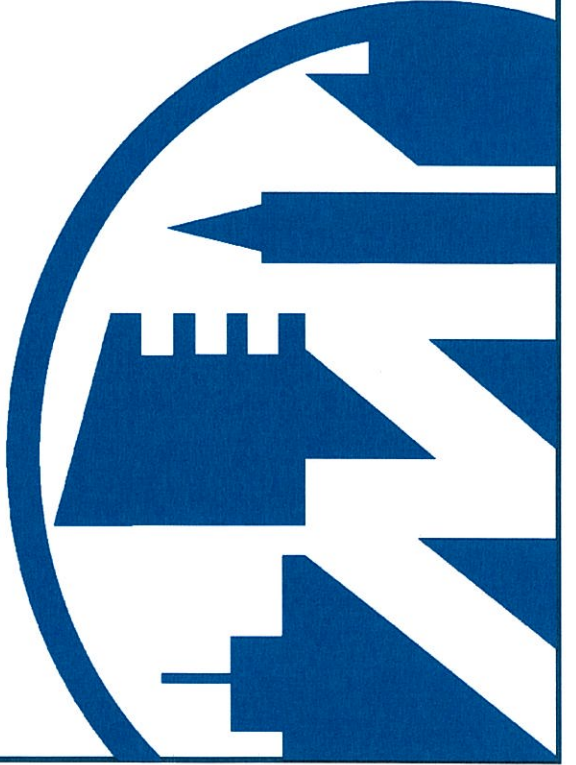


City of Sebastopol

Sales Ended December 2012

Sales Tax Receipts Ended March 2013



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City of Sebastopol

Sales Period: Jan 2012 - December 2012

Summary

News from Sales Tax Quarter

- California Auto Outlook reports sales of new vehicles up 25.3% for 2012, higher than the 13.4% national rate and the 15th consecutive quarterly increase. Continued growth in 2013 is forecasted at 8.2%.
- The California Department of Finance reports that the number of existing single family homes sold in January is down 3.9% compared to January of last year. The average median sales price is up 24.1% over January 2011, but down 8.1% from December of 2012.
- The California Employment Development Department reports that the State Unemployment Rate for January of 2013 was 10.4%, down 0.9% from 11.3% the previous year, but up 0.6% from the prior month.

News from Today

- The U.S. Energy Information Administration reports the current average retail price of gasoline is \$ 4.04 per gallon, down 27 cents (6.3%) from \$4.31 per gallon last year. Prices are projected to be lower by the end of 2013 than they were at the end of 2012.
- The U.S. Bureau of Labor Statistics reports that the National Unemployment Rate edged down in February to 7.75%, down 0.2% from January. There continues to be little change nationally to the 2.6 million people considered to be "marginally attached to the workforce".
- The U.S. Census Bureau reports that Retail and Food Services Sales are up 4.6% over February of last year.

Quarter-Over-Quarter

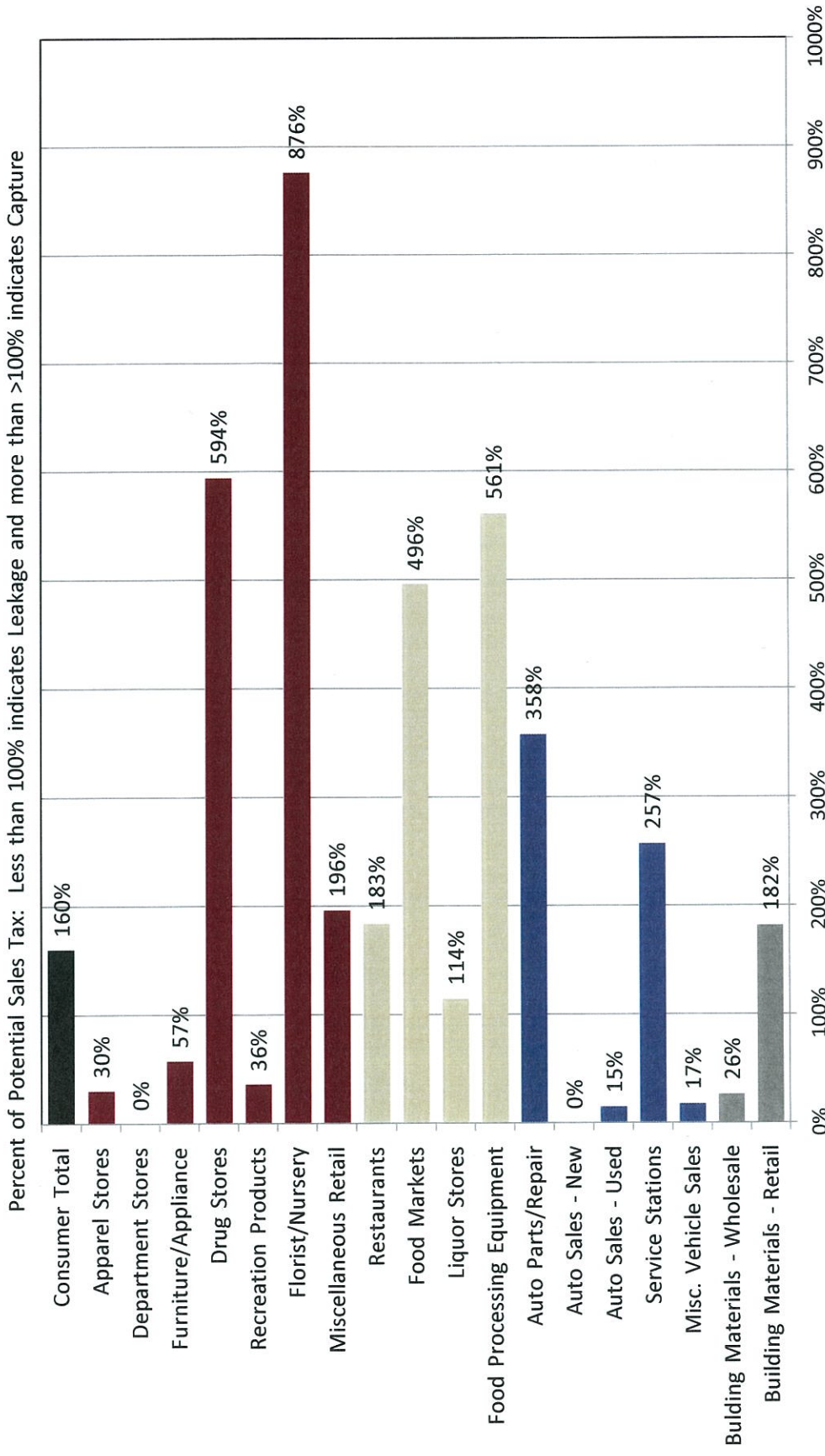
Oct - Dec 2011 to Oct - Dec 2012

Year-Over-Year

Jan - Dec 2011 to Jan - Dec 2012

	City of Sebastopol	S.F. Bay Area	Statewide	City of Sebastopol	S.F. Bay Area	Statewide
Total	-0.4%	5.2%	5.1%	4.4%	7.0%	6.3%
General Retail	-5.4%	3.3%	3.0%	2.5%	4.4%	4.0%
Food Products	8.2%	5.5%	4.4%	7.8%	7.4%	6.7%
Transportation	1.2%	13.5%	9.3%	8.9%	11.7%	9.7%
Construction	-11.1%	3.5%	5.8%	-10.3%	6.7%	6.9%
Business To Business	-25.0%	0.8%	4.3%	-8.4%	5.6%	5.4%
Restaurants	8.0%	6.1%	4.6%	9.2%	7.7%	6.5%
Service Stations	-0.4%	4.5%	2.7%	8.6%	5.4%	3.4%
Food Markets	3.5%	5.1%	4.1%	2.6%	6.7%	7.3%
Miscellaneous Retail	-5.6%	2.2%	2.9%	0.7%	2.0%	2.2%
Drug Stores	-5.8%	-3.2%	-5.1%	-0.3%	0.8%	-0.6%
Auto Parts/Repair	4.6%	2.3%	3.0%	8.6%	4.5%	5.6%
Bldg.Matls-Retail	0.1%	3.1%	-1.4%	-0.1%	4.4%	2.4%
Florist/Nursery	8.7%	2.2%	1.4%	23.9%	5.3%	3.4%
Food Processing Eqp	42.3%	-0.3%	-0.3%	26.2%	7.6%	6.3%
Light Industry	-3.7%	-3.8%	0.4%	-14.5%	3.4%	1.7%
Furniture/Appliance	-17.2%	2.5%	1.1%	-1.5%	6.0%	4.1%
Apparel Stores	1.6%	7.1%	7.1%	-1.5%	8.2%	7.9%
Electronic Equipment	-21.8%	-2.3%	1.4%	121.3%	-1.8%	2.8%
Health & Government	3.8%	-1.7%	-3.2%	6.2%	3.6%	-2.0%

