

News

**How are prices affecting Sales Tax Revenues?** The Annual Inflation Rate (CPI-U Western Region) in November edged down to 1.5% from 1.7% in November of 2014, due in part to lower gasoline prices. The overall annual inflation rate of 1.5% includes two segments that are increasingly using up more and more of California resident's disposable income and generally don't generate sales tax revenues: Housing 3.4% and Medical Care 3.4%. The Annual Inflation Rate for segments that generally do generate sales tax: Commodities less Food **-(2.4)%**, Nondurables **-(2.0)%**, Motor Fuel **-(18.7)%** and Food and Beverages 1.6%. (Bureau of Labor Statistics)

**Where are Sales Tax Revenues growing?** Retail Sales grew by 7.9% during the holiday season, excluding autos and gas. (SpendingPulse) Double-digit growth in furniture sales shows that consumers have more disposable income and are willing to splurge on big ticket items. (MasterCard Advisors)

Top 25 Sales Tax Generators

New to Top 25 \*

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

Business Activity

Jul'14 - Sep'14 to Jul'15 - Sep'15

Oct'13 - Sep'14 to Oct'14 - Sep'15

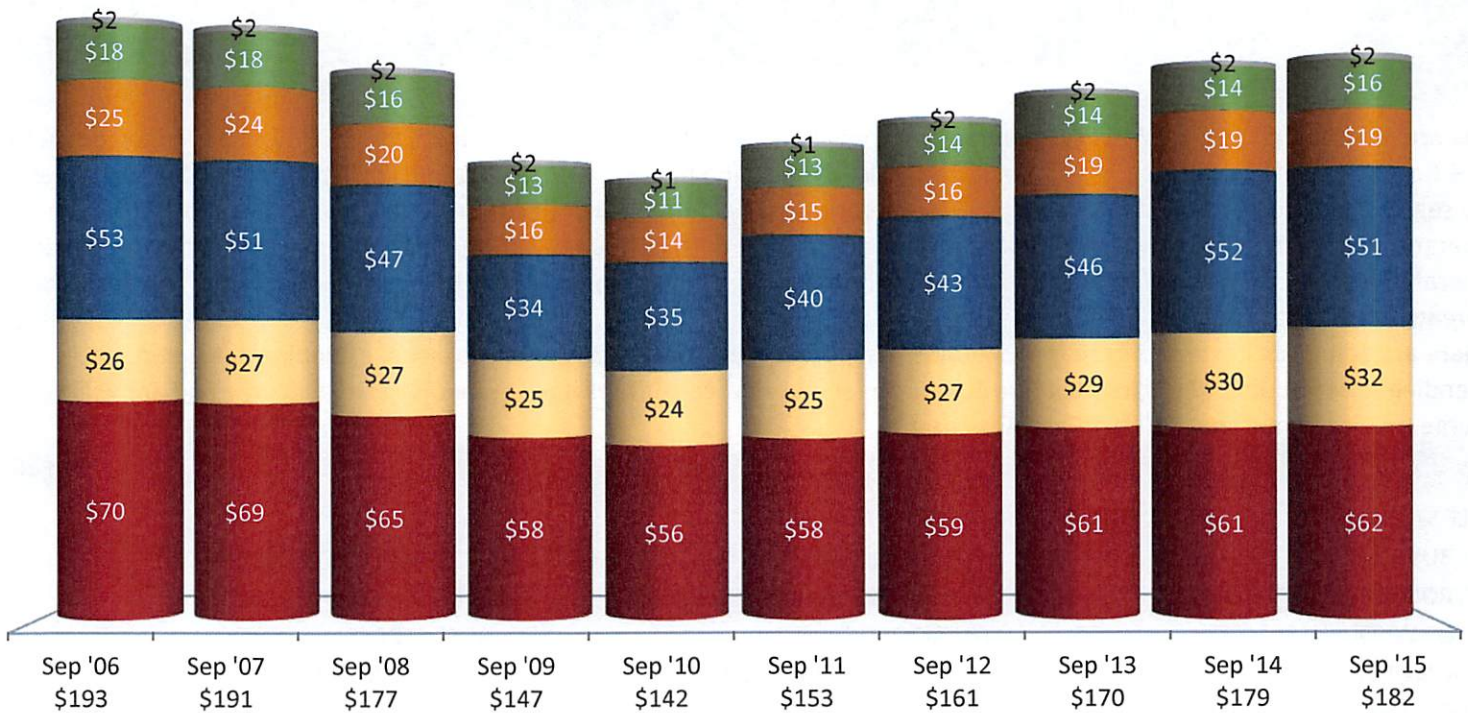
	Santa Rosa	S.F. Bay Area	Statewide	Santa Rosa	S.F. Bay Area	Statewide
<b>Total</b>	<b>1.7%</b>	<b>2.5%</b>	<b>2.8%</b>	<b>2.7%</b>	<b>3.1%</b>	<b>2.7%</b>
