

City of
Sebastopol
Economic Review 2014Q1

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City of SEBASTOPOL California

Summary
Sales for
Apr'13 to Mar'14

News

- Annual New Light Vehicle Registrations in California are predicted to increase by 4.8% in 2014 compared to the 11.9% increase in 2013. (California New Car Dealers Association)
- Despite steady gains in both residential and nonresidential building, the total value of all building activity is still 33% below the state's pre-recession peak in 2005. (California Department of Finance)
- California's unemployment rate continued to drop by 0.2 % to 7.6 % in May—the lowest rate since August 2008. (CA Department of Finance) The latest forecast for California calls for total employment growth of 1.8 % in 2014, 2.2% in 2015 and 2.1% in 2016. (UCLA Anderson Forecast)

Top 25 Sales Tax Generators

New to Top 25 *

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

Business Activity Jan '13 - Mar '13 to Jan '14 - Mar '14

Apr '13 - Mar '13 to Apr '14 - Mar '14

	Sebastopol	S.F. Bay Area	Statewide	Sebastopol	S.F. Bay Area	Statewide
Total	9.9%	2.9%	2.7%	6.1%	3.7%	3.3%
General Retail	0.0%	-0.3%	-0.7%	-3.8%	2.5%	1.9%
Food Products	21.1%	6.0%	4.8%	18.2%	6.5%	4.7%
Transportation	-3.7%	2.3%	3.9%	-2.7%	5.3%	4.5%
Construction	18.4%	4.0%	3.2%	11.2%	8.9%	5.8%
Business To Business	2.8%	4.2%	4.3%	-16.4%	-0.8%	2.2%
Restaurants	3.8%	7.6%	6.4%	11.4%	7.8%	6.0%
Food Markets	8.1%	1.2%	-0.1%	4.3%	2.6%	0.9%
Service Stations	-5.4%	-2.7%	-3.1%	-3.7%	-2.3%	-2.6%
Food Processing Eqp	79.7%	10.1%	10.4%	87.5%	9.8%	10.2%
Miscellaneous Retail	8.2%	4.3%	4.1%	-0.6%	4.0%	3.5%
Drug Stores	-9.4%	-3.3%	-9.3%	-2.8%	1.0%	-2.0%
Bldg./Matis-Retail	15.6%	-1.7%	-1.3%	11.2%	5.1%	3.3%
Auto Parts/Repair	1.3%	2.9%	4.7%	-1.0%	3.8%	3.4%
Florist/Nursery	-25.7%	0.9%	4.8%	-30.5%	5.4%	4.4%
Light Industry	48.4%	-1.2%	3.7%	21.7%	0.6%	2.4%
Furniture/Appliance	17.3%	3.8%	1.2%	3.5%	5.4%	3.4%
Apparel Stores	101.0%	-1.6%	-0.1%	49.3%	4.3%	3.6%
Health & Government	3.7%	-2.2%	-1.7%	7.1%	-3.7%	-13.6%
Liquor Stores	26.9%	1.8%	2.7%	6.6%	3.2%	2.8%

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-12	Jun-12	Sep-12	Dec-12	Mar-13	Jun-13	Jul-12 thru	Jul-13 thru	\$ Chg	% Chg	Jul-12 thru	Jul-13 thru	\$ Chg	% Chg
	This Year Cash Received >	Mar-13	Jun-13	Sep-13	Dec-13	Mar-14	Jun-14	Jun-13	Jun-14			Jun-13	Jun-14		
	Calendar Sales Quarter >	12Q4	13Q1	13Q2	13Q3	13Q4	14Q1	4 Quarters	4 Quarters						
1 Santa Rosa	2.6	6.5	5.4	6.3	8.2	6.4	29,852,294	31,825,955	1,973,661	6.6	29,852,294	31,825,956	1,973,662	6.6	
2 Sonoma County	6.1	17.9	17.1	6.0	9.5	4.1	13,955,237	15,239,537	1,284,300	9.2	13,955,236	15,239,537	1,284,301	9.2	
3 Petaluma	7.0	13.0	15.3	19.5	14.1	1.6	10,114,985	11,396,788	1,281,803	12.7	10,114,984	11,396,788	1,281,804	12.7	
4 Rohnert Park	-1.0	4.2	8.0	1.2	12.5	7.2	6,410,653	6,867,818	457,165	7.1	6,410,653	6,867,820	457,167	7.1	
5 Windsor	7.1	2.5	13.7	8.1	14.0	6.2	3,568,798	3,943,060	374,262	10.5	3,568,799	3,943,059	374,260	10.5	
6 Healdsburg	21.2	5.9	-0.4	8.5	-3.0	13.3	3,376,083	3,511,699	135,616	4.0	3,376,083	3,511,698	135,615	4.0	
7 Sonoma	3.7	11.9	6.4	8.8	1.1	6.9	2,497,534	2,642,894	145,360	5.8	2,497,534	2,642,894	145,360	5.8	
8 Cotati	-14.0	44.2	-11.6	-22.7	95.9	20.3	1,690,101	1,923,393	233,292	13.8	1,690,101	1,923,393	233,292	13.8	
9 Sebastopol *	7.4	18.8	0.8	8.0	3.1	9.5	1,532,403	1,613,339	80,936	5.3	1,532,404	1,613,340	80,936	5.3	
10 Cloverdale	39.6	-10.8	-6.8	7.9	-1.2	30.0	645,335	682,774	37,439	5.8	645,335	682,774	37,439	5.8	
Alameda Co.	4.6	4.1	5.1	3.5	12.7	7.9	245,771,660	263,784,336	18,012,676	7.3	245,771,660	263,784,337	18,012,677	7.3	
Contra Costa Co.	3.6	6.2	0.1	3.5	9.3	4.0	137,240,816	143,079,520	5,838,704	4.3	137,240,815	143,079,521	5,838,706	4.3	
Marin Co.	6.1	8.1	5.0	9.6	8.3	2.3	44,007,038	46,801,689	2,794,651	6.4	44,007,037	46,801,688	2,794,651	6.4	
Napa Co.	4.1	1.8	7.7	6.2	13.2	7.3	27,401,619	29,771,122	2,369,503	8.6	27,401,619	29,771,121	2,369,502	8.6	
San Francisco Co.	5.6	4.6	3.5	8.4	9.6	8.4	162,176,775	174,329,197	12,152,422	7.5	162,176,776	174,329,197	12,152,421	7.5	
San Mateo Co.	1.6	8.3	3.1	4.8	12.2	0.3	134,461,221	141,449,459	6,988,238	5.2	134,461,221	141,449,458	6,988,237	5.2	
Santa Clara Co.	9.4	5.1	5.5	3.5	2.3	2.7	365,848,497	378,545,364	12,696,867	3.5	365,848,497	378,545,364	12,696,867	3.5	
Solano Co.	-3.2	19.3	4.4	-5.8	6.9	-5.2	62,847,907	62,882,989	35,082	0.1	62,847,907	62,882,990	35,083	0.1	
Sonoma Co. *	4.5	9.9	8.6	7.2	10.4	6.2	73,643,423	79,647,257	6,003,834	8.2	73,643,423	79,647,259	6,003,836	8.2	
S.F. Bay Area *	5.3	6.3	4.5	4.3	8.2	4.2	1,253,398,956	1,320,290,933	66,891,977	5.3	1,253,398,955	1,320,290,935	66,891,980	5.3	
Central Coast	13.8	10.4	8.9	-0.7	0.3	1.8	139,707,141	143,105,778	3,398,637	2.4	139,707,142	143,105,780	3,398,638	2.4	
Central Valley	-0.2	7.0	5.4	4.9	11.4	2.5	532,048,119	564,252,054	32,203,935	6.1	532,048,120	564,252,055	32,203,935	6.1	
North Coast	1.7	0.4	3.0	5.6	8.6	4.1	44,162,339	46,527,348	2,365,009	5.4	44,162,340	46,527,349	2,365,009	5.4	
Other Northern	1.7	5.7	4.5	-0.9	9.1	2.7	55,948,435	58,017,107	2,068,672	3.7	55,948,435	58,017,108	2,068,673	3.7	
Sacramento Valley	2.1	7.6	4.7	4.3	9.1	4.0	382,532,149	403,695,695	21,163,546	5.5	382,532,146	403,695,694	21,163,548	5.5	
Northern California	3.9	6.7	4.9	4.0	8.6	3.6	2,407,797,139	2,535,888,915	128,091,776	5.3	2,407,797,138	2,535,888,921	128,091,783	5.3	
Inland Empire	4.6	9.3	5.3	2.9	9.9	4.9	585,825,268	619,663,624	33,838,356	5.8	585,825,268	619,663,624	33,838,356	5.8	
Other Southern	22.2	57.4	55.0	37.5	6.1	-4.5	30,735,194	36,607,211	5,872,017	19.1	30,735,194	36,607,210	5,872,016	19.1	
South Coast	2.6	5.4	8.0	2.6	8.6	3.6	2,571,590,263	2,718,525,029	146,934,766	5.7	2,571,590,262	2,718,525,030	146,934,768	5.7	
Southern California	3.1	6.6	7.9	2.9	8.8	3.8	3,188,150,725	3,374,795,864	186,645,139	5.9	3,188,150,724	3,374,795,864	186,645,140	5.9	
State Total	3.5	6.7	6.6	3.4	8.7	3.7	5,595,947,864	5,910,684,779	314,736,915	5.6	5,595,947,862	5,910,684,785	314,736,923	5.6	

