

City of Encinitas

Sales Tax Report

First Quarter Receipts

Fourth Quarter Sales (October – December 2014)



The Encinitas Sales Tax Report is derived from information provided by HdL Companies. The reported figures are based upon sales occurring during Oct – December 2014. Businesses are required to remit their sales tax returns to the State Board of Equalization (SBOE) by the end of the month following quarter-end. The SBOE releases the sales tax data three months later.

The report provides the increase or decrease in sales tax percentages on what was received during the same period last year. Gross sales tax receipts are derived from Sales and Use Tax (known as Bradley Burns) and Triple Flip.¹

For the City of Encinitas fourth quarter sales tax revenue from local businesses totaled \$2,856,402 and from the County and State pool allocation \$382,115 which represents a 2.3% and 8.4% increase, respectively over the same period last year. Total gross revenue was \$3,270,568 and represents a 3% overall increase. Factoring in the reductions due to Triple Flip revenue (\$817,642) and SBOE administrative fee (\$31,264), actual sales tax revenue received by Encinitas was \$2,421,663. This represents an increase of \$71,963 or 2.7% from this same time last year.

Actual sales receipts for all of San Diego County increased 3.5% over the comparable time period, while Southern California as a whole was up 4.2%. The San Diego region showed positive gains in all major industry groups except Fuel and Service Stations, which can be attributed to the lower gas prices and more fuel efficient vehicles.

The table below depicts the year-over-year comparison of the major industry groups for the City, County, and Southern California.

Table 1
Year-over-Year Comparison by Major Industry Group

	City of Encinitas			San Diego County	Southern California
	4Q 2014	4Q 2013	Change		
Autos and Transportation	414,459	369,175	12.3%	5.8%	7.9%
Building and Construction	224,535	162,454	38.2%	14.4%	5.4%
Business and Industry	142,411	148,259	-3.9%	12.7%	12.3%
Food and Drugs	285,137	283,457	0.6%	2.0%	1.1%
Fuel and Service Stations	336,662	402,821	-16.4%	-16.8%	-14.1%
General Consumer Goods	972,528	961,564	1.1%	1.5%	3.5
Restaurants and Hotels	480,566	465,622	3.2%	7.9%	9.0%
Total	2,856,298	2,793,352	2.3%	3.5%	4.2%
Allocations from State/County Pool	414,164	382,115	8.4%	9.7%	7.9%
Gross Receipts	3,270,462	3,175,467	3.0%	4.2%	4.6%

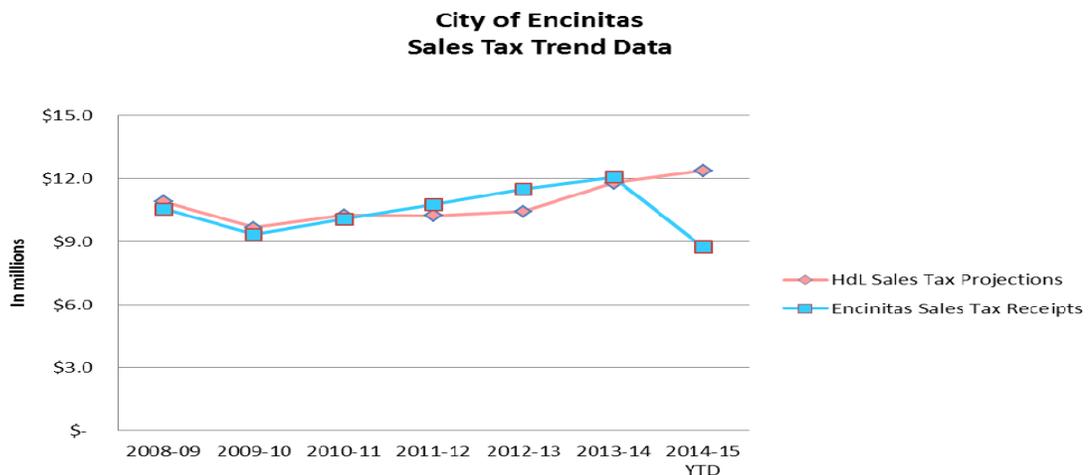
¹ Bradley Burns is based on sales and use tax applied to taxable purchases. Cities and counties receive 0.75% of the sales tax revenue. The Triple Flip was implemented in 2004 and reduces the Bradley Burns by 0.25% and is recognized as a “ad valorem” property tax revenue to backfill the lost sales tax revenue. To accurately reflect the actual sales tax revenue received by cities and counties, the Triple Flip is reduced from the sales tax.

Fourth quarter sales that occurred during the last quarter of the calendar year (October – December 2014) were up over last year’s holiday quarter. The gain was primarily due to continued demand for new cars and trucks, increased restaurant patronage, and a rise in the “use tax” allocation pools resulting from the shift to online shopping where much of the merchandise is shipped from out of state.

