Sales - New	Misc. Vehicle Sales	Apparel Stores	Chemical Products
Los Altos	-14.0%	-2.2%	-4.0%	22.3%	24.0%	-26.0%	511,897	539,934	-5.2%	Restaurants	Recreation Products	Florist/Nursery	Food Markets
Los Altos Hills	-38.6%	-3.0%	-100.0%	-68.6%	1.5%	20.5%	19,168	16,916	13.3%	Miscellaneous Other	Health & Government	Miscellaneous Retail	Office Equipment
Los Gatos	-9.0%	4.6%	13.7%	18.2%	7.6%	19.2%	1,740,572	1,727,943	0.7%	Auto Sales - New	Food Markets	Miscellaneous Retail	Auto Parts/Repair
Milpitas	4.1%	8.6%	0.2%	-2.8%	-32.6%	-4.5%	4,131,912	4,432,707	-6.8%	Electronic Equipment	Restaurants	Office Equipment	Auto Sales - New
Monte Sereno	-58.5%	-100.0%	-100.0%	-100.0%	30.5%	633.3%	2,067	2,557	-19.2%	Electronic Equipment	Leasing	Miscellaneous Retail	Chemical Products

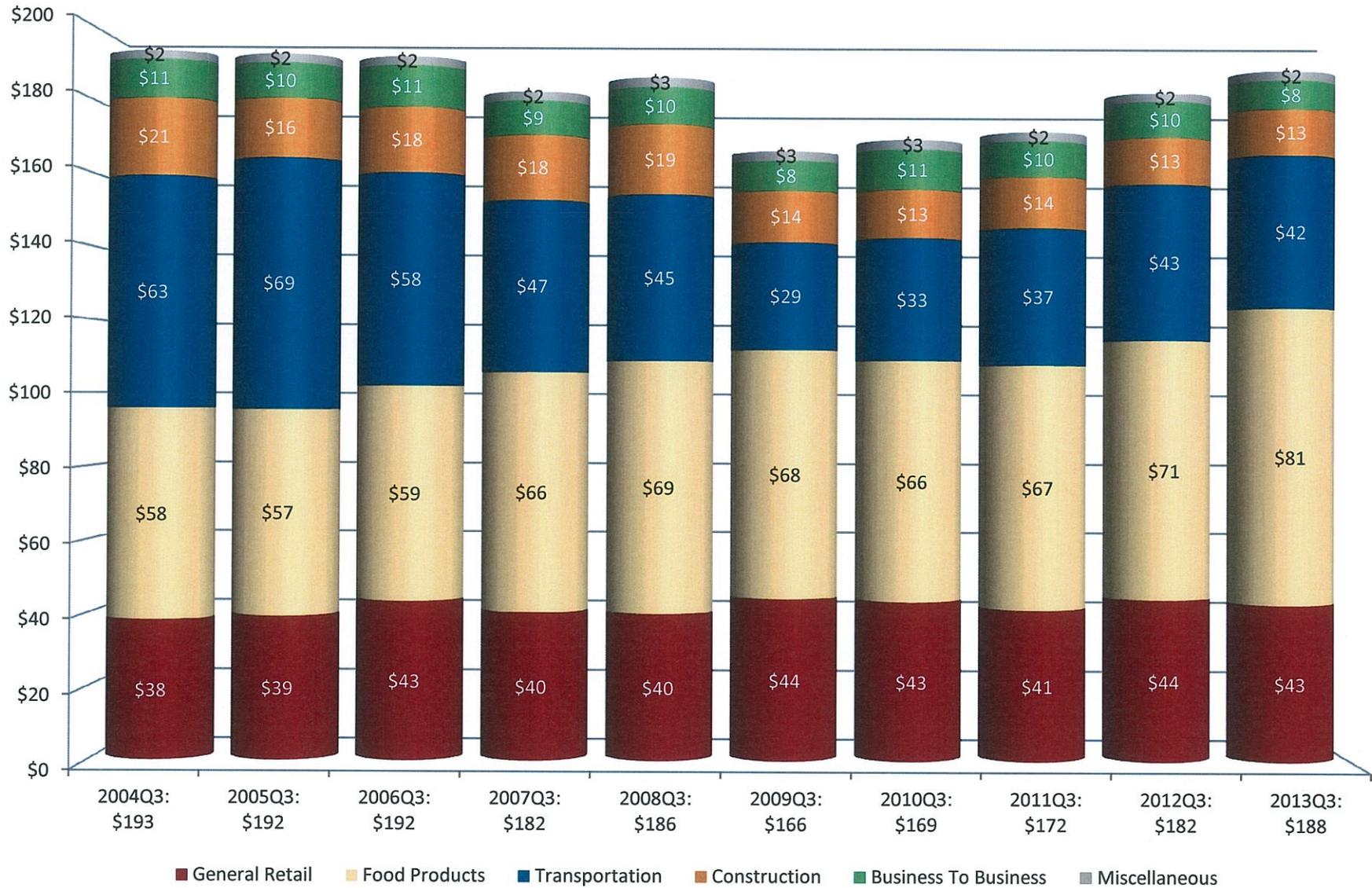
Northern California: Sales Tax Comparison from Jul-Sept 2012 Sales to Jul-Sept 2013 Sales