City of Sebastopol
County Pool Recap
Cash Basis by Quarter

	2011Q2	2011Q3	2011Q4	2012Q1	2012Q2	2012Q3	2012Q4	2013Q1	2013Q2	2013Q3	2013Q4	2014Q1
Total County Pool	1,729,540	1,570,263	1,689,638	1,354,763	1,717,708	1,765,266	2,035,504	1,765,327	1,981,018	2,162,123	2,419,508	2,099,128
City Share	34,652	30,945	33,036	30,394	34,415	34,788	39,799	39,605	39,690	42,609	47,307	47,094
City % of Total	2.0%	2.0%	2.0%	2.2%	2.0%	2.0%	2.0%	2.2%	2.0%	2.0%	2.0%	2.2%

Major Components of County Pool Receipts

Description	2011Q2	2011Q3	2011Q4	2012Q1	2012Q2	2012Q3	2012Q4	2013Q1	2013Q2	2013Q3	2013Q4	2014Q1
DEPT OF MOTOR VEHICLES	4,849	5,538	4,351	5,011	5,230	5,391	4,451	5,370	5,027	6,010	5,179	6,419
AMAZON	0	0	0	0	0	295	2,790	2,297	2,193	2,402	3,566	2,961
PACIFIC BELL LEASING, INC.	313	301	599	401	310	298	618	323	268	270	346	1,727
DELL MARKETING L P	627	629	651	658	545	389	387	518	450	341	531	795
CALPINE OPERATING SVCS CO INC	0	0	0	282	512	(1)	0	0	324	860	920	594
HENRY SCHEIN, INC	410	260	382	311	315	257	282	372	325	285	394	532
QVC QVC NETWORK	375	394	509	414	403	407	529	429	408	435	582	441
GTE MOBILNET OF CALIFORNIA L.P	330	300	577	417	269	348	507	353	322	302	400	407
MACYS.COM INC	162	157	298	222	226	218	440	335	307	277	570	351
COSTCO WHOLESALE CORPORATION	281	273	408	309	298	345	474	293	355	338	534	348
DIRECTV OPERATIONS LLC	0	0	0	0	207	210	220	289	296	293	301	340
ECHOSTAR SATELLITE L	237	225	234	246	223	229	233	284	262	271	274	303
AT&T MOBILITY WIRELESS OPS.	177	163	471	204	137	233	485	298	280	280	415	292
PACIFIC BELL	156	178	160	230	259	225	231	293	273	260	234	292
HOME DEPOT U.S.A.INC.	70	83	88	171	118	255	0	171	187	282	168	258
KAISER HOSPITAL ASSET MGMT INC	221	254	238	272	238	240	234	268	250	244	274	257
COMCAST OF E SAN FERNANDO VLY	124	148	150	175	167	172	191	208	188	181	182	227
WEST COAST PROFESSIONAL DOOR,	0	0	0	0	0	80	150	153	213	144	178	217
REDBOX AUTOMATED RETAIL LLC	85	85	101	141	107	166	151	172	148	149	159	195
SEARS-ROEBUCK AND CO.	138	125	131	121	127	131	137	156	160	140	144	188
BRUCKNER SUPPLY CO INC	5	19	11	0	(10)	6	72	99	125	161	194	182
JOHN H.HARLAND COMPANY	148	146	142	171	140	136	131	166	145	147	142	177
NORDSTROM INC.	71	80	126	86	89	127	179	118	115	179	212	141
JOE LUNARDI ELECTRIC CO INC	192	224	166	352	248	217	173	129	183	177	138	73
RESTORATION HARDWARE INC.	175	147	163	165	224	187	190	285	279	351	321	0
ALL OTHER	25,506	21,216	23,080	20,035	24,033	24,227	26,544	26,226	26,607	27,830	30,949	29,377

City Share \$ 34,652 \$ 30,945 \$ 33,036 \$ 30,394 \$ 34,415 \$ 34,788 \$ 39,799 \$ 39,605 \$ 39,690 \$ 42,609 \$ 47,307 \$ 47,094

S.F. BAY AREA: Quarterly Comparison of 2013Q1 and 2014Q1 (January thru March Sales)

