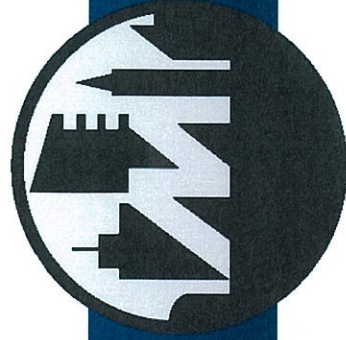


City of Sebastopol

Sales Tax & Economic Review



2013 Q4

Jerry.Peeler@MuniServices.com

(559) 287-7773

City Of SEBASTOPOL California

Summary

Sales for
Jan'13 to Dec '13

News

- California sales tax receipts increased by 8.7% over the same quarter from the previous year. Unusual late processing by the State Board of Equalization accounts for approximately 3 percentage points of the increase.
- California's Total Taxable Sales were 589.6 Billion in 2013, up 5.1% over 2012. Taxable Sales are forecasted to be 619.7 Billion in 2014, (up 5.1%) and 656.0 Billion in 2015, (up 5.9%).(L.A. Co. Economic Development Corporation)
- California's unemployment rate dropped 0.2 % to 8.1 % in January—the lowest rate since October 2008. California has recovered 88 percent of the jobs it lost during the recession, (the high was 15,449,800 jobs in July of 2007). (CA Department of Finance)

Top 25 Sales Tax Generators

New to Top 25 *

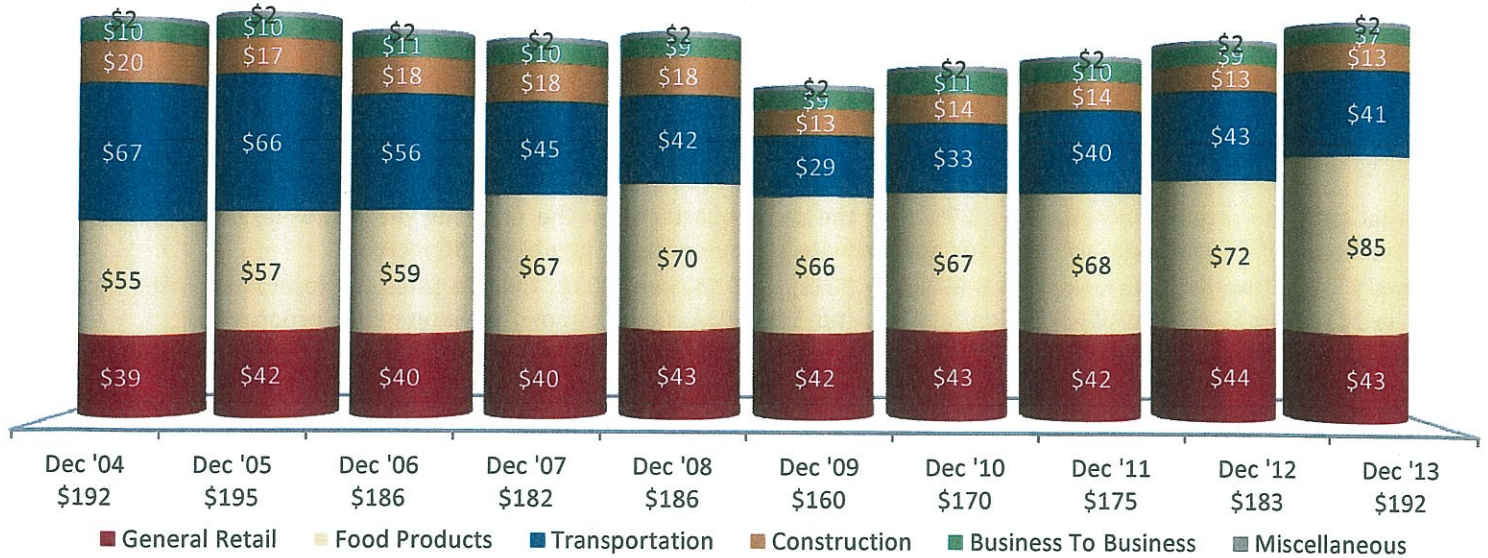
BENEDETTI TIRE SERVICE	KLR MACHINES	PETER LOWELL'S
CHEVRON SERVICE STATIONS	KOSTA BROWNE WINERY *	RITE AID DRUG STORES
COPPERFIELD'S BOOKS	MAKER MEDIA, MAKE, MAKER FAIRE *	ROTTEN ROBBIE SERVICE STATIONS
CVS/PHARMACY	MARY'S PIZZA SHACK	SAFEWAY STORES
FAST GAS SERVICE STATIONS	MCDONALD'S RESTAURANTS	SAVE 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	Oct '12 - Dec '12 to Oct '13 - Dec '13			Jan '12 - Dec '12 to Jan '13 - Dec '13		
	Sebastopol	S.F. Bay Area	Statewide	Sebastopol	S.F. Bay Area	Statewide
Total	6.9%	4.0%	2.4%	5.7%	4.0%	3.5%
General Retail	-4.7%	2.4%	1.8%	-3.2%	3.5%	3.1%
Food Products	23.7%	5.6%	4.1%	19.7%	5.9%	4.1%
Transportation	-3.8%	3.9%	2.9%	-2.9%	6.9%	4.3%
Construction	11.7%	10.5%	4.4%	4.4%	12.4%	8.2%
Business To Business	-16.3%	3.8%	0.4%	-18.9%	-3.3%	0.2%
Restaurants	18.8%	7.2%	5.4%	11.7%	7.0%	5.0%
Food Markets	2.3%	-0.4%	-0.1%	3.5%	2.1%	1.3%
Service Stations	-4.8%	-3.7%	-4.4%	-3.4%	-2.0%	-2.5%
Miscellaneous Retail	-0.8%	4.0%	1.9%	-1.2%	3.9%	3.2%
Drug Stores	0.1%	2.6%	0.5%	-0.5%	2.1%	0.7%
Food Processing Eqp	249.4%	15.4%	11.7%	150.1%	11.1%	8.4%
Bldg.Matls-Retail	12.0%	6.8%	3.6%	8.3%	10.4%	6.8%
Auto Parts/Repair	-3.2%	0.6%	0.8%	-2.9%	4.0%	2.2%
Florist/Nursery	-63.6%	5.0%	3.8%	-20.8%	7.8%	5.4%
Light Industry	10.5%	5.6%	1.7%	17.8%	-1.4%	0.5%
Furniture/Appliance	6.8%	1.8%	2.4%	-1.4%	2.5%	2.3%
Apparel Stores	84.0%	5.5%	4.5%	28.7%	7.6%	6.2%
Health & Government	-7.6%	-5.6%	-7.6%	5.8%	-2.4%	-7.4%
Liquor Stores	3.7%	3.4%	2.4%	-0.9%	2.7%	2.5%