Jurisdiction	General Retail	Food Products	Trans.	Const.	Business to Business	Misc.	Jul - Sept 2013 Total	Jul - Sept 2012 Total	% Chg	Largest Gain	2nd Largest Gain	Largest Decline	2nd Largest Decline
Morgan Hill	2.8%	10.5%	3.6%	11.0%	15.2%	7.1%	1,799,788	1,681,972	7.0%	Auto Sales - New	Electronic Equipment	Auto Parts/Repair	Misc. Vehicle Sales
Mountain View	0.8%	24.7%	1.0%	5.7%	-0.6%	-7.1%	3,667,828	3,479,418	5.4%	Restaurants	Electronic Equipment	Office Equipment	Light Industry
Palo Alto	0.7%	6.4%	13.2%	10.5%	5.1%	-0.5%	4,940,974	4,706,073	5.0%	Heavy Industry	Auto Sales - New	Electronic Equipment	Health & Government
San Jose	2.7%	4.5%	6.7%	12.7%	-0.5%	-15.8%	35,207,846	33,814,008	4.1%	Bldg.Matls-Whsle	Auto Sales - New	Electronic Equipment	Light Industry
Santa Clara	18.4%	4.3%	0.4%	13.3%	-4.0%	-41.2%	9,917,667	9,737,218	1.9%	Miscellaneous Retail	Bldg.Matls-Whsle	Electronic Equipment	Miscellaneous Other
Santa Clara County	-7.7%	5.4%	-12.9%	7.0%	-42.5%	16.0%	1,078,287	1,096,408	-1.7%	Health & Government	Bldg.Matls-Retail	Service Stations	Office Equipment
Saratoga	22.4%	5.6%	-3.7%	848.9%	-1.6%	-37.3%	254,324	238,122	6.8%	Furniture/Appliance	Restaurants	Service Stations	Health & Government
Sunnyvale	-5.8%	6.8%	2.9%	-24.7%	-12.9%	3.8%	6,300,542	6,766,714	-6.9%	Restaurants	Misc. Vehicle Sales	Office Equipment	Light Industry
<b>SOLANO COUNTY</b>													
Rio Vista	-9.9%	-1.8%	-9.0%	-24.5%	-0.9%	16.4%	194,891	216,122	-9.8%	Bldg.Matls-Retail	Miscellaneous Other	Bldg.Matls-Whsle	Auto Sales - New
<b>SONOMA COUNTY</b>													
Cloverdale	8.2%	1.4%	6.7%	-16.3%	30.0%	-8.7%	162,217	158,893	2.1%	Service Stations	Bldg.Matls-Retail	Bldg.Matls-Whsle	Liquor Stores
Cotati	9.6%	10.4%	9.7%	-85.7%	-10.6%	19.6%	304,150	395,823	-23.2%	Service Stations	Restaurants	Bldg.Matls-Retail	Business Services
Healdsburg	5.0%	0.3%	-1.6%	2.5%	11.6%	-12.7%	870,498	857,974	1.5%	Bldg.Matls-Retail	Light Industry	Bldg.Matls-Whsle	Auto Parts/Repair
Petaluma	24.0%	9.8%	10.6%	25.3%	4.9%	-21.0%	2,760,713	2,448,831	12.7%	Auto Sales - New	Department Stores	Office Equipment	Light Industry
Rohnert Park	-1.4%	2.8%	19.4%	9.2%	5.6%	-24.7%	1,521,337	1,469,464	3.5%	Bldg.Matls-Whsle	Service Stations	Department Stores	Energy Sales
Santa Rosa	1.9%	4.6%	8.3%	19.8%	0.4%	-6.6%	7,373,447	6,963,843	5.9%	Auto Sales - New	Bldg.Matls-Whsle	Department Stores	Service Stations
Sebastopol	-10.7%	14.7%	-3.0%	10.2%	-30.5%	13.7%	367,064	356,601	2.9%	Food Processing Eqp	Restaurants	Florist/Nursery	Energy Sales
