



## Quarterly Financial Report Sales Tax

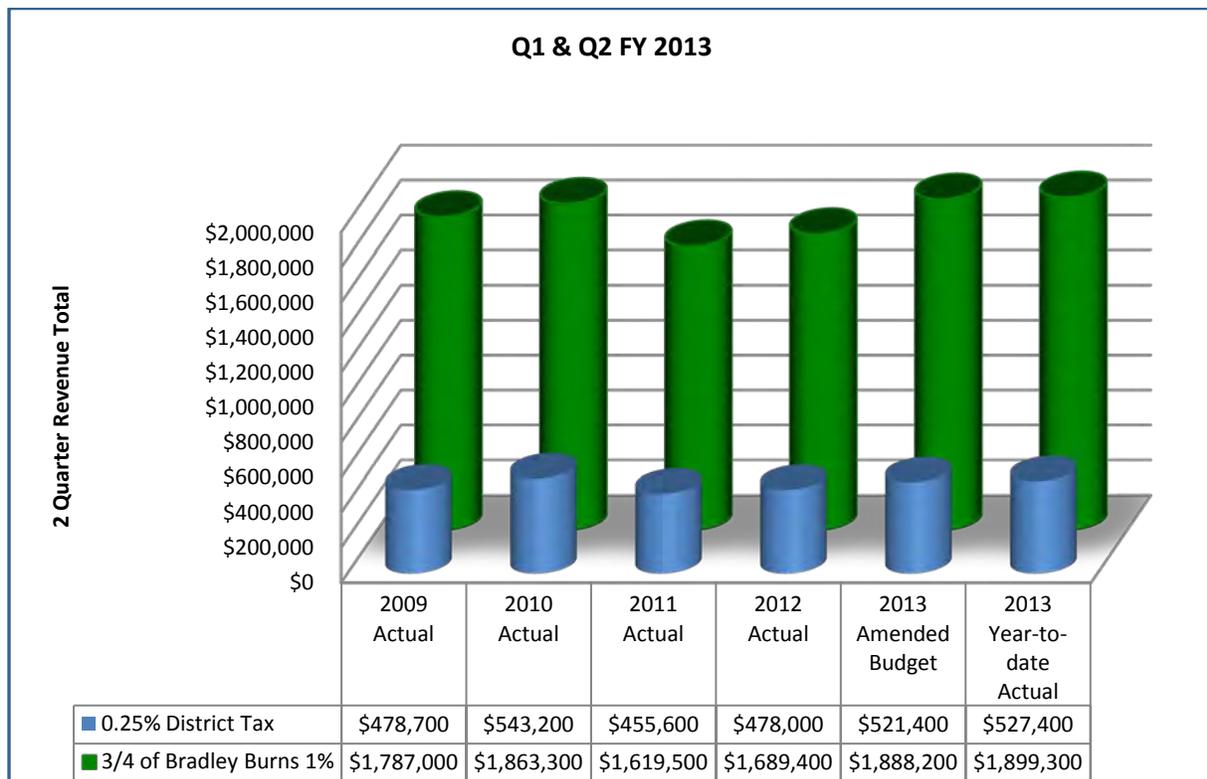
Sales tax revenue for the first half of fiscal 2012-13 was \$389,300 or 14.9% above prior year, due in almost equal parts to the addition of a major retailer, an in-lieu revenue true up, and the increase in taxable revenues for the remaining top 24 retailers. Total sales tax revenue was also \$17,000 or 0.6% above the amended budget.

### Sales Tax Revenue

Description	2013 Actual	2013 Amended Budget	2012 Actual Amount	2013 Actual vs. Amended Budget	2013 Actual vs. 2012 Actual
Q1 Bradley Burns (a)	\$ 909,273	\$ 909,300	\$ 812,162	0.0%	12.0%
Q2 Bradley Burns (a)	\$ 990,039	\$ 978,900	\$ 877,241	1.1%	12.9%
	\$ 1,899,312	\$ 1,888,200	\$ 1,689,403	0.6%	12.4%
In lieu	\$ 578,743	\$ 578,700	\$ 448,720	0.0%	29.0%
Q1 0.25% District Tax	\$ 251,114	\$ 251,100	\$ 229,269	0.0%	9.5%
Q2 0.25% District Tax	\$ 276,317	\$ 270,300	\$ 248,768	2.2%	11.1%
	\$ 527,431	\$ 521,400	\$ 478,037	1.2%	10.3%
	\$ 3,005,486	\$ 2,988,300	\$ 2,616,160	0.6%	14.9%

(a) 3/4 of the Bradley Burns 1%

The chart below shows performance for both Bradley Burns and District sales tax since 2009.