<b>General Retail</b>	<b>2.8%</b>	1.3%	3.7%	<b>2.9%</b>	2.2%	2.9%
<b>Food Products</b>	<b>5.3%</b>	5.8%	4.8%	<b>5.9%</b>	6.8%	5.6%
<b>Transportation</b>	<b>1.2%</b>	<b>-0.1%</b>	1.4%	<b>2.3%</b>	<b>-0.7%</b>	<b>-0.2%</b>
<b>Construction</b>	<b>6.4%</b>	6.5%	8.0%	<b>4.7%</b>	7.7%	7.3%
<b>Business To Business</b>	<b>-11.0%</b>	1.5%	<b>-1.7%</b>	<b>-5.3%</b>	2.6%	0.6%
Auto Sales - New	<b>10.4%</b>	7.5%	8.4%	<b>12.5%</b>	8.9%	8.3%
Department Stores	<b>5.9%</b>	<b>-0.7%</b>	1.6%	<b>4.9%</b>	<b>0.0%</b>	0.7%
Restaurants	<b>6.4%</b>	6.2%	6.0%	<b>7.6%</b>	7.7%	7.2%
Miscellaneous Retail	<b>3.4%</b>	2.4%	4.3%	<b>0.8%</b>	3.3%	3.9%
Service Stations	<b>-19.3%</b>	<b>-15.4%</b>	<b>-10.8%</b>	<b>-19.1%</b>	<b>-16.7%</b>	<b>-14.3%</b>
Food Markets	<b>3.1%</b>	3.7%	0.7%	<b>2.1%</b>	3.2%	1.0%
Furniture/Appliance	<b>-4.9%</b>	3.2%	12.5%	<b>0.9%</b>	4.5%	7.9%
Apparel Stores	<b>1.8%</b>	1.3%	2.0%	<b>1.4%</b>	2.1%	3.0%
Bldg.Matls-Retail	<b>9.7%</b>	3.9%	3.9%	<b>8.0%</b>	5.3%	5.6%
Bldg.Matls-Whsle	<b>3.4%</b>	8.9%	11.4%	<b>1.6%</b>	9.8%	8.9%
Auto Parts/Repair	<b>3.5%</b>	4.7%	6.5%	<b>4.2%</b>	5.5%	6.7%
Office Equipment	<b>3.0%</b>	10.5%	1.6%	<b>14.7%</b>	4.9%	0.6%
Recreation Products	<b>11.0%</b>	<b>-1.7%</b>	<b>-1.7%</b>	<b>12.7%</b>	2.8%	0.7%
Light Industry	<b>-3.4%</b>	4.1%	2.2%	<b>-3.1%</b>	2.5%	2.7%