Sonoma	3.5%	3.8%	5.0%	13.1%	7.1%	23.1%	644,586	612,692	5.2%	Bldg.Matls-Retail	Food Processing Eqp	Electronic Equipment	Light Industry
Sonoma County	11.9%	3.8%	1.9%	7.3%	1.4%	6.0%	3,592,549	3,445,631	4.3%	Heavy Industry	Bldg.Matls-Whsle	Leasing	Energy Sales
Windsor	3.8%	2.9%	25.1%	4.3%	28.4%	22.9%	916,524	821,617	11.6%	Chemical Products	Auto Parts/Repair	Bldg.Matls-Retail	Office Equipment
<b>SACRAMENTO VALLEY</b>													
<b>TRANSPORTATION AUTHORITY</b>													
Sacramento Transit	5.1%	-0.5%	7.6%	-0.8%	2.9%	2.1%	24,586,166	23,698,919	3.7%	Auto Sales - New	Miscellaneous Retail	Bldg.Matls-Retail	Electronic Equipment
<b>BUTTE COUNTY</b>													
Oroville	4.8%	2.3%	5.1%	-10.2%	-14.6%	18.0%	806,028	792,499	1.7%	Auto Sales - New	Miscellaneous Retail	Bldg.Matls-Retail	Chemical Products
<b>PLACER COUNTY</b>													
Roseville	2.3%	5.5%	15.0%	3.0%	47.3%	9.7%	10,482,760	9,377,827	11.8%	Auto Sales - New	Electronic Equipment	Department Stores	Service Stations
<b>SACRAMENTO COUNTY</b>													
Citrus Heights	-0.6%	-0.8%	3.6%	-65.8%	16.2%	10.4%	2,224,605	2,284,659	-2.6%	Auto Sales - New	Office Equipment	Bldg.Matls-Retail	Department Stores
Elk Grove	14.5%	1.6%	13.7%	-1.3%	30.3%	-4.6%	4,474,869	4,002,577	11.8%	Auto Sales - New	Furniture/Appliance	Bldg.Matls-Retail	Florist/Nursery
Folsom	4.8%	-0.5%	18.5%	2.3%	-26.8%	-6.8%	3,866,888	3,639,686	6.2%	Auto Sales - New	Miscellaneous Retail	Light Industry	Electronic Equipment
Galt	0.6%	0.1%	17.9%	3.2%	21.8%	-6.2%	338,159	315,610	7.1%	Light Industry	Service Stations	Food Markets	Furniture/Appliance
Isleton	60.4%	-16.5%	-100.0%	-100.0%	12.9%	12.5%	35,296	32,428	8.8%	Energy Sales	Miscellaneous Retail	Food Markets	Misc. Vehicle Sales
Rancho Cordova	3.0%	5.0%	1.3%	-4.0%	4.7%	3.9%	3,233,489	3,174,259	1.9%	Business Services	Heavy Industry	Electronic Equipment	Bldg.Matls-Retail
Sacramento	1.5%	-0.4%	2.2%	15.3%	6.6%	18.2%	14,307,172	13,751,761	4.0%	Bldg.Matls-Whsle	Light Industry	Electronic Equipment	Auto Parts/Repair
Sacramento County	2.4%	-0.8%	5.9%	-10.2%	-5.1%	-1.9%	15,515,208	15,545,494	-0.2%	Auto Sales - New	Auto Sales - Used	Bldg.Matls-Whsle	Business Services
<b>YOLO COUNTY</b>													
Davis	-8.1%	3.9%	5.7%	5.4%	-13.1%	9.4%	1,372,585	1,351,459	1.6%	Auto Sales - New	Misc. Vehicle Sales	Miscellaneous Retail	Electronic Equipment
West Sacramento	0.4%	4.6%	1.1%	6.9%	-2.1%	28.3%	3,660,204	3,554,207	3.0%	Health & Government	Bldg.Matls-Whsle	Heavy Industry	Auto Sales - New
Woodland	3.1%	-3.9%	10.4%	11.0%	-16.5%	1.6%	2,355,913	2,311,566	1.9%	Bldg.Matls-Whsle	Service Stations	Office Equipment	Electronic Equipment

