



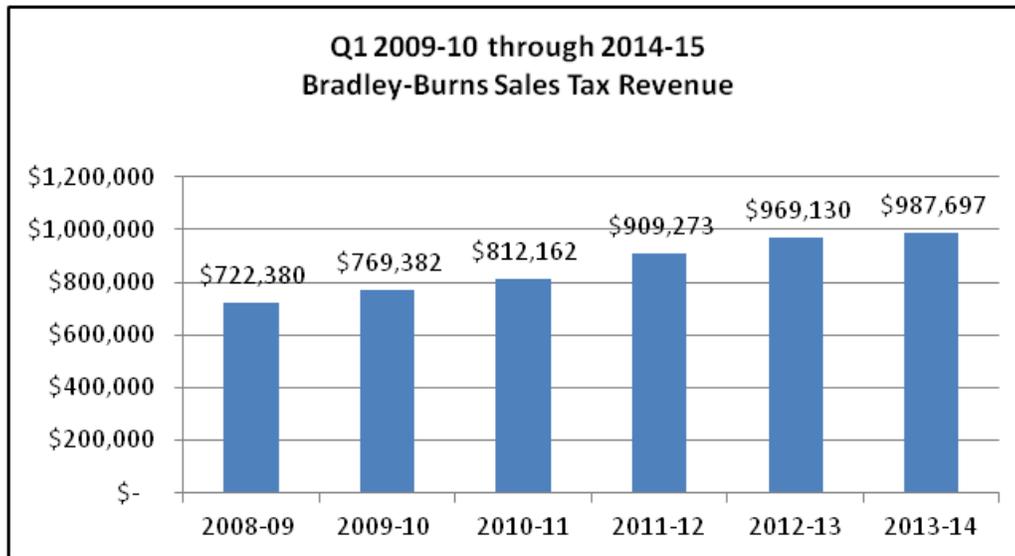
Sales Tax Revenue Report

First Quarter – Fiscal Year 14/15

Total sales tax receipts for the first quarter of Fiscal Year 2014-15 were \$40,082 or 2.7% greater than the prior year and \$1,844 or 0.1% lower than the Amended Budget. The annual Bradley-Burns increase was \$18,567 or 1.9%, while the Measure O increase was \$14,374 or 5.7%. The Bradley-Burns and Measure O sales tax receipts contributed \$32,941 or 82% to the City's overall sales tax growth. A table detailing the First Quarter results is listed below.

First Quarter Sales Tax Revenue Analysis

Description	2014		2015		Actual vs. Amended Budget		Actual vs. Prior Year	
	Actual	Amended Budget	Actual	Budget	Amount	%	Amount	%
Q1 Bradley Burns - 3/4%	\$ 969,130	\$ 996,100	\$ 987,697		\$ (8,403)	-0.8%	\$ 18,567	1.9%
Q1 Measure D - 1/4%	\$ 259,765	\$ 264,500	\$ 266,906		\$ 2,406	0.9%	\$ 7,141	2.7%
Q1 Measure O - 1/4%	\$ 251,779	\$ 262,000	\$ 266,153		\$ 4,153	1.6%	\$ 14,374	5.7%
	<u>\$1,480,674</u>	<u>\$1,522,600</u>	<u>\$1,520,756</u>		<u>\$ (1,844)</u>	<u>-0.1%</u>	<u>\$ 40,082</u>	<u>2.7%</u>



Sales Tax Top Performers from 2009 through 2014 (alphabetically)

AT&T Wireless	Macy's Department Store	Shell 1649 41st
Bed Bath & Beyond	Nob Hill General Stores	Toyota of Santa Cruz
Big 5 Sporting Goods	O'Neill Surf Shop	Trader Joe's
Chevron 1650 41st	Orchard Supply Hardware	Union 76 2178 41st
Chevron 836 Bay	Ross Stores	Union 76 2195 41st
CVS Drug Stores	Sears Roebuck & Company	Verizon Wireless
Gayle's Bakery & Rosticceria	Shadowbrook Restaurant	Zelda's Restaurant

Closed businesses - Since 2009

Gottschalks Department Store
Mervyn's Department Store
Ocean Chevrolet-Honda

New Businesses - Since 2008

BevMo	late 2008
SC Subaru Mazda	late 2008
Whole Foods	July 2009
Kohls	Sept. 2009
Target	July 2012