Sebastopol: 4th Quarter 2012 Sales Tax Capture & Gap Analysis Report



Economic Category



Chart's Message

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

Sales Tax Net Cash Receipts: Three Advances Plus Clean-Up Payment

	% CHANGE BY MONTH ENDED QUARTER												FISCAL YEAR TO DATE				MOST RECENT FOUR QUARTERS TOTAL			
	Dec-10	Mar-11	Jun-11	Sep-11	Dec-11	Mar-12	Dec-11	Dec-12	Dec-12	12Q3	12Q4	Mar-13	Jul-11 thru Mar-12 3 Quarters	Jul-12 thru Mar-13 3 Quarters	\$ Chg	% Chg	Apr-11 thru Mar-12	Apr-12 thru Mar-13	\$ Chg	% Chg
	11Q3	11Q4	12Q1	12Q2	12Q3	12Q4	12Q3	12Q4	12Q3	12Q4	12Q4	Mar-13	3 Quarters	3 Quarters	\$ Chg	% Chg	Mar-12	Mar-13	\$ Chg	% Chg
1 Last Year Cash Received >	8.5	9.2	6.1	4.1	7.5	2.6	7.5	2.6	7.5	2.6	2.6	2.6	21,806,262	22,824,943	1,018,681	4.7	28,028,745	29,426,075	1,397,330	5.0
2 This Year Cash Received >	11.9	7.9	4.9	0.0	3.2	6.1	3.2	6.1	3.2	6.1	6.1	6.1	10,466,643	10,784,810	318,167	3.0	13,030,498	13,473,131	442,633	3.4
3 Calendar Sales Quarter >	3.5	9.9	6.4	4.1	4.1	7.0	4.1	7.0	4.1	7.0	7.0	7.0	7,265,649	7,636,950	371,301	5.1	9,326,626	9,830,334	503,708	5.4
4 Santa Rosa	-6.4	2.7	8.0	2.6	12.6	-1.0	12.6	-1.0	12.6	-1.0	-1.0	-1.0	4,672,016	4,885,180	213,164	4.6	6,027,499	6,349,521	322,022	5.3
5 Sonoma County	15.1	1.3	13.7	8.1	9.6	7.1	9.6	7.1	9.6	7.1	7.1	7.1	2,536,693	2,747,693	211,000	8.3	3,240,982	3,548,707	307,725	9.5
6 Petaluma	-6.6	-1.8	1.4	3.4	3.9	21.2	3.9	21.2	3.9	21.2	21.2	21.2	2,431,849	2,656,091	224,242	9.2	3,102,375	3,336,186	233,811	7.5
7 Rohnert Park	6.2	1.6	17.7	11.9	9.3	3.7	9.3	3.7	9.3	3.7	3.7	3.7	1,772,775	1,919,207	146,432	8.3	2,211,809	2,436,056	224,247	10.1
8 Windsor	8.3	7.5	-22.3	27.5	2.6	-14.0	2.6	-14.0	2.6	-14.0	-14.0	-14.0	1,189,092	1,260,225	71,133	6.0	1,572,690	1,558,269	-14,421	-0.9
9 Healdsburg	9.0	8.1	-1.7	30.7	2.1	7.4	2.1	7.4	2.1	7.4	7.4	7.4	1,032,481	1,158,907	126,426	12.2	1,352,180	1,473,184	121,004	8.9
10 Sonoma	1.6	-10.6	21.2	24.3	0.1	39.6	0.1	39.6	0.1	39.6	39.6	39.6	433,192	515,524	82,332	19.0	553,307	661,116	107,809	19.5
Alameda Co.	13.4	7.7	9.0	12.4	6.8	4.6	6.8	4.6	6.8	4.6	4.6	4.6	174,024,154	187,642,226	13,618,072	7.8	225,254,277	243,487,216	18,232,939	8.1
Contra Costa Co.	6.6	6.1	5.3	12.0	9.4	3.6	9.4	3.6	9.4	3.6	3.6	3.6	96,833,860	104,777,237	7,943,377	8.2	125,851,700	135,347,357	9,495,657	7.5
Marin Co.	2.8	5.4	7.6	6.4	6.6	6.1	6.6	6.1	6.6	6.1	6.1	6.1	31,464,622	33,460,393	1,995,771	6.3	40,534,415	43,217,527	2,683,112	6.6
Napa Co.	7.8	12.2	16.9	5.8	11.3	4.1	11.3	4.1	11.3	4.1	4.1	4.1	19,826,715	21,230,464	1,403,749	7.1	25,010,053	27,291,163	2,281,110	9.1
San Francisco Co.	12.8	7.7	12.1	8.1	4.1	5.6	4.1	5.6	4.1	5.6	5.6	5.6	116,790,162	123,707,879	6,917,717	5.9	149,595,149	160,495,871	10,900,722	7.3
San Mateo Co.	9.1	7.4	9.8	6.6	8.1	1.6	8.1	1.6	8.1	1.6	1.6	1.6	96,434,235	101,567,135	5,132,900	5.3	124,103,779	131,939,298	7,835,519	6.3
Santa Clara Co.	7.4	6.4	13.1	2.8	7.8	9.4	7.8	9.4	7.8	9.4	9.4	9.4	261,376,497	278,798,845	17,422,348	6.7	334,646,681	361,663,042	27,016,361	8.1
Solano Co.	8.9	16.5	8.9	9.1	7.1	-3.2	7.1	-3.2	7.1	-3.2	-3.2	-3.2	44,994,509	46,788,412	1,793,903	4.0	57,357,429	60,246,719	2,889,290	5.0
Sonoma Co. *	6.4	7.1	5.8	4.8	6.3	4.5	6.3	4.5	6.3	4.5	4.5	4.5	53,606,652	56,389,530	2,782,878	5.2	68,446,711	72,092,579	3,645,868	5.3
S.F. Bay Area *	9.2	7.5	10.2	7.3	7.2	5.3	7.2	5.3	7.2	5.3	5.3	5.3	895,351,406	954,362,121	59,010,715	6.6	1,150,800,194	1,235,780,772	84,980,578	7.4
Central Coast	5.5	10.0	8.8	6.3	15.5	13.8	15.5	13.8	6.7	13.8	13.8	13.8	96,260,752	107,754,362	11,493,610	11.9	122,871,345	136,697,062	13,825,717	11.3
Central Valley	12.4	11.0	10.8	6.2	6.7	-0.2	6.7	-0.2	6.7	-0.2	-0.2	-0.2	385,433,952	401,358,101	15,924,149	4.1	495,630,149	523,497,042	27,866,893	5.6
North Coast	7.4	4.7	8.8	6.7	3.3	1.7	3.3	1.7	3.3	1.7	1.7	1.7	32,927,195	34,192,827	1,265,632	3.8	42,053,435	44,120,192	2,066,757	4.9
Other Northern	7.4	5.5	6.9	6.6	7.3	1.7	7.3	1.7	7.3	1.7	1.7	1.7	41,313,723	43,469,149	2,155,426	5.2	52,350,807	55,270,471	2,919,664	5.6
Sacramento Valley	8.1	8.3	7.3	8.0	6.6	2.1	6.6	2.1	6.6	2.1	2.1	2.1	276,282,949	291,564,663	15,281,714	5.5	355,049,530	376,114,037	21,064,507	5.9
Northern California	9.4	8.4	9.7	7.1	7.4	3.9	7.4	3.9	7.4	3.9	3.9	3.9	1,727,569,977	1,832,701,223	105,131,246	6.1	2,218,755,460	2,371,479,576	152,724,116	6.9
Inland Empire	11.2	9.6	9.9	9.2	10.8	4.6	10.8	4.6	10.8	4.6	4.6	4.6	405,696,943	438,582,912	32,885,969	8.1	528,216,478	573,282,013	45,065,535	8.5
Other Southern	13.8	0.2	6.3	0.1	4.8	22.2	4.8	22.2	4.8	22.2	22.2	22.2	19,134,281	20,955,282	1,821,001	9.5	24,979,509	27,167,252	2,187,743	8.8
South Coast	8.5	7.4	8.9	6.1	8.2	2.6	8.2	2.6	8.2	2.6	2.6	2.6	1,845,456,784	1,948,089,611	102,632,827	5.6	2,388,412,176	2,539,433,143	151,020,967	6.3
Southern California	9.0	7.7	9.1	6.6	8.6	3.1	8.6	3.1	8.6	3.1	3.1	3.1	2,270,288,008	2,407,627,805	137,339,797	6.0	2,941,608,163	3,139,882,408	198,274,245	6.7
State Total	9.2	8.0	9.3	6.8	8.1	3.5	8.1	3.5	8.1	3.5	3.5	3.5	3,997,857,985	4,240,329,028	242,471,043	6.1	5,160,363,623	5,511,361,984	350,998,361	6.8

Northern California: Sales Tax Comparison from Oct-Dec 2011 Sales to Oct-Dec 2012 Sales

