

News

The Gap in Inflation between Goods and Services may widen. Because goods account for the bulk of international trade, a stronger dollar keeps prices for goods lower. Sharp appreciation of the dollar over the last three quarters may push the prices of goods even lower in the next few months, widening the gap and impacting Sales Tax Revenues. (Federal Reserve Bank of Cleveland)

CA Gasoline Prices are heading even lower and may continue into 2017. The statewide average price of \$3.07 is 18% lower than the \$3.73 per gallon price from this same time last year. (SJ Mercury News, CA Department of Finance)

eCommerce Revenue for 2015 will be \$ 287.3 billion, and is expected to grow by an average 8% a year to \$ 421.8 billion by 2020. (statista) 56% of retail shoppers say their first stop when researching a purchase is a search engine (Pricewaterhouse Coopers) and 84% use mobile phones in stores to make purchasing decisions (Deloitte & Touche)

Top 25 Sales Tax Generators

New to Top 25 *

APPLE STORES	J C PENNEY COMPANY *	PLATINUM CHEVROLET
BEST BUY STORES	JIM BONE NISSAN OF SANTA ROSA	PRESTIGE BMW/VW/PORSCHE
CHEVRON SERVICE STATIONS	KEYSIGHT TECHNOLOGIES *	ROSS STORES
COSTCO WHOLESALE	LITHIA DODGE	SAFEWAY SERVICE STATIONS *
CVS/PHARMACY	MACY'S DEPARTMENT STORE	SAFEWAY STORES
FREEMAN TOYOTA	MEAD CLARK LUMBER COMPANY	SEARS ROEBUCK & COMPANY
HANSEL FORD LINCOLN MERCURY	OLIVER'S MARKET *	SMOTHERS EUROPEAN VOLVO
HOME DEPOT	PACE SUPPLY	TARGET STORES
HONDA OF SANTA ROSA		

