



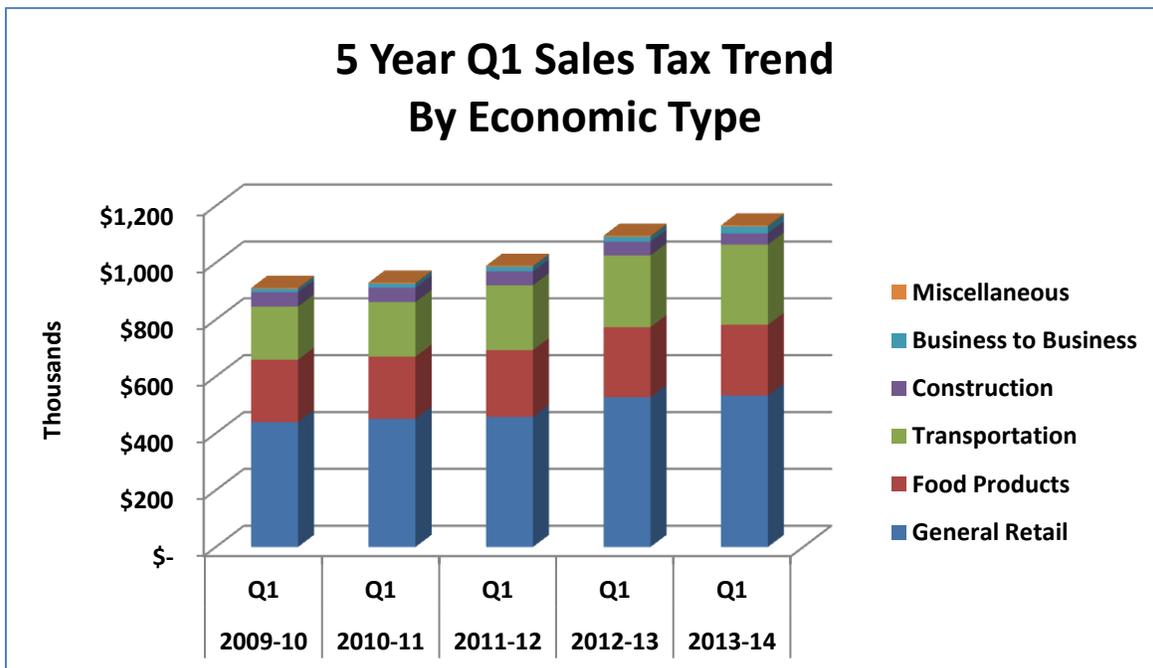
# Sales Tax Report

## First Quarter - Fiscal Year 13/14

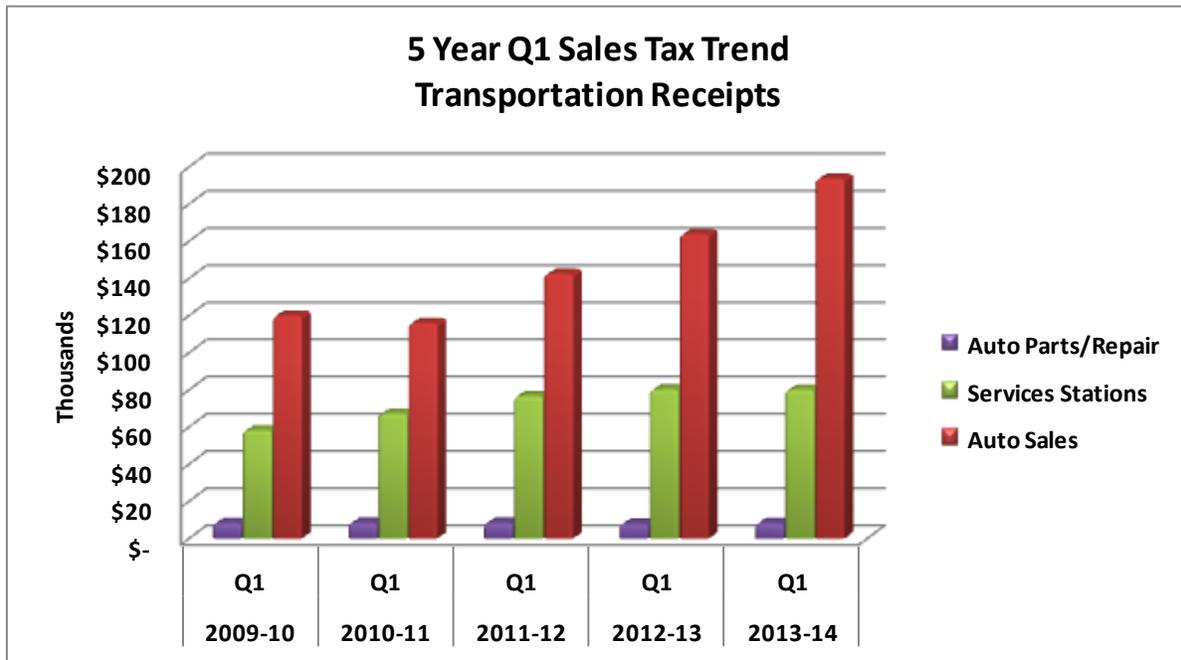
The FY 13/14 first quarter sales tax revenues exceeded the prior first quarter by \$484,685. This 27.9% increase was due to the addition of \$251,779 in Measure O receipts, general economic improvement; and continued growth in auto sales, retail purchases, and food and dining receipts. If Measure O receipts are excluded, the City observed a \$232,906, or 13.4% increase in overall sales tax revenues. The Q1 In Lieu increase of \$164,398 or 28.4% was anticipated; however the results aren't typical or projected to continue.