Sales Tax Per Capita

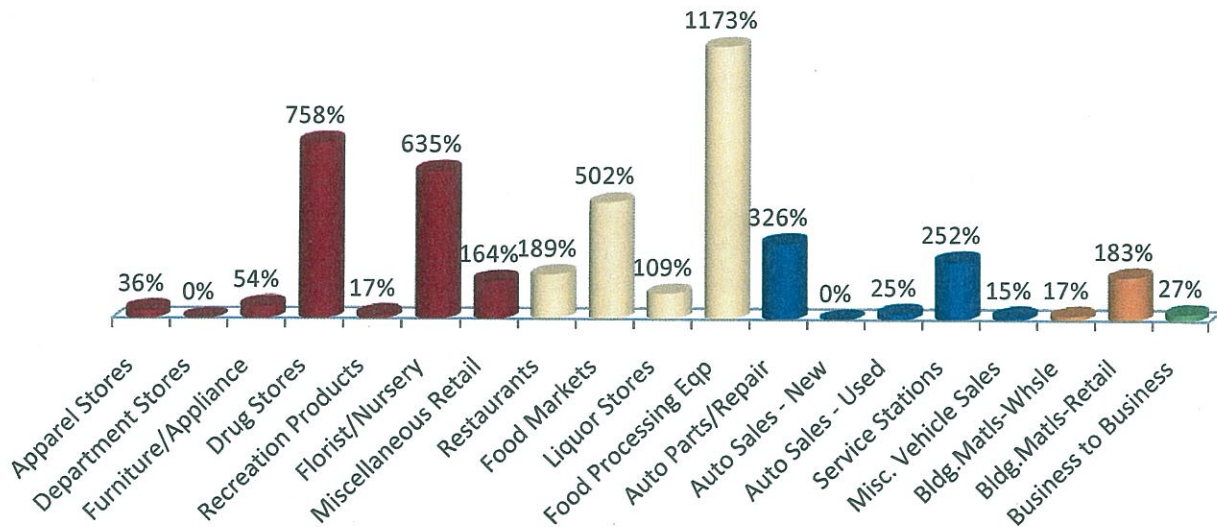
by Benchmark Year

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

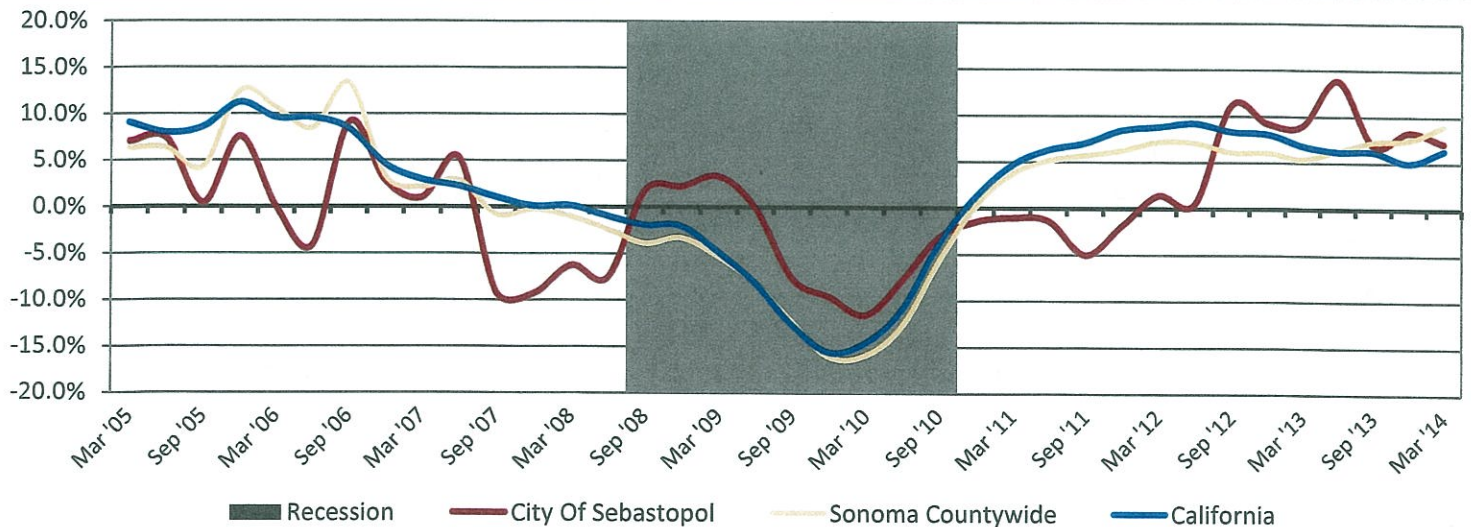


Sales Tax Capture & Leakage Analysis

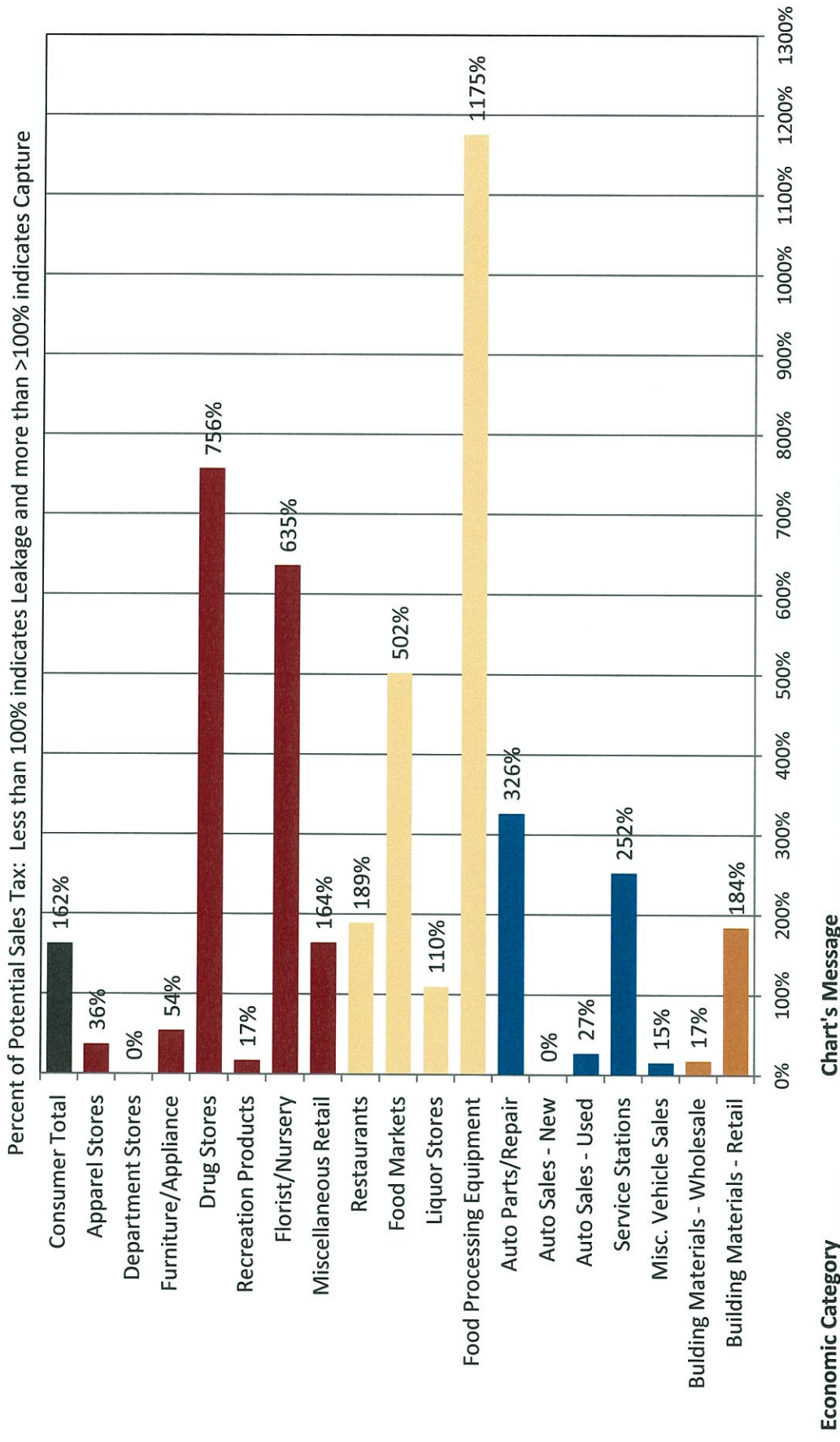
100% = Equilibrium; Over 100% = Capture; Under 100% = Leakage



Annualized Change in Sales Tax Cash Receipts



Sebastopol: 4th Quarter 2013 Sales Tax Capture & Gap Analysis Report



Northern California: Sales Tax Comparison from Oct -Dec 2012 Sales to Oct -Dec 2013 Sales

Jurisdiction	General Retail	Food Products	Trans.	Const.	Business to Business	Misc.	Oct - Dec 2013 Total	Oct - Dec 2012 Total	% Chg	Largest Gain	2nd Largest Gain	Largest Decline	2nd Largest Decline
CENTRAL COAST													
MONTESQUE COUNTY													
Del Rey Oaks	-10.7%	0.5%	-0.1%	-100.0%	-67.1%	31.7%	76,359	76,868	-0.7%	Restaurants	Health & Government	Light Industry	Food Markets
Monterey	2.0%	-0.3%	4.2%	16.9%	-9.5%	5.3%	1,743,535	1,719,632	1.4%	Auto Sales - New	Restaurants	Food Markets	Furniture/Appliance
Pacific Grove	1.4%	4.7%	-8.4%	4.0%	99.8%	-17.2%	331,878	322,059	3.0%	Restaurants	Heavy Industry	Service Stations	Miscellaneous Retail
SAN LUIS OBISPO COUNTY													
Grover Beach	-4.7%	-2.8%	0.8%	3.6%	17.8%	-21.0%	241,542	237,867	1.5%	Heavy Industry	Auto Sales - Used	Service Stations	Restaurants
SANTA CRUZ COUNTY													
Capitola	2.5%	5.7%	-0.1%	-1.4%	-0.1%	-16.3%	1,184,562	1,157,929	2.3%	Miscellaneous Retail	Department Stores	Service Stations	Apparel Stores
Watsonville	-1.1%	2.8%	11.6%	8.6%	-5.9%	27.7%	1,481,916	1,418,891	4.4%	Auto Sales - New	Bldg,Matis-Whse	Service Stations	Food Markets
CENTRAL VALLEY													
TRANSPORTATION AUTHORITY													
San Joaquin C.O.G.	2.0%	-6.3%	6.6%	2.0%	-7.1%	13.9%	11,979,586	11,911,846	0.6%	Auto Sales - New	Restaurants	Electronic Equipment	Food Markets
FRESNO COUNTY													
Clovis	8.4%	5.4%	9.7%	14.5%	0.6%	-26.0%	4,061,591	3,748,048	8.4%	Auto Sales - New	Department Stores	Service Stations	Electronic Equipment
Fresno	-1.4%	1.2%	1.6%	11.9%	8.7%	-5.2%	18,045,112	17,651,426	2.2%	Bldg,Matis-Whse	Auto Sales - New	Service Stations	Department Stores
Kerman	278.3%	2.2%	2.1%	-13.3%	-34.8%	-49.1%	316,776	275,846	14.8%	Department Stores	Auto Sales - New	Chemical Products	Heavy Industry
Kingsburg	-2.1%	0.5%	7.8%	-72.7%	134.7%	56.2%	247,581	215,983	14.6%	Electronic Equipment	Heavy Industry	Bldg,Matis-Whse	Light Industry
Reedley	-4.4%	7.2%	-5.9%	26.6%	-19.5%	77.9%	364,180	370,948	-1.8%	Restaurants	Bldg,Matis-Retail	Service Stations	Energy Sales
Sanger	0.9%	0.2%	-23.2%	-35.6%	-24.4%	-3.9%	409,165	473,188	-13.5%	Restaurants	Energy Sales	Misc. Vehicle Sales	Bldg,Matis-Whse
Selma	1.9%	2.7%	-1.6%	-1.6%	2.0%	-8.3%	956,014	958,871	-0.3%	Auto Parts/Repair	Department Stores	Service Stations	Auto Sales - New
KERN COUNTY													
Bakersfield	3.3%	2.7%	1.7%	6.8%	-5.8%	-13.0%	15,878,994	15,630,354	1.6%	Miscellaneous Retail	Bldg,Matis-Whse	Heavy Industry	Energy Sales
Delano	48.8%	7.1%	2.9%	23.0%	4.4%	-4.6%	1,023,577	883,823	15.8%	Department Stores	Bldg,Matis-Whse	Service Stations	Food Markets
Ridgecrest	-3.8%	5.0%	-0.2%	-7.5%	6.4%	7.4%	632,037	635,892	-0.6%	Auto Sales - Used	Food Markets	Service Stations	Department Stores
Shafter	17.4%	14.8%	-4.1%	33.9%	-3.7%	-96.2%	3,144,989	2,790,142	12.7%	Bldg,Matis-Whse	Miscellaneous Retail	Light Industry	Chemical Products
KINGS COUNTY													
Hanford	0.4%	-2.7%	14.2%	-4.2%	-7.0%	16.1%	1,991,982	1,936,328	2.9%	Auto Sales - New	Restaurants	Service Stations	Chemical Products
MADERA COUNTY													
Chowchilla	33.7%	6.7%	37.0%	208.9%	16.6%	23.6%	272,876	199,263	36.9%	Service Stations	Bldg,Matis-Whse	Energy Sales	Liquor Stores
Madera	2.0%	1.0%	10.7%	3.8%	53.5%	7.2%	1,503,052	1,394,337	7.8%	Auto Sales - New	Heavy Industry	Misc. Vehicle Sales	Food Markets
MERCED COUNTY													
Atwater	0.5%	-1.0%	-5.2%	8.3%	-17.3%	-33.5%	606,092	624,687	-3.0%	Heavy Industry	Recreation Products	Light Industry	Service Stations
SAN JOAQUIN COUNTY													
Escalon	0.2%	-7.4%	13.5%	24.3%	-4.6%	-62.2%	159,838	148,978	7.3%	Auto Sales - New	Bldg,Matis-Retail	Liquor Stores	Miscellaneous Other
Lathrop	-3.0%	37.1%	-18.9%	39.9%	35.6%	-81.9%	550,618	531,312	3.6%	Heavy Industry	Food Markets	Auto Parts/Repair	Service Stations
Lodi	-0.7%	1.5%	8.1%	5.5%	0.1%	-6.1%	2,212,341	2,164,590	2.2%	Food Processing Eqp	Service Stations	Food Markets	Miscellaneous Retail
Manteca	3.0%	-6.1%	11.2%	-2.9%	8.6%	1.4%	2,220,827	2,154,001	3.1%	Auto Sales - New	Auto Sales - Used	Food Markets	Bldg,Matis-Whse
Ripon	5.7%	-10.5%	-4.0%	-8.1%	-86.3%	-22.3%	562,953	809,074	-30.4%	Restaurants	Miscellaneous Retail	Business Services	Heavy Industry
San Joaquin County	-6.1%	-2.0%	-7.6%	12.0%	-9.5%	-30.0%	3,167,982	3,319,926	-4.6%	Bldg,Matis-Whse	Business Services	Service Stations	Heavy Industry
Stockton	1.5%	-1.9%	6.3%	-4.3%	1.1%	0.4%	8,798,777	8,676,143	1.4%	Auto Sales - New	Heavy Industry	Bldg,Matis-Whse	Food Markets
Tracy	4.7%	-6.0%	1.5%	3.0%	30.1%	9.4%	3,538,718	3,439,317	2.9%	Auto Sales - New	Bldg,Matis-Retail	Auto Parts/Repair	Food Processing Eqp
STANISLAUS COUNTY													
Ceres	-3.4%	-4.4%	-10.1%	23.5%	-6.0%	-22.2%	1,175,940	1,218,746	-3.5%	Bldg,Matis-Whse	Restaurants	Service Stations	Electronic Equipment
Modesto	3.2%	-0.3%	11.2%	10.1%	-6.7%	1.5%	7,259,708	7,049,898	3.0%	Service Stations	Restaurants	Energy Sales	Food Markets
Oakdale	-1.9%	3.3%	9.1%	11.8%	-12.1%	-23.8%	669,725	648,498	3.3%	Auto Sales - New	Auto Parts/Repair	Service Stations	Light Industry
Riverbank	-0.1%	3.4%	4.4%	-1.3%	-14.5%	-44.6%	650,858	649,084	0.3%	Liquor Stores	Auto Sales - Used	Food Processing Eqp	Heavy Industry
Turlock	0.0%	-0.9%	3.6%	1.3%	-5.2%	-25.0%	2,837,272	2,836,723	0.0%	Auto Sales - New	Energy Sales	Office Equipment	Liquor Stores