Jurisdiction	General Retail	Food Products	Trans.	Const.	Business to Business	Misc.	Oct - Dec 2012 Total	Oct - Dec 2011 Total	% Chg	Largest Gain	2nd Largest Gain	Largest Decline	2nd Largest Decline
CENTRAL COAST													
MONTEREY COUNTY													
Del Rey Oaks	12.5%	-0.8%	-16.1%	-100.0%	68.1%	9.2%	76,375	79,874	-4.4%	Light Industry	Food Markets	Bldg.Matis-Whsle	Service Stations
Monterey	-2.3%	5.3%	-8.2%	0.6%	3.3%	-13.2%	1,692,195	1,696,147	-0.2%	Restaurants	Apparel Stores	Furniture/Appliance	Auto Sales - New
Pacific Grove	-6.5%	-2.2%	-2.6%	-3.6%	-11.5%	-40.7%	316,161	332,158	-4.8%	Food Markets	Heavy Industry	Restaurants	Health & Government
SAN LUIS OBISPO COUNTY													
Grover Beach	-8.5%	3.7%	2.7%	-2.8%	3.9%	-9.5%	239,692	236,981	1.1%	Misc. Vehicle Sales	Food Markets	Auto Sales - Used	Light Industry
SANTA CRUZ COUNTY													
Capitola	12.5%	1.5%	13.9%	-10.0%	-31.3%	33.1%	1,147,804	1,056,200	8.7%	Department Stores	Auto Sales - New	Electronic Equipment	Miscellaneous Retail
Watsonville	-4.5%	5.2%	-6.7%	4.0%	1.1%	-19.1%	1,380,561	1,400,610	-1.4%	Food Markets	Bldg.Matis-Whsle	Auto Sales - New	Miscellaneous Retail
CENTRAL VALLEY													
TRANSPORTATION AUTHORITY													
San Joaquin C.O.G.	5.0%	-1.2%	8.4%	-13.7%	3.0%	-11.2%	11,621,412	11,407,297	1.9%	Auto Sales - New	Light Industry	Bldg.Matis-Whsle	Electronic Equipment
FRESNO COUNTY													
Clovis	4.6%	5.0%	16.3%	3.0%	4.3%	22.6%	3,724,533	3,468,743	7.4%	Auto Sales - New	Department Stores	Electronic Equipment	Bldg.Matis-Retail
Fresno	2.0%	0.5%	9.0%	6.9%	5.2%	-22.8%	17,469,299	16,801,311	4.0%	AUTO SALES - NEW	AUTO SALES - USED	HEALTH & GOVERNMENT	FOOD PROCESSING EQP
Kerman	13.2%	0.0%	9.6%	-45.0%	2.0%	76.4%	250,742	241,176	4.0%	CHEMICAL PRODUCTS	SERVICE STATIONS	HEAVY INDUSTRY	BLDG.MATLS-WHSLE
Kingsburg	-1.9%	4.5%	-1.3%	21.6%	-38.0%	-26.0%	205,346	218,684	-6.1%	BLDG.MATLS-WHSLE	RESTAURANTS	LIGHT INDUSTRY	ENERGY SALES
Reedley	6.6%	-3.1%	9.0%	-5.2%	50.3%	-20.4%	367,884	343,673	7.0%	Auto Sales - New	Energy Sales	Florist/Nursery	Food Markets
Sanger	2.4%	0.4%	4.3%	149.6%	-4.3%	-48.9%	442,414	407,928	8.5%	Bldg.Matis-Whsle	Department Stores	Electronic Equipment	Light Industry
Selma	-2.2%	-1.2%	14.5%	-4.0%	22.5%	-16.4%	947,358	902,800	4.9%	Auto Sales - New	Restaurants	Bldg.Matis-Whsle	Food Markets
KERN COUNTY													
Bakersfield	1.9%	5.1%	6.8%	-1.9%	13.3%	-6.4%	15,564,059	14,847,071	4.8%	Auto Sales - New	Heavy Industry	Energy Sales	Service Stations
Delano	-3.3%	1.4%	5.3%	-14.3%	3.1%	23.6%	871,891	871,314	0.1%	AUTO SALES - USED	RESTAURANTS	BLDG.MATLS-WHSLE	SERVICE STATIONS
Ridgecrest	-0.7%	-9.5%	21.3%	-0.2%	-81.0%	-29.7%	631,984	733,890	-13.9%	SERVICE STATIONS	RECREATION PRODUCTS	ELECTRONIC EQUIPMENT	FOOD MARKETS
Shafter	22.7%	6.4%	11.2%	23.1%	35.1%	2079.7%	2,737,801	2,168,842	26.2%	ENERGY SALES	MISCELLANEOUS RETAIL	HEAVY INDUSTRY	OFFICE EQUIPMENT
KINGS COUNTY													
Hanford	-6.4%	5.1%	5.0%	-1.3%	31.0%	32.9%	1,880,052	1,863,922	0.9%	AUTO SALES - NEW	CHEMICAL PRODUCTS	FLORIST/NURSERY	DEPARTMENT STORES
MADERA COUNTY													
Chowchilla	-6.7%	-5.0%	-2.4%	-30.0%	25.8%	98.0%	201,117	202,293	-0.6%	ENERGY SALES	MISCELLANEOUS OTHER	SERVICE STATIONS	BLDG.MATLS-WHSLE
Madera	11.7%	7.2%	1.3%	7.0%	-41.1%	-3.8%	1,384,193	1,363,637	1.5%	APPAREL STORES	BLDG.MATLS-WHSLE	ELECTRONIC EQUIPMENT	HEAVY INDUSTRY
MERCED COUNTY													
Atwater	1.4%	-2.1%	-1.2%	-8.4%	-12.9%	-5.5%	618,480	630,789	-2.0%	ENERGY SALES	MISCELLANEOUS RETAIL	LIGHT INDUSTRY	RESTAURANTS
SAN JOAQUIN COUNTY													
Escalon	4.2%	-23.4%	-1.7%	2.5%	-5.1%	182.6%	145,141	153,711	-5.6%	Auto Sales - New	Miscellaneous Other	Food Processing Eqp	Service Stations
Lathrop	-3.1%	-1.7%	2.5%	-11.2%	-16.6%	-98.8%	533,791	571,817	-6.7%	Auto Parts/Repair	Auto Sales - Used	Service Stations	Health & Government
Lodi	3.0%	0.4%	6.8%	-12.4%	-1.3%	-25.3%	2,073,560	2,051,179	1.1%	Auto Sales - New	Department Stores	Bldg.Matis-Retail	Bldg.Matis-Whsle
Manteca	2.1%	5.8%	8.6%	-4.5%	5.1%	-0.5%	2,158,483	2,083,560	3.6%	APPAREL STORES	DEPARTMENT STORES	FURNITURE/APPLIANCE	ENERGY SALES
Ripon	23.9%	-1.7%	15.7%	29.2%	414.7%	11.7%	682,421	501,651	36.0%	Heavy Industry	Service Stations	Bldg.Matis-Retail	Food Markets
San Joaquin County	-2.5%	-15.7%	7.2%	-13.9%	-38.1%	18.0%	3,149,657	3,653,610	-13.8%	Auto Parts/Repair	Office Equipment	Heavy Industry	Bldg.Matis-Whsle
Stockton	3.9%	-1.1%	10.3%	3.5%	5.5%	-9.6%	8,654,685	8,268,424	4.7%	Auto Sales - New	Heavy Industry	Food Markets	Office Equipment
Tracy	5.7%	16.4%	42.9%	40.6%	11.0%	-30.9%	3,388,581	2,792,429	21.3%	AUTO PARTS/REPAIR	AUTO SALES - NEW	HEALTH & GOVERNMENT	APPAREL STORES
STANISLAUS COUNTY													
Ceres	-4.0%	8.8%	11.6%	-17.3%	9.3%	21.7%	1,178,645	1,144,720	3.0%	SERVICE STATIONS	FOOD MARKETS	BLDG.MATLS-WHSLE	DEPARTMENT STORES
Modesto	0.3%	-1.8%	10.4%	12.2%	-2.8%	-9.5%	6,988,934	6,787,887	1.6%	SERVICE STATIONS	BLDG.MATLS-WHSLE	ENERGY SALES	DEPARTMENT STORES
Oakdale	-0.4%	2.1%	-7.1%	-4.6%	-2.0%	-28.9%	631,050	657,581	-4.0%	AUTO SALES - NEW	FOOD MARKETS	SERVICE STATIONS	HEALTH & GOVERNMENT
Riverbank	0.7%	-0.3%	1.7%	-1.1%	37.6%	-68.3%	624,495	614,027	1.7%	Furniture/Appliance	Light Industry	Food Processing Eqp	Department Stores
Turlock	9.6%	9.0%	17.0%	-4.7%	-10.9%	-38.6%	2,798,319	2,642,497	5.9%	AUTO SALES - NEW	APPAREL STORES	HEAVY INDUSTRY	BLDG.MATLS-WHSLE
TULARE COUNTY													
Dinuba	-47.8%	-6.8%	4.8%	33.2%	6.0%	-61.4%	1,125,618	1,763,175	-36.2%	Auto Sales - New	Light Industry	Furniture/Appliance	Miscellaneous Other
Exeter	-9.1%	2.6%	-4.2%	108.8%	12.2%	-38.1%	182,032	171,785	6.0%	BLDG.MATLS-WHSLE	AUTO SALES - NEW	SERVICE STATIONS	LEASING
Porterville	3.9%	4.6%	12.7%	-0.2%	33.7%	-19.6%	1,282,668	1,208,752	6.1%	AUTO SALES - NEW	APPAREL STORES	DEPARTMENT STORES	HEALTH & GOVERNMENT
Tulare	2.1%	8.9%	3.1%	-3.9%	-6.7%	-19.7%	2,093,594	2,061,931	1.5%	APPAREL STORES	BUSINESS SERVICES	CHEMICAL PRODUCTS	DEPARTMENT STORES
Visalia	4.5%	-2.4%	10.0%	4.3%	4.8%	40.2%	5,774,709	5,410,588	6.7%	HEALTH & GOVERNMENT	AUTO SALES - NEW	FOOD PROCESSING EQP	MISCELLANEOUS RETAIL
TUOLUMNE COUNTY													
Sonora	0.6%	0.8%	-5.3%	39.8%	-10.4%	0.7%	683,051	641,379	6.5%	Bldg.Matis-Whsle	Heavy Industry	Bldg.Matis-Retail	Energy Sales