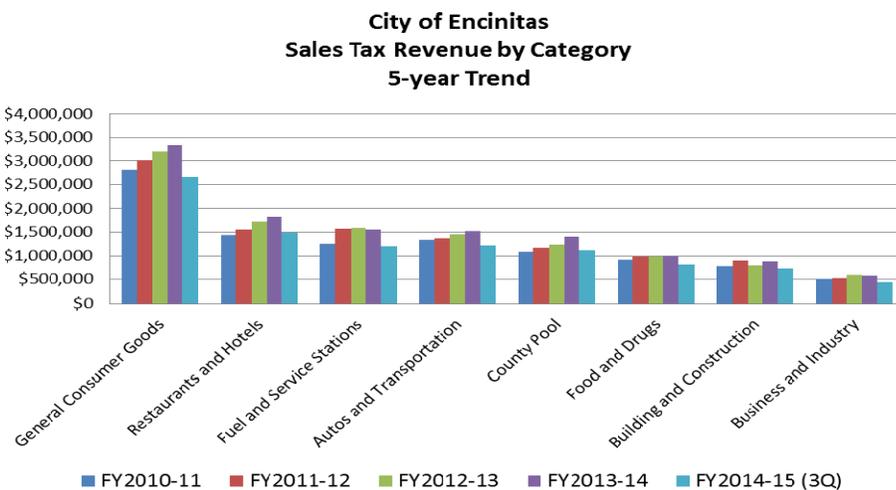
Sales Tax Trends

The economy for the past seven years has had an impact on many local jurisdictions. During the great recession high unemployment and foreclosures took a financial toll on many cities. The City of Encinitas was able to weather the storm by leveraging resources and being proactive in projecting revenues.

On average, sales tax revenue makes up approximately 21% of the general fund budget in any given year. As the chart below depicts, Encinitas’ revenue did decline in FY2009-10, but managed to climb steadily thereafter. Sales tax projections are provided by HdL based on trending analysis and market conditions unique to the community. The City reviews HdL projections and makes adjustments based on internal analysis.



Trend analysis for the major industry groups for the past five years is highlighted in the graph below. FY 2014-15 revenue is for only 3 quarters. Sales tax revenues have grown consistently over the five year period in the general consumer goods, restaurant and hotel, autos and transportation and county pool categories. The business and industry category remains relatively flat.



Triple Flip Unwind

The governor’s FY2014-15 state budget currently provides for retiring the Economic Recovery Bonds as early as July 2015. If carried out as planned, local agencies would receive their final “true-ups” of triple flip reimbursements in the first half of 2016 and the full one-cent Bradley-Burns tax reinstated in their second quarter 2016 receipts.

Attachments

Attached to this report are the following reports, tables and graphs:

- Attachment A** *Sales Tax Update* Newsletter
- Attachment B** Major Industry Groups, Current Quarter Sales Volume
- Attachment C** San Diego County, Sales Tax Trends for all Agencies
- Attachment D** Southern California, By County and Major Business Group
- Attachment E** Encinitas Geo Areas 1: 13 Quarter History
- Attachment F** Encinitas Geo Areas 2: 13 Quarter History
- Attachment G** Encinitas Major Industry Groups: 13 Quarter History
- Attachment H** Agency Comparisons
- Attachment I** Sales Tax Revenues by Geographic Area, table format

The Sales Tax Report is also available on the city’s website at www.cityofencinitas.org. Click on *Departments>Finance>Quarter Reports*.

If you would like to have the Sales Tax Report emailed to you directly, please visit the City’s website and click on *Subscribe to City Updates*.



Q4 2014



City of Encinitas Sales Tax *Update*

First Quarter Receipts for Fourth Quarter Sales (October - December 2014)

Encinitas In Brief

Receipts for Encinitas' October through December sales were 3.0% above 2013's fourth quarter.

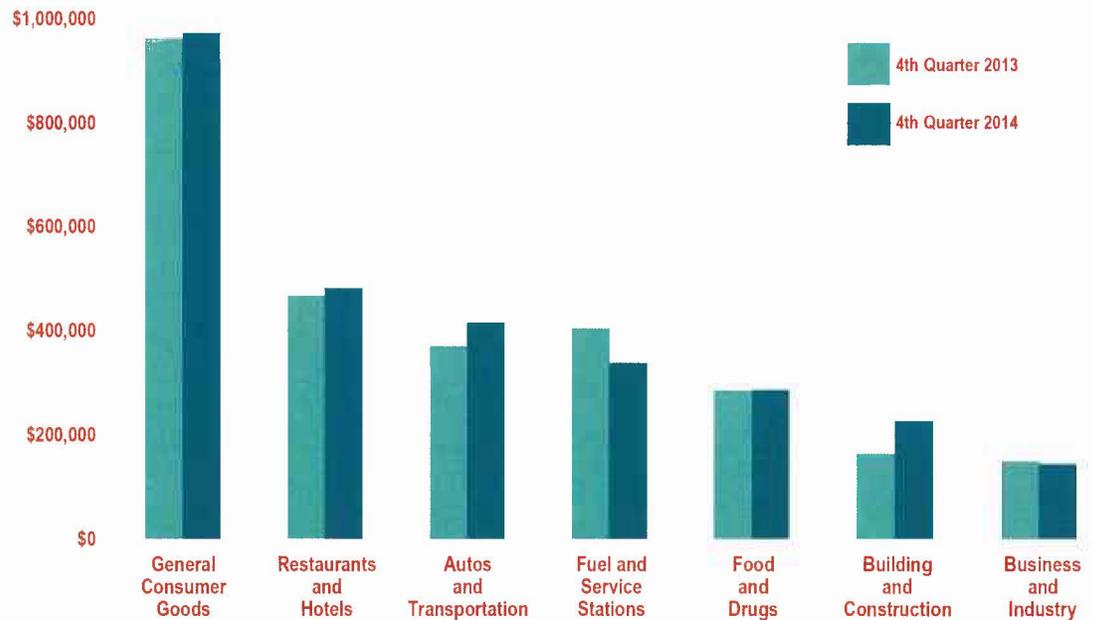
Most major industry groups were up for the period with building and construction and autos and transportation showing the largest increases. An accounting adjustment that temporarily cut year-ago totals exaggerated building and construction gains. A new business addition boosted autos and transportation receipts.