Northern California: Sales Tax Comparison from Oct -Dec 2012 Sales to Oct -Dec 2013 Sales

Jurisdiction	General Retail	Food Products	Trans.	Const.	Business to Business	Misc.	Oct - Dec 2013 Total	Oct - Dec 2012 Total	% Chg	Largest Gain	2nd Largest Gain	Largest Decline	2nd Largest Decline
TULARE COUNTY													
Dimuba	310.1%	4.7%	17.6%	38.6%	33.4%	17.4%	1,444,545	652,912	121.2%	Furniture/Appliance	Auto Sales - New	Food Processing Eqp	Service Stations
Exeter	1.3%	-8.0%	7.4%	-85.3%	-36.7%	-31.9%	162,943	196,594	-17.1%	Auto Sales - New	Department Stores	Bldg.Matis-Whse	Heavy Industry
Porterville	2.0%	-5.7%	4.2%	12.3%	-25.8%	1.2%	1,331,402	1,319,293	0.9%	Auto Sales - New	Bldg.Matis-Whse	Business Services	Food Markets
Tulare	2.4%	-3.3%	1.2%	19.4%	-2.7%	5.0%	2,185,787	2,112,820	3.5%	Bldg.Matis-Whse	Apparel Stores	Business Services	Service Stations
Visalia	1.7%	8.1%	3.1%	1.0%	-5.7%	-4.1%	6,394,475	6,326,887	1.1%	Food Processing Eqp	Office Equipment	Heavy Industry	Energy Sales
TUOLUMNE COUNTY													
Sonora	1.6%	2.5%	-0.8%	-35.1%	4.5%	-1.2%	608,658	654,701	-7.0%	Bldg.Matis-Retail	Energy Sales	Bldg.Matis-Whse	Service Stations
NORTH COAST													
COLUSA COUNTY													
Williams	18.2%	5.3%	-4.3%	41.3%	-18.4%	-2.2%	131,076	130,434	0.5%	Restaurants	Heavy Industry	Light Industry	Energy Sales
LAKE COUNTY													
Lakeport	2.4%	0.4%	7.2%	15.1%	-6.5%	67.1%	297,078	286,500	3.7%	Auto Sales - New	Auto Sales - Used	Service Stations	Auto Parts/Repair
MENDOCINO COUNTY													
Fort Bragg	-1.0%	4.8%	5.5%	9.6%	-68.7%	-3.1%	325,710	345,841	-5.8%	Bldg.Matis-Retail	Service Stations	Energy Sales	Recreation Products
Mendocino County	2.3%	7.7%	-1.6%	23.5%	3.8%	-20.3%	1,044,647	1,008,917	3.5%	Auto Sales - New	Heavy Industry	Service Stations	Energy Sales
Point Arena	-11.4%	-3.5%	-8.7%	-96.8%	28.8%	51.7%	15,132	15,773	-4.1%	Energy Sales	Miscellaneous Retail	Florist/Nursery	Bldg.Matis-Retail
Ukiah	-1.5%	-8.6%	-15.1%	15.9%	45.4%	-8.8%	1,054,354	1,075,441	-2.0%	Heavy Industry	Bldg.Matis-Whse	Service Stations	Food Processing Eqp
Willits	-2.8%	6.0%	-6.9%	42.5%	-35.7%	-69.8%	355,142	354,153	0.3%	Bldg.Matis-Whse	Food Markets	Service Stations	Energy Sales
SHASTA COUNTY													
Redding	1.7%	3.0%	1.8%	2.8%	11.3%	-3.8%	5,079,052	4,939,959	2.8%	Auto Sales - New	Apparel Stores	Service Stations	Recreation Products
S.F. BAY AREA													
TRANSPORTATION AUTHORITIES													
BART	4.9%	3.7%	3.5%	6.0%	4.3%	11.9%	58,635,547	56,115,868	4.5%	Auto Sales - New	Restaurants	Service Stations	Business Services
VTA 1976 Sales Tax	2.1%	7.5%	3.2%	16.3%	-0.2%	3.4%	48,803,300	47,125,086	3.7%	Bldg.Matis-Whse	Miscellaneous Retail	Light Industry	Service Stations
VTA 2000 Measure A	2.1%	7.5%	3.2%	16.8%	-0.2%	3.4%	48,803,492	47,123,498	3.6%	Bldg.Matis-Whse	Miscellaneous Retail	Light Industry	Service Stations
S.M.A.R.T.	5.4%	6.5%	5.2%	9.0%	1.2%	-19.2%	8,679,432	8,279,705	4.8%	Auto Sales - New	Restaurants	Closed Acct-Adjustmnt	Leasing
ALAMEDA COUNTY													
Alameda	30.4%	4.3%	-1.9%	-42.9%	-0.7%	-46.8%	1,800,695	1,755,578	2.6%	Department Stores	Restaurants	Bldg.Matis-Whse	Miscellaneous Other
Alameda County	0.2%	0.0%	-9.3%	-9.1%	5.0%	17.7%	1,850,503	1,923,305	-3.8%	Restaurants	Food Processing Eqp	Service Stations	Food Markets
Albany	-5.4%	8.7%	17.6%	7.9%	97.2%	-28.0%	539,587	509,807	5.8%	Auto Sales - New	Restaurants	Department Stores	Service Stations
Berkeley	2.0%	3.5%	0.6%	12.3%	2.9%	15.9%	3,876,980	3,740,765	3.6%	Chemical Products	Bldg.Matis-Retail	Light Industry	Leasing
Dublin	4.6%	1.6%	10.8%	15.5%	14.6%	-11.4%	4,055,973	3,754,095	8.0%	Auto Sales - New	Electronic Equipment	Auto Sales - Used	Food Markets
Emeryville	4.3%	7.7%	-29.3%	3.4%	6.9%	48.1%	1,898,162	1,843,172	3.0%	Apparel Stores	Business Services	Auto Sales - Used	Office Equipment
Fremont	0.2%	5.0%	16.5%	7.2%	13.0%	20.0%	8,548,168	7,804,792	9.5%	Auto Sales - New	Electronic Equipment	Office Equipment	Service Stations
Hayward	1.0%	2.5%	36.0%	1.4%	-2.4%	7.0%	7,173,698	6,590,404	8.9%	Misc. Vehicle Sales	Heavy Industry	Electronic Equipment	Bldg.Matis-Retail
Livermore	12.6%	-3.1%	9.5%	14.0%	6.2%	1.8%	5,482,142	5,067,569	8.2%	Apparel Stores	Auto Sales - New	Food Markets	Service Stations
Newark	-3.9%	5.6%	5.8%	13.0%	-6.4%	-17.8%	2,231,258	2,209,405	1.0%	Auto Sales - New	Misc. Vehicle Sales	Office Equipment	Auto Sales - Used
Oakland	1.9%	1.8%	0.4%	13.6%	-3.1%	5.7%	10,661,124	10,492,712	1.6%	Restaurants	Bldg.Matis-Whse	Energy Sales	Food Markets
Piedmont	13.1%	12.5%	-79.3%	0.9%	240.2%	4.6%	48,082	88,066	-45.4%	Light Industry	Miscellaneous Retail	Service Stations	Bldg.Matis-Whse
Pleasanton	1.2%	6.6%	3.6%	11.3%	-0.9%	12.9%	5,170,578	5,046,773	2.5%	Leasing	Service Stations	Business Services	Office Equipment
San Leandro	1.9%	5.8%	12.7%	16.5%	14.8%	-12.4%	5,547,277	5,089,922	9.0%	Heavy Industry	Auto Sales - New	Office Equipment	Energy Sales
Union City	2.4%	6.9%	0.3%	-14.1%	13.8%	5.4%	2,106,794	2,045,952	3.0%	Heavy Industry	Light Industry	Bldg.Matis-Whse	Electronic Equipment
CONTRA COSTA COUNTY													
Antioch	1.0%	-0.3%	7.0%	1.1%	-49.8%	10.7%	2,547,387	2,583,045	-1.4%	Auto Sales - New	Miscellaneous Retail	Heavy Industry	Electronic Equipment
Brentwood	0.2%	-4.4%	10.6%	3.0%	-3.0%	-16.4%	1,480,010	1,464,812	1.0%	Auto Parts/Repair	Service Stations	Food Markets	Recreation Products
Clayton	4.5%	5.7%	117.9%	-88.1%	13.9%	226.5%	98,327	92,343	6.5%	Restaurants	Food Markets	Electronic Equipment	Furniture/Appliance
Concord	0.2%	6.2%	2.9%	16.6%	6.6%	10.1%	6,631,915	6,349,565	4.4%	Bldg.Matis-Retail	Bldg.Matis-Whse	Electronic Equipment	Recreation Products
Contra Costa County	1.4%	5.5%	11.5%	25.9%	-11.0%	-6.5%	2,431,735	2,356,530	3.2%	Bldg.Matis-Whse	Service Stations	Business Services	Electronic Equipment
Danville	2.8%	7.4%	-2.7%	0.3%	-4.9%	-7.8%	1,303,719	1,268,972	2.7%	Miscellaneous Retail	Restaurants	Office Equipment	Furniture/Appliance
El Cerrito	3.7%	-1.9%	-1.8%	-86.8%	-31.3%	-7.1%	700,983	846,039	-17.1%	Leasing	Apparel Stores	Bldg.Matis-Retail	Heavy Industry
Hercules	1.6%	-0.9%	-10.0%	-0.2%	-22.4%	-64.5%	317,563	356,250	-10.9%	Business Services	Department Stores	Chemical Products	Service Stations
Lafayette	7.2%	3.9%	-4.8%	63.3%	-3.9%	-38.9%	671,286	645,874	3.9%	Miscellaneous Retail	Restaurants	Furniture/Appliance	Service Stations
Martinez	-0.6%	-5.2%	9.7%	-24.5%	60.1%	10.6%	1,351,546	1,360,398	-0.7%	Energy Sales	Office Equipment	Bldg.Matis-Retail	Food Markets
Moraga	-0.2%	4.6%	2.6%	6.1%	-5.8%	-4.2%	245,974	241,080	2.0%	Bldg.Matis-Retail	Restaurants	Apparel Stores	Auto Parts/Repair
Oakley	5.4%	11.8%	-2.2%	-2.7%	6.6%	10.5%	319,669	307,159	4.1%	Heavy Industry	Restaurants	Chemical Products	Auto Sales - Used