	General Retail	Food Products	Transportation	Construction	B2B	Misc.	Jan - Mar 2014 (2014Q1)	Jan - Mar 2013 (2013Q1)	% Chg	Gain	Gain	Decline	Decline
ALAMEDA COUNTY													
ALBANY	-9.9%	6.5%	22.4%	2.2%	14.4%	40.1%	478,980	462,756	3.5%	Auto Sales - New	Auto Sales - Used	Department Stores	Liquor Stores
EMERYVILLE	3.0%	11.1%	-4.3%	2.2%	13.0%	19.4%	1,755,322	1,672,088	5.0%	Light Industry	Restaurants	Heavy Industry	Service Stations
LAYWARD	-1.6%	3.9%	17.9%	-1.7%	15.4%	5.5%	6,458,361	5,952,156	8.5%	Heavy Industry	Misc. Vehicle Sales	Electronic Equipment	Bldg.Matls-Retail
LIVERMORE	1.4%	4.4%	24.1%	-11.0%	26.8%	-2.5%	5,048,370	4,572,673	10.4%	Auto Sales - New	Business Services	Bldg.Matls-Whsle	Department Stores
PIEDMONT	44.7%	11.7%	-53.8%	-5.1%	111.1%	-64.3%	33,213	38,500	-13.7%	Light Industry	Florist/Nursery	Service Stations	Miscellaneous Other
PLEASANTON	-5.3%	2.0%	7.6%	5.6%	4.0%	-11.1%	4,262,364	4,185,753	1.8%	Light Industry	Auto Sales - New	Electronic Equipment	Department Stores
SAN LEANDRO	-0.6%	9.7%	5.6%	10.3%	-2.0%	-5.8%	4,742,903	4,594,814	3.2%	Bldg.Matls-Retail	Light Industry	Electronic Equipment	Energy Sales
NEWARK	-4.1%	13.2%	6.7%	-0.8%	-2.1%	27.0%	2,109,017	2,054,433	2.7%	Auto Sales - New	Restaurants	Office Equipment	Department Stores
FREMONT	-4.8%	2.2%	10.7%	11.5%	18.0%	-14.9%	8,013,249	7,393,468	8.4%	Auto Sales - New	Electronic Equipment	Furniture/Appliance	Service Stations
ALAMEDA	26.4%	9.4%	-2.1%	20.1%	5.4%	26.7%	1,766,207	1,609,636	9.7%	Department Stores	Office Equipment	Business Services	Heavy Industry
UNION CITY	-0.9%	5.5%	-1.6%	0.7%	13.6%	-11.9%	1,913,484	1,839,634	4.0%	Heavy Industry	Light Industry	Miscellaneous Retail	Drug Stores
DUBLIN	2.2%	1.8%	3.4%	-4.8%	16.8%	20.4%	3,537,314	3,401,237	4.0%	Auto Sales - New	Electronic Equipment	Auto Sales - Used	Misc. Vehicle Sales
BERKELEY	0.6%	12.0%	-4.0%	9.8%	8.3%	-10.8%	3,468,649	3,338,429	3.9%	Restaurants	Chemical Products	Health & Government	Service Stations
OAKLAND	8.7%	5.5%	9.4%	2.4%	-1.7%	-4.2%	10,279,153	9,746,272	5.5%	Auto Sales - New	Restaurants	Energy Sales	Light Industry
ALAMEDA COUNTY	-4.3%	4.6%	-2.8%	-18.6%	16.7%	-20.3%	1,724,478	1,763,470	-2.2%	Restaurants	Auto Parts/Repair	Bldg.Matls-Retail	Service Stations
CONTRA COSTA COUNTY													
ANTIOCH	-2.7%	2.1%	4.0%	9.0%	-58.6%	-13.5%	2,253,718	2,350,194	-4.1%	Auto Sales - New	Bldg.Matls-Whsle	Heavy Industry	Leasing
CONCORD	-3.4%	10.0%	3.0%	1.0%	5.4%	24.8%	5,763,279	5,632,759	2.3%	Restaurants	Furniture/Appliance	Department Stores	Electronic Equipment
EL CERRITO	-1.5%	1.8%	-1.3%	-89.1%	6.6%	32.4%	632,973	772,492	-18.1%	Auto Parts/Repair	Leasing	Bldg.Matls-Retail	Auto Sales - New
HERCULES	-16.5%	7.0%	0.7%	-10.7%	-43.1%	-39.1%	268,819	324,023	-17.0%	Restaurants	Office Equipment	Chemical Products	Bldg.Matls-Retail
MARTINEZ	-6.2%	-2.1%	1.8%	-15.7%	28.9%	5.8%	1,152,927	1,169,461	-1.4%	Energy Sales	Restaurants	Bldg.Matls-Retail	Food Markets
PINOLE	-14.2%	2.6%	9.5%	-0.9%	-3.9%	10.8%	701,886	725,367	-3.2%	Restaurants	Auto Parts/Repair	Miscellaneous Retail	Department Stores
PITTSBURG	-1.7%	3.8%	7.5%	-0.6%	11.2%	23.4%	1,436,864	1,380,155	4.1%	Auto Sales - Used	Restaurants	Service Stations	Bldg.Matls-Whsle
RICHMOND	1.1%	-0.1%	0.2%	22.0%	-8.1%	-30.2%	2,867,838	2,902,783	-1.2%	Bldg.Matls-Whsle	Florist/Nursery	Energy Sales	Service Stations
WALNUT CREEK	-6.4%	2.7%	8.8%	9.3%	21.5%	41.9%	4,319,056	4,190,707	3.1%	Auto Sales - New	Office Equipment	Department Stores	Apparel Stores
LAFAYETTE	-3.5%	11.3%	-3.7%	19.2%	-12.4%	11.6%	561,455	545,919	2.8%	Restaurants	Miscellaneous Retail	Light Industry	Service Stations
BRENTWOOD	-7.8%	16.0%	8.6%	-13.3%	9.7%	92.4%	1,375,547	1,327,384	3.6%	Restaurants	Auto Parts/Repair	Bldg.Matls-Retail	Recreation Products
SAN PABLO	-2.5%	5.4%	1.3%	-17.3%	13.8%	-0.2%	432,727	423,373	2.2%	Restaurants	Furniture/Appliance	Miscellaneous Retail	Apparel Stores
PLEASANT HILL	4.2%	0.4%	0.0%	6.6%	-2.3%	-0.1%	1,562,326	1,528,319	2.2%	Apparel Stores	Restaurants	Department Stores	Miscellaneous Retail
CLAYTON	-7.2%	1.6%	-42.7%	-100.0%	21.6%	1187.6%	80,051	78,647	1.8%	Light Industry	Miscellaneous Other	Apparel Stores	Restaurants
MORAGA	3.3%	1.5%	11.4%	-9.3%	26.6%	-5.7%	213,671	205,858	3.8%	Service Stations	Miscellaneous Retail	Bldg.Matls-Retail	Furniture/Appliance
DANVILLE	0.2%	5.1%	-0.1%	-15.4%	-1.9%	6.5%	1,041,644	1,031,063	1.0%	Restaurants	Food Markets	Office Equipment	Service Stations
ORINDA	-9.1%	-2.1%	-6.0%	10.9%	10.1%	14.3%	190,454	197,011	-3.3%	Bldg.Matls-Whsle	Electronic Equipment	Auto Parts/Repair	Drug Stores
SAN RAMON	-0.7%	2.8%	-0.5%	-2.5%	5.8%	3.7%	1,945,194	1,913,872	1.6%	Office Equipment	Electronic Equipment	Leasing	Heavy Industry
OAKLEY	-27.1%	3.0%	2.7%	-10.1%	36.2%	-31.5%	303,035	292,459	3.6%	Heavy Industry	Restaurants	Food Markets	Recreation Products
CONTRA COSTA COUNTY	-1.2%	5.9%	0.9%	7.9%	13.4%	-12.3%	2,329,737	2,199,153	5.9%	Heavy Industry	Bldg.Matls-Whsle	Bldg.Matls-Retail	Auto Parts/Repair
MARIN COUNTY													
BELVEDERE	-9.2%	-100.0%	11.1%	-100.0%	-64.4%	340.7%	8,466	11,176	-24.2%	Miscellaneous Retail	Auto Parts/Repair	Business Services	Restaurants
CORTE MADERA	-10.2%	0.6%	29.1%	-5.1%	-5.8%	4.2%	1,224,355	1,216,683	0.6%	Auto Sales - New	Restaurants	Department Stores	Apparel Stores
FAIRFAX	-19.1%	3.5%	5.4%	4.8%	-6.5%	-55.7%	109,666	110,202	-0.5%	Food Markets	Bldg.Matls-Retail	Miscellaneous Retail	Restaurants
LARKSPUR	-0.5%	7.9%	12.3%	-6.1%	11.0%	16.4%	556,533	524,547	6.1%	Office Equipment	Restaurants	Business Services	Miscellaneous Retail
MILL VALLEY	0.8%	19.4%	-2.6%	-1.2%	9.3%	-23.9%	600,361	570,017	5.3%	Food Markets	Miscellaneous Retail	Service Stations	Drug Stores
ROSS	-29.2%	1.3%	-100.0%	-100.0%	18.1%	33.3%	5,306	5,888	-9.9%	Business Services	Furniture/Appliance	Miscellaneous Retail	Apparel Stores
SAN ANSELMO	9.5%	14.9%	-10.9%	-86.7%	4.9%	11.7%	231,591	217,987	6.2%	Restaurants	Miscellaneous Retail	Service Stations	Bldg.Matls-Whsle
SAN RAFAEL	6.8%	3.5%	13.5%	0.1%	-1.7%	-13.8%	3,984,240	3,748,455	6.3%	Auto Sales - New	Department Stores	Office Equipment	Bldg.Matls-Retail
SAUSALITO	16.6%	7.3%	36.8%	-44.8%	-25.9%	59.8%	352,166	324,916	8.4%	Misc. Vehicle Sales	Miscellaneous Retail	Business Services	Furniture/Appliance

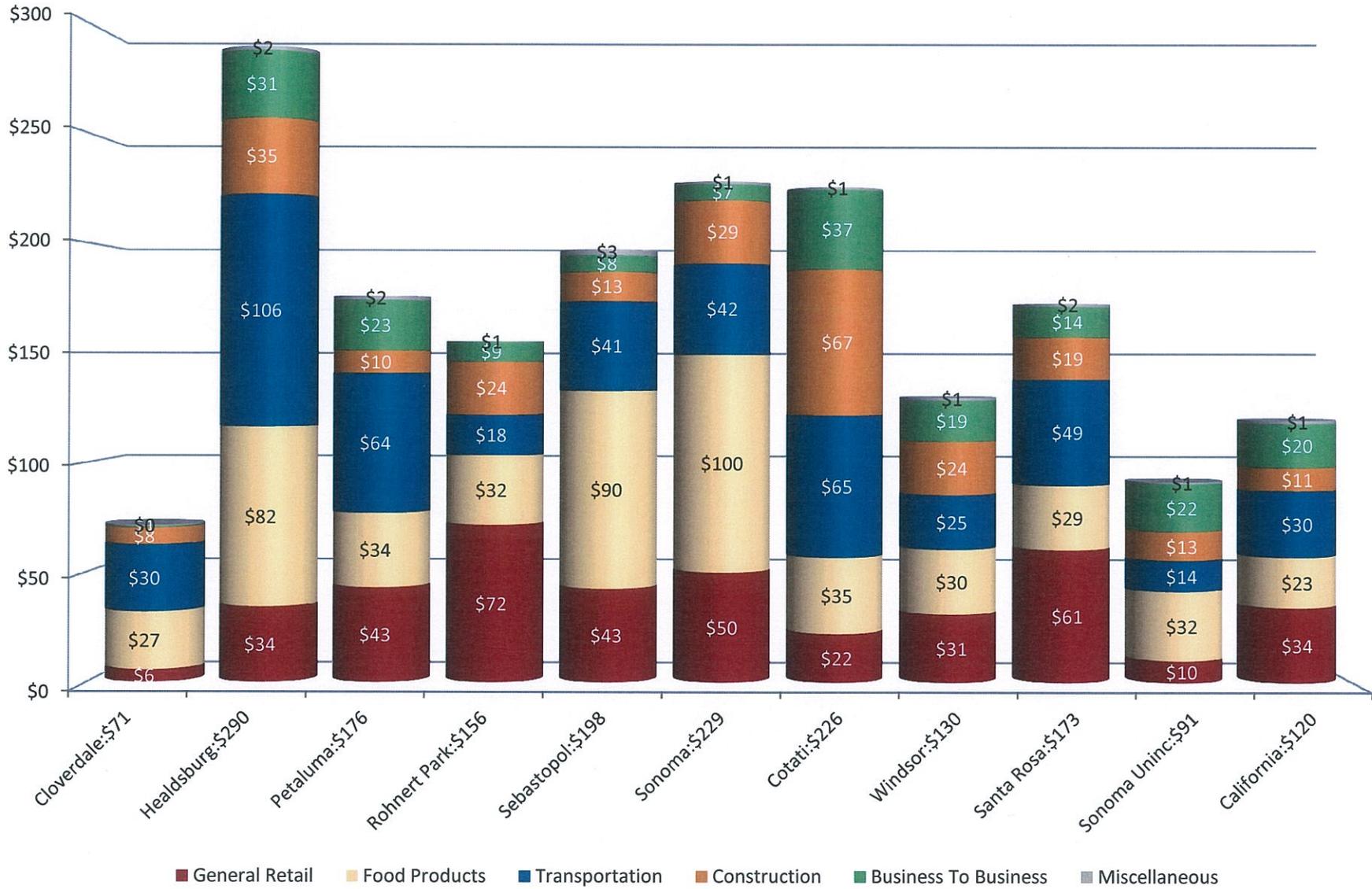
S.F. BAY AREA: Quarterly Comparison of 2013Q1 and 2014Q1 (January thru March Sales)