## Sonoma County Historical Sales Per Capita by Benchmark Year (2013Q3)



## Sebastopol Historical Sales Per Capita by Benchmark Year



# City of Sebastopol: FY 2014 Sales Tax Forecast

Based on sales thru Sep 2013 (CYQ3) and Cash thru Dec 2013

Date: February 19, 2014

**1 - Projected Base** \$ 1,565,292

2 - Business Level Adj.	\$Δ
General Retail	(31,631)
Food Products	(10,382)
Transportation	(13,230)
Construction	2,000
Business to Business	(1,972)
Miscellaneous	(5,140)

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

4 - Coming Soon or Threats	Expected Date	\$
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**Total Adjustments** (60,355)

5 - Forecast Scenarios	Growth Adj.	Local 1%	0.75% + Flip
Pessimistic: 1.0%	0.5%	1,512,462	1,579,093
<b>Most Likely: 2.0%</b>	<b>1.0%</b>	<b>1,519,987</b>	<b>1,584,737</b>
Optimistic: 3.0%	1.5%	1,527,511	1,590,380

6 - Local 1%	Pessimistic	Most Likely	Optimistic
2nd Adv: Jul 2014	1,502,194	<b>1,511,801</b>	1,521,407
3rd Adv: Aug 2014	1,495,438	<b>1,506,432</b>	1,517,427
Balance: Sep 2014	1,510,871	<b>1,522,251</b>	1,533,631

7 - 0.75% + Flip	Pessimistic	Most Likely	Optimistic
2nd Adv: Jul 2014	1,571,392	<b>1,578,597</b>	1,585,802
3rd Adv: Aug 2014	1,566,325	<b>1,574,571</b>	1,582,817
Balance: Sep 2014	1,576,560	<b>1,585,095</b>	1,593,630