Northern California: Sales Tax Comparison from Oct-Dec 2011 Sales to Oct-Dec 2012 Sales

Jurisdiction	General Retail	Food Products	Trans.	Const.	Business to Business	Misc.	Oct - Dec 2012 Total	Oct - Dec 2011 Total	% Chg	Largest Gain	2nd Largest Gain	Largest Decline	2nd Largest Decline
NORTH COAST													
COLUSA COUNTY													
Williams	-7.4%	-3.3%	-6.9%	-12.4%	-15.0%	47.0%	125,062	133,815	-6.5%	Heavy Industry	Leasing	Service Stations	Energy Sales
LAKE COUNTY													
Lakeport	-5.3%	0.0%	1.0%	-6.2%	39.2%	-38.1%	284,816	286,480	-0.6%	Heavy Industry	Misc. Vehicle Sales	Department Stores	Auto Parts/Repair
MENDOCINO COUNTY													
Fort Bragg	-4.4%	-0.3%	14.5%	0.1%	-24.1%	3.7%	344,441	351,592	-2.0%	Service Stations	Auto Sales - New	Energy Sales	Florist/Nursery
Mendocino County	-5.2%	-12.9%	21.5%	-23.9%	-13.7%	34.2%	983,472	992,562	-0.9%	Service Stations	Auto Sales - New	Liquor Stores	Bldg. Matis-Whole
Point Arena	-23.2%	-21.9%	-8.9%	-100.0%	-19.7%	-25.5%	14,863	18,508	-19.7%	Furniture/Appliance	Heavy Industry	Restaurants	Florist/Nursery
Ukiah	3.9%	19.3%	6.3%	-2.0%	-4.3%	-12.6%	1,075,933	1,017,588	5.7%	Liquor Stores	Service Stations	Energy Sales	Auto Sales - Used
Willits	1.1%	-0.6%	7.7%	-15.8%	-2.2%	-4.5%	348,255	345,580	0.8%	Service Stations	Misc. Vehicle Sales	Bldg. Matis-Whole	Bldg. Matis-Retail
SHASTA COUNTY													
Redding	-1.8%	1.7%	11.6%	0.6%	-3.2%	-39.9%	4,899,899	4,824,511	1.6%	AUTO SALES - NEW	AUTO PARTS/REPAIR	HEALTH & GOVERNMENT	MISCELLANEOUS RETAIL
S.F. BAY AREA													
TRANSPORTATION AUTHORITIES													
BART	8.4%	4.3%	10.0%	-4.2%	0.8%	-4.8%	54,767,027	52,181,235	5.0%	Miscellaneous Retail	Auto Sales - New	Light Industry	Bldg. Matis-Whole
VTIA 1976 Sales Tax	7.5%	3.6%	7.8%	15.7%	3.3%	-21.2%	46,060,077	43,607,026	5.6%	Miscellaneous Retail	Auto Sales - New	Electronic Equipment	Miscellaneous Other
VTIA 2000 Measure A	7.5%	3.6%	7.8%	15.7%	3.3%	-21.2%	46,060,071	43,603,951	5.6%	Miscellaneous Retail	Auto Sales - New	Miscellaneous Other	Electronic Equipment
S.M.A.R.T.	4.4%	3.5%	13.1%	10.4%	5.8%	8.3%	8,088,261	7,563,557	6.9%	Auto Sales - New	Miscellaneous Retail	Business Services	Health & Government
ALAMEDA COUNTY													
Alameda	0.8%	4.5%	2.1%	162.2%	13.6%	120.9%	1,734,385	1,543,341	12.4%	Bldg. Matis-Whole	Miscellaneous Other	Misc. Vehicle Sales	Auto Sales - Used
Alameda County	20.7%	6.3%	8.2%	-12.9%	0.5%	-18.4%	1,932,544	1,830,534	5.6%	Service Stations	Apparel Stores	Bldg. Matis-Whole	Bldg. Matis-Retail
Albany	-3.1%	-0.7%	7.3%	-2.7%	-11.6%	20.5%	503,615	502,475	0.2%	Auto Sales - New	Bldg. Matis-Retail	Department Stores	Miscellaneous Retail
Berkeley	-0.4%	7.0%	8.2%	-2.8%	8.6%	-8.5%	3,695,894	3,569,898	3.5%	Auto Sales - New	Restaurants	Bldg. Matis-Whole	Chemical Products
Dublin	2.8%	4.3%	11.4%	16.4%	12.4%	-9.0%	3,727,755	3,463,237	7.6%	Auto Sales - New	Office Equipment	Auto Sales - Used	Electronic Equipment
Emeryville	4.3%	4.1%	46.2%	-0.5%	-21.8%	-20.9%	1,835,525	1,784,565	2.9%	Auto Sales - Used	Recreation Products	Business Services	Light Industry
Fremont	10.6%	3.8%	8.9%	-3.5%	-11.6%	-21.1%	7,690,957	7,603,374	1.2%	Auto Sales - New	Department Stores	Office Equipment	Electronic Equipment
Hayward	2.3%	1.9%	19.4%	-38.6%	0.3%	-13.3%	6,532,196	6,761,708	-3.4%	Misc. Vehicle Sales	Auto Sales - New	Bldg. Matis-Whole	Food Processing Eqp
Livermore	66.9%	11.6%	13.3%	2.4%	7.3%	4.8%	4,943,188	3,990,807	23.9%	Apparel Stores	Miscellaneous Retail	Office Equipment	Electronic Equipment
Newark	-18.1%	1.6%	50.8%	3.4%	2.1%	0.0%	2,286,849	2,165,021	5.6%	Auto Sales - New	Misc. Vehicle Sales	Department Stores	Miscellaneous Retail
Oakland	6.2%	7.3%	7.9%	-2.9%	-3.6%	9.6%	10,261,584	9,848,939	4.2%	Auto Sales - New	Restaurants	Office Equipment	Business Services
Piedmont	-16.7%	11.9%	-3.4%	4.3%	-25.0%	-2.4%	36,771	37,140	-1.0%	Bldg. Matis-Retail	Food Markets	Light Industry	Miscellaneous Retail
Pleasanton	0.3%	2.6%	2.4%	-4.7%	11.6%	-2.1%	4,940,988	4,782,836	3.3%	Auto Sales - New	Office Equipment	Auto Sales - Used	Department Stores
San Leandro	2.1%	4.5%	6.7%	1.4%	-3.1%	-37.7%	5,002,440	4,911,301	1.9%	LEASING	AUTO SALES - NEW	HEAVY INDUSTRY	ELECTRONIC EQUIPMENT
Union City	4.7%	2.8%	1.1%	-17.4%	45.8%	-6.6%	2,026,102	1,902,363	6.5%	HEAVY INDUSTRY	ELECTRONIC EQUIPMENT	BLDG. MATLS-WHSL	LIGHT INDUSTRY
CONTRA COSTA COUNTY													
Antioch	1.7%	1.3%	2.6%	-0.2%	110.8%	-10.0%	2,580,976	2,435,759	6.0%	Heavy Industry	Electronic Equipment	Bldg. Matis-Retail	Service Stations
Brentwood	6.0%	6.3%	-8.5%	9.3%	11.0%	9.0%	1,424,318	1,374,268	3.6%	Restaurants	Office Equipment	Service Stations	Auto Sales - Used
Clayton	-20.9%	2.5%	-87.6%	8.3%	61.3%	31.8%	89,098	90,841	-1.9%	Food Markets	Chemical Products	Furniture/Appliance	Miscellaneous Retail
Concord	2.8%	6.7%	18.5%	8.0%	-1.2%	3.4%	6,249,888	5,786,075	8.0%	Auto Sales - New	Bldg. Matis-Whole	Electronic Equipment	Service Stations
Contra Costa County	-1.9%	2.2%	-5.4%	-12.3%	-0.7%	4.8%	2,305,734	2,374,384	-2.9%	Light Industry	Business Services	Leasing	Heavy Industry
Danville	4.4%	0.5%	4.2%	27.8%	-48.4%	15.8%	1,238,855	1,236,440	0.2%	DEPARTMENT STORES	SERVICE STATIONS	OFFICE EQUIPMENT	ELECTRONIC EQUIPMENT
El Cerrito	1.2%	7.8%	12.0%	-1.4%	93.2%	-2.9%	849,347	787,673	7.8%	Auto Sales - New	Heavy Industry	Apparel Stores	Drug Stores
Hercules	-8.0%	-3.1%	-5.1%	0.0%	28.9%	-3.3%	338,491	315,194	7.4%	CHEMICAL PRODUCTS	ELECTRONIC EQUIPMENT	OFFICE EQUIPMENT	SERVICE STATIONS
Lafayette	-3.9%	2.8%	3.2%	0.4%	10.7%	33.1%	635,324	626,140	1.5%	Food Markets	Miscellaneous Retail	Miscellaneous Retail	Light Industry
Martinez	1.7%	4.2%	8.8%	87.8%	-12.2%	20.0%	1,346,538	1,096,815	22.8%	Bldg. Matis-Retail	Food Markets	Energy Sales	Restaurants
Moraga	-3.5%	6.6%	0.9%	3.4%	10.8%	-23.1%	240,596	239,129	0.6%	RESTAURANTS	BUSINESS SERVICES	FURNITURE/APPLIANCE	HEALTH & GOVERNMENT
Oakley	0.2%	3.6%	23.2%	-2.0%	-18.2%	-23.4%	340,051	328,618	3.5%	Service Stations	Food Markets	Light Industry	Chemical Products
Orinda	-8.4%	-0.4%	4.5%	-19.6%	37.8%	14.1%	226,567	230,254	-1.6%	Auto Parts/Repair	Food Markets	Miscellaneous Retail	Bldg. Matis-Whole
Pinole	6.0%	5.2%	17.4%	5.7%	-1.7%	-56.3%	805,760	763,292	5.6%	Service Stations	Auto Sales - New	Miscellaneous Other	Apparel Stores
Pittsburg	-9.2%	2.3%	5.5%	-5.6%	46.5%	26.0%	1,405,113	1,372,374	2.4%	Heavy Industry	Auto Sales - New	Furniture/Appliance	Misc. Vehicle Sales
Pleasant Hill	18.9%	33.7%	-2.5%	-2.4%	-0.5%	5.5%	1,902,524	1,617,155	17.6%	Furniture/Appliance	Food Markets	Office Equipment	Bldg. Matis-Whole
Richmond	1.1%	-0.6%	27.1%	-8.1%	11.0%	3.2%	3,169,739	2,919,727	8.6%	AUTO SALES - NEW	SERVICE STATIONS	MISCELLANEOUS RETAIL	BLDG. MATLS-WHSL
San Pablo	42.7%	2.9%	-14.2%	-0.3%	18.9%	23.0%	421,466	406,402	3.7%	Apparel Stores	Restaurants	Auto Sales - Used	Service Stations
San Ramon	6.3%	3.6%	-0.5%	1.7%	-22.9%	-4.6%	1,784,309	1,829,797	-2.5%	OFFICE EQUIPMENT	FURNITURE/APPLIANCE	ENERGY SALES	ELECTRONIC EQUIPMENT
Walnut Creek	3.2%	7.0%	10.7%	15.6%	5.5%	-11.6%	4,902,775	4,612,893	6.3%	AUTO SALES - NEW	DEPARTMENT STORES	FURNITURE/APPLIANCE	SERVICE STATIONS