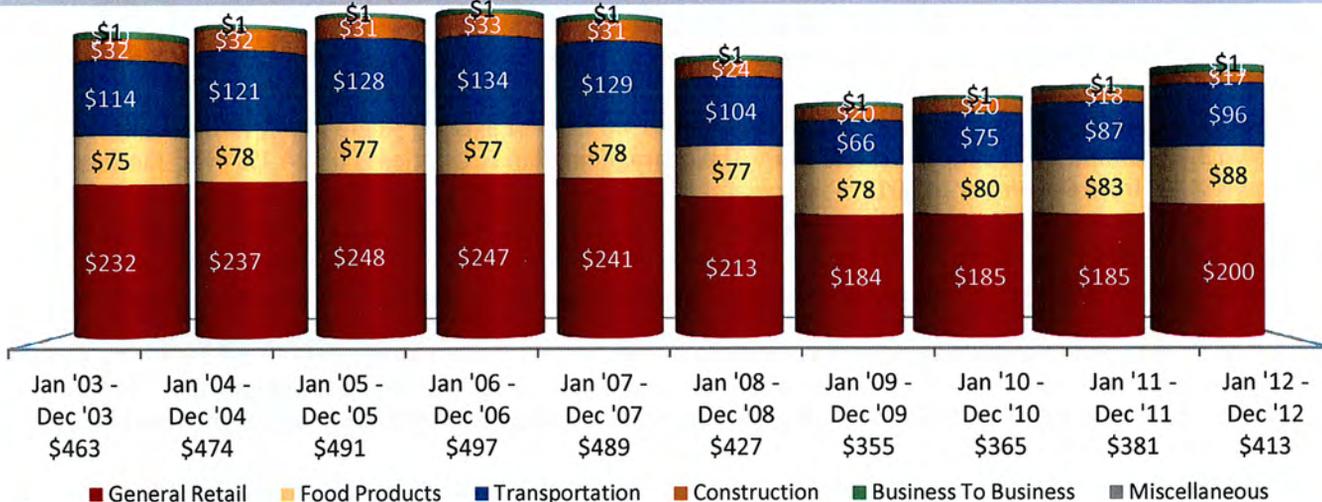
The following page, provided by MuniServices LLC, presents sales tax per capita for calendar 2003 – 2012, sales tax capture and leakage analysis, and annualized change in sales tax cash receipts.

# City of Capitola

Sales Period: Jan 2012 - December 2012

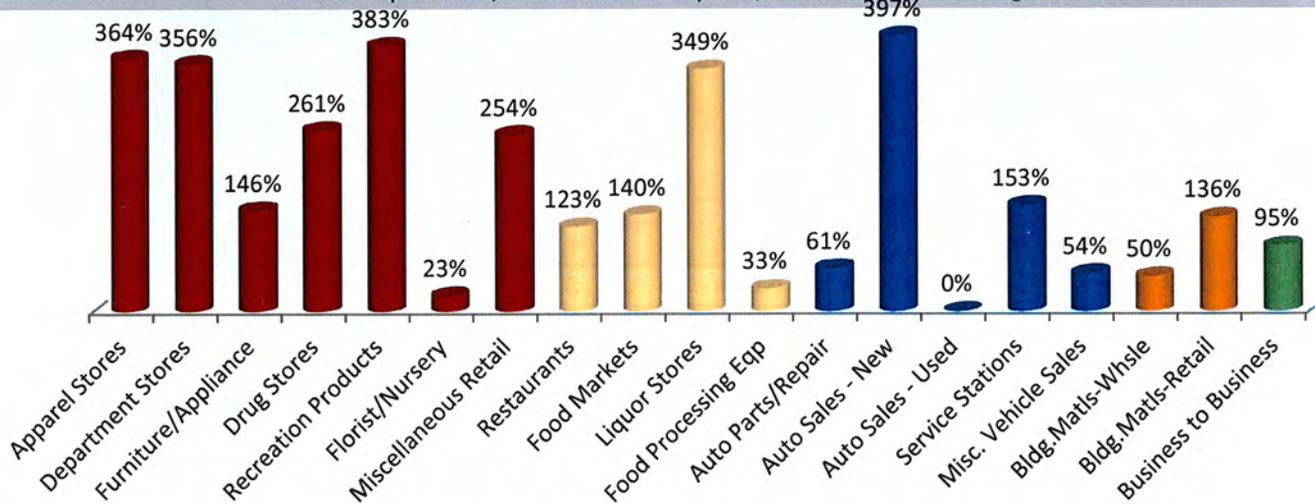
## Sales Tax Per Capita

City of Capitola's annualized sales tax divided by its population as reported by State Department of Finance



## Sales Tax Capture & Leakage Analysis

100% = Equilibrium; Over 100% = Capture; Under 100% = Leakage



## Annualized Change in Sales Tax Cash Receipts