Business Activity

Apr'14 - Jun'14 to Apr'15 - Jun'15

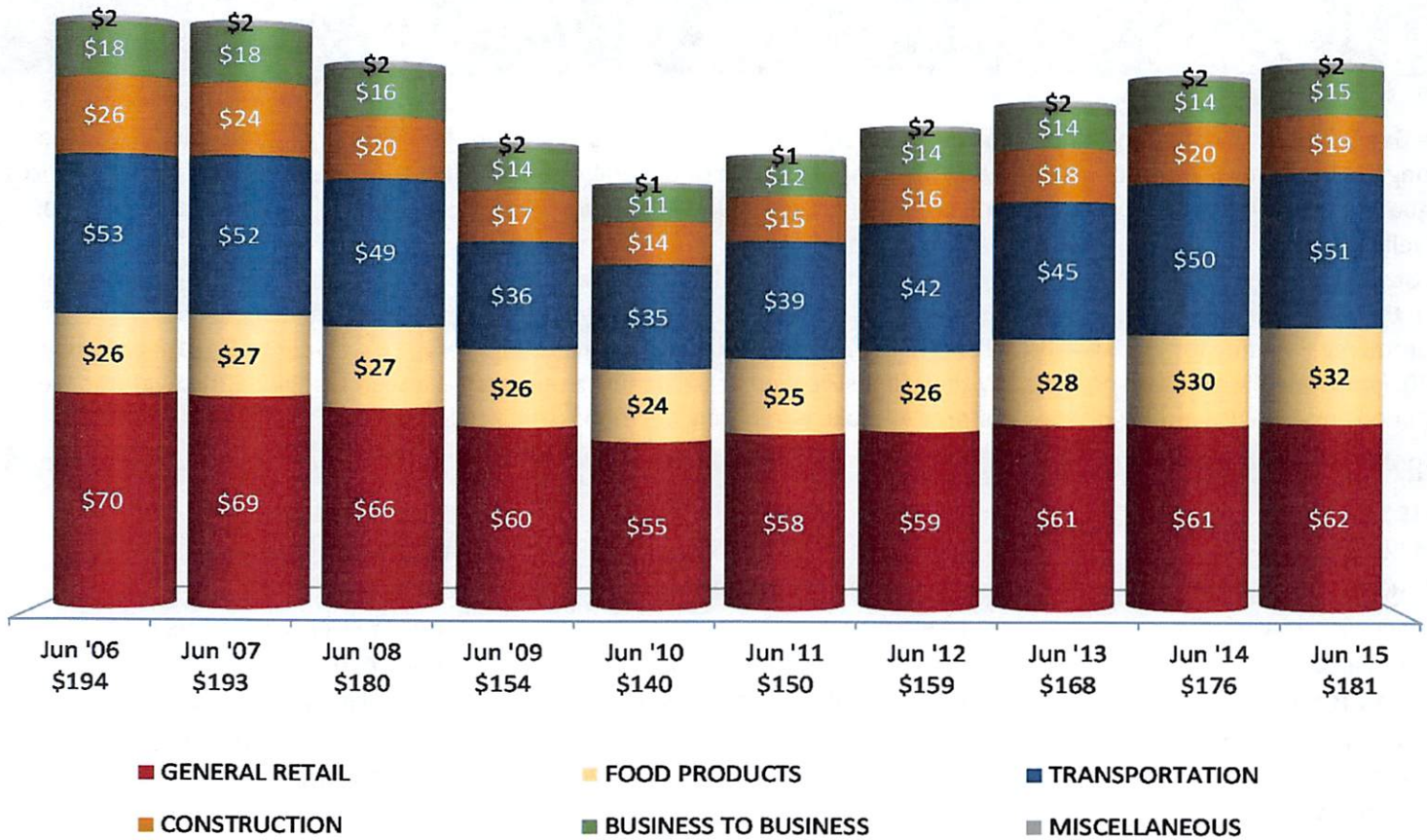
Jul'13 - Jun'14 to Jul'14 - Jun'15

	Santa Rosa	S.F. Bay Area	Statewide	Santa Rosa	S.F. Bay Area	Statewide
Total	1.7%	2.0%	1.7%	3.9%	3.3%	2.9%
General Retail	2.4%	0.2%	2.1%	2.8%	1.6%	2.5%
Food Products	3.6%	5.9%	5.0%	6.3%	6.8%	5.8%
Transportation	1.2%	-1.9%	-0.5%	4.9%	0.2%	0.3%
Construction	5.0%	7.4%	3.7%	2.2%	6.8%	6.5%
Business To Business	-8.5%	2.6%	-0.5%	1.9%	3.7%	2.1%
Auto Sales - New	13.3%	8.3%	8.5%	14.8%	9.1%	8.0%
Department Stores	3.5%	-1.7%	-0.4%	3.8%	0.4%	0.6%
Restaurants	5.7%	7.3%	6.6%	7.8%	7.8%	7.3%
Miscellaneous Retail	1.2%	2.2%	3.3%	0.9%	2.7%	3.3%
Service Stations	-21.2%	-17.0%	-14.6%	-13.7%	-12.9%	-11.5%
Furniture/Appliance	4.4%	3.8%	10.0%	2.7%	4.0%	5.9%
Food Markets	-1.6%	0.8%	0.4%	2.3%	2.6%	1.5%
Apparel Stores	-2.2%	-1.6%	1.1%	1.9%	0.5%	3.3%
Bldg.Matls-Whsle	2.7%	12.8%	7.0%	-0.9%	9.7%	8.7%
Bldg.Matls-Retail	7.4%	2.0%	0.2%	5.7%	3.7%	3.9%
Auto Parts/Repair	-0.3%	0.6%	5.8%	3.4%	3.8%	4.9%
Office Equipment	22.8%	5.0%	0.5%	14.6%	1.7%	0.5%
Recreation Products	13.5%	-1.8%	-2.1%	10.3%	1.8%	0.6%
Light Industry	-7.5%	-7.2%	-0.3%	-2.4%	2.9%	1.9%