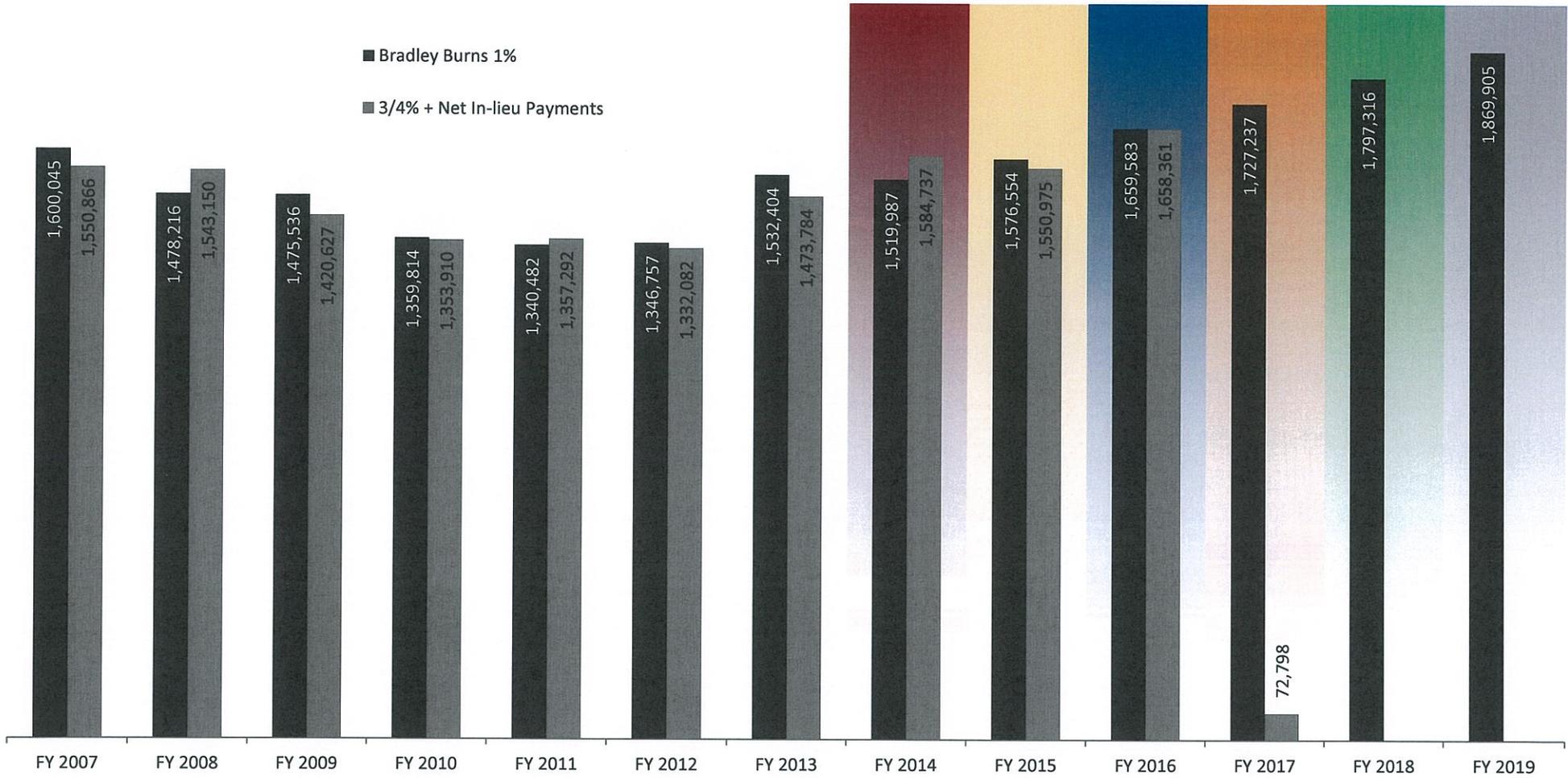
Cash Flow	1.00%	0.75%	Flip	Cumulative
1st Adv: Jun 2013	110,267	82,700		(81,419)
2nd Adv: Jul 2013	110,267	82,700		(108,986)
3rd Adv: Aug 2013	146,933	110,200		(145,719)
Balance: Sep 2013	23,505	16,584		(152,639)
<b>Quarter Total</b>	<b>\$ 390,971</b>	<b>\$ 292,184</b>		
1st Adv: Sep 2013	107,867	80,900		(179,606)
2nd Adv: Oct 2013	107,867	80,900		(206,573)
3rd Adv: Nov 2013	143,733	107,800		(242,506)
Balance: Dec 2013	41,532	30,068		(253,970)
<b>Quarter Total</b>	<b>\$ 400,998</b>	<b>\$ 299,668</b>		
1st Adv: Dec 2013	109,200	81,900		(281,270)
2nd Adv: Jan 2014	109,200	81,900		(308,570)
<i>In-Lieu</i>			201,016	(107,554)
<i>True-Up</i>			53,852	(53,702)
<i>1/4% Adm Fee</i>			(3,745)	(53,702)
<i>Total Triple Flip</i>			<b>\$ 251,123</b>	
3rd Adv: Feb 2014	145,600	109,200		(90,102)
Balance: Mar 2014	30,256	19,893		(100,465)
<b>Quarter Total</b>	<b>\$ 394,256</b>	<b>\$ 292,893</b>		
1st Adv: Mar 2014	90,115	67,587		(122,994)
2nd Adv: Apr 2014	90,115	67,587		(145,523)
3rd Adv: May 2014	120,154	90,115		(175,562)
<i>In-Lieu</i>			201,016	25,454
<i>True-Up</i>			0	25,454
<i>1/4% Adm Fee</i>			0	25,454
<i>Total Triple Flip</i>			<b>\$ 201,016</b>	
Balance: Jun 2014	33,376	22,565		14,643
<b>Quarter Total</b>	<b>\$ 333,761</b>	<b>\$ 247,854</b>		
	<b>1.00%</b>	<b>0.75%</b>	<b>Flip</b>	<b>Cumulative</b>
<b>Annual Total</b>	<b>\$ 1,519,987</b>	<b>\$ 1,132,599</b>	<b>\$ 452,138</b>	<b>\$ 14,643</b>

Shaded area indicates forecasted dollars.

**8 - Notes**

Local 1% Net Effective Growth Rate = -0.8%  
 0.75% + Flip Net Effective Growth Rate = 7.5%  
 2 - Business Level Adj. include adjustment for:  
 2012Q4 to 2013Q3 Frizelle Enos (29,218) 1 BMV - General Retail  
 (2013Q3 is not a full quarter)

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	1,519,987	1,576,554	1,659,583	1,727,237	1,797,316	1,869,905
3/4% + Net In-lieu Payments	1,357,292	1,332,082	1,473,784	1,584,737	1,550,975	1,658,361	72,798		

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%	-0.8%	3.7%	5.3%	4.1%	4.1%	4.0%
3/4% + Net In-lieu Payments	0.2%	-1.9%	10.6%	7.5%	-2.1%	6.9%	-95.6%		