General consumer goods retailers showed modest growth for the period while restaurants, helped by new business openings, fared well. Food and drugs totals were little-changed.

Lower fuel prices cut fuel and service station proceeds. A business closeout caused the drop in the business and industry group.

Adjusted for aberrations, taxable sales for all of San Diego County grew 4.2% over the comparable time period, while the Southern California region was up 4.3%.

SALES TAX BY MAJOR BUSINESS GROUP



TOP 25 PRODUCERS

IN ALPHABETICAL ORDER

Best Buy	Michaels Arts & Crafts
BevMo	Ralphs
BMW of Encinitas	REI
Chevron	Rosanos Unocal 76
Encinitas Ford	Ross
Encinitas Gasoline & Auto Service	Shell Gas & Car Wash
Financial Services Vehicle Trust	Sports Authority
Hansen Surfboards	Target
Herman Cook Volkswagen	Tesoro Refining & Marketing
Home Depot	TJ Maxx
Home Goods	Valero
Kohls	Vons
	Walmart

REVENUE COMPARISON

Three Quarters – Fiscal Year To Date

	2013-14	2014-15
Point-of-Sale	\$8,215,476	\$8,553,070
County Pool	1,053,627	1,127,086
State Pool	4,852	7,312
Gross Receipts	\$9,273,955	\$9,687,468
Less Triple Flip*	\$(2,318,489)	\$(2,421,867)

*Reimbursed from county compensation fund

Q4 2014

City of Encinitas Sales Tax Update

Holiday Quarter Up

Adjusted for accounting aberrations, California's local sales and use tax revenues for the fourth quarter (October – December) of 2014 were 3.6% higher than last year's holiday quarter.

The gain was primarily due to continued strong demand for new cars and trucks, increased restaurant patronage and a rise in the countywide "use tax" allocation pools resulting from a shift to online shopping where much of the merchandise is shipped from out of state. General consumer goods sales allocated via the pools rose 22% during this holiday quarter versus an increase in tax receipts from brick and mortar stores of only 2.8%.

Robust sales for building and construction materials added to the overall increase which was largely offset by significant declines in revenues from petroleum related industries and service stations.

Gasoline Supply and Demand

Statewide, fourth quarter's tax receipts from fuel and service stations dropped 10.4% from the previous year. Prices rebounded in the first quarter of 2015 due to refinery shutdowns and labor strife but remained well below the prior year due to a worldwide supply glut and weak demand.

Spending cuts by oil producers and a sharp decline in the number of rigs drilling for crude in the U.S. could reduce output and place upward pressure on prices in the second half of 2015. However, improved fuel efficiency and demographic changes continue to reduce demand for gasoline, with consumption at the lowest it has been in 30 years.

From 2008 through 2014 Californians purchased just over 10 million new vehicles, with mileage ratings almost 22% higher than those they replaced. Also, usage has further declined as baby boomers age into retirement and millennials increasingly favor public transportation and car services that make owning a vehicle less necessary.

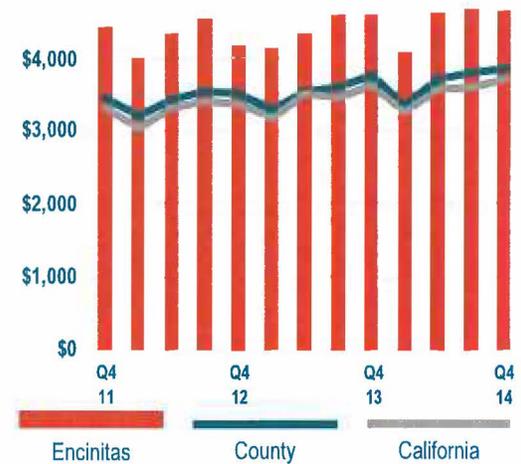
Triple Flip Unwind

In March 2004, California voters approved Proposition 57, the California Economic Recovery Bond Act that authorized the issuance of \$15 billion in "Economic Recovery Bonds" to close the state's operating budget deficit.