	General Retail	Food Products	Transportation	Construction	B2B	Misc.	Jan - Mar 2014 (2014Q1)	Jan - Mar 2013 (2013Q1)	% Chg	Gain	Gain	Decline	Decline
NOVATO	-9.1%	3.2%	-0.6%	5.9%	-8.8%	10.6%	1,572,890	1,632,766	-3.7%	Restaurants	Furniture/Appliance	Department Stores	Chemical Products
TIBURON	7.1%	18.0%	-100.0%	-100.0%	51.8%	74.1%	96,868	84,731	14.3%	Food Markets	Restaurants	Bldg.Matls-Retail	Recreation Products
MARIN COUNTY	-10.1%	-1.0%	-32.0%	-14.3%	10.1%	4.2%	718,641	805,141	-10.7%	Recreation Products	Light Industry	Auto Sales - New	Furniture/Appliance
NAPA COUNTY													
NAPA	-4.3%	8.1%	3.8%	6.4%	13.0%	-6.4%	2,794,737	2,695,823	3.7%	Office Equipment	Auto Sales - New	Department Stores	Apparel Stores
SAINT HELENA	2.9%	-3.5%	19.3%	15.3%	16.7%	-37.1%	501,885	486,822	3.1%	Auto Sales - New	Bldg.Matls-Whsle	Food Processing Eqp	Apparel Stores
YOUNTVILLE	-11.9%	14.4%	208.9%	-18.8%	79.1%	-0.6%	230,083	197,109	16.7%	Restaurants	Food Processing Eqp	Miscellaneous Retail	Furniture/Appliance
SAN FRANCISCO COUNTY													
SAN FRANCISCO	2.2%	6.6%	3.1%	8.3%	0.1%	8.0%	34,109,801	32,814,549	3.9%	Restaurants	Miscellaneous Retail	Apparel Stores	Light Industry
SAN MATEO COUNTY													
ATHERTON	30.7%	-26.9%	-100.0%	-100.0%	116.0%	35.4%	31,875	25,906	23.0%	Light Industry	Miscellaneous Other	Food Processing Eqp	Florist/Nursery
COLMA	-7.4%	1.8%	20.1%	-0.1%	35.0%	-3.4%	2,045,062	1,893,653	8.0%	Auto Sales - New	Auto Sales - Used	Department Stores	Business Services
BELMONT	1.3%	2.5%	4.5%	3.0%	3.4%	55.8%	623,223	601,032	3.7%	Auto Sales - New	Leasing	Office Equipment	Recreation Products
BURLINGAME	-3.2%	7.0%	15.6%	15.6%	-5.2%	22.3%	2,203,966	2,052,851	7.4%	Auto Sales - New	Restaurants	Office Equipment	Furniture/Appliance
DALY CITY	-7.2%	1.7%	1.3%	2.5%	-28.5%	-37.0%	2,173,850	2,237,250	-2.8%	Auto Sales - New	Auto Sales - Used	Department Stores	Service Stations
HILLSBOROUGH	-1.3%	5.2%	-56.7%	-100.0%	39.1%	-8.2%	13,171	12,369	6.5%	Light Industry	Business Services	Office Equipment	Miscellaneous Other
MENLO PARK	-0.8%	3.5%	8.6%	47.9%	-14.5%	-31.3%	1,255,909	1,279,400	-1.8%	Heavy Industry	Bldg.Matls-Whsle	Office Equipment	Energy Sales
REDWOOD CITY	-0.1%	5.9%	11.9%	5.3%	-8.1%	3.8%	4,260,287	4,074,360	4.6%	Auto Sales - New	Auto Sales - Used	Office Equipment	Department Stores
SAN BRUNO	-5.0%	2.3%	-3.2%	-7.8%	224.0%	0.2%	1,697,731	1,633,849	3.9%	Office Equipment	Business Services	Department Stores	Auto Sales - New
SAN CARLOS	-0.1%	6.0%	-24.2%	14.6%	27.2%	-7.5%	1,794,828	1,685,982	6.5%	Office Equipment	Bldg.Matls-Whsle	Auto Parts/Repair	Light Industry
SAN MATEO	-4.3%	6.0%	1.3%	-6.5%	14.4%	3.5%	3,657,638	3,651,215	0.2%	Restaurants	Electronic Equipment	Department Stores	Miscellaneous Retail
SOUTH SAN FRANCISCO	1.8%	2.4%	-5.7%	-12.1%	10.5%	-57.4%	2,812,398	2,846,228	-1.2%	Office Equipment	Miscellaneous Retail	Health & Government	Bldg.Matls-Whsle
MILLBRAE	2.7%	13.9%	8.7%	-2.7%	1.7%	-9.3%	510,914	470,871	8.5%	Restaurants	Food Markets	Auto Sales - Used	Bldg.Matls-Retail
WOODSIDE	27.3%	2.2%	-4.8%	-100.0%	1548.6%	-1.5%	116,445	103,469	12.5%	Light Industry	Furniture/Appliance	Food Markets	Health & Government
PACIFICA	-15.8%	7.8%	-0.4%	13.5%	1.0%	-23.5%	406,282	408,617	-0.6%	Restaurants	Auto Parts/Repair	Drug Stores	Recreation Products
HALF MOON BAY	-1.8%	9.3%	-1.2%	3.8%	126.9%	-52.6%	471,277	447,251	5.4%	Restaurants	Office Equipment	Service Stations	Drug Stores
BRISBANE	81.7%	18.7%	-24.6%	20.9%	-41.3%	19.4%	575,455	517,961	11.1%	Furniture/Appliance	Bldg.Matls-Whsle	Electronic Equipment	Business Services
PORTOLA VALLEY	16.7%	8.0%	7.7%	8.6%	-10.0%	-17.6%	40,882	40,126	1.9%	Miscellaneous Other	Miscellaneous Retail	Health & Government	Business Services
FOSTER CITY	3.5%	2.5%	-8.8%	38.7%	-23.4%	5.7%	712,307	761,663	-6.5%	Bldg.Matls-Whsle	Restaurants	Business Services	Chemical Products
EAST PALO ALTO	14.0%	9.7%	-25.9%	1.2%	-2.8%	-0.8%	724,446	677,674	6.9%	Furniture/Appliance	Recreation Products	Service Stations	Food Markets
SAN MATEO COUNTY	-7.4%	2.8%	-2.3%	9.1%	3.7%	37.7%	3,516,138	3,442,746	2.1%	Leasing	Restaurants	Energy Sales	Miscellaneous Retail
SANTA CLARA COUNTY													
GILROY	-1.2%	5.1%	16.7%	-1.4%	-1.7%	14.6%	2,856,687	2,744,567	4.1%	Auto Sales - New	Misc. Vehicle Sales	Apparel Stores	Service Stations
LOS GATOS	-9.3%	6.6%	12.6%	17.5%	-13.9%	-12.6%	1,588,503	1,605,504	-1.1%	Auto Sales - New	Restaurants	Miscellaneous Retail	Business Services
MORGAN HILL	-7.4%	5.3%	2.4%	3.0%	6.9%	9.8%	1,660,876	1,631,730	1.8%	Electronic Equipment	Misc. Vehicle Sales	Auto Parts/Repair	Recreation Products
MOUNTAIN VIEW	-2.0%	10.0%	1.2%	12.3%	6.2%	31.9%	3,386,482	3,252,430	4.1%	Business Services	Restaurants	Electronic Equipment	Office Equipment
PALO ALTO	1.6%	8.8%	-60.5%	83.3%	41.7%	35.3%	4,905,624	6,157,577	-20.3%	Electronic Equipment	Restaurants	Auto Sales - New	Department Stores
SUNNYVALE	-3.2%	6.0%	1.3%	10.5%	0.1%	-13.1%	6,338,410	6,267,083	1.1%	Office Equipment	Bldg.Matls-Whsle	Light Industry	Electronic Equipment
CAMPBELL	-1.9%	8.6%	6.8%	-2.0%	17.6%	-11.2%	2,089,493	1,997,868	4.6%	Business Services	Restaurants	Furniture/Appliance	Apparel Stores
LOS ALTOS	-8.3%	-2.8%	-4.4%	34.3%	7.0%	-17.1%	474,697	493,144	-3.7%	Bldg.Matls-Whsle	Apparel Stores	Miscellaneous Retail	Food Markets
SANTA CLARA	2.1%	2.8%	0.7%	5.9%	12.0%	20.3%	9,072,276	8,538,964	6.2%	Office Equipment	Electronic Equipment	Light Industry	Food Processing Eqp
MILPITAS	-14.8%	5.3%	-0.5%	-4.5%	-37.8%	40.7%	3,501,504	4,095,997	-14.5%	Restaurants	Service Stations	Office Equipment	Furniture/Appliance
CUPERTINO	-4.3%	7.1%	-5.2%	342.8%	6.6%	-5.7%	4,626,508	4,248,874	8.9%	Business Services	Bldg.Matls-Whsle	Electronic Equipment	Office Equipment
LOS ALTOS HILLS	-36.7%	-5.1%	-100.0%	8212.5%	42.1%	-19.7%	21,365	19,467	9.7%	Bldg.Matls-Whsle	Electronic Equipment	Miscellaneous Other	Auto Parts/Repair
SARATOGA	11.0%	0.8%	-7.6%	62.3%	-30.4%	25.8%	197,066	198,070	-0.5%	Miscellaneous Retail	Food Markets	Service Stations	Office Equipment
MONTE SERENO	300.5%	-100.0%	-100.0%	-100.0%	-45.5%	34.4%	1,198	831	44.2%	Miscellaneous Retail	Business Services	Electronic Equipment	Office Equipment
SAN JOSE	-1.5%	6.5%	4.8%	11.0%	5.5%	-9.3%	33,213,138	31,885,139	4.2%	Auto Sales - New	Restaurants	Service Stations	Furniture/Appliance