Northern California: Sales Tax Comparison from Oct -Dec 2012 Sales to Oct -Dec 2013 Sales

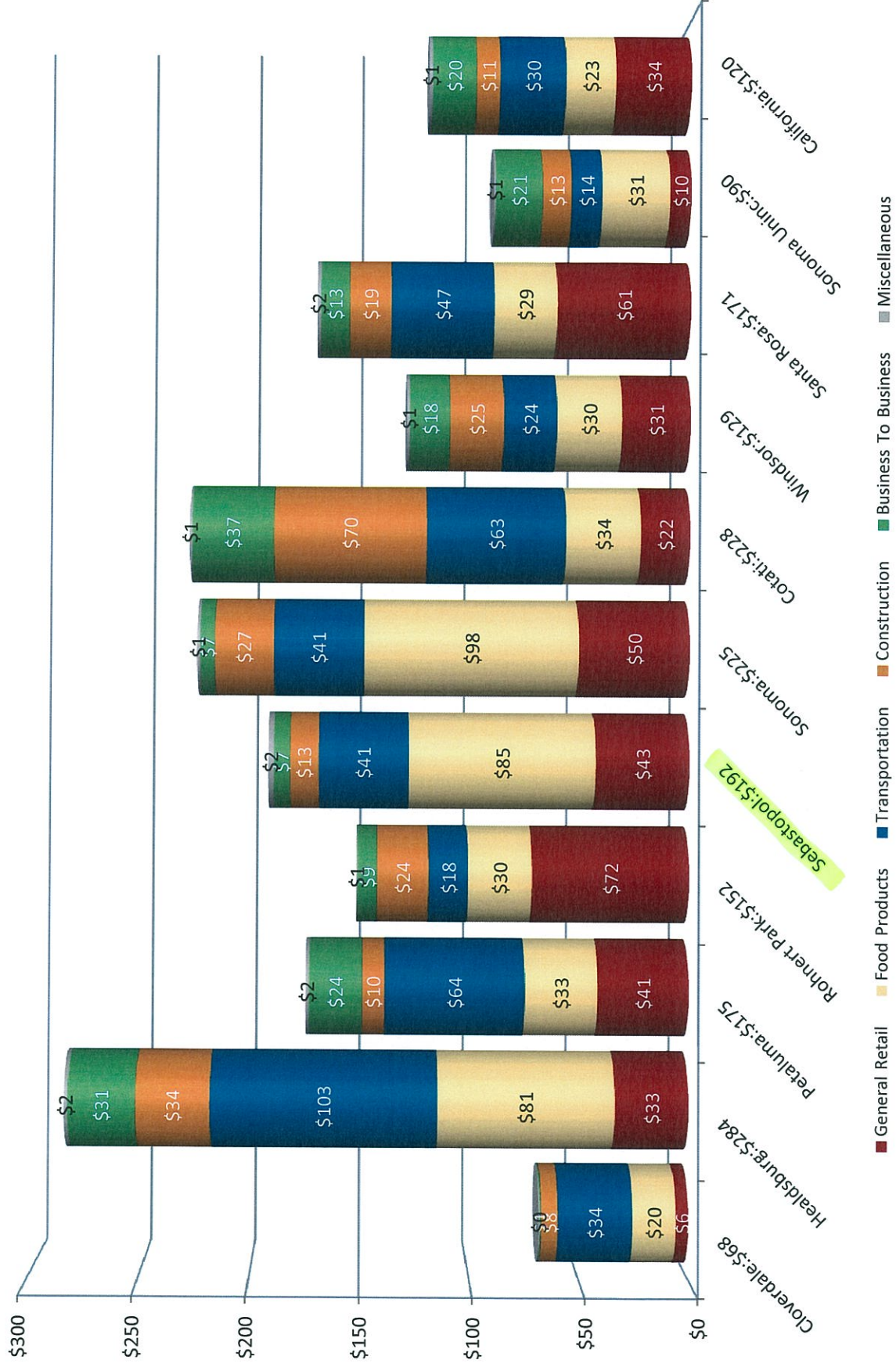
Jurisdiction	General Retail	Food Products	Trans.	Const.	Business to Business	Misc.	Oct - Dec 2013 Total	Oct - Dec 2012 Total	% Chg	Largest Gain	2nd Largest Gain	Largest Decline	2nd Largest Decline
Orinda	-7.4%	1.1%	-3.8%	-21.0%	-12.6%	41.5%	228,126	236,690	-3.6%	Health & Government	Office Equipment	Miscellaneous Retail	Bldg,Matis-Whsle
Pinole	-2.5%	2.7%	-0.4%	28.0%	-0.6%	29.7%	819,954	807,825	1.5%	Bldg,Matis-Retail	Restaurants	Miscellaneous Retail	Food Markets
Pittsburg	3.3%	3.9%	17.5%	22.7%	-15.6%	2.5%	1,555,950	1,457,697	6.7%	Auto Sales - New	Bldg,Matis-Whsle	Chemical Products	Service Stations
Pleasant Hill	-5.2%	1.2%	-2.8%	9.6%	10.3%	-0.8%	1,865,238	1,907,477	-2.2%	Apparel Stores	Restaurants	Furniture/Appliance	Department Stores
Richmond	0.8%	-0.1%	-7.7%	-22.2%	18.8%	-4.4%	3,256,403	3,220,030	1.1%	Energy Sales	Apparel Stores	Auto Sales - New	Bldg,Matis-Whsle
San Pablo	3.0%	2.3%	5.7%	-15.9%	11.4%	-6.9%	445,157	431,882	3.1%	Service Stations	Auto Sales - Used	Bldg,Matis-Whsle	Miscellaneous Retail
San Ramon	5.1%	3.5%	11.8%	15.1%	17.5%	-3.4%	2,077,702	1,896,431	9.6%	Energy Sales	Business Services	Food Markets	Leasing
Walnut Creek	-1.4%	4.4%	6.1%	9.0%	11.0%	11.2%	5,087,802	4,942,120	2.9%	Auto Sales - New	Business Services	Apparel Stores	Department Stores
MARIN COUNTY													
Belvedere	-77.0%	-100.0%	-23.8%	-100.0%	-54.2%	136.7%	11,236	41,699	-73.1%	Health & Government	Chemical Products	Miscellaneous Retail	Apparel Stores
Corte Madera	-0.6%	2.5%	9.8%	-2.1%	0.1%	38.1%	1,610,442	1,583,160	1.7%	Auto Sales - New	Office Equipment	Apparel Stores	Miscellaneous Retail
Fairfax	-7.6%	8.2%	-0.4%	10.1%	7.0%	-49.4%	132,209	127,364	3.8%	Restaurants	Food Markets	Miscellaneous Retail	Miscellaneous Other
Larkspur	3.3%	14.3%	16.9%	32.7%	-39.9%	1.1%	598,017	580,369	3.0%	Restaurants	Service Stations	Business Services	Office Equipment
Marin County	-1.4%	8.0%	-42.3%	-22.0%	17.9%	-10.4%	839,171	906,132	-7.4%	Restaurants	Recreation Products	Auto Sales - New	Service Stations
Mill Valley	13.7%	3.7%	-14.2%	2.6%	20.8%	399.1%	672,674	631,873	6.5%	Miscellaneous Other	Miscellaneous Retail	Auto Sales - New	Service Stations
Novato	-7.8%	4.1%	0.0%	14.8%	-7.9%	8.9%	1,864,385	1,916,701	-2.7%	Bldg,Matis-Whsle	Restaurants	Department Stores	Chemical Products
San Rafael	12.6%	1.1%	22.5%	16.8%	9.0%	-13.9%	4,640,742	4,058,295	14.4%	Auto Sales - New	Department Stores	Florist/Nursery	Office Equipment
Sausalito	12.6%	13.9%	-9.6%	-8.7%	-31.3%	55.9%	395,782	372,705	6.2%	Restaurants	Miscellaneous Retail	Business Services	Recreation Products
Tiburon	3.3%	18.3%	14500.0%	-100.0%	-81.8%	-10.6%	109,527	118,428	-7.5%	Food Markets	Restaurants	Light Industry	Business Services
NAPA COUNTY													
Napa	2.7%	6.3%	1.6%	26.3%	23.4%	-2.9%	3,274,421	3,039,803	7.7%	Office Equipment	Bldg,Matis-Retail	Business Services	Service Stations
Saint Helena	1.1%	5.5%	4.4%	17.1%	68.4%	-40.6%	530,225	494,357	7.2%	Bldg,Matis-Retail	Restaurants	Apparel Stores	Miscellaneous Retail
Yountville	8.3%	18.0%	248.0%	0.0%	14.6%	88.1%	295,483	244,482	20.9%	Restaurants	Food Processing Eqp	Furniture/Appliance	Recreation Products
SAN FRANCISCO COUNTY													
San Francisco	4.2%	6.2%	1.7%	9.6%	3.5%	1.2%	39,419,915	37,629,566	4.8%	Restaurants	Electronic Equipment	Office Equipment	Recreation Products
SAN MATEO COUNTY													
Atherton	148.5%	2.7%	-100.0%	-100.0%	42.5%	21.9%	52,432	36,610	43.2%	Miscellaneous Retail	Miscellaneous Other	Business Services	Restaurants
Belmont	-0.2%	4.9%	16.9%	41.3%	-6.0%	6.6%	731,842	667,503	9.6%	Auto Sales - New	Bldg,Matis-Retail	Electronic Equipment	Office Equipment
Brisbane	85.1%	10.5%	6.1%	10.5%	-17.0%	-47.3%	623,743	541,315	15.2%	Furniture/Appliance	Bldg,Matis-Retail	Electronic Equipment	Bldg,Matis-Whsle
Burlingame	4.0%	7.1%	18.7%	34.0%	1.9%	-31.6%	2,477,628	2,229,728	11.1%	Auto Sales - New	Bldg,Matis-Whsle	Office Equipment	Electronic Equipment
Colma	-3.3%	4.5%	15.1%	0.1%	38.7%	13.6%	2,284,374	2,140,778	6.7%	Auto Sales - New	Auto Sales - Used	Department Stores	Apparel Stores
San Mateo County	11.3%	3.2%	-1.0%	-0.1%	5.4%	2.3%	3,900,442	3,725,635	4.7%	Leasing	Miscellaneous Retail	Food Markets	Service Stations
Daly City	5.0%	2.8%	-0.7%	-2.0%	-36.0%	-37.1%	2,607,618	2,581,697	1.0%	Miscellaneous Retail	Auto Sales - New	Recreation Products	Service Stations
East Palo Alto	9.7%	2.0%	-6.4%	-0.6%	32.5%	-49.1%	749,814	709,460	5.7%	Furniture/Appliance	Department Stores	Food Markets	Service Stations
Foster City	0.5%	2.8%	-7.8%	-8.2%	-19.5%	-8.0%	823,002	877,164	-6.2%	Bldg,Matis-Retail	Restaurants	Office Equipment	Bldg,Matis-Whsle
Half Moon Bay	8.5%	8.0%	-9.8%	28.2%	-6.3%	-10.3%	542,645	521,092	4.1%	Restaurants	Bldg,Matis-Retail	Service Stations	Auto Sales - New
Hillsborough	-66.8%	17.8%	-52.9%	0.0%	-80.2%	-15.2%	18,436	53,493	-65.5%	Restaurants	Light Industry	Miscellaneous Retail	Leasing
Menlo Park	-0.2%	7.0%	67.8%	93.9%	46.2%	35.1%	1,827,220	1,396,578	30.8%	Leasing	Auto Sales - New	Light Industry	Chemical Products
Millbrae	-4.0%	16.4%	1.1%	57.1%	1.8%	-19.3%	548,566	501,403	9.4%	Food Markets	Bldg,Matis-Retail	Furniture/Appliance	Apparel Stores
Pacifica	-1.4%	7.4%	-0.1%	-33.9%	-17.0%	0.6%	445,897	440,571	1.2%	Restaurants	Drug Stores	Bldg,Matis-Retail	Miscellaneous Retail
Portola Valley	-11.8%	1.3%	19.5%	15.4%	-16.0%	-92.0%	59,409	322,385	-81.6%	Miscellaneous Other	Auto Parts/Repair	Closed Act-Adjustmt	Florist/Nursery
Redwood City	5.5%	2.1%	8.3%	17.0%	7.0%	-22.2%	5,270,121	4,946,745	6.5%	Auto Sales - New	Miscellaneous Retail	Health & Government	Office Equipment
San Bruno	-5.6%	0.9%	-0.6%	5.2%	-3.5%	-41.7%	1,812,532	1,863,864	-2.8%	Auto Sales - Used	Service Stations	Department Stores	Miscellaneous Retail
San Carlos	5.2%	4.1%	4.1%	21.7%	7.1%	-4.8%	1,987,009	1,824,281	8.9%	Bldg,Matis-Whsle	Business Services	Office Equipment	Chemical Products
San Mateo	-2.4%	4.4%	-2.3%	5.9%	42.1%	-51.3%	4,434,332	4,389,191	1.0%	Office Equipment	Apparel Stores	Miscellaneous Retail	Department Stores
South San Francisco	4.2%	6.8%	-4.5%	5.2%	27.0%	-69.3%	3,416,546	3,242,104	5.4%	Chemical Products	Miscellaneous Retail	Health & Government	Leasing
Woodside	-5.6%	3.2%	-2.1%	-18.2%	326.0%	299.1%	129,937	116,554	11.5%	Closed Act-Adjustmt	Restaurants	Miscellaneous Retail	Furniture/Appliance
SANTA CLARA COUNTY													
Campbell	-3.5%	7.6%	1.8%	2.3%	-18.3%	-19.4%	2,220,927	2,257,444	-1.6%	Restaurants	Recreation Products	Business Services	Miscellaneous Retail
Cupertino	-1.8%	23.0%	-2.5%	22.2%	-6.8%	5.0%	6,672,980	6,805,288	-1.9%	Business Services	Bldg,Matis-Whsle	Electronic Equipment	Office Equipment
Gilroy	3.6%	1.9%	8.5%	11.1%	-12.8%	-60.0%	3,357,878	3,254,365	3.2%	Auto Sales - New	Apparel Stores	Service Stations	Heavy Industry
Los Altos	18.2%	-2.4%	-3.0%	9.6%	7.4%	-35.4%	566,921	547,505	3.5%	Miscellaneous Retail	Apparel Stores	Food Markets	Service Stations
Los Altos Hills	14.1%	38.2%	-100.0%	-99.4%	-45.8%	-20.9%	13,973	22,430	-37.7%	Restaurants	Electronic Equipment	Bldg,Matis-Whsle	Business Services
Los Gatos	-1.2%	6.0%	12.7%	29.7%	-10.3%	0.9%	1,900,237	1,842,522	3.1%	Auto Sales - New	Restaurants	Electronic Equipment	Auto Parts/Repair
Milpitas	-5.0%	7.7%	-5.2%	17.2%	-31.3%	9.6%	4,112,704	4,516,343	-8.9%	Restaurants	Bldg,Matis-Retail	Office Equipment	Furniture/Appliance
Monte Sereno	-17.5%	-100.0%	350.0%	-100.0%	-84.2%	-12.2%	1,370	2,047	-33.1%	Apparel Stores	Auto Parts/Repair	Electronic Equipment	Miscellaneous Retail
Morgan Hill	1.2%	2.8%	-0.3%	14.0%	-32.9%	-15.6%	1,750,878	1,833,609	-4.5%	Misc. Vehicle Sales	Auto Sales - New	Electronic Equipment	Auto Parts/Repair