The Bradley-Burns local sales tax rate was decreased from 1 percent to 0.75 percent and the diverted 0.25 percent rate was pledged to repay the bonds. The state then directed that counties reimburse local governments for the 0.25 percent loss with property tax from the Educational Revenue Augmentation Fund (ERAF) set up for schools and then reimburse schools for the ERAF loss from the State General Fund. The funding scheme became known as the "Triple Flip."

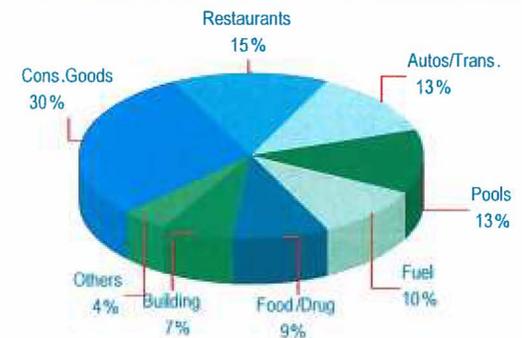
The governor's FY 2014-15 state budget currently provides for retiring the bonds as early as July 2015. If carried out as planned, local agencies would receive their final "true-ups" of triple flip reimbursements in the first half of 2016 and the full one cent Bradley-Burns tax reinstated in their second quarter 2016 receipts.

SALES PER CAPITA



REVENUE BY BUSINESS GROUP

Encinitas This Quarter



ENCINITAS TOP 15 BUSINESS TYPES

Business Type	*In thousands			
	Encinitas Q4 '14*	Encinitas Change	County Change	HdL State Change
Art/Gift/Novelty Stores	66.2	14.8%	8.3%	6.0%
Casual Dining	261.1	3.3%	9.7%	6.0%
Discount Dept Stores	— CONFIDENTIAL —	—	1.1%	0.9%
Electronics/Appliance Stores	113.7	-8.7%	-0.7%	1.3%
Family Apparel	90.3	-3.4%	2.9%	5.1%
Fine Dining	50.3	-17.5%	13.3%	16.4%
Grocery Stores Beer/Wine	50.5	1.7%	-1.0%	-3.9%
Grocery Stores Liquor	136.5	5.0%	2.8%	3.5%
Home Furnishings	103.7	9.6%	4.9%	6.8%
Lumber/Building Materials	— CONFIDENTIAL —	—	9.5%	-0.7%
New Motor Vehicle Dealers	— CONFIDENTIAL —	—	6.8%	7.6%
Quick-Service Restaurants	125.3	12.7%	6.4%	7.5%
Service Stations	336.3	-16.4%	-16.0%	-10.5%
Specialty Stores	90.0	4.6%	3.1%	5.8%
Sporting Goods/Bike Stores	113.8	-0.1%	-0.1%	3.9%
Total All Accounts	\$2,856.4	2.3%	3.5%	3.8%
County & State Pool Allocation	\$414.2	8.4%	9.7%	4.7%
Gross Receipts	\$3,270.6	3.0%	4.2%	3.9%