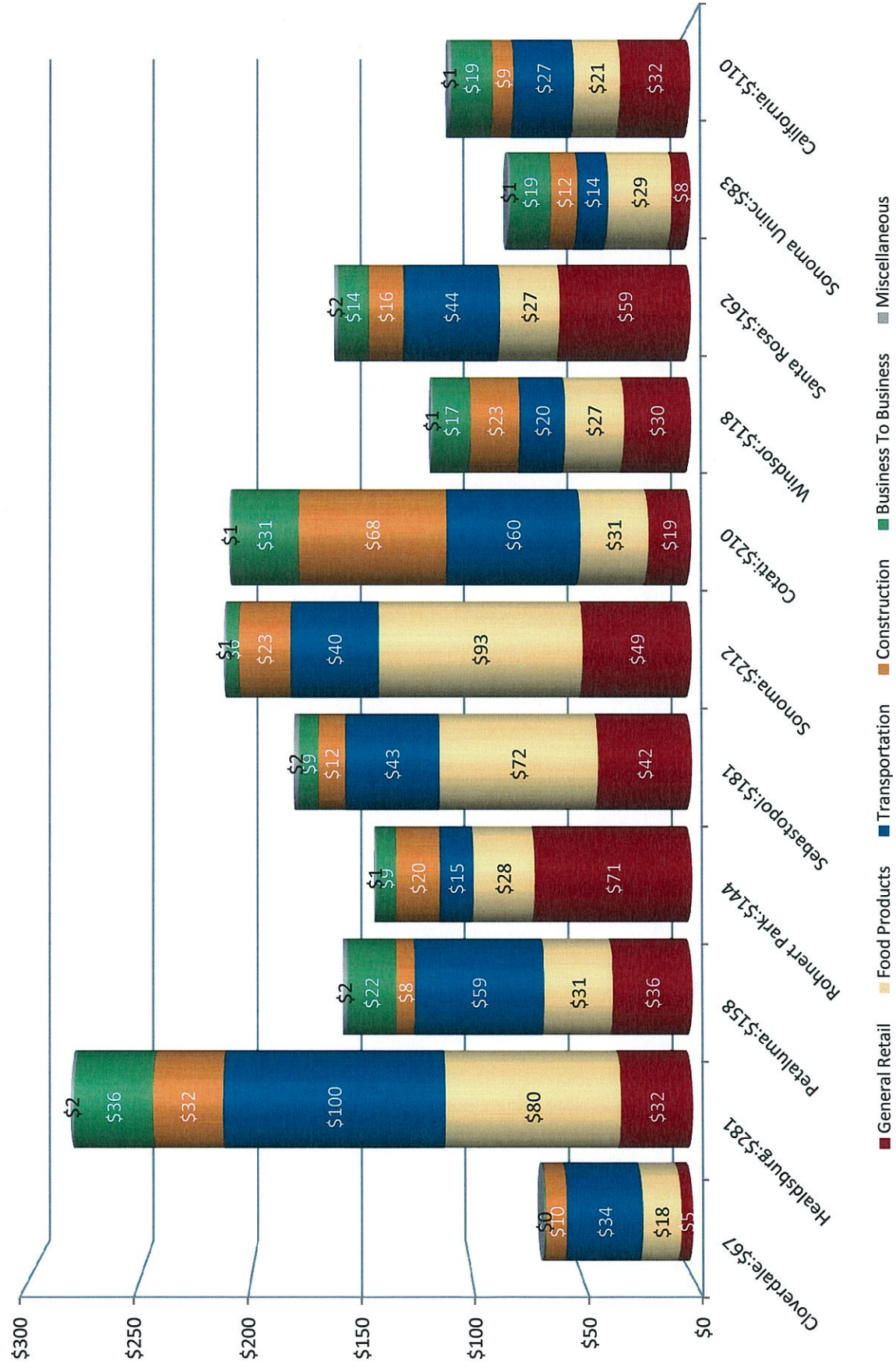
Northern California: Sales Tax Comparison from Oct-Dec 2011 Sales to Oct-Dec 2012 Sales