<b>Q1 2013-14 Results</b>					
	2012-13	2013-14	2013-14	2013-14	2013-14
	Actual	Actual	Budget	Actual vs. 2012-13	Actual vs. 2013-14
				Actual	Budget
Bradley-Burns (3/4%)	\$ 909,273	\$ 969,130	\$ 936,500	6.6%	3.5%
In Lieu	\$ 578,743	\$ 743,141	\$ 757,000	28.4%	-1.8%
<b>Total Bradley-Burns</b>	<b>\$ 1,488,016</b>	<b>\$ 1,712,271</b>	<b>\$ 1,693,500</b>	<b>15.1%</b>	<b>1.1%</b>
Measure D (1/4%)	\$ 251,114	\$ 259,765	\$ 258,650	3.4%	0.4%
Measure O (1/4%)	\$ -	\$ 251,779	\$ 258,650	-	-2.7%
<b>Total Add-On</b>	<b>\$ 251,114</b>	<b>\$ 511,544</b>	<b>\$ 517,300</b>	<b>103.7%</b>	<b>-1.1%</b>
<b>Total</b>	<b>\$ 1,739,130</b>	<b>\$ 2,223,815</b>	<b>\$ 2,210,800</b>	<b>27.9%</b>	<b>0.6%</b>
Excluding Measure O	\$ 1,739,130	\$ 1,972,036	\$ 1,952,150	13.4%	1.0%

The Q1 sales tax trends by economic type indicate a steady rise in most categories. The top three gains are ranked in the following order: Transportation, General Retail, and Food Products. In FY 13/14, the City's Transportation receipts equaled \$282,358, prior to late payment calculations; and State and County pool adjustments. This is within \$77,116 of the 10-year high of \$359,474 in FY 06/07. These receipts, which include auto sales, increased by 51.1% over the five-year period. General retail and food products also showed five-year increases of 21.4% and 13.1%, respectively. Gains in the three remaining categories have been steady, but nominal. The chart below illustrates the five-year sales tax trend by economic type.



A closer look at transportation trends reveals that auto sales are the main factor for gains within this category. A review of five-year economic trends indicate that Q1 13/14 auto sales are at their highest levels since Q1 09/10. The Q1 09/10, sales tax for auto sales has increased at an average of \$18,430 per year, while transportation as a whole has increased by an average of \$23,890 per year. These improvements have occurred primarily as a result of a major tent sale in 2011/2012, as well as improved sales from the major car dealerships in Capitola in 2013/14. If current trends continue, transportation sales tax receipts could reach the high 2006/07 levels in 2016/17.



The following pie chart shows sales tax receipts by business type for the City of Capitola for Q1 13/14. Corporations and limited partnerships dominate the business landscape, collecting 94.4% of all sales tax receipts within City limits.