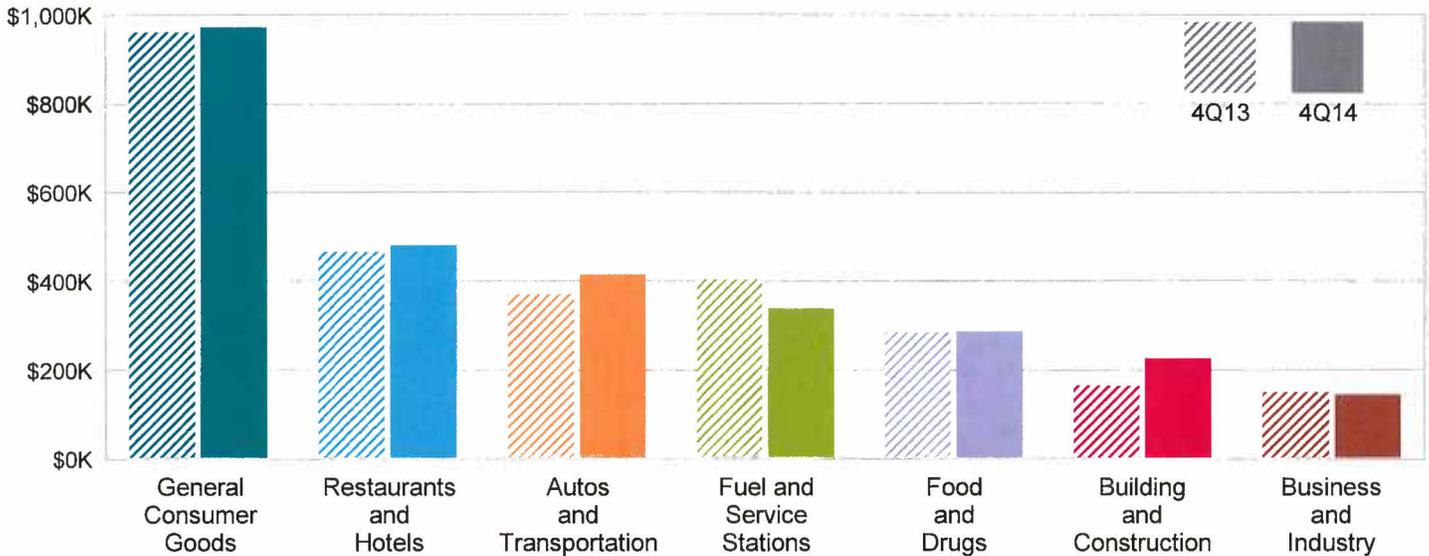


CITY OF ENCINITAS

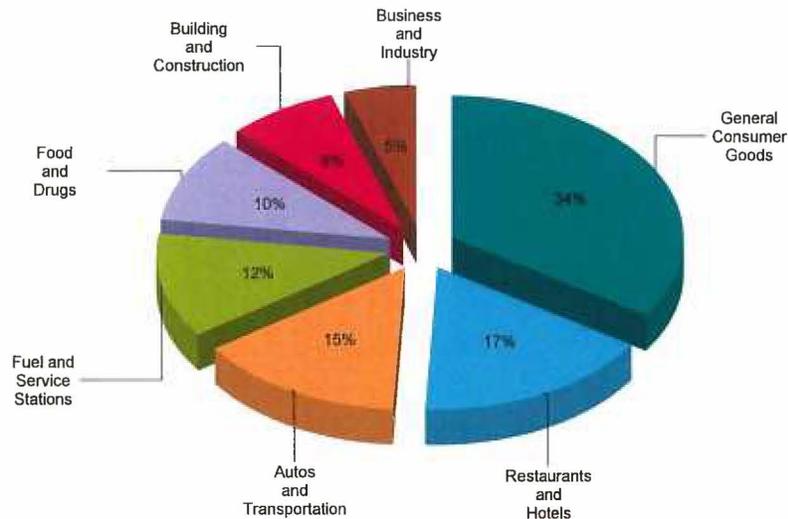
MAJOR INDUSTRY GROUPS

<u>Major Industry Group</u>	<u>Count</u>	<u>4Q14</u>	<u>4Q13</u>	<u>\$ Change</u>	<u>% Change</u>
General Consumer Goods	1,765	972,528	961,564	10,964	1.1%
Restaurants and Hotels	253	480,566	465,622	14,945	3.2%
Autos and Transportation	105	414,459	369,175	45,284	12.3%
Fuel and Service Stations	28	336,662	402,821	(66,160)	-16.4%
Food and Drugs	89	285,137	283,457	1,681	0.6%
Building and Construction	75	224,535	162,454	62,082	38.2%
Business and Industry	959	142,411	148,259	(5,848)	-3.9%
Transfers & Unidentified	1	104	0	104	-N/A-
Total	3,275	2,856,402	2,793,351	63,051	2.3%

4Q13 Compared To 4Q14



4Q14 Percent of Total





SAN DIEGO COUNTY ALL AGENCIES

SALES TAX TRENDS FOR ALL AGENCIES - 4Q 2014 SALES

Agency allocations reflect "point of sale" receipts

Agency Name	Count	Current Year 4Q 2014	Prior Year 4Q 2013	Share of County Pool	Actual Receipts % Change	Adjusted* % Change
Santee	1,492	2,793,714	2,462,812	2.3%	+ 13.4%	+ 20.8%
Vista	2,884	4,111,980	3,336,203	3.3%	+ 23.3%	+ 18.4%
Del Mar	1,814	354,018	251,766	0.3%	+ 40.6%	+ 18.3%
National City	2,148	3,832,029	3,576,623	3.1%	+ 7.1%	+ 6.2%
Imperial Beach	499	202,955	186,919	0.2%	+ 8.6%	+ 6.0%
Coronado	700	748,877	600,495	0.6%	+ 24.7%	+ 5.9%
Lemon Grove	607	1,077,155	992,464	0.9%	+ 8.5%	+ 5.3%
Escondido	4,620	7,559,803	7,432,210	6.1%	+ 1.7%	+ 4.1%
Solana Beach	921	633,406	619,090	0.5%	+ 2.3%	+ 3.8%
Chula Vista	5,082	7,471,220	7,281,674	6.1%	+ 2.6%	+ 3.8%
El Cajon	2,946	5,290,209	5,182,651	4.3%	+ 2.1%	+ 3.5%
Poway	1,753	2,876,596	2,754,744	2.3%	+ 4.4%	+ 3.3%
San Diego	45,263	58,656,886	56,714,734	47.7%	+ 3.4%	+ 2.4%
La Mesa	1,959	2,854,451	2,879,632	2.3%	- 0.9%	+ 2.2%
Encinitas	3,275	2,856,402	2,793,351	2.3%	+ 2.3%	+ 2.0%
Carlsbad	4,841	7,475,687	7,412,636	6.1%	+ 0.9%	+ 1.6%
San Diego Co. Uninc	13,491	6,088,504	6,001,977	5.0%	+ 1.4%	+ 0.3%
Oceanside	5,011	4,347,907	4,338,639	3.5%	+ 0.2%	- 0.2%
San Marcos	2,670	3,707,026	3,996,573	3.0%	- 7.2%	- 1.5%
Totals	101,976	122,938,823	118,815,191	100.0%	+ 3.5%	+ 3.3%
San Diego Pool	17,762	17,689,015	16,170,190		+ 9.4%	+ 10.7%