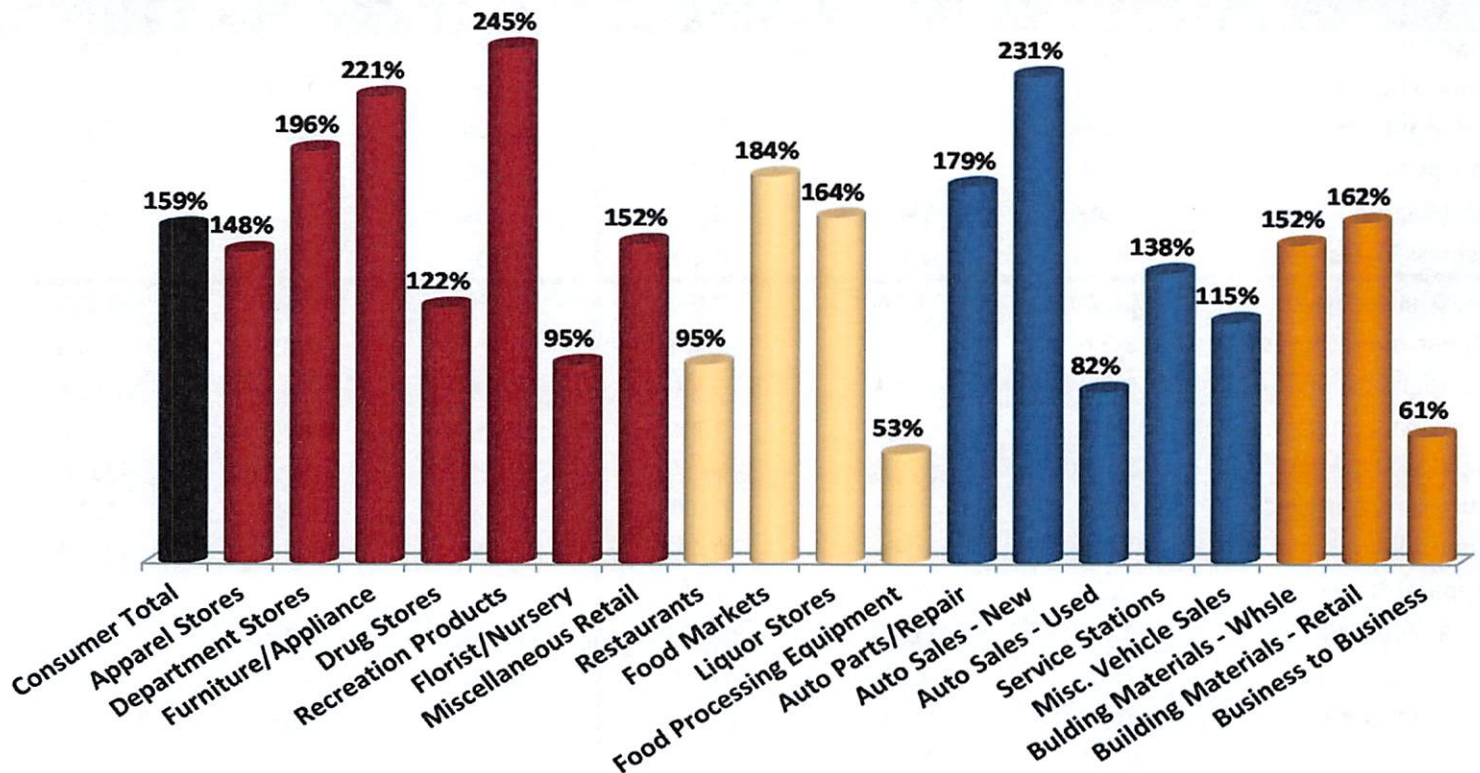
Sales Tax Per Capita

by Benchmark Year

Annualized Sales Tax For City Of Santa Rosa Divided By Its Population As Reported By State Department Of Finance



Santa Rosa: 2nd Quarter 2015 Sales Tax Capture & Gap Analysis Report



The chart is an overview of how well Santa Rosa 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.