S.F. BAY AREA: Quarterly Comparison of 2013Q1 and 2014Q1 (January thru March Sales)

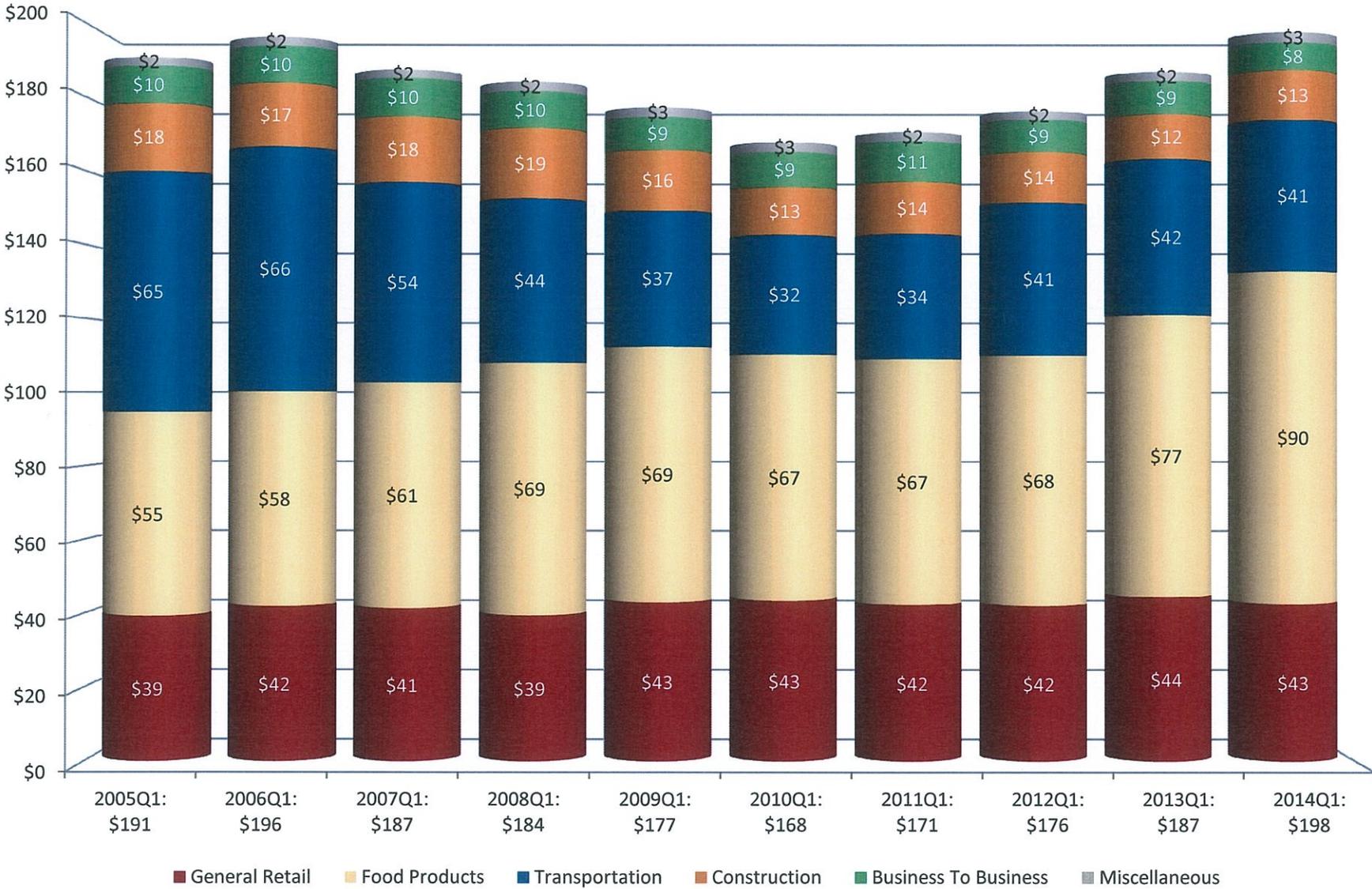
	General Retail	Food Products	Transportation	Construction	B2B	Misc.	Jan - Mar 2014 (2014Q1)	Jan - Mar 2013 (2013Q1)	% Chg	Gain	Gain	Decline	Decline
SANTA CLARA COUNTY	7.0%	0.1%	-33.5%	32.5%	-8.7%	13.7%	881,811	856,422	3.0%	Bldg.Matls-Whsle	Miscellaneous Retail	Service Stations	Light Industry
SOLANO COUNTY													
RIO VISTA	16.3%	1.2%	1.8%	-28.7%	94.9%	-13.2%	196,200	197,428	-0.6%	Auto Sales - New	Energy Sales	Bldg.Matls-Whsle	Service Stations
SONOMA COUNTY													
CLOVERDALE	5.8%	-6.9%	4.9%	17.1%	4.6%	-19.8%	140,284	138,597	1.2%	Bldg.Matls-Whsle	Restaurants	Food Markets	Liquor Stores
HEALDSBURG	9.8%	6.1%	12.2%	19.7%	5.4%	-9.6%	735,029	667,511	10.1%	Auto Sales - New	Auto Parts/Repair	Service Stations	Light Industry
PETALUMA	23.6%	6.7%	-0.5%	5.5%	-11.4%	-21.5%	2,326,148	2,223,357	4.6%	Department Stores	Apparel Stores	Office Equipment	Service Stations
ROHNERT PARK	-2.9%	28.2%	12.9%	7.0%	-1.7%	-42.3%	1,513,114	1,422,371	6.4%	Restaurants	Bldg.Matls-Whsle	Department Stores	Bldg.Matls-Retail
SEBASTOPOL	0.0%	21.1%	-3.7%	18.4%	2.8%	-2.7%	360,938	328,545	9.9%	Food Processing Eqp	Food Markets	Energy Sales	Florist/Nursery
SONOMA	-1.8%	8.1%	1.6%	10.7%	46.6%	7.7%	551,118	518,798	6.2%	Bldg.Matls-Retail	Restaurants	Drug Stores	Auto Sales - New
COTATI	-5.8%	3.4%	2.1%	-6.6%	-7.7%	5.4%	394,932	407,340	-3.0%	Energy Sales	Department Stores	Business Services	Bldg.Matls-Retail
WINDSOR	-1.5%	-3.6%	2.8%	-7.9%	17.6%	2.5%	766,509	769,387	-0.4%	Service Stations	Light Industry	Food Processing Eqp	Bldg.Matls-Retail
SANTA ROSA	-3.3%	6.0%	15.4%	3.0%	23.6%	-1.6%	6,923,169	6,512,066	6.3%	Auto Sales - New	Office Equipment	Department Stores	Apparel Stores
SONOMA COUNTY	10.5%	5.5%	-4.4%	3.6%	5.5%	3.1%	2,854,942	2,747,972	3.9%	Heavy Industry	Food Processing Eqp	Energy Sales	Service Stations