SOUTHERN CALIFORNIA

ACTUAL/ADJUSTED COMPARISON - BY COUNTY AND MAJOR INDUSTRY GROUP

	ACTUAL RECEIPTS			ADJUSTED FOR ECONOMIC DATA		
	4Q 2014	4Q 2013	% Change	4Q 2014	4Q 2013	% Change
Imperial County						
Autos And Transportation	632,462	631,019	0.2%	636,726	619,228	2.8%
Building And Construction	274,502	392,096	-30.0%	274,473	335,584	-18.2%
Business And Industry	4,360,847	2,341,982	86.2%	4,326,350	4,532,212	-4.5%
Food And Drugs	263,250	240,313	9.5%	223,138	209,892	6.3%
Fuel And Service Stations	975,022	1,030,660	-5.4%	960,346	1,002,984	-4.3%
General Consumer Goods	2,327,476	2,311,466	0.7%	2,322,966	2,299,094	1.0%
Restaurants And Hotels	474,929	447,534	6.1%	458,285	445,831	2.8%
Transfers & Unidentified	-463	-457	-1.5%	76	25	200.4%
County & State Pool	901,585	821,661	9.7%	931,374	918,621	1.4%
	10,209,609	8,216,272	24.3%	10,133,733	10,363,472	-2.2%
Los Angeles County						
Autos And Transportation	56,080,123	52,250,682	7.3%	56,978,006	52,478,222	8.6%
Building And Construction	22,921,782	21,572,844	6.3%	22,820,843	21,234,131	7.5%
Business And Industry	54,668,135	49,182,111	11.2%	53,187,863	47,250,290	12.6%
Food And Drugs	23,913,048	23,799,636	0.5%	21,186,309	20,386,269	3.9%
Fuel And Service Stations	34,419,343	40,298,940	-14.6%	34,763,834	39,048,206	-11.0%
General Consumer Goods	103,453,978	99,380,021	4.1%	102,498,413	99,529,517	3.0%
Restaurants And Hotels	53,330,349	48,739,381	9.4%	51,611,843	48,140,144	7.2%
Transfers & Unidentified	387,449	39,116	890.5%	25,309	517,439	-95.1%
County & State Pool	48,343,213	42,890,152	12.7%	48,702,040	44,498,287	9.4%
	397,517,419	378,152,882	5.1%	391,774,458	373,082,505	5.0%
Orange County						
Autos And Transportation	24,623,537	22,628,043	8.8%	24,499,934	22,671,557	8.1%
Building And Construction	10,132,622	9,412,324	7.7%	10,199,149	9,312,407	9.5%
Business And Industry	22,014,522	23,157,691	-4.9%	21,553,289	22,678,978	-5.0%
Food And Drugs	7,708,748	7,425,730	3.8%	6,951,859	6,621,434	5.0%
Fuel And Service Stations	12,399,868	14,839,232	-16.4%	13,026,150	14,384,796	-9.4%
General Consumer Goods	42,599,803	41,320,926	3.1%	42,326,274	41,156,596	2.8%
Restaurants And Hotels	21,991,892	20,422,374	7.7%	21,658,356	19,920,949	8.7%
Transfers & Unidentified	69,114	-7,050	***. **%	1,789	194,228	-99.1%
County & State Pool	18,521,170	17,203,818	7.7%	19,022,184	17,114,083	11.1%
	160,061,276	156,403,087	2.3%	159,238,984	154,055,029	3.4%
Riverside County						
Autos And Transportation	13,067,720	11,819,253	10.6%	13,130,390	11,799,844	11.3%
Building And Construction	7,713,855	7,621,772	1.2%	7,626,844	7,135,191	6.9%
Business And Industry	13,896,086	10,167,700	36.7%	10,488,107	10,292,171	1.9%
Food And Drugs	4,911,157	4,983,096	-1.4%	4,462,262	4,419,489	1.0%
Fuel And Service Stations	8,267,613	9,583,983	-13.7%	8,268,745	9,152,847	-9.7%
General Consumer Goods	22,826,771	21,668,270	5.3%	22,642,141	21,560,399	5.0%
Restaurants And Hotels	9,091,785	8,092,170	12.4%	8,772,405	8,057,603	8.9%
Transfers & Unidentified	31,638	-3,577	984.6%	3,688	13,202	-72.1%
County & State Pool	6,387,310	8,297,155	-23.0%	9,810,087	8,514,228	15.2%
	86,193,935	82,229,822	4.8%	85,204,670	80,944,973	5.3%
San Bernardino County						
Autos And Transportation	13,134,988	12,004,237	9.4%	13,440,535	11,905,247	12.9%
Building And Construction	6,132,336	6,279,504	-2.3%	6,182,427	5,776,198	7.0%
Business And Industry	16,439,117	14,320,502	14.8%	15,905,008	16,382,222	-2.9%
Food And Drugs	3,962,408	3,989,004	-0.7%	3,670,673	3,544,932	3.5%
Fuel And Service Stations	10,031,900	10,698,848	-6.2%	10,051,982	10,395,101	-3.3%
General Consumer Goods	20,958,102	19,901,900	5.3%	20,504,852	19,818,074	3.5%
Restaurants And Hotels	7,716,858	6,990,849	10.4%	7,488,910	6,883,256	8.8%
Transfers & Unidentified	21,417	3,736	473.3%	12,482	9,220	35.4%
County & State Pool	10,078,476	8,873,579	13.6%	10,057,339	9,435,135	6.6%
	88,475,601	83,062,160	6.5%	87,314,209	84,149,383	3.8%
San Diego County						
Autos And Transportation	20,449,617	19,328,023	5.8%	20,563,187	19,208,033	7.1%
Building And Construction	9,912,831	8,667,482	14.4%	9,877,788	8,575,049	15.2%
Business And Industry	17,271,192	15,318,394	12.7%	16,493,721	15,876,543	3.9%
Food And Drugs	7,805,245	7,652,476	2.0%	7,270,000	6,913,422	5.2%
Fuel And Service Stations	11,212,174	13,474,817	-16.8%	11,312,148	12,685,801	-10.8%
General Consumer Goods	37,987,045	37,423,137	1.5%	37,832,093	37,258,734	1.5%
Restaurants And Hotels	18,280,960	16,949,602	7.9%	17,864,556	16,792,069	6.4%
Transfers & Unidentified	19,759	1,261	***. **%	3,416	24,156	-85.9%
County & State Pool	17,825,605	16,253,243	9.7%	18,056,183	16,290,953	10.8%
	140,764,428	135,068,435	4.2%	139,273,093	133,624,760	4.2%