Northern California: Sales Tax Comparison from Oct -Dec 2012 Sales to Oct -Dec 2013 Sales

Jurisdiction	General Retail	Food Products	Trans.	Const.	Business to Business	Misc.	Oct - Dec 2013 Total	Oct - Dec 2012 Total	% Chg	Largest Gain	2nd Largest Gain	Largest Decline	2nd Largest Decline
Mountain View	5.3%	28.8%	-2.0%	48.8%	-17.3%	11.9%	3,806,653	3,655,559	4.1%	Restaurants	Furniture/Appliance	Office Equipment	Light Industry
Palo Alto	3.5%	10.9%	-41.9%	127.2%	12.7%	105.9%	6,742,006	6,742,941	-4.8%	Electronic Equipment	Restaurants	Auto Sales - New	Office Equipment
San Jose	-1.3%	4.5%	5.5%	15.6%	13.1%	2.9%	37,620,478	35,567,853	5.8%	Auto Sales - New	Electronic Equipment	Service Stations	Miscellaneous Retail
Santa Clara	24.1%	5.9%	-2.9%	12.4%	8.6%	-73.2%	10,305,829	9,923,647	3.9%	Electronic Equipment	Miscellaneous Retail	Leasing	Miscellaneous Other
Santa Clara County	-5.6%	9.5%	-33.7%	65.4%	-1.3%	-17.9%	1,074,846	1,024,437	4.9%	Bldg.Matis-Whsle	Restaurants	Service Stations	Apparel Stores
Saratoga	2.9%	10.6%	-8.4%	60.3%	-19.1%	-18.8%	250,136	242,703	3.1%	Food Markets	Miscellaneous Retail	Service Stations	Furniture/Appliance
Sunnyvale	0.9%	7.5%	4.1%	2.6%	6.3%	-1.3%	7,032,616	6,719,121	4.7%	Light Industry	Electronic Equipment	Office Equipment	Miscellaneous Retail
SOLANO COUNTY													
Rio Vista	8.4%	3.3%	-2.9%	10.3%	3.8%	-13.6%	229,924	226,818	1.4%	Bldg.Matis-Whsle	Energy Sales	Service Stations	Leasing
SONOMA COUNTY													
Cloverdale	5.9%	28.3%	-12.5%	-39.6%	-2.6%	-25.5%	140,818	149,074	-5.5%	Restaurants	Food Markets	Bldg.Matis-Whsle	Service Stations
Cotati	13.0%	1.6%	2.4%	-0.5%	1.5%	2.9%	405,157	396,044	2.3%	Energy Sales	Misc. Vehicle Sales	Business Services	Bldg.Matis-Whsle
Healdsburg	2.2%	1.5%	8.8%	-7.4%	-7.8%	7.0%	853,477	833,790	2.4%	Auto Sales - New	Auto Parts/Repair	Bldg.Matis-Whsle	Heavy Industry
Petaluma	25.6%	6.3%	7.7%	26.0%	10.4%	-6.6%	2,797,936	2,474,226	13.1%	Department Stores	Apparel Stores	Office Equipment	Drug Stores
Rohnert Park	-4.3%	20.2%	15.0%	4.2%	1.7%	10.1%	1,709,522	1,653,083	3.4%	Restaurants	Service Stations	Department Stores	Furniture/Appliance
Santa Rosa	-0.3%	4.9%	7.8%	16.4%	1.9%	3.1%	7,996,566	7,668,940	4.3%	Auto Sales - New	Bldg.Matis-Whsle	Department Stores	Service Stations
Sebastopol	-4.7%	23.7%	-3.8%	11.7%	-16.3%	-11.1%	375,474	351,091	6.9%	Food Processing Eqp	Restaurants	Florist/Nursery	Energy Sales
Sonoma	1.7%	6.7%	3.0%	28.4%	0.8%	-75.5%	631,081	605,384	4.2%	Restaurants	Bldg.Matis-Retail	Closed Acct-Adjustmt	Food Processing Exp
Sonoma County	16.2%	6.0%	-1.0%	2.8%	2.6%	-44.7%	3,364,960	3,248,687	3.6%	Heavy Industry	Food Processing Eqp	Electronic Equipment	Closed Acct-Adjustmt
Windsor	1.0%	10.6%	-6.5%	3.7%	-7.9%	85.5%	904,971	896,159	1.0%	Light Industry	Food Processing Eqp	Heavy Industry	Auto Parts/Repair
SACRAMENTO VALLEY													
TRANSPORTATION AUTHORITY													
Sacramento Transit	1.0%	2.2%	5.0%	10.9%	5.6%	2.2%	26,046,306	25,083,000	3.8%	Auto Sales - New	Bldg.Matis-Whsle	Food Markets	Auto Parts/Repair
BUTTE COUNTY													
Oroville	2.4%	-2.0%	0.3%	-3.4%	23.2%	2.8%	848,494	838,873	1.1%	Department Stores	Auto Sales - New	Light Industry	Bldg.Matis-Retail
PLACER COUNTY													
Roseville	0.1%	5.2%	8.4%	5.5%	37.9%	-3.9%	11,249,891	10,501,554	7.1%	Electronic Equipment	Auto Sales - New	Energy Sales	Service Stations
SACRAMENTO COUNTY													
Citrus Heights	-4.6%	1.8%	-2.0%	0.6%	-7.9%	-29.1%	2,723,434	2,820,433	-3.4%	Auto Sales - New	Restaurants	Apparel Stores	Service Stations
Elk Grove	6.2%	2.4%	14.8%	8.6%	8.1%	-5.3%	4,749,397	4,354,908	9.1%	Auto Sales - New	Department Stores	Food Markets	Office Equipment
Folsom	3.1%	3.3%	9.9%	1.6%	-0.4%	-17.5%	4,241,822	4,055,441	4.6%	Auto Sales - New	Electronic Equipment	Light Industry	Department Stores
Galt	-2.0%	1.6%	17.6%	14.0%	-6.9%	-7.8%	339,372	334,555	1.4%	Restaurants	Service Stations	Heavy Industry	Food Markets
Isleton	71.4%	6.4%	110.5%	-100.0%	-0.6%	101.9%	30,367	29,517	2.9%	Health & Government	Miscellaneous Retail	Business Services	Closed Acct-Adjustmt
Rancho Cordova	4.6%	5.9%	3.5%	3.4%	-10.9%	28.5%	3,369,481	3,303,116	2.0%	Health & Government	Light Industry	Office Equipment	Leasing
Sacramento	0.3%	3.4%	4.5%	17.9%	-5.0%	6.2%	14,765,471	14,357,720	2.8%	Bldg.Matis-Whsle	Auto Sales - New	Office Equipment	Light Industry
Sacramento County	0.1%	0.5%	4.9%	26.0%	6.4%	-3.6%	16,001,542	15,172,449	5.5%	Bldg.Matis-Whsle	Auto Sales - New	Food Markets	Service Stations
YOLO COUNTY													
Davis	-5.8%	3.1%	-2.8%	-4.0%	17.2%	-4.2%	1,381,244	1,400,329	-1.4%	Apparel Stores	Restaurants	Miscellaneous Retail	Auto Sales - New
West Sacramento	2.3%	3.8%	-6.7%	12.8%	-5.7%	7.2%	3,575,623	3,576,328	0.0%	Bldg.Matis-Whsle	Miscellaneous Other	Heavy Industry	Auto Sales - New
Woodland	1.4%	-7.2%	13.5%	16.8%	-15.6%	28.6%	2,324,936	2,252,649	3.2%	Auto Sales - New	Bldg.Matis-Whsle	Food Markets	Heavy Industry