Sonoma County Historical Sales Per Capita by Benchmark Year (2014Q1)



Sebastopol

Historical Sales Per Capita by Benchmark Year



City of Sebastopol: FY 2014 Sales Tax Results

Date: August 5, 2014

1 - Results	Local 1%	0.75% + Flip
FY Ended June 2014	1,613,340	1,657,911

2 - Local 1% Accrual	Pessimistic	Most Likely	Optimistic
2nd Adv: Jul 2014	1,620,273	1,620,273	1,620,273
3rd Adv: Aug 2014	1,624,984	1,624,984	1,624,984
Balance: Sep 2014	1,629,055	1,633,042	1,637,029

3 - 0.75% + Flip Accrual	Pessimistic	Most Likely	Optimistic
2nd Adv: Jul 2014	1,663,111	1,663,111	1,663,111
3rd Adv: Aug 2014	1,666,644	1,666,644	1,666,644
Balance: Sep 2014	1,668,358	1,671,348	1,674,338

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)
Quarter 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	143,733	107,800		(242,506)
Balance: Dec 2013	41,532	30,068		(253,970)
Quarter Total	\$ 400,998	\$ 299,668		
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>			\$ 251,123	
3rd Adv: Feb 2014	145,600	109,200		(90,102)
Balance: Mar 2014	48,395	35,250		(103,247)
Quarter Total	\$ 412,395	\$ 308,250		
1st Adv: Mar 2014	102,000	76,500		(128,747)
2nd Adv: Apr 2014	102,000	76,500		(154,247)
3rd Adv: May 2014	136,000	102,000		(188,247)
<i>In-Lieu</i>			201,016	12,769
<i>True-Up</i>			0	12,769
<i>1/4% Adm Fee</i>			0	12,769
<i>Total Triple Flip</i>			\$ 201,016	
Balance: Jun 2014	68,975	50,670		(5,536)
Quarter Total	\$ 408,975	\$ 305,670		
	1.00%	0.75%	Flip	Cumulative
Annual Total	\$ 1,613,340	\$ 1,205,773	\$ 452,138	\$ (5,536)

4 - Notes

Local 1% Net Effective Growth Rate = 5.3%

0.75% + Flip Net Effective Growth Rate = 12.5%

City of Sebastopol: FY 2015 Sales Tax Forecast

Based on sales thru Mar 2014 (CYQ1) and Cash thru Jun 2014

Date: August 5, 2014

1 - Projected Base \$ **1,613,340**

2 - Business Level Adj.	\$Δ
General Retail	(14,321)
Food Products	(14,640)
Transportation	(1,902)
Construction	1,243
Business to Business	97
Miscellaneous	3,023

3 - County Pool Adj.	Received Date	\$
	2013Q2	
	2013Q3	
	2013Q4	
	2014Q1	

4 - Coming Soon or Threats	Expected Date	\$
Frizelle Enos		17,718
Operations commence 1/1/2015		

Total Adjustments **(8,782)**

5 - Forecast Scenarios	Growth Adj.	Local 1%	0.75% + Flip
Pessimistic: 2.0%	2.0%	1,636,649	1,627,300
Most Likely: 3.0%	3.0%	1,652,694	1,643,332
Optimistic: 4.0%	4.0%	1,668,740	1,659,365

6 - Local 1%	Pessimistic	Most Likely	Optimistic
2nd Adv: Jul 2015	1,640,033	1,658,364	1,676,695
3rd Adv: Aug 2015	1,642,289	1,662,144	1,681,999
Balance: Sep 2015	1,657,463	1,673,755	1,690,046

7 - 0.75% + Flip	Pessimistic	Most Likely	Optimistic
2nd Adv: Jul 2015	1,687,550	1,705,869	1,724,187
3rd Adv: Aug 2015	1,727,718	1,747,560	1,767,402
Balance: Sep 2015	1,752,170	1,769,445	1,786,720

Cash Flow	1.00%	0.75%	Flip	Cumulative
1st Adv: Jun 2014	113,733	85,300		(33,969)
2nd Adv: Jul 2014	113,733	85,300		(62,403)
3rd Adv: Aug 2014	151,644	113,733		(100,314)
Balance: Sep 2014	31,563	21,288		(110,588)
Quarter Total	\$ 410,674	\$ 305,622		
1st Adv: Sep 2014	113,328	84,996		(138,920)
2nd Adv: Oct 2014	113,328	84,996		(167,252)
3rd Adv: Nov 2014	151,104	113,328		(205,028)
Balance: Dec 2014	41,973	28,584		(218,418)
Quarter Total	\$ 419,734	\$ 311,904		
1st Adv: Dec 2014	119,045	89,283		(248,179)
2nd Adv: Jan 2015	119,045	89,283		(277,941)
In-Lieu			206,435	(71,505)
True-Up			5,536	(65,969)
1/4% Adm Fee			(3,943)	(65,969)
Total Triple Flip			\$ 208,028	
3rd Adv: Feb 2015	158,726	119,045		(105,651)
Balance: Mar 2015	44,091	30,213		(119,529)
Quarter Total	\$ 440,906	\$ 327,824		
1st Adv: Mar 2015	102,973	77,230		(145,272)
2nd Adv: Apr 2015	102,973	77,230		(171,015)
3rd Adv: May 2015	137,297	102,973		(205,340)
In-Lieu			206,435	12,769
True-Up			0	12,769
1/4% Adm Fee			0	12,769
Total Triple Flip			\$ 206,435	
Balance: Jun 2015	38,138	26,087		(10,955)
Quarter Total	\$ 381,381	\$ 283,519		
	1.00%	0.75%	Flip	Cumulative
Annual Total	\$ 1,652,694	\$ 1,228,869	\$ 414,463	\$ (10,955)

Shaded area indicates forecasted dollars.

8 - Notes

Local 1% Net Effective Growth Rate = 2.4%
 0.75% + Flip Net Effective Growth Rate = -0.9%

Starting with 1st Advance June 2015 the accrual uses the 1% because the Triple Flip has ended.

City of Sebastopol: FY 2016 Sales Tax Forecast

Date: August 5, 2014

1 - Projected Base \$ 1,652,694

2 - Business Level Adj.	%Δ	\$Δ
General Retail	2.4%	7,089
Food Products	2.4%	16,062
Transportation	1.5%	4,449
Construction	4.2%	4,284
Business to Business	1.4%	778
Miscellaneous	1.3%	306

3 - County Pool Adj. Expected Date \$

4 - Coming Soon or Threats

Frizelle Enos	17,718
<i>Operations commence 1/1/2015</i>	

Total Adjustments 50,686

5 - Forecast Scenarios	Growth Adj.	Local 1%	Flip Final
Pessimistic	1.0%	1,720,414	
Most Likely	2.0%	1,737,448	79,180
Optimistic	3.0%	1,754,482	

6 - Local 1%	Pessimistic	Most Likely	Optimistic
2nd Adv: Jul 2016	1,729,637	1,746,762	1,763,887
3rd Adv: Aug 2016	1,735,785	1,752,971	1,770,157
Balance: Sep 2016	1,737,493	1,754,696	1,771,899

Cash Flow	1.00%	Flip
1st Adv: Jun 2015	116,568	
2nd Adv: Jul 2015	116,568	
3rd Adv: Aug 2015	155,424	
Balance: Sep 2015	43,173	
Quarter Total	\$ 431,734	
1st Adv: Sep 2015	119,140	
2nd Adv: Oct 2015	119,140	
3rd Adv: Nov 2015	158,853	
Balance: Dec 2015	44,126	
Quarter Total	\$ 441,258	
1st Adv: Dec 2015	125,150	
2nd Adv: Jan 2016	125,150	
<i>True-Up</i>		10,955
<i>1/4% Adm Fee</i>		(4,039)
<i>Total Triple Flip</i>		\$ 6,916
3rd Adv: Feb 2016	166,866	
Balance: Mar 2016	46,352	
Quarter Total	\$ 463,517	
1st Adv: Mar 2016	108,253	
2nd Adv: Apr 2016	108,253	
3rd Adv: May 2016	144,338	
<i>Final *</i>		72,265
<i>True-Up</i>		0
<i>1/4% Adm Fee</i>		0
<i>Total Triple Flip</i>		\$ 72,265
Balance: Jun 2016	40,094	
Quarter Total	\$ 400,938	
	1.00%	Flip
Annual Total	\$ 1,737,448	\$ 79,180

7 - Notes

Local 1% Net Effective Growth Rate = 5.1%
 0.75% + Flip Net Effective Growth Rate = -95.2%
 * Final Allocation, (unwinding), of Triple Flip.