SOUTHERN CALIFORNIA**ACTUAL/ADJUSTED COMPARISON - BY COUNTY AND MAJOR INDUSTRY GROUP**

	ACTUAL RECEIPTS			ADJUSTED FOR ECONOMIC DATA		
	4Q 2014	4Q 2013	% Change	4Q 2014	4Q 2013	% Change
Ventura County						
Autos And Transportation	6,229,294	5,729,120	8.7%	6,220,562	5,730,933	8.5%
Building And Construction	2,338,914	2,413,701	-3.1%	2,336,735	2,183,651	7.0%
Business And Industry	5,524,446	5,029,657	9.8%	5,226,571	4,985,097	4.8%
Food And Drugs	2,120,667	2,059,557	3.0%	1,959,454	1,895,128	3.4%
Fuel And Service Stations	2,964,757	3,544,862	-16.4%	2,919,363	3,329,708	-12.3%
General Consumer Goods	9,329,114	9,307,883	0.2%	9,294,252	9,266,664	0.3%
Restaurants And Hotels	3,702,616	3,480,958	6.4%	3,607,947	3,429,649	5.2%
Transfers & Unidentified	9,468	-638	***. *%	890	10,242	-91.3%
County & State Pool	3,676,100	3,659,652	0.4%	3,863,449	3,616,900	6.8%
	35,895,375	35,224,754	1.9%	35,429,226	34,447,973	2.8%
Southern California Totals						
Autos And Transportation	134,217,740	124,390,377	7.9%	135,469,340	124,413,065	8.9%
Building And Construction	59,426,841	56,359,722	5.4%	59,318,260	54,552,212	8.7%
Business And Industry	134,174,344	119,518,037	12.3%	127,180,910	121,997,513	4.2%
Food And Drugs	50,684,522	50,149,812	1.1%	45,723,695	43,990,566	3.9%
Fuel And Service Stations	80,270,676	93,471,342	-14.1%	81,302,568	89,999,442	-9.7%
General Consumer Goods	239,482,290	231,313,602	3.5%	237,420,991	230,889,077	2.8%
Restaurants And Hotels	114,589,389	105,122,867	9.0%	111,462,301	103,669,501	7.5%
Transfers & Unidentified	538,382	32,391	***. *%	47,650	768,512	-93.8%
County & State Pools	105,733,459	97,999,260	7.9%	110,442,657	100,388,208	10.0%
	919,117,643	878,357,411	4.6%	908,368,373	870,668,096	4.3%
HdL State Totals						
Autos And Transportation	228,876,095	213,550,588	7.2%	230,653,098	213,006,793	8.3%
Building And Construction	112,761,380	108,555,618	3.9%	112,492,538	104,669,814	7.5%
Business And Industry	248,140,669	228,803,526	8.5%	237,776,775	232,789,959	2.1%
Food And Drugs	91,998,307	89,959,668	2.3%	86,126,918	83,194,493	3.5%
Fuel And Service Stations	149,452,974	166,647,991	-10.3%	148,305,869	165,464,507	-10.4%
General Consumer Goods	405,857,121	393,778,550	3.1%	402,760,694	392,823,132	2.5%
Restaurants And Hotels	193,176,733	177,631,324	8.8%	188,164,026	175,190,053	7.4%
Transfers & Unidentified	689,921	176,221	291.5%	118,644	1,046,004	-88.7%
County & State Pools	202,772,397	193,629,767	4.7%	212,704,486	194,860,573	9.2%
	1,633,725,596	1,572,733,251	3.9%	1,619,103,048	1,563,045,329	3.6%