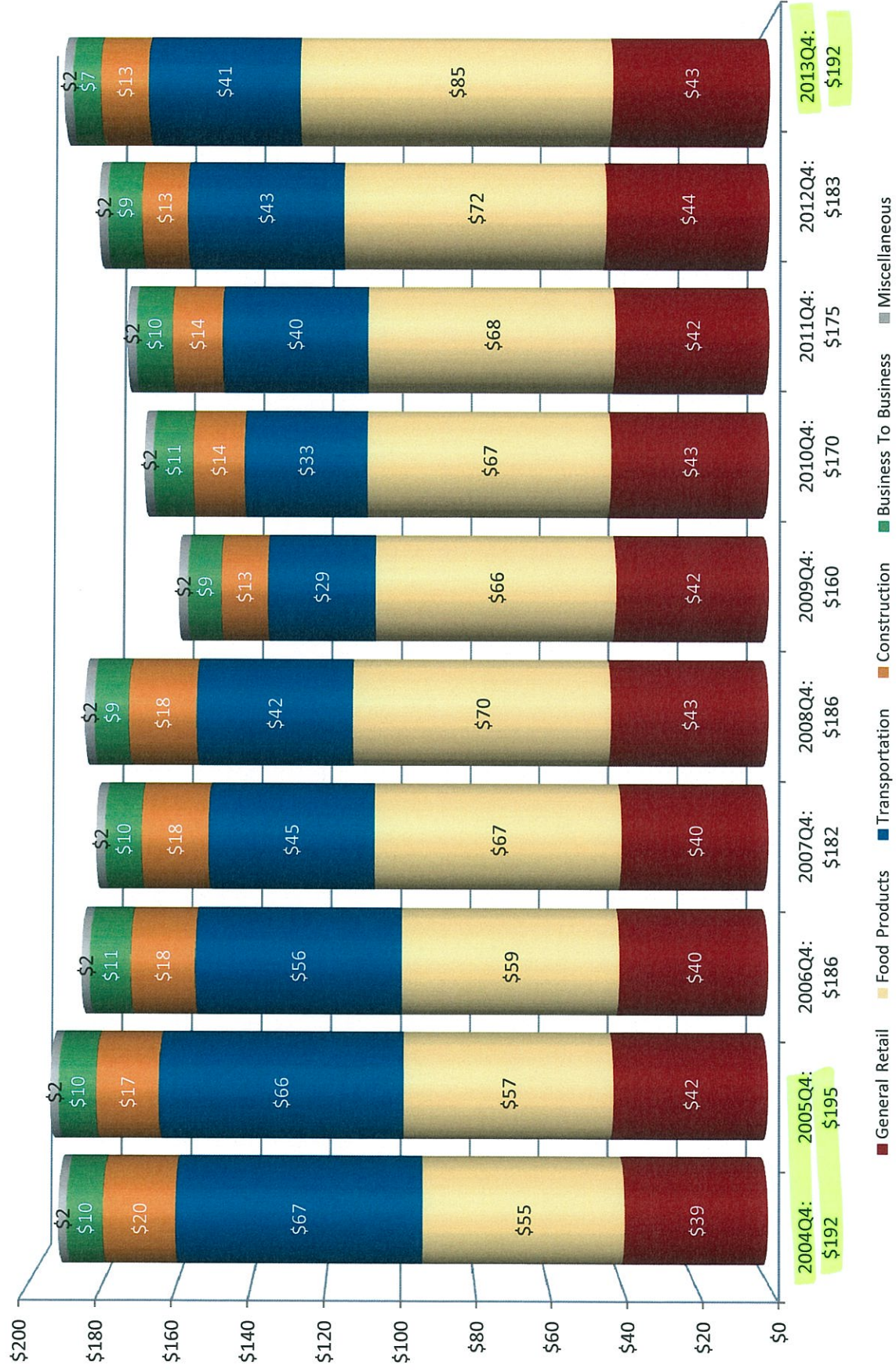
Sonoma County

Historical Sales Per Capita by Benchmark Year (2013Q4)



Sebastopol

Historical Sales Per Capita by Benchmark Year



City of Sebastopol: FY 2014 Sales Tax Forecast

Based on sales thru Dec 2013 (CYQ4) and Cash thru Mar 2014

Date: April 28, 2014

1 - Projected Base	\$	1,577,861
2 - Business Level Adj.	\$Δ	
General Retail	(6,759)	
Food Products	(20,547)	
Transportation	(580)	
Construction	3,000	
Business to Business	1,494	
Miscellaneous	0	
3 - County Pool Adj.	Received Date	\$
	2013Q1	
4 - Coming Soon or Threats	Expected Date	\$

Total Adjustments				(23,392)
5 - Forecast Scenarios	Growth Adj.	Local 1%	0.75% + Flip	
Pessimistic: 2.0%	0.5%	1,562,241	1,618,181	
Most Likely: 3.0%	0.8%	1,566,127	1,621,095	
Optimistic: 4.0%	1.0%	1,570,013	1,624,010	
6 - Local 1%	Pessimistic	Most Likely	Optimistic	
2nd Adv: Jul 2014	1,562,629	1,568,703	1,574,776	
3rd Adv: Aug 2014	1,562,977	1,570,508	1,578,040	
Balance: Sep 2014	1,580,383	1,588,320	1,596,257	
7 - 0.75% + Flip	Pessimistic	Most Likely	Optimistic	
2nd Adv: Jul 2014	1,618,472	1,623,027	1,627,582	
3rd Adv: Aug 2014	1,618,733	1,624,381	1,630,030	
Balance: Sep 2014	1,630,448	1,636,400	1,642,353	

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	21,763	13,855		4,861
Quarter Total	\$ 361,763	\$ 268,855		

	1.00%	0.75%	Flip	Cumulative
Annual Total	\$ 1,566,127	\$ 1,168,957	\$ 452,138	\$ 4,861

Shaded area indicates forecasted dollars.

Shaded area indicates forecasted dollars.

8 - Notes

- Local 1% Net Effective Growth Rate = 2.2%
- 0.75% + Flip Net Effective Growth Rate = 10.0%
- 2 - Business Level Adj. include adjustment for:
2012Q4 Frizelle Enos (8,024) - General Retail
2012Q4 Kosta Browne Winery (27,951) - Food Products

City of Sebastopol: FY 2015 Sales Tax Forecast

Date: April 28, 2014

1 - Projected Base \$ 1,566,127

2 - Business Level Adj.

	%Δ	\$Δ
General Retail	0.1%	291
Food Products	3.8%	23,618
Transportation	2.4%	7,352
Construction	4.5%	4,449
Business to Business	7.3%	4,320
Miscellaneous	0.5%	96

3 - County Pool Adj.