City of Sebastopol: FY 2017 Sales Tax Forecast

Date: August 5, 2014

1 - Projected Base \$ **1,737,448**

2 - Business Level Adj.	%Δ	\$Δ
General Retail	2.4%	7,263
Food Products	2.5%	16,605
Transportation	1.5%	4,540
Construction	4.2%	4,469
Business to Business	1.4%	793
Miscellaneous	1.3%	312

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

Total Adjustments **33,983**

4 - Forecast Scenarios	Growth Adj.	Local 1%
Pessimistic	1.0%	1,789,145
Most Likely	2.0%	1,806,859
Optimistic	3.0%	1,824,574

5 - Local 1%	Pessimistic	Most Likely	Optimistic
2nd Adv: Jul 2017	1,798,694	1,816,503	1,834,312
3rd Adv: Aug 2017	1,805,060	1,822,932	1,840,804
Balance: Sep 2017	1,806,829	1,824,718	1,842,608

Cash Flow	1.00%
1st Adv: Jun 2016	121,225
2nd Adv: Jul 2016	121,225
3rd Adv: Aug 2016	161,634
Balance: Sep 2016	44,898
Quarter Total	\$ 448,982
1st Adv: Sep 2016	123,899
2nd Adv: Oct 2016	123,899
3rd Adv: Nov 2016	165,199
Balance: Dec 2016	45,889
Quarter Total	\$ 458,887
1st Adv: Dec 2016	130,149
2nd Adv: Jan 2017	130,149
3rd Adv: Feb 2017	173,532
Balance: Mar 2017	48,203
Quarter Total	\$ 482,034
1st Adv: Mar 2017	112,578
2nd Adv: Apr 2017	112,578
3rd Adv: May 2017	150,104
Balance: Jun 2017	41,696
Quarter Total	\$ 416,956
	1.00%
Annual Total	\$ 1,806,859

6 - Notes
Local 1% Net Effective Growth Rate = 4.0%

City of Sebastopol: FY 2018 Sales Tax Forecast

Date: August 5, 2014

1 - Projected Base \$ **1,806,859**

2 - Business Level Adj.	%Δ	\$Δ
General Retail	2.4%	7,443
Food Products	2.5%	17,167
Transportation	1.5%	4,632
Construction	4.2%	4,664
Business to Business	1.4%	808
Miscellaneous	1.3%	319

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

Total Adjustments **35,032**

4 - Forecast Scenarios	Growth Adj.	Local 1%
Pessimistic	1.0%	1,860,311
Most Likely	2.0%	1,878,730
Optimistic	3.0%	1,897,148

5 - Local 1%	Pessimistic	Most Likely	Optimistic
2nd Adv: Jul 2018	1,870,198	1,888,715	1,907,232
3rd Adv: Aug 2018	1,876,790	1,895,372	1,913,954
Balance: Sep 2018	1,878,621	1,897,221	1,915,821

Cash Flow	1.00%
1st Adv: Jun 2017	126,047
2nd Adv: Jul 2017	126,047
3rd Adv: Aug 2017	168,063
Balance: Sep 2017	46,684
Quarter Total	\$ 466,841
1st Adv: Sep 2017	128,828
2nd Adv: Oct 2017	128,828
3rd Adv: Nov 2017	171,770
Balance: Dec 2017	47,714
Quarter Total	\$ 477,140
1st Adv: Dec 2017	135,326
2nd Adv: Jan 2018	135,326
3rd Adv: Feb 2018	180,435
Balance: Mar 2018	50,121
Quarter Total	\$ 501,208
1st Adv: Mar 2018	117,056
2nd Adv: Apr 2018	117,056
3rd Adv: May 2018	156,075
Balance: Jun 2018	43,354
Quarter Total	\$ 433,541
	1.00%
Annual Total	\$ 1,878,730

6 - Notes
Local 1% Net Effective Growth Rate = 4.0%

City of Sebastopol: FY 2019 Sales Tax Forecast

Date: August 5, 2014

1 - Projected Base \$ **1,878,730**

2 - Business Level Adj.	%Δ	\$Δ
General Retail	2.4%	7,626
Food Products	2.5%	17,750
Transportation	1.5%	4,727
Construction	4.2%	4,866
Business to Business	1.4%	824
Miscellaneous	1.3%	325

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

Total Adjustments **36,118**

4 - Forecast Scenarios	Growth Adj.	Local 1%
Pessimistic	1.0%	1,933,996
Most Likely	2.0%	1,953,145
Optimistic	3.0%	1,972,293

5 - Local 1%	Pessimistic	Most Likely	Optimistic
2nd Adv: Jul 2019	1,944,234	1,963,484	1,982,733
3rd Adv: Aug 2019	1,951,059	1,970,376	1,989,694
Balance: Sep 2019	1,952,955	1,972,291	1,991,627

Cash Flow	1.00%
1st Adv: Jun 2018	131,040
2nd Adv: Jul 2018	131,040
3rd Adv: Aug 2018	174,720
Balance: Sep 2018	48,533
Quarter Total	\$ 485,332
1st Adv: Sep 2018	133,930
2nd Adv: Oct 2018	133,930
3rd Adv: Nov 2018	178,574
Balance: Dec 2018	49,604
Quarter Total	\$ 496,039
1st Adv: Dec 2018	140,686
2nd Adv: Jan 2019	140,686
3rd Adv: Feb 2019	187,582
Balance: Mar 2019	52,106
Quarter Total	\$ 521,060
1st Adv: Mar 2019	121,693
2nd Adv: Apr 2019	121,693
3rd Adv: May 2019	162,257
Balance: Jun 2019	45,071
Quarter Total	\$ 450,713
	1.00%
Annual Total	\$ 1,953,145

6 - Notes
Local 1% Net Effective Growth Rate = 4.0%

City of Sebastopol: FY 2020 Sales Tax Forecast

Date: August 5, 2014

1 - Projected Base	\$	1,953,145
2 - Business Level Adj.	%Δ	\$Δ
General Retail	2.4%	7,815
Food Products	2.5%	18,353
Transportation	1.5%	4,823
Construction	4.2%	5,078
Business to Business	1.4%	840
Miscellaneous	1.4%	331
3 - Coming Soon or Threats	Expected Date	\$

Cash Flow	1.00%
1st Adv: Jun 2019	136,209
2nd Adv: Jul 2019	136,209
3rd Adv: Aug 2019	181,612
Balance: Sep 2019	50,448
Quarter Total	\$ 504,478
1st Adv: Sep 2019	139,214
2nd Adv: Oct 2019	139,214
3rd Adv: Nov 2019	185,619
Balance: Dec 2019	51,561
Quarter Total	\$ 515,607
1st Adv: Dec 2019	146,236
2nd Adv: Jan 2020	146,236
3rd Adv: Feb 2020	194,982
Balance: Mar 2020	54,162
Quarter Total	\$ 541,616
1st Adv: Mar 2020	126,493
2nd Adv: Apr 2020	126,493
3rd Adv: May 2020	168,658
Balance: Jun 2020	46,849
Quarter Total	\$ 468,494
	1.00%
Annual Total	\$ 2,030,194