CITY OF ENCINITAS

ENCINITAS GEO AREAS I - 13 QUARTER HISTORY

Geo Area Names

Sales Tax by Geographic areas

Encinitas Town Center & Enci
Count: 103

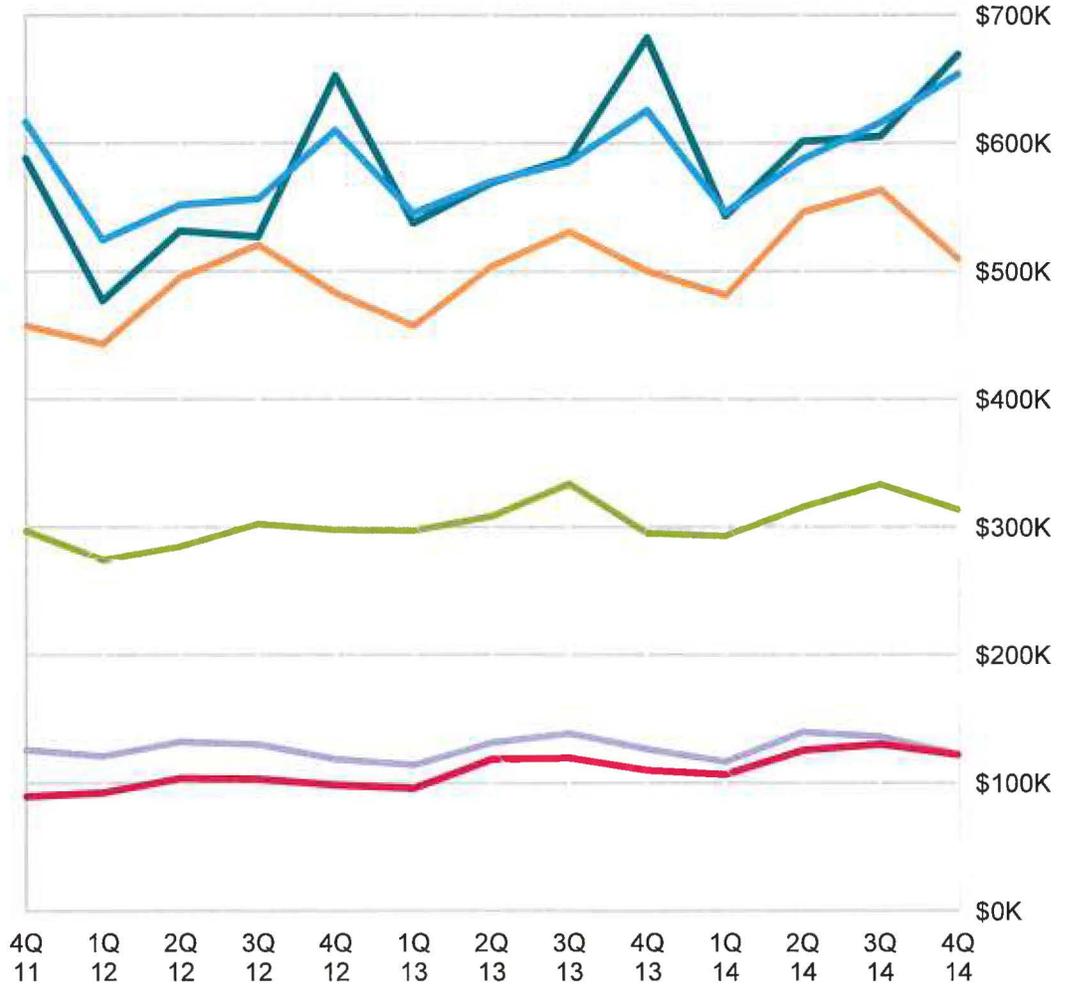
NW El Camino Real Business
Count: 312

Old Encinitas (new)
Count: 730

NE El Camino Real Business
Count: 236

North Coastal Encinitas (new)
Count: 401

Leucadia (new)
Count: 396



* Periods Shown Reflect the Period in Which the Sales Occurred - Point of Sale



CITY OF ENCINITAS

ENCINITAS GEO AREAS 2 - 13 QUARTER HISTORY

Geo Area Names

Sales Tax by Geographic areas

Cardiff by the Sea (new)

Count: 434

SE El Camino Real Business I