Expected Date	\$
2013Q2	
2013Q3	
2013Q4	

4 - Coming Soon or Threats

Frizelle Enos
Operations commence 1/1/2015
17,718

Total Adjustments

	57,844
--	--------

5 - Forecast Scenarios

Growth Adj.	Local 1%	0.75% + Flip
Pessimistic	1,640,211	1,621,514
Most Likely	1,656,451	1,638,714
Optimistic	1,672,691	1,655,900

6 - Local 1%

	Pessimistic	Most Likely	Optimistic
2nd Adv: Jul 2015	1,651,747	1,668,101	1,684,455
3rd Adv: Aug 2015	1,659,437	1,675,867	1,692,297
Balance: Sep 2015	1,661,573	1,678,024	1,694,476

7 - 0.75% + Flip

	Pessimistic	Most Likely	Optimistic
2nd Adv: Jul 2015	1,630,165	1,647,452	1,664,723
3rd Adv: Aug 2015	1,635,933	1,653,277	1,670,605
Balance: Sep 2015	1,637,487	1,654,847	1,672,191

Cash Flow	1.00%	0.75%	Flip	Cumulative
1st Adv: Jun 2014	111,554	83,666		(23,027)
2nd Adv: Jul 2014	111,554	83,666		(50,916)
3rd Adv: Aug 2014	148,739	111,554		(88,101)
Balance: Sep 2014	41,316	28,603		(100,814)
Quarter Total	\$ 413,164	\$ 307,489		
1st Adv: Sep 2014	113,956	85,467		(129,303)
2nd Adv: Oct 2014	113,956	85,467		(157,792)
3rd Adv: Nov 2014	151,941	113,956		(195,777)
Balance: Dec 2014	42,206	28,758		(209,225)
Quarter Total	\$ 422,059	\$ 313,648		
1st Adv: Dec 2014	120,078	90,059		(239,245)
2nd Adv: Jan 2015	120,078	90,059		(269,264)
<i>In-Lieu</i>			207,859	(61,406)
<i>True-Up</i>			(4,861)	(66,267)
<i>1/4% Adm Fee</i>			(3,828)	(66,267)
<i>Total Triple Flip</i>			\$ 199,170	
3rd Adv: Feb 2015	160,104	120,078		(106,293)
Balance: Mar 2015	44,473	30,500		(120,267)
Quarter Total	\$ 444,734	\$ 330,695		
1st Adv: Mar 2015	101,653	76,240		(145,680)
2nd Adv: Apr 2015	101,653	76,240		(171,093)
3rd Adv: May 2015	135,538	101,653		(204,978)
<i>In-Lieu</i>			207,859	2,881
<i>True-Up</i>			0	2,881
<i>1/4% Adm Fee</i>			0	2,881
<i>Total Triple Flip</i>			\$ 207,859	
Balance: Jun 2015	37,649	25,721		(9,048)
Quarter Total	\$ 376,494	\$ 279,854		
Annual Total	\$ 1,656,451	\$ 1,231,686	Flip 407,028	Cumulative \$ (9,048)

8 - Notes

Local 1% Net Effective Growth Rate = 5.8%
0.75% + Flip Net Effective Growth Rate = 1.1%

City of Sebastopol: FY 2016 Sales Tax Forecast

Date: April 28, 2014

1 - Projected Base	\$	1,656,451
2 - Business Level Adj.	%Δ	\$Δ
General Retail	2.4%	7,430
Food Products	2.6%	16,932
Transportation	1.5%	4,596
Construction	4.2%	4,376
Business to Business	1.5%	970
Miscellaneous	1.6%	295
3 - Coming Soon or Threats	Expected Date	\$
<i>Frizelle Enos</i>		17,718
<i>Operations commence 1/1/2015</i>		

Total Adjustments		52,316		
4 - Forecast Scenarios		Growth Adj.	Local 1%	0.75% + Flip
Pessimistic		1.0%	1,725,855	1,726,272
Most Likely		2.0%	1,742,943	1,743,277
Optimistic		3.0%	1,760,030	1,760,296
5 - Local 1%		Pessimistic	Most Likely	Optimistic
2nd Adv: Jul 2016		1,735,357	1,752,539	1,769,720
3rd Adv: Aug 2016		1,741,691	1,758,936	1,776,180
Balance: Sep 2016		1,743,451	1,760,713	1,777,975
6 - 0.75% + Flip		Pessimistic	Most Likely	Optimistic
2nd Adv: Jul 2016		1,793,888	1,811,562	1,829,251
3rd Adv: Aug 2016		1,838,966	1,857,086	1,875,221
Balance: Sep 2016		1,853,919	1,872,163	1,890,422

Cash Flow	1.00%	0.75%	Flip	Cumulative
1st Adv: Jun 2015	117,379	88,034		(38,392)
2nd Adv: Jul 2015	117,379	88,034		(67,737)
3rd Adv: Aug 2015	156,506	117,379		(106,864)
Balance: Sep 2015	43,474	30,174		(120,164)
Quarter Total	\$ 434,738	\$ 323,622		
1st Adv: Sep 2015	119,906	89,930		(150,140)
2nd Adv: Oct 2015	119,906	89,930		(180,117)
3rd Adv: Nov 2015	159,875	119,906		(220,085)
Balance: Dec 2015	44,410	30,353		(234,142)
Quarter Total	\$ 444,097	\$ 330,118		
1st Adv: Dec 2015	126,348	94,761		(265,729)
2nd Adv: Jan 2016	126,348	94,761		(297,316)
<i>In-Lieu</i>			220,968	(76,348)
<i>True-Up</i>			9,048	(67,301)
<i>1/4% Adm Fee</i>			(4,049)	(67,301)
<i>Total Triple Flip</i>			\$ 225,967	
3rd Adv: Feb 2016	168,464	126,348		(109,417)
Balance: Mar 2016	46,796	32,184		(124,028)
Quarter Total	\$ 467,956	\$ 348,054		
1st Adv: Mar 2016	106,961	80,221		(150,768)
2nd Adv: Apr 2016	106,961	80,221		(177,509)
3rd Adv: May 2016	142,615	106,961		(213,162)
<i>In-Lieu</i>			220,968	7,805
<i>True-Up</i>			0	7,805
<i>1/4% Adm Fee</i>			0	7,805
<i>Total Triple Flip</i>			\$ 220,968	
Balance: Jun 2016	39,615	27,145		(4,665)
Quarter Total	\$ 396,152	\$ 294,548		
Annual Total	\$ 1,742,943	\$ 1,296,342	Flip 446,935	Cumulative \$ (4,665)

7 - Notes
 Local 1% Net Effective Growth Rate = 5.2%
 0.75% + Flip Net Effective Growth Rate = 6.4%

Starting with 1st Advance June 2016 the accrual uses the 1% because the Triple Flip has ended.

City of Sebastopol: FY 2017 Sales Tax Forecast

Date: April 28, 2014

1 - Projected Base	\$	1,742,943	
2 - Business Level Adj.	%Δ	\$Δ	
General Retail	2.4%	7,614	
Food Products	2.7%	17,512	
Transportation	1.5%	4,689	
Construction	4.2%	4,565	
Business to Business	1.5%	989	
Miscellaneous	1.6%	301	
3 - Coming Soon or Threats	Expected Date	\$	

Total Adjustments	35,670		
4 - Forecast Scenarios	Growth Adj.	Local 1%	Flip Final
Pessimistic	1.0%	1,796,399	
Most Likely	2.0%	1,814,186	72,670
Optimistic	3.0%	1,831,972	
5 - Local 1%	Pessimistic	Most Likely	Optimistic
2nd Adv: Jul 2017	1,806,242	1,824,126	1,842,009
3rd Adv: Aug 2017	1,812,804	1,830,752	1,848,701
Balance: Sep 2017	1,814,626	1,832,593	1,850,560

Cash Flow	1.00%	Flip
1st Adv: Jun 2016	122,177	
2nd Adv: Jul 2016	122,177	
3rd Adv: Aug 2016	162,903	
Balance: Sep 2016	45,251	
Quarter Total	\$ 452,508	
1st Adv: Sep 2016	124,807	
2nd Adv: Oct 2016	124,807	
3rd Adv: Nov 2016	166,410	
Balance: Dec 2016	46,225	
Quarter Total	\$ 462,249	
1st Adv: Dec 2016	131,513	
2nd Adv: Jan 2017	131,513	
<i>True-Up</i>		4,665
<i>1/4% Adm Fee</i>		<i>(4,260)</i>
<i>Total Triple Flip</i>		\$ 405
3rd Adv: Feb 2017	175,350	
Balance: Mar 2017	48,708	
Quarter Total	\$ 487,084	
1st Adv: Mar 2017	111,333	
2nd Adv: Apr 2017	111,333	
3rd Adv: May 2017	148,444	
<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 2017	41,234	
Quarter Total	\$ 412,345	
Annual Total	\$ 1,814,186	\$ 72,670

6 - Notes
 Local 1% Net Effective Growth Rate = 4.1%
 * Final Allocation, (unwinding), of Triple Flip.

City of Sebastopol: FY 2018 Sales Tax Forecast

Date: April 28, 2014

1 - Projected Base	\$	1,814,186		
2 - Business Level Adj.		%Δ		\$Δ
General Retail		2.4%		7,804
Food Products		2.7%		18,113
Transportation		1.5%		4,785
Construction		4.2%		4,762
Business to Business		1.5%		1,009
Miscellaneous		1.6%		307
3 - Coming Soon or Threats		Expected Date		\$

Cash Flow		1.00%
1st Adv: Jun 2017		127,147
2nd Adv: Jul 2017		127,147
3rd Adv: Aug 2017		169,529
Balance: Sep 2017		47,092
Quarter Total	\$	470,915
1st Adv: Sep 2017		129,884
2nd Adv: Oct 2017		129,884
3rd Adv: Nov 2017		173,179
Balance: Dec 2017		48,105
Quarter Total	\$	481,053
1st Adv: Dec 2017		136,862
2nd Adv: Jan 2018		136,862
3rd Adv: Feb 2018		182,483
Balance: Mar 2018		50,690
Quarter Total	\$	506,898
1st Adv: Mar 2018		115,862
2nd Adv: Apr 2018		115,862
3rd Adv: May 2018		154,483
Balance: Jun 2018		42,912
Quarter Total	\$	429,119
Annual Total	\$	1,887,984

Total Adjustments		36,780
4 - Forecast Scenarios		
Pessimistic	Growth Adj.	Local 1%
	1.0%	1,869,475
Most Likely	2.0%	1,887,984
Optimistic	3.0%	1,906,494

5 - Local 1%	Pessimistic	Most Likely	Optimistic
2nd Adv: Jul 2018	1,879,670	1,898,281	1,916,891
3rd Adv: Aug 2018	1,886,467	1,905,145	1,923,823
Balance: Sep 2018	1,888,355	1,907,052	1,925,749

6 - Notes
Local 1% Net Effective Growth Rate = 4.1%

City of Sebastopol: FY 2019 Sales Tax Forecast

Date: April 28, 2014

1 - Projected Base	\$	1,887,984	
2 - Business Level Adj.	%Δ	\$Δ	
General Retail	2.4%	7,998	
Food Products	2.7%	18,737	
Transportation	1.5%	4,883	
Construction	4.2%	4,967	
Business to Business	1.5%	1,029	
Miscellaneous	1.6%	313	
3 - Coming Soon or Threats	Expected Date	\$	

