



Sales Tax Report

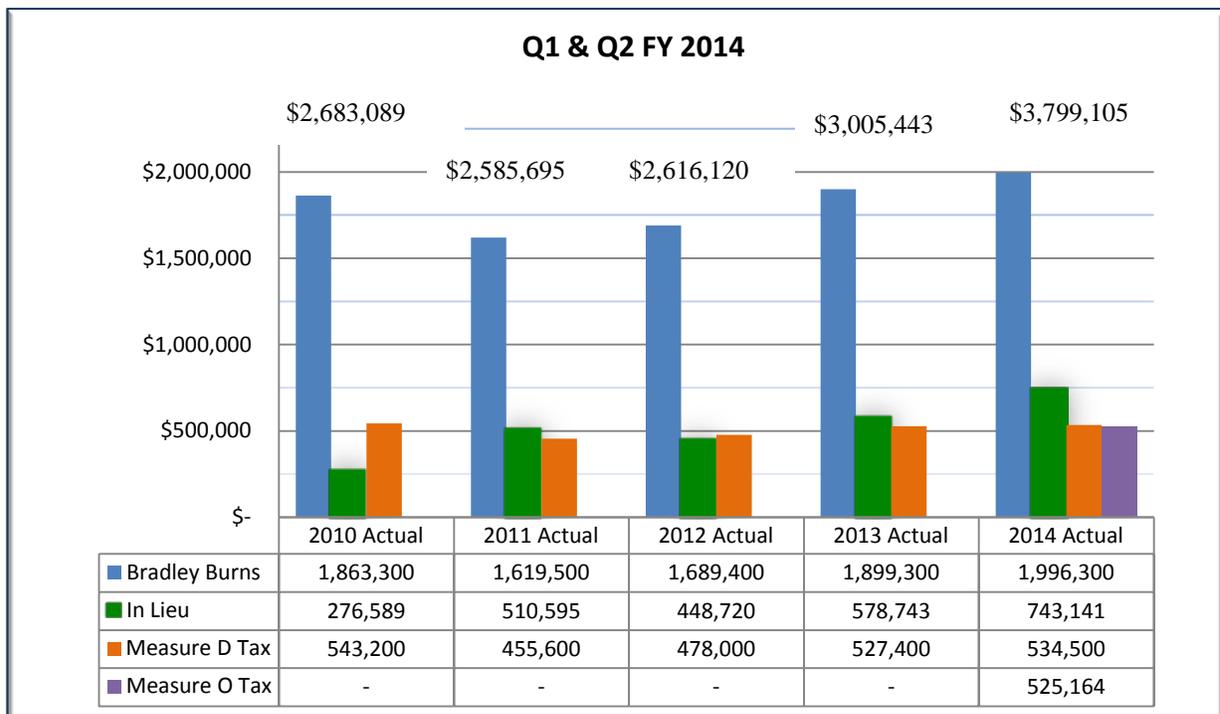
Second Quarter – Fiscal Year 13/14

Sales tax receipts for the second quarter were \$473,403 or 25.7% greater than the prior year and exceeded the Amended Budget by \$8,543. The combined increase for the first half of the year was \$793,662, or 26.4% higher than the prior year revenues. These increases were primarily due to the addition of Measure O receipts, continued growth in general retail sales and auto sales; and a greater than typical in-lieu true-up. All fiscal year-to-date receipts were relatively consistent with the Amended Budget. Excluding the effect of Measure O, annual sales tax receipts were \$268,498, or 8.9% higher than the prior year, while In Lieu receipts were \$164,398, or 28.4% greater than the same period in FY 12/13. A table detailing the second quarter results is listed below, while the fiscal year-to-date results are included in the subsequent table.

Second Quarter Sales Tax Revenue Analysis

Description	2014		2013	Budget vs Actual		Actual Change	
	Amended Budget	Actual Amount	Actual Amount	Amount	Percentage	Amount	Percentage
Bradley Burns - 3/4%	\$ 1,023,998	\$ 1,027,198	\$ 990,039	\$ 3,200	0.3%	\$ 37,159	3.8%
In Lieu - Annual Total	743,141	743,141	578,743	-	0.0%	164,398	28.4%
Measure D - 1/4%	277,122	274,778	276,317	(2,344)	-0.8%	(1,539)	-0.6%
Measure O - 1/4%	265,698	273,385	-	7,687	2.9%	273,385	0.0%
	<u>\$ 2,309,959</u>	<u>\$ 2,318,502</u>	<u>\$ 1,845,099</u>	<u>\$ 8,543</u>	<u>0.4%</u>	<u>\$ 473,403</u>	<u>25.7%</u>
Excluding Measure O	\$ 2,044,261	\$ 2,045,117	\$ 1,845,099	\$ 856	0.0%	\$ 200,018	10.8%