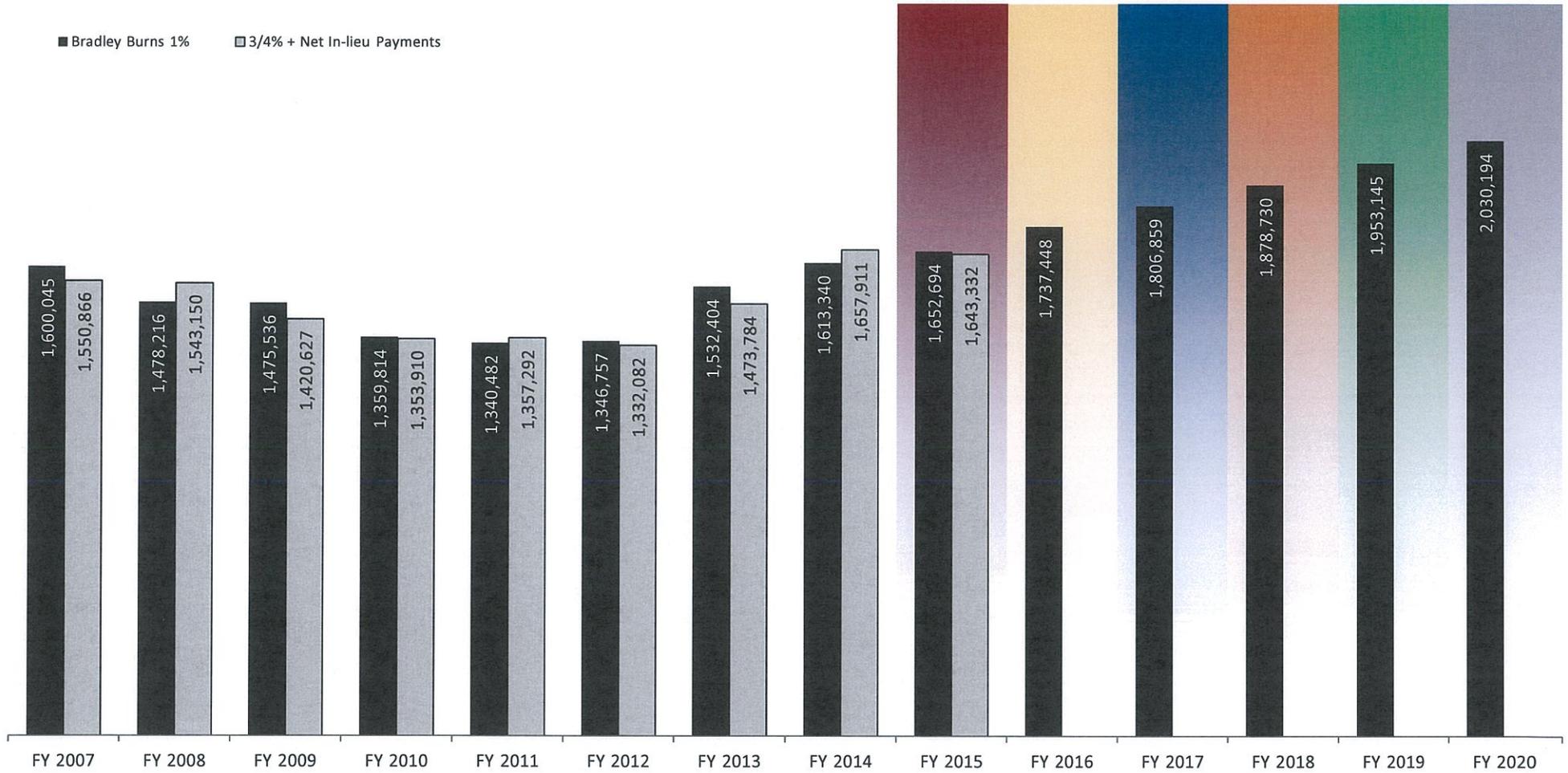
Total Adjustments	37,242
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4 - Forecast Scenarios	Growth Adj.	Local 1%
Pessimistic	1.0%	2,010,291
Most Likely	2.0%	2,030,194
Optimistic	3.0%	2,050,098

5 - Local 1%	Pessimistic	Most Likely	Optimistic
2nd Adv: Jul 2020	2,015,685	2,035,643	2,055,600
3rd Adv: Aug 2020	2,019,282	2,039,275	2,059,268
Balance: Sep 2020	2,020,281	2,040,284	2,060,287

6 - Notes
Local 1% Net Effective Growth Rate = 3.9%

City of Sebastopol: Sales Tax Forecast by Fiscal Year

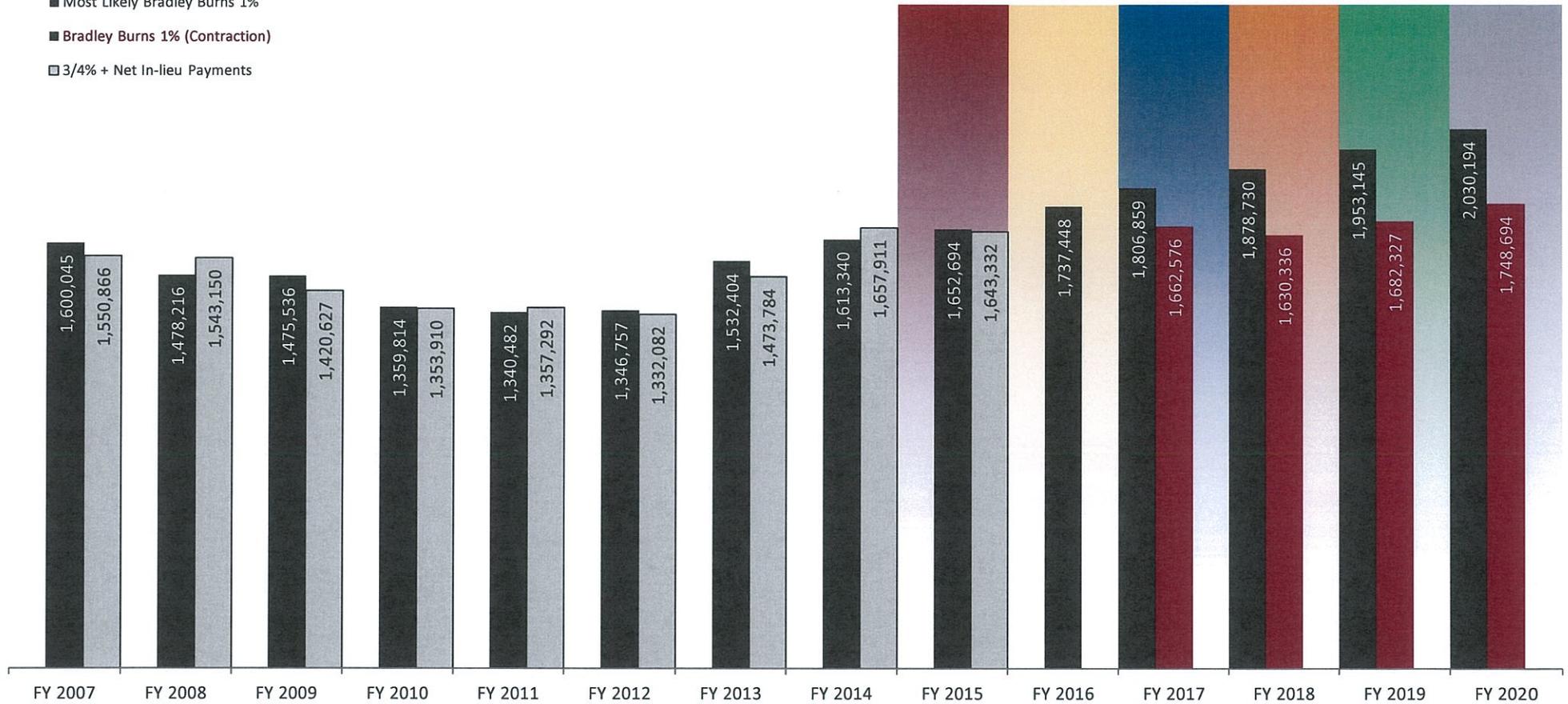


Most-Likely Scenario	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020
Bradley Burns 1%	1,346,757	1,532,404	1,613,340	1,652,694	1,737,448	1,806,859	1,878,730	1,953,145	2,030,194
3/4% + Net In-lieu Payments	1,332,082	1,473,784	1,657,911	1,643,332	-	-	-	-	-

Most-Likely Scenario	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020
Bradley Burns 1%	0.5%	13.8%	5.3%	2.4%	5.1%	4.0%	4.0%	4.0%	3.9%
3/4% + Net In-lieu Payments	-1.9%	10.6%	12.5%	-0.9%	-	-	-	-	-

City of Sebastopol: 1% Sales Tax Forecast by Fiscal Year with Future Contraction

- Most Likely Bradley Burns 1%
- Bradley Burns 1% (Contraction)
- 3/4% + Net In-lieu Payments



	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020
Most Likely Bradley Burns 1%	1,346,757	1,532,404	1,613,340	1,652,694	1,737,448	1,806,859	1,878,730	1,953,145	2,030,194
Percent Change	0.5%	13.8%	5.3%	2.4%	5.1%	4.0%	4.0%	4.0%	3.9%
Bradley Burns 1% Contraction	1,346,757	1,532,404	1,613,340	1,652,694	1,737,448	1,662,576	1,630,336	1,682,327	1,748,694
Percent Change	0.5%	13.8%	5.3%	2.4%	5.1%	-4.3%	-1.9%	3.2%	3.9%
Annual Variance						(144,283)	(248,394)	(270,817)	(281,501)
Cumulative Variance						(144,283)	(392,677)	(663,494)	(944,995)
3/4% + Net In-lieu Payments	1,332,082	1,473,784	1,657,911	1,643,332					
Percent Change	-1.9%	10.6%	12.5%	-0.9%					

Understanding Your Future Contraction Calculation

The Contraction Scenario is based on the weighted average reduction in sales tax revenues for your jurisdiction during the last 4 recessions, since 1990. Recessions prior to the most recent Great Recession are given greater weight, due to its abnormal severity and length in time.