Cash Flow	1.00%
1st Adv: Jun 2018	132,295
2nd Adv: Jul 2018	132,295
3rd Adv: Aug 2018	176,394
Balance: Sep 2018	48,998
Quarter Total	\$ 489,983
1st Adv: Sep 2018	135,143
2nd Adv: Oct 2018	135,143
3rd Adv: Nov 2018	180,191
Balance: Dec 2018	50,053
Quarter Total	\$ 500,531
1st Adv: Dec 2018	142,404
2nd Adv: Jan 2019	142,404
3rd Adv: Feb 2019	189,872
Balance: Mar 2019	52,742
Quarter Total	\$ 527,422
1st Adv: Mar 2019	120,553
2nd Adv: Apr 2019	120,553
3rd Adv: May 2019	160,738
Balance: Jun 2019	44,649
Quarter Total	\$ 446,494
Annual Total	\$ 1,964,430
	1.00%

Total Adjustments	37,927
--------------------------	---------------

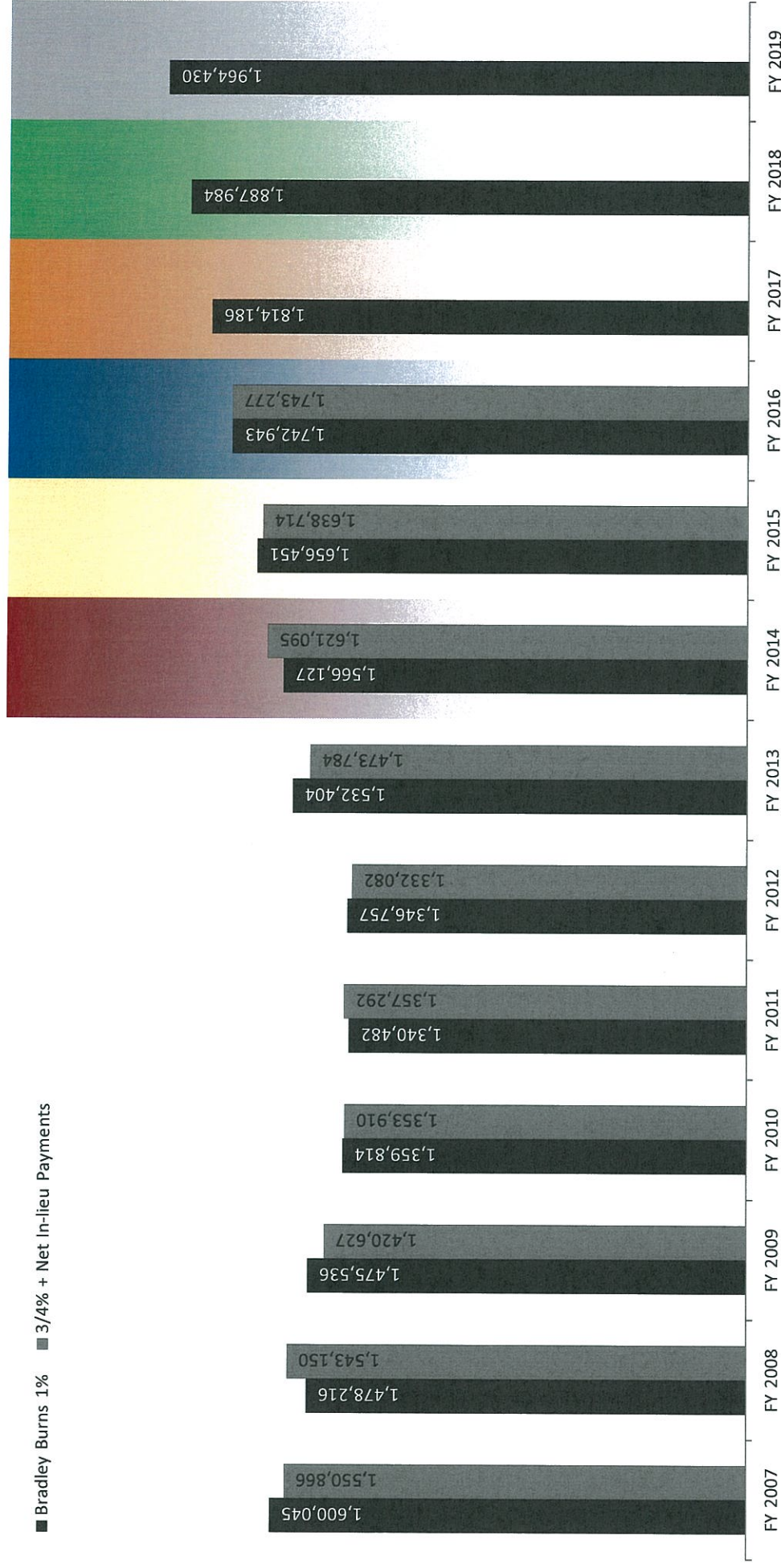
4 - Forecast Scenarios	Growth Adj.	Local 1%
Pessimistic	1.0%	1,945,170
Most Likely	2.0%	1,964,430
Optimistic	3.0%	1,983,689

5 - Local 1%	Pessimistic	Most Likely	Optimistic
2nd Adv: Jul 2019	1,954,340	1,973,690	1,993,040
3rd Adv: Aug 2019	1,960,454	1,979,864	1,999,274
Balance: Sep 2019	1,962,152	1,981,579	2,001,006

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

City of Sebastopol: Sales Tax Forecast by Fiscal Year

■ Bradley Burns 1% ■ 3/4% + Net In-lieu Payments



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	1,566,127	1,656,451	1,742,943	1,814,186	1,887,984	1,964,430
	3/4% + Net In-lieu Payments	1,357,292	1,332,082	1,473,784	1,621,095	1,638,714	1,743,277			

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%	2.2%	5.8%	5.2%	4.1%	4.1%	4.0%
	3/4% + Net In-lieu Payments	0.2%	-1.9%	10.6%	10.0%	1.1%	6.4%			

SALES TAX REVIEW
for the District of
Sebastopol
District Add-On
4th Quarter 2013 *1/4 %*



CONFIDENTIAL DATA
Pursuant to Contract and State Codes Governing
Security of Taxpayer Information

Sebastopol Community 1/4%: FY 2015 Transactions Tax Forecast

Date: April 28, 2014

1 - Projected Base \$ 567,213

2 - Business Level Adj.	%Δ	\$Δ
General Retail	-0.5%	(592)
Food Products	0.7%	1,202
Transportation	2.4%	4,210
Construction	0.9%	407
Business to Business	-3.8%	(2,515)
Miscellaneous	0.3%	22

3 - Coming Soon or Threats

Cash Flow	Allocations	Cash Payments
1st Adv: Jun 2014	37,439	
2nd Adv: Jul 2014	40,667	40,667
3rd Adv: Aug 2014	50,995	50,995
Balance: Sep 2014	14,345	54,808
Quarter Total	\$ 143,445	\$ 146,470
1st Adv: Sep 2014	40,464	
2nd Adv: Oct 2014	43,952	43,952
3rd Adv: Nov 2014	55,115	55,115
Balance: Dec 2014	15,503	54,726
Quarter Total	\$ 155,034	\$ 153,793
1st Adv: Dec 2014	39,223	
2nd Adv: Jan 2015	42,604	42,604
3rd Adv: Feb 2015	53,424	53,424
Balance: Mar 2015	15,028	51,121
Quarter Total	\$ 150,279	\$ 147,149
1st Adv: Mar 2015	36,093	
2nd Adv: Apr 2015	39,205	39,205
3rd Adv: May 2015	49,161	49,161
Balance: Jun 2015	13,829	52,967
Quarter Total	\$ 138,288	\$ 141,333
Annual Total	\$ 587,046	\$ 588,746

Total Adjustments 2,734

4 - Forecast Scenarios	Growth Adj.	Allocations	Cash Payments
Pessimistic	2.0%	581,347	583,026
Most Likely	3.0%	587,046	588,746
Optimistic	4.0%	592,746	594,465

5 - Most Likely Accruals	Allocations
2nd Adv: Jul 2015	590,591
3rd Adv: Aug 2015	592,906
Balance: Sep 2015	593,557

6 - Notes
The Most Likely Scenario's effective allocation growth rate is 3.5%
The Most Likely Scenario's effective cash payment growth rate is 4.1%.

SALES TAX REVIEW
for the District of
Sebastopol Increase
District Add-On
4th Quarter 2013 $\frac{1}{2}\%$



CONFIDENTIAL DATA

Pursuant to Contract and State Codes Governing
Security of Taxpayer Information

Sebastopol Increase 1/2%: FY 2015 Transactions Tax Forecast

1 - Projected Base \$ 1,127,024

2 - Business Level Adj.	%Δ	\$Δ
General Retail	1.4%	2,956
Food Products	3.5%	11,227
Transportation	1.4%	4,856
Construction	1.5%	1,350
Business to Business	0.3%	373
Miscellaneous	0.2%	41

3 - Coming Soon or Threats

Date: April 28, 2014

Cash Flow	Allocations	Cash Payments
1st Adv: Jun 2014	67,226	
2nd Adv: Jul 2014	73,022	73,022
3rd Adv: Aug 2014	91,567	91,567
Balance: Sep 2014	25,757	102,151
Quarter Total	\$ 257,572	\$ 266,740
1st Adv: Sep 2014	76,394	
2nd Adv: Oct 2014	82,979	82,979
3rd Adv: Nov 2014	104,053	104,053
Balance: Dec 2014	29,270	108,719
Quarter Total	\$ 292,696	\$ 295,752
1st Adv: Dec 2014	79,449	
2nd Adv: Jan 2015	86,298	86,298
3rd Adv: Feb 2015	108,216	108,216
Balance: Mar 2015	30,440	112,945
Quarter Total	\$ 304,404	\$ 307,459
1st Adv: Mar 2015	82,505	
2nd Adv: Apr 2015	89,618	89,618
3rd Adv: May 2015	112,378	112,378
Balance: Jun 2015	31,611	101,870
Quarter Total	\$ 316,112	\$ 303,865
Annual Total		\$ 1,170,783
		\$ 1,173,816

Total Adjustments 20,803

4 - Forecast Scenarios	Growth Adj.	Allocations	Cash Payments
Pessimistic	1.0%	1,159,305	1,162,308
Most Likely	2.0%	1,170,783	1,173,816
Optimistic	3.0%	1,182,262	1,185,324

5 - Most Likely Accruals	Allocations
2nd Adv: Jul 2015	1,177,110
3rd Adv: Aug 2015	1,181,241
Balance: Sep 2015	1,182,403

6 - Notes
The Most Likely Scenario's effective allocation growth rate is 3.9%
The Most Likely Scenario's effective cash payment growth rate is 11.5%.