Sales Tax Revenue by Fiscal Year

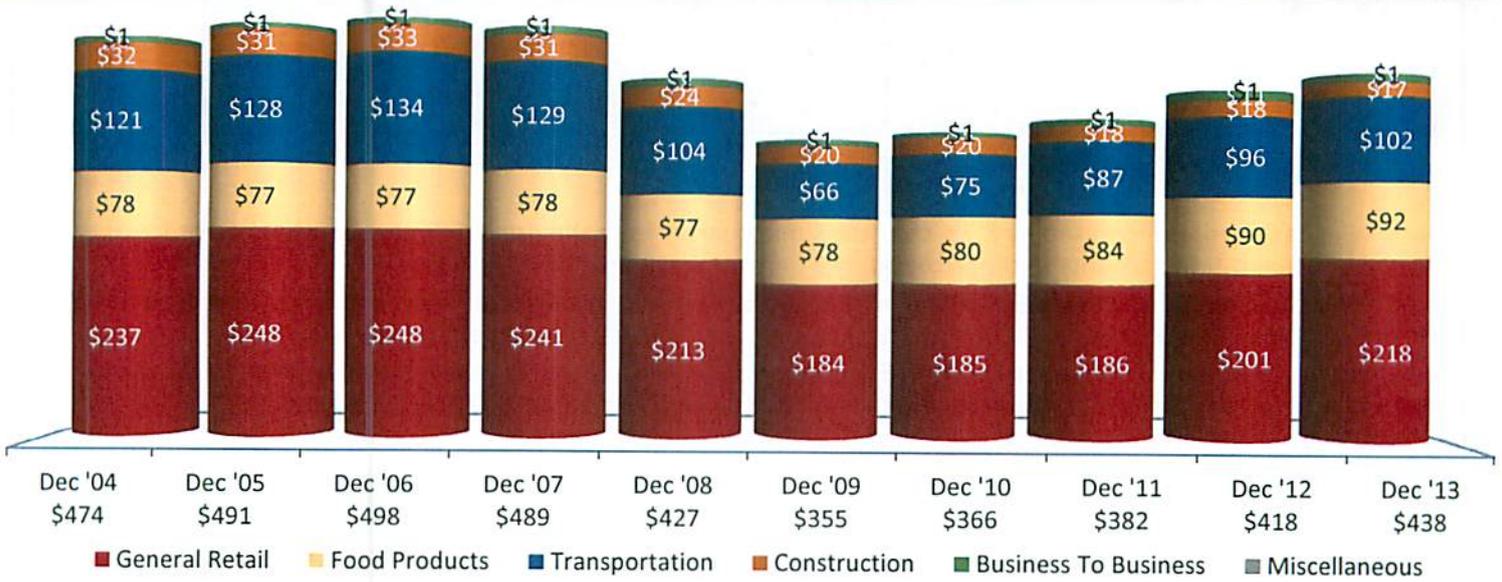


The following page was provided by MuniServces LLC. The charts present information from 2004 through March, 2014. The Sales Tax Capture and Leakage Analysis chart estimates the amount of sales tax that could be earned from Capitola residents (leakage); and the amounts that could be derived from shoppers outside of Capitola.

Sales Tax Per Capita

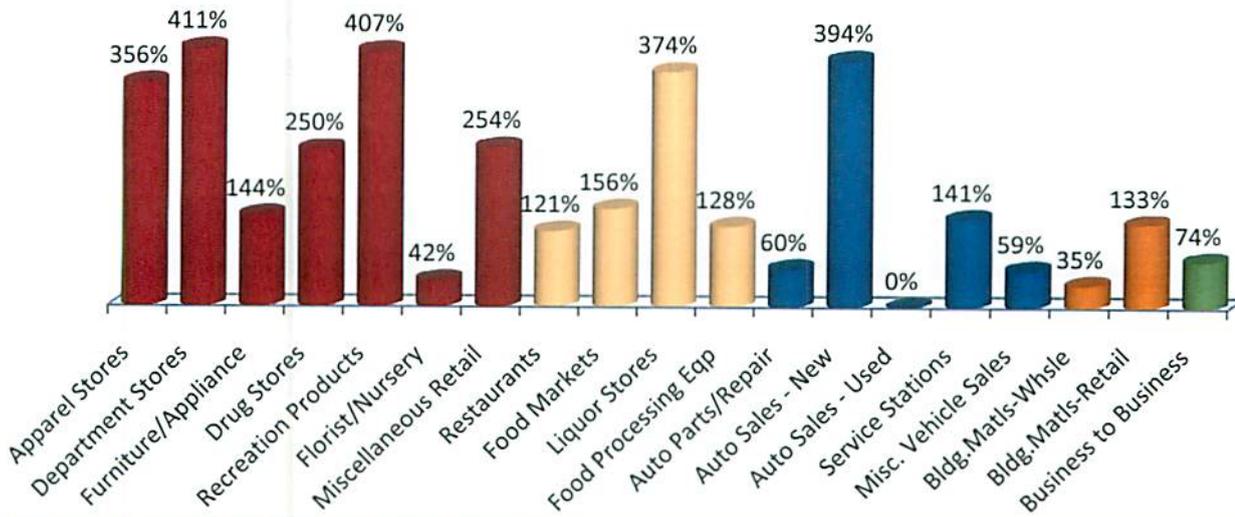
by Benchmark Year

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