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MARIN COUNTY													
Belvedere	-8.3%	3868.4%	30.3%	-100.0%	79.6%	-85.5%	40,745	43,681	-6.7%	Apparel Stores	Business Services	Miscellaneous Retail	Closed Acct-Adjustmnt
Corte Madera	-2.8%	5.7%	41.6%	37.9%	-10.1%	-0.4%	1,570,933	1,518,128	3.5%	Auto Parts/Repair	Bldg,Matis-Whsle	Office Equipment	Apparel Stores
Fairfax	-9.3%	16.4%	-16.6%	-4.1%	51.5%	-5.9%	121,241	114,123	6.2%	FOOD MARKETS	BUSINESS SERVICES	SERVICE STATIONS	MISCELLANEOUS RETAIL
Larkspur	3.0%	3.5%	-4.9%	-17.7%	239.1%	12.9%	571,888	507,092	12.8%	Business Services	Apparel Stores	Service Stations	Bldg,Matis-Whsle
Marin County	-22.1%	0.9%	26.2%	-24.5%	-11.0%	-14.6%	883,209	920,066	-4.0%	Auto Sales - New	Service Stations	Miscellaneous Retail	Office Equipment
Mill Valley	10.4%	10.4%	19.6%	-34.8%	34.8%	9.4%	629,622	574,058	9.7%	Auto Sales - New	Auto Sales - New	Bldg,Matis-Whsle	Drug Stores
Novato	1.3%	4.5%	2.8%	0.2%	-3.8%	4.8%	1,897,116	1,862,326	1.9%	Department Stores	Service Stations	Florist/Nursery	Business Services
Ross	3.6%	-12.2%	-100.0%	-100.0%	126.4%	-87.2%	8,504	8,662	-1.8%	Miscellaneous Retail	Heavy Industry	Health & Government	Apparel Stores
San Rafael	3.4%	2.6%	8.3%	0.8%	4.5%	-2.3%	4,038,477	3,861,247	4.6%	Auto Sales - New	Leasing	Business Services	Office Equipment
Sausalito	-9.1%	4.4%	-1.2%	-50.0%	34.0%	-11.8%	359,254	353,897	1.5%	Restaurants	Business Services	Miscellaneous Retail	Furniture/Appliance
Tiburon	24.6%	-4.3%	200.0%	-14.0%	-43.4%	-52.6%	98,088	98,679	-0.6%	Drug Stores	Recreation Products	Miscellaneous Retail	Light Industry
NAPA COUNTY													
Napa	0.1%	8.7%	11.9%	10.7%	-10.1%	-4.3%	3,020,744	2,878,092	5.0%	RESTAURANTS	BUSINESS SERVICES	CHEMICAL PRODUCTS	OFFICE EQUIPMENT
Saint Helena	15.2%	9.7%	-0.3%	0.9%	-12.2%	-6.2%	486,443	453,009	7.4%	RESTAURANTS	FURNITURE/APPLIANCE	BLDG,MATLS-WHSLE	SERVICE STATIONS
Yountville	-14.0%	13.1%	72.0%	-38.9%	-3.0%	-57.5%	237,474	215,092	10.4%	RESTAURANTS	SERVICE STATIONS	APPAREL STORES	FOOD PROCESSING EQP
SAN FRANCISCO COUNTY													
San Francisco	4.0%	4.9%	6.7%	6.1%	-9.9%	4.7%	36,933,341	36,008,335	2.6%	Restaurants	Apparel Stores	Heavy Industry	Food Processing Eqp
SAN MATEO COUNTY													
Atherton	-25.4%	4.5%	900.0%	-100.0%	-62.4%	271.1%	34,822	26,367	32.1%	Health & Government	Miscellaneous Other	Light Industry	Miscellaneous Retail
Belmont	2.8%	3.1%	1.2%	0.4%	25.3%	20.0%	686,127	646,939	6.1%	OFFICE EQUIPMENT	AUTO SALES - NEW	SERVICE STATIONS	ELECTRONIC EQUIPMENT
Brisbane	6.2%	2.5%	29.4%	26.2%	-81.4%	-67.5%	530,032	949,210	-44.2%	BLDG,MATLS-RETAIL	BLDG,MATLS-WHSLE	OFFICE EQUIPMENT	FURNITURE/APPLIANCE
Burlingame	11.1%	26.3%	257.0%	24.1%	30.1%	16.1%	2,197,488	1,355,848	63.2%	AUTO SALES - NEW	RESTAURANTS	FURNITURE/APPLIANCE	DRUG STORES
Colma	3.3%	23.3%	69.3%	-2.0%	29.9%	7.7%	2,116,017	1,682,137	25.8%	Auto Sales - New	Auto Sales - Used	Business Services	Miscellaneous Retail
San Mateo County	10.7%	28.8%	123.3%	24.8%	7.1%	-39.7%	3,628,827	3,071,863	18.1%	Service Stations	Leasing	Miscellaneous Other	Auto Parts/Repair
Daly City	1.7%	5.9%	15.7%	-1.0%	20.9%	1.8%	2,522,183	2,364,591	6.7%	Auto Sales - New	Service Stations	Department Stores	Heavy Industry
East Palo Alto	-4.0%	3.4%	5.9%	1.4%	-43.7%	-49.2%	693,155	713,015	-2.8%	DEPARTMENT STORES	SERVICE STATIONS	FURNITURE/APPLIANCE	LIGHT INDUSTRY
Foster City	3.0%	5.8%	3.6%	-34.2%	-57.5%	-33.6%	857,885	1,194,744	-28.2%	DEPARTMENT STORES	RESTAURANTS	LIGHT INDUSTRY	CHEMICAL PRODUCTS
Half Moon Bay	-6.1%	4.4%	17.2%	0.1%	-12.4%	-52.0%	543,974	535,014	1.7%	Auto Sales - New	Restaurants	Office Equipment	Recreation Products
Hillsborough	345.9%	22.6%	11866.7%	200.0%	-25.6%	-3.1%	52,731	26,509	98.9%	Miscellaneous Retail	Light Industry	Leasing	Miscellaneous Other
Menlo Park	-16.9%	2.2%	-5.8%	10.8%	-5.5%	-17.6%	1,360,596	1,429,150	-4.8%	CHEMICAL PRODUCTS	RESTAURANTS	MISCELLANEOUS RETAIL	ELECTRONIC EQUIPMENT
Millbrae	50.6%	22.3%	19.4%	-17.0%	4.3%	-17.0%	493,460	409,347	20.5%	Restaurants	Drug Stores	Food Markets	Bldg,Matis-Retail
Pacific	5.5%	18.1%	29.4%	-9.1%	9.1%	99.2%	427,361	361,671	18.2%	Service Stations	Restaurants	Drug Stores	Furniture/Appliance
Portola Valley	27.5%	16.0%	-23.1%	24.3%	21.3%	-6.4%	38,815	34,211	13.5%	Business Services	Miscellaneous Retail	Auto Parts/Repair	Health & Government
Redwood City	9.5%	5.4%	20.6%	0.1%	-27.0%	-11.5%	4,681,046	4,352,465	7.5%	AUTO SALES - NEW	MISCELLANEOUS RETAIL	OFFICE EQUIPMENT	BUSINESS SERVICES
San Bruno	2.9%	6.5%	11.3%	2.3%	-25.1%	60.7%	1,826,669	1,750,073	4.4%	AUTO SALES - NEW	MISCELLANEOUS RETAIL	ELECTRONIC EQUIPMENT	BUSINESS SERVICES
San Carlos	6.9%	25.1%	10.2%	26.9%	17.5%	-3.1%	1,762,910	1,525,144	15.6%	Bldg,Matis-Whsle	Office Equipment	Electronic Equipment	Drug Stores
San Mateo	3.3%	4.8%	6.8%	10.8%	-56.5%	-0.4%	4,343,996	4,481,305	-3.1%	Recreation Products	Service Stations	Leasing	Heavy Industry
South San Francisco	19.4%	8.8%	8.5%	6.1%	-11.0%	191.7%	3,244,253	2,952,627	9.9%	MISCELLANEOUS RETAIL	DEPARTMENT STORES	BUSINESS SERVICES	CHEMICAL PRODUCTS
Woodside	40.2%	55.2%	11.3%	-17.4%	144.0%	-13.9%	115,384	84,138	37.1%	Restaurants	Miscellaneous Retail	Health & Government	Food Markets
SANTA CLARA COUNTY													
Campbell	-2.3%	5.1%	5.5%	1.9%	16.9%	0.0%	2,205,865	2,123,834	3.9%	BUSINESS SERVICES	RESTAURANTS	FURNITURE/APPLIANCE	LEASING
Cupertino	-3.2%	9.5%	4.4%	12.0%	19.4%	-15.4%	6,782,039	5,873,395	15.5%	BUSINESS SERVICES	ELECTRONIC EQUIPMENT	DEPARTMENT STORES	MISCELLANEOUS RETAIL
Gilroy	-2.1%	-1.1%	-0.9%	4.7%	10.6%	145.8%	3,224,932	3,222,702	0.1%	Auto Sales - New	Department Stores	Apparel Stores	Service Stations
Los Altos	-16.5%	5.5%	1.1%	-9.1%	-6.9%	-41.5%	529,925	552,843	-4.1%	Restaurants	Food Markets	Florist/Nursery	Furniture/Appliance
Los Altos Hills	-34.1%	-0.3%	90.1%	6576.8%	-3.7%	20.8%	21,213	14,465	46.7%	Bldg,Matis-Whsle	Miscellaneous Other	Auto Parts/Repair	Miscellaneous Retail
Los Gatos	-33.7%	5.4%	-12.8%	15.6%	-0.6%	-16.3%	1,818,853	2,284,305	-20.4%	RESTAURANTS	ELECTRONIC EQUIPMENT	MISCELLANEOUS RETAIL	AUTO SALES - NEW
Milpitas	4.4%	3.1%	3.5%	17.8%	5.1%	21.6%	4,442,420	4,225,020	5.1%	ELECTRONIC EQUIPMENT	BLDG,MATLS-WHSLE	LIGHT INDUSTRY	DEPARTMENT STORES
Monte Sereno	-36.1%	-100.0%	200.0%	-100.0%	-66.8%	-60.7%	2,066	4,579	-54.9%	Electronic Equipment	Business Services	Chemical Products	Miscellaneous Retail
Morgan Hill	11.1%	9.0%	30.5%	-2.2%	51.1%	11.8%	1,776,921	1,449,447	22.6%	Electronic Equipment	Auto Sales - New	Light Industry	Auto Sales - Used
Mountain View	2.0%	3.6%	10.1%	-7.7%	4.5%	-20.3%	3,619,785	3,486,650	3.8%	Office Equipment	Service Stations	Business Services	Electronic Equipment
Palo Alto	-0.3%	5.1%	163.5%	-4.1%	11.2%	-0.7%	6,517,877	5,194,296	25.5%	Auto Sales - New	Electronic Equipment	Business Services	Furniture/Appliance
San Jose	4.4%	3.1%	5.5%	8.9%	0.8%	4.1%	34,810,776	33,447,806	4.1%	Auto Sales - New	Miscellaneous Retail	Electronic Equipment	Chemical Products
Santa Clara	6.4%	3.6%	9.5%	27.8%	20.8%	-35.9%	9,857,943	8,738,106	12.8%	LEASING	BLDG,MATLS-WHSLE	HEALTH & GOVERNMENT	BLDG,MATLS-RETAIL
Santa Clara County	-50.7%	-2.2%	-6.9%	5.2%	-30.9%	-20.5%	946,416	1,248,080	-24.2%	Light industry	Apparel Stores	Miscellaneous Retail	Heavy Industry
Saratoga	31.5%	-1.9%	-1.3%	-86.8%	-22.5%	-22.7%	237,045	237,642	-0.3%	FURNITURE/APPLIANCE	MISCELLANEOUS RETAIL	BLDG,MATLS-RETAIL	RESTAURANTS
Sunnyvale	1.2%	2.5%	4.4%	3.2%	1.8%	-11.5%	6,833,061	6,692,686	2.1%	Office Equipment	Department Stores	Light Industry	Furniture/Appliance