# Sales Tax Per Capita

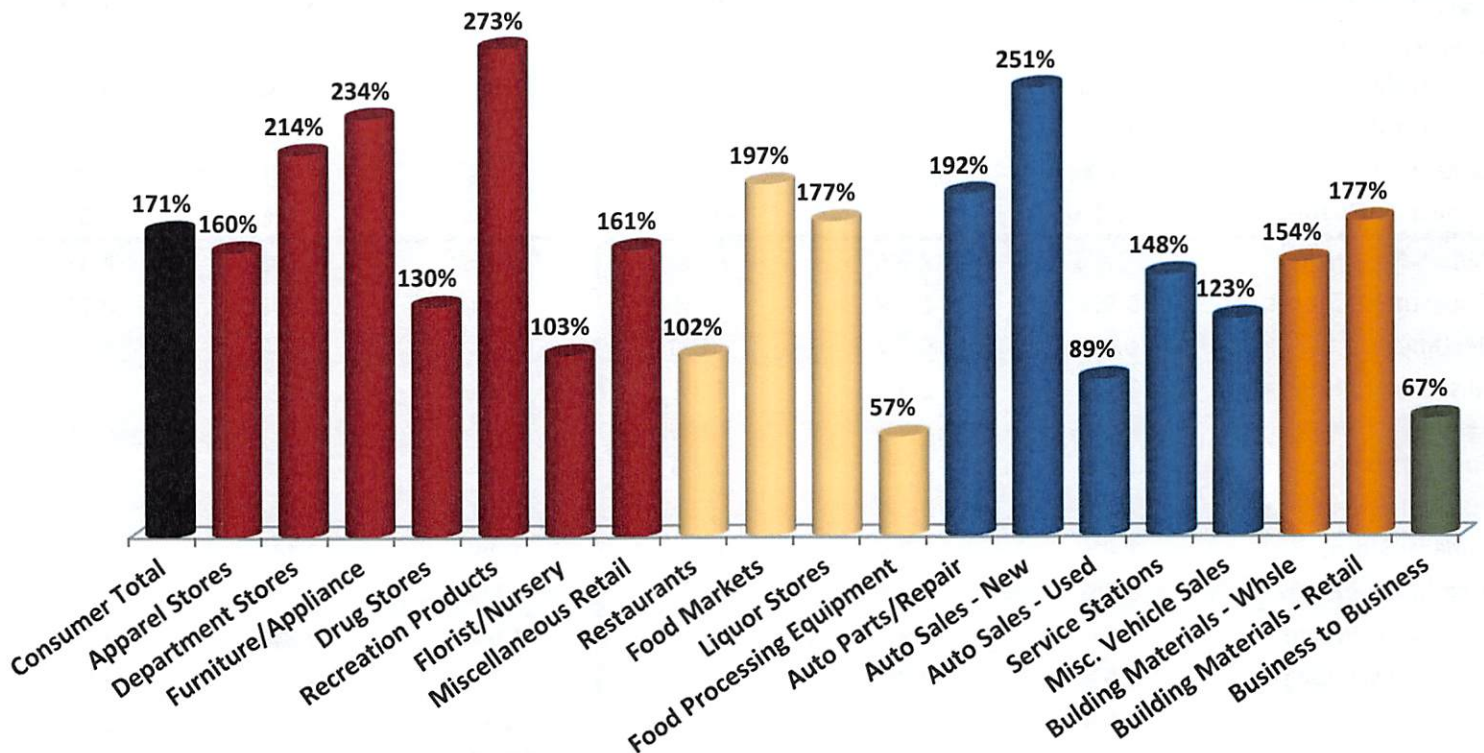
by Benchmark Year

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



■ GENERAL RETAIL ■ FOOD PRODUCTS ■ TRANSPORTATION ■ CONSTRUCTION ■ BUSINESS TO BUSINESS ■ MISCELLANEOUS

## Santa Rosa: 3rd Quarter 2015 Sales Tax Capture & Gap Analysis Report

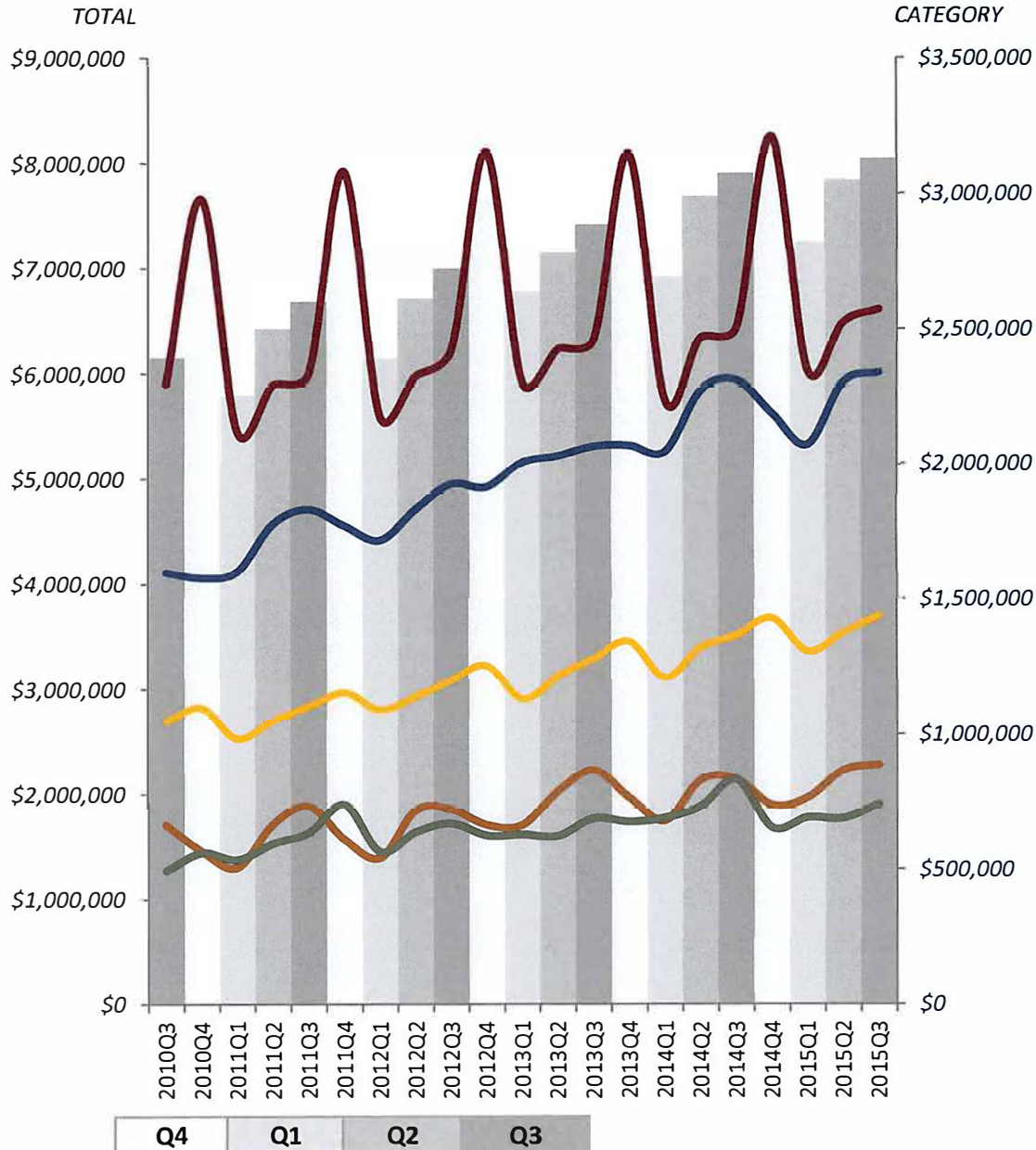


The chart is an overview of how well Santa Rosa is capturing potential sales tax based on its residents' effective buying income (disposable income) compared to purchasing habits in the S.F. Bay Area region.

# SANTA ROSA: Sales Tax Performance Analysis by Quarter

## TOTAL

Economic



TOTAL				
2015Q3	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$8,045,044	1.7%	\$138,077	2.7%	\$839,571

GENERAL RETAIL				
2015Q3	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$2,573,692	2.8%	\$69,189	2.9%	\$301,325
% of 2015Q3 Total:		32.0%		

FOOD PRODUCTS				
2015Q3	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$1,437,054	5.3%	\$72,534	5.9%	\$310,682
% of Total:		17.9%		

TRANSPORTATION				
2015Q3	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$2,337,955	1.2%	\$28,000	2.3%	\$202,226
% of Total:		29.1%		

CONSTRUCTION				
2015Q3	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$887,704	6.4%	\$53,382	4.7%	\$147,435
% of Total:		11.0%		

BUSINESS TO BUSINESS				
2015Q3	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$740,712	-11.0%	-\$91,953	-5.3%	-\$156,716
% of Total:		9.2%		

QoQ = 15Q3 / 14Q3

YoY = YE 15Q3 / YE 14Q3