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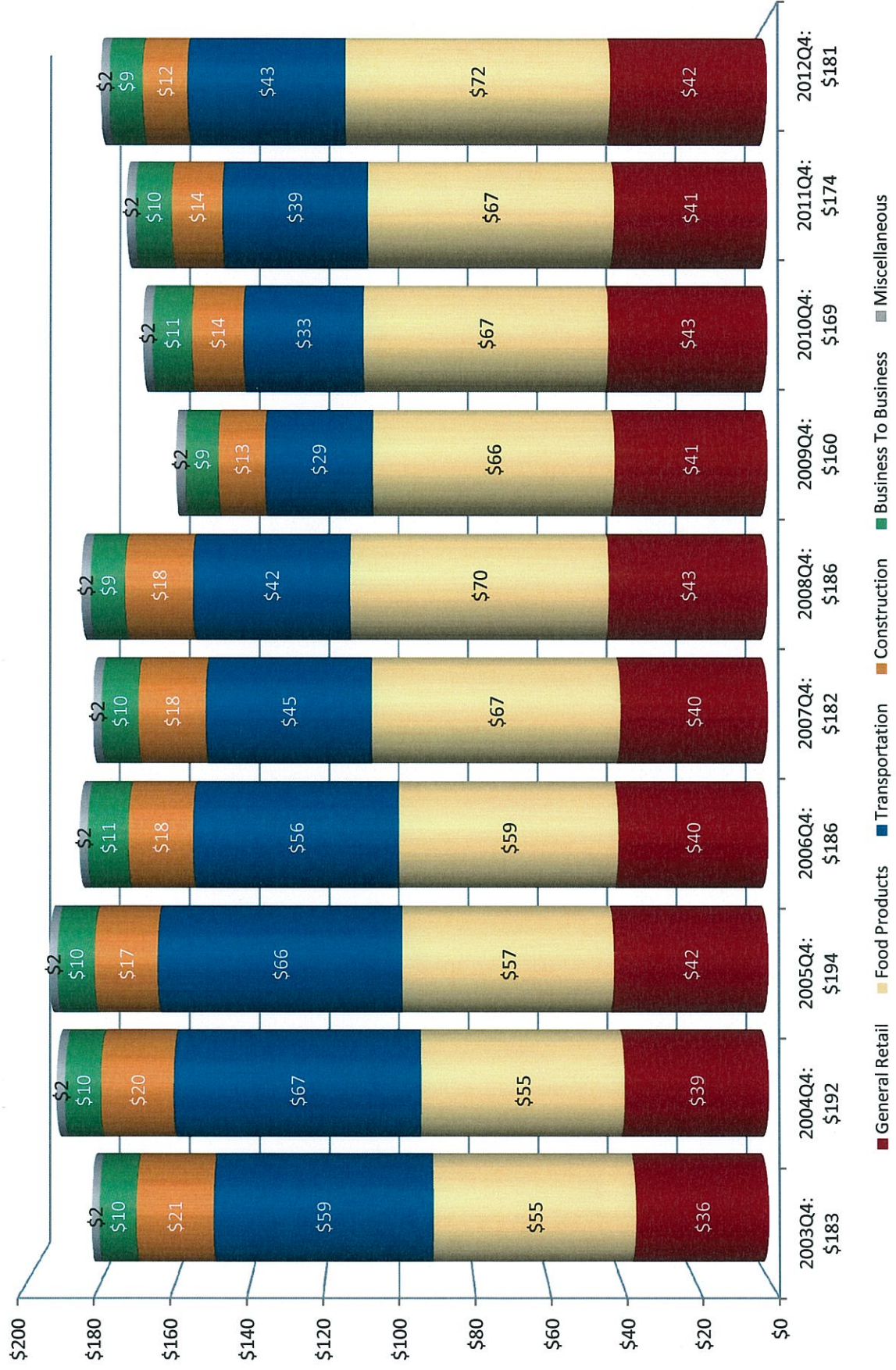
Jurisdiction	General Retail	Food Products	Trans.	Const.	Business to Business	Misc.	Oct - Dec 2012 Total	Oct - Dec 2011 Total	% Chg	Largest Gain	2nd Largest Gain	Largest Decline	2nd Largest Decline
SOLANO COUNTY													
Rio Vista	-10.9%	-2.3%	10.1%	16.4%	-62.3%	-65.9%	222,645	227,306	-2.1%	Auto Sales - New	Bldg.Matls-Whsle	Energy Sales	Heavy Industry
SONOMA COUNTY													
Cloverdale	-6.7%	10.9%	-3.3%	91.6%	18.7%	-34.9%	143,644	130,635	10.0%	Bldg.Matls-Whsle	Restaurants	Service Stations	Drug Stores
Cotati	9.9%	11.9%	-0.7%	1.1%	22.2%	5.5%	393,428	369,348	6.5%	Business Services	Recreation Products	Energy Sales	Misc. Vehicle Sales
Healdsburg	-1.0%	4.0%	24.2%	35.3%	77.6%	-29.9%	854,345	718,180	19.0%	Auto Sales - New	Leasing	Energy Sales	Miscellaneous Retail
Petaluma	1.5%	4.6%	13.7%	-9.9%	-8.6%	-21.3%	2,434,998	2,348,435	3.7%	Auto Sales - New	Office Equipment	Chemical Products	Heavy Industry
Rohnert Park	6.4%	1.2%	13.5%	9.3%	-18.1%	-11.4%	1,632,796	1,561,736	4.6%	DEPARTMENT STORES	BLDG.MATLS-WHSLE	ELECTRONIC EQUIPMENT	FOOD MARKETS
Santa Rosa	2.2%	6.3%	8.0%	4.6%	-20.9%	7.0%	7,586,506	7,425,322	2.2%	Auto Sales - New	Restaurants	Office Equipment	Electronic Equipment
Sebastopol	-5.4%	8.2%	1.2%	-11.1%	-25.0%	5.3%	344,840	346,182	-0.4%	RESTAURANTS	FOOD PROCESSING EQP	ENERGY SALES	BLDG.MATLS-WHSLE
Sonoma	2.4%	9.1%	-3.4%	1.7%	-22.4%	3.2%	584,943	566,159	3.3%	Restaurants	Miscellaneous Retail	Office Equipment	Auto Sales - Used
Sonoma County	3.3%	0.6%	2.2%	16.5%	-1.1%	24.4%	3,096,007	3,006,369	3.0%	Bldg.Matls-Whsle	Electronic Equipment	Office Equipment	Food Processing Eqp
Windsor	-0.4%	17.9%	68.4%	-0.7%	-2.7%	-18.6%	879,940	785,347	12.0%	Auto Parts/Repair	Food Processing Eqp	Heavy Industry	Service Stations
SACRAMENTO VALLEY													
TRANSPORTATION AUTHORITY													
Sacramento Transit	6.0%	0.4%	9.3%	-9.3%	-4.8%	-11.1%	24,650,760	24,167,643	2.0%	Auto Sales - New	Miscellaneous Retail	Bldg.Matls-Whsle	Heavy Industry
BUTTE COUNTY													
Oroville	10.3%	9.1%	1.8%	-13.3%	-20.1%	-5.1%	821,172	801,504	2.5%	APPAREL STORES	FOOD PROCESSING EQP	BLDG.MATLS-WHSLE	ELECTRONIC EQUIPMENT
PLACER COUNTY													
Roseville	4.1%	4.5%	11.2%	2.1%	-11.7%	8.0%	10,452,030	10,001,402	4.5%	Auto Sales - New	Energy Sales	Electronic Equipment	Office Equipment
SACRAMENTO COUNTY													
Citrus Heights	1.7%	0.8%	14.0%	-2.8%	7.3%	25.9%	2,801,871	2,714,253	3.2%	Apparel Stores	Service Stations	Miscellaneous Retail	Department Stores
Elk Grove	6.2%	3.6%	11.1%	4.9%	15.9%	-3.5%	4,346,092	4,024,586	8.0%	Auto Sales - New	Furniture/Appliance	Energy Sales	Service Stations
Folsom	5.6%	5.8%	8.6%	0.1%	31.5%	-28.0%	4,022,293	3,756,619	7.1%	Auto Sales - New	Light Industry	Food Markets	Electronic Equipment
Galt	-8.1%	-6.9%	22.4%	-4.8%	9.8%	-20.9%	337,686	337,504	0.1%	Service Stations	Light Industry	Food Markets	Restaurants
Isleton	-7.5%	-7.2%	-54.5%	-94.2%	-6.7%	-70.7%	29,053	31,431	-7.6%	Business Services	Apparel Stores	Energy Sales	Restaurants
Rancho Cordova	5.2%	1.6%	-8.8%	12.9%	8.6%	5.5%	3,185,754	3,044,434	4.6%	Bldg.Matls-Whsle	Energy Sales	Auto Parts/Repair	Misc. Vehicle Sales
Sacramento	-1.6%	1.3%	7.9%	3.1%	4.3%	-11.2%	14,200,548	13,933,000	1.9%	Auto Sales - New	Restaurants	Furniture/Appliance	Food Processing Eqp
Sacramento County	2.1%	-0.5%	7.4%	3.4%	7.9%	-3.2%	14,950,467	14,350,827	4.2%	Auto Sales - New	Heavy Industry	Auto Parts/Repair	Drug Stores
YOLO COUNTY													
Davis	13.5%	5.6%	14.5%	-4.4%	-2.1%	10.3%	1,388,861	1,257,351	10.5%	AUTO SALES - NEW	MISCELLANEOUS RETAIL	LIGHT INDUSTRY	RECREATION PRODUCTS
West Sacramento	3.1%	1.2%	42.2%	-3.1%	4.3%	198.7%	3,544,608	3,082,545	15.0%	AUTO SALES - NEW	HEALTH & GOVERNMENT	BLDG.MATLS-WHSLE	LIGHT INDUSTRY
Woodland	4.2%	-1.5%	2.1%	-9.0%	16.9%	-51.8%	2,225,990	2,187,938	1.7%	HEAVY INDUSTRY	DEPARTMENT STORES	BLDG.MATLS-WHSLE	ENERGY SALES

Sonoma County Historical Sales Per Capita by Benchmark Year (2012Q4)



Sebastopol

Historical Sales Per Capita by Benchmark Year



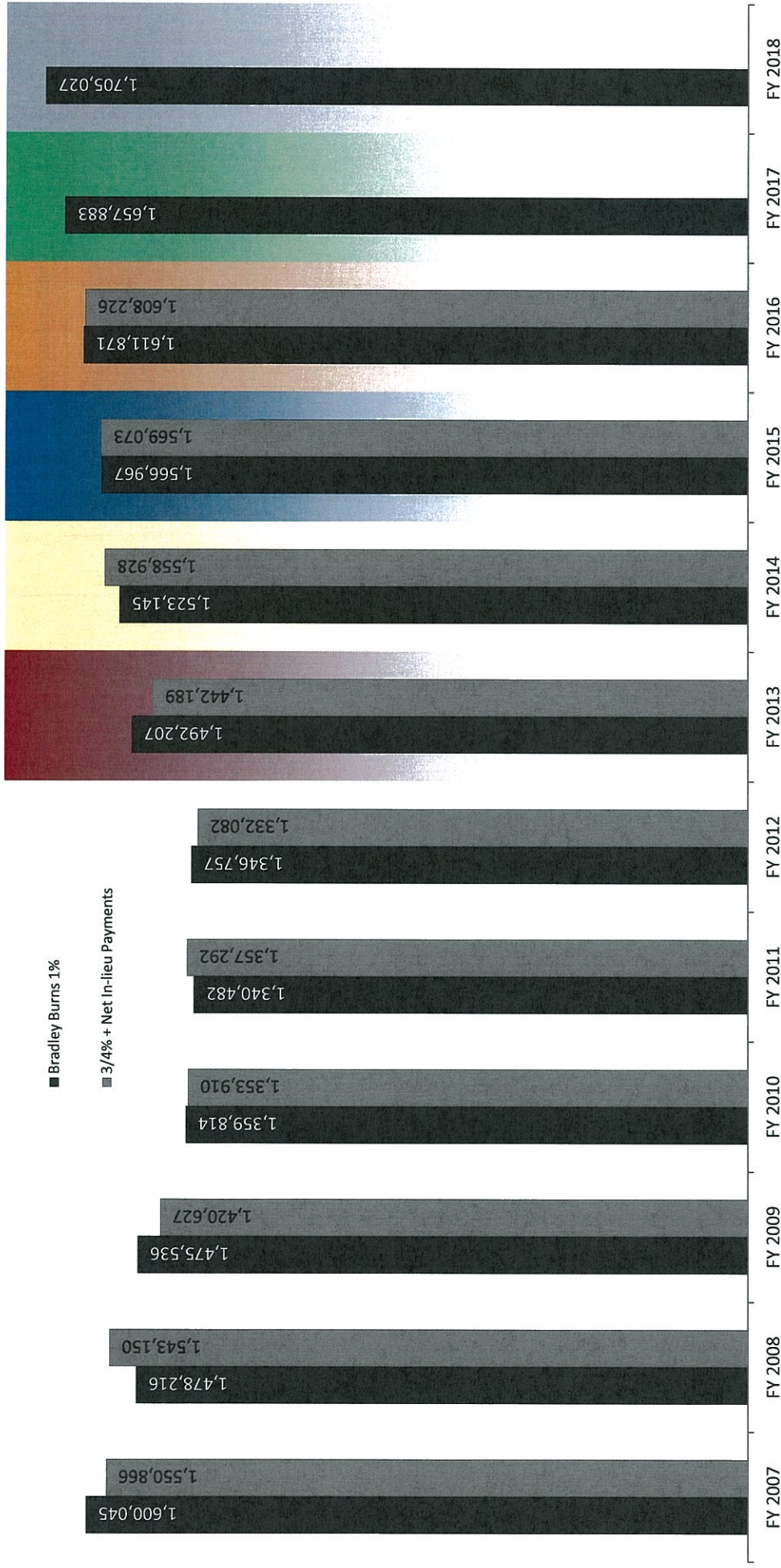
City of Sebastopol: Multi-Fiscal Year Sales Tax Forecast - Summary

	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
	%Δ	Applied %	Applied %	Applied %	Applied %	Applied %
	\$Δ	\$Δ	\$Δ	\$Δ	\$Δ	\$Δ
Most-Likely Scenario: Base	\$1,473,184	\$1,492,207	\$1,523,145	\$1,566,967	\$1,611,871	\$1,657,883
General Retail	4,995	(12,367)	6,101	6,223	6,347	6,474
Apparel Stores	-	0.5%	2.0%	2.0%	2.0%	2.0%
Department Stores	-	0.5%	2.0%	2.0%	2.0%	2.0%
Furniture/Appliance	-	0.4%	1.8%	1.8%	1.8%	1.8%
Drug Stores	-	0.5%	2.0%	2.0%	2.0%	2.0%
Recreation Products	(740)	0.5%	49	50	51	52
Florist/Nursery	-	0.5%	248	1,039	1,039	1,060
Miscellaneous Retail	5,735	3,902	2,867	2,924	2,982	3,042
Food Products	(245)	5,256	3,818	3,875	3,932	3,991
Restaurants	(120)	0.4%	3,747	3,803	3,860	3,918
Food Markets	(949)	0.0%	-	-	-	-
Liquor Stores	-	0.2%	71	72	72	73
Food Processing Eqp	824	0.0%	-	-	-	-
Transportation	2,668	(11,478)	4,478	4,565	4,652	4,742
Auto Parts/Repair	387	0.0%	-	-	-	-
Auto Sales - New	-	0.9%	(221)	(229)	(237)	(245)
Auto Sales - Used	500	0.0%	-	-	-	-
Service Stations	1,781	0.5%	4,699	4,793	4,889	4,987
Misc. Vehicle Sales	-	0.0%	-	-	-	-
Construction	298	1,132	1,699	1,732	1,765	1,799
Bldg. Matls.-Whsle	(2,702)	0.8%	240	247	254	262
Bldg. Matls.-Retail	3,000	0.4%	1,460	1,485	1,511	1,538
Business To Business	(3,468)	(15.1%)	673	685	697	710
Office Equipment	-	0.0%	-	-	-	-
Electronic Equipment	-	0.4%	89	90	92	93
Business Services	-	0.0%	-	-	-	-
Energy Sales	(2,000)	0.5%	164	167	171	174
Chemical Products	-	0.0%	-	-	-	-
Heavy Industry	-	0.4%	52	53	54	55
Light Industry	(1,468)	0.4%	368	374	381	387
Leasing	-	0.0%	-	-	-	-
Miscellaneous	-	-2.8%	102	103	103	104
Health & Government	-	0.2%	102	103	103	104
Miscellaneous Other	-	0.0%	-	-	-	-
Closed Acct-Adjustmt	-	0.0%	-	-	-	-
Business-Level Adjustments	4,248	-	16,871	17,182	17,498	17,819
County Pool / Coming / Threats	-	-	-	-	-	-
Adjusted Base	1,477,432	1,464,563	1,540,017	1,584,149	1,629,369	1,675,702
Inflation Adjustment	1.0%	4.0%	1.8%	1.8%	1.8%	1.8%
Local 1% Most-Likely Forecast	10.8%	\$1,492,207	\$1,566,967	\$1,611,871	\$1,657,883	\$1,705,027

	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Local 1% Accrual & Yr/Yr Chg						
July: 2nd Adv	12.1%	1,506,363	1,573,013	1,618,067	1,664,231	1,713,062
August: 3rd Adv	12.9%	1,515,755	1,577,044	1,622,197	1,668,463	1,718,419
September: Balance	3.2%	1,484,326	1,578,164	1,623,344	1,669,638	1,719,907

	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Cash Accrual & Yr/Yr Chg						
July: 2nd Adv	9.2%	1,452,806	1,573,607	1,668,680		
August: 3rd Adv	9.8%	1,459,851	1,576,631	1,708,983		
September: Balance	2.5%	1,434,916	1,577,423	1,722,610		

City of Sebastopol: Sales Tax Forecast by Fiscal Year



Most-Likely Scenario		FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Bradley Burns 1%	3/4% + Net In-lieu Payments	1,359,814	1,340,482	1,346,757	1,492,207	1,523,145	1,566,967	1,611,871	1,657,883	1,705,027
		1,353,910	1,357,292	1,332,082	1,442,189	1,558,928	1,569,073	1,608,226		
Most-Likely Scenario		FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Bradley Burns 1%	3/4% + Net In-lieu Payments	-7.8%	-1.4%	0.5%	10.8%	2.1%	2.9%	2.9%	2.9%	2.8%
		-4.7%	0.2%	-1.9%	8.3%	8.1%	0.7%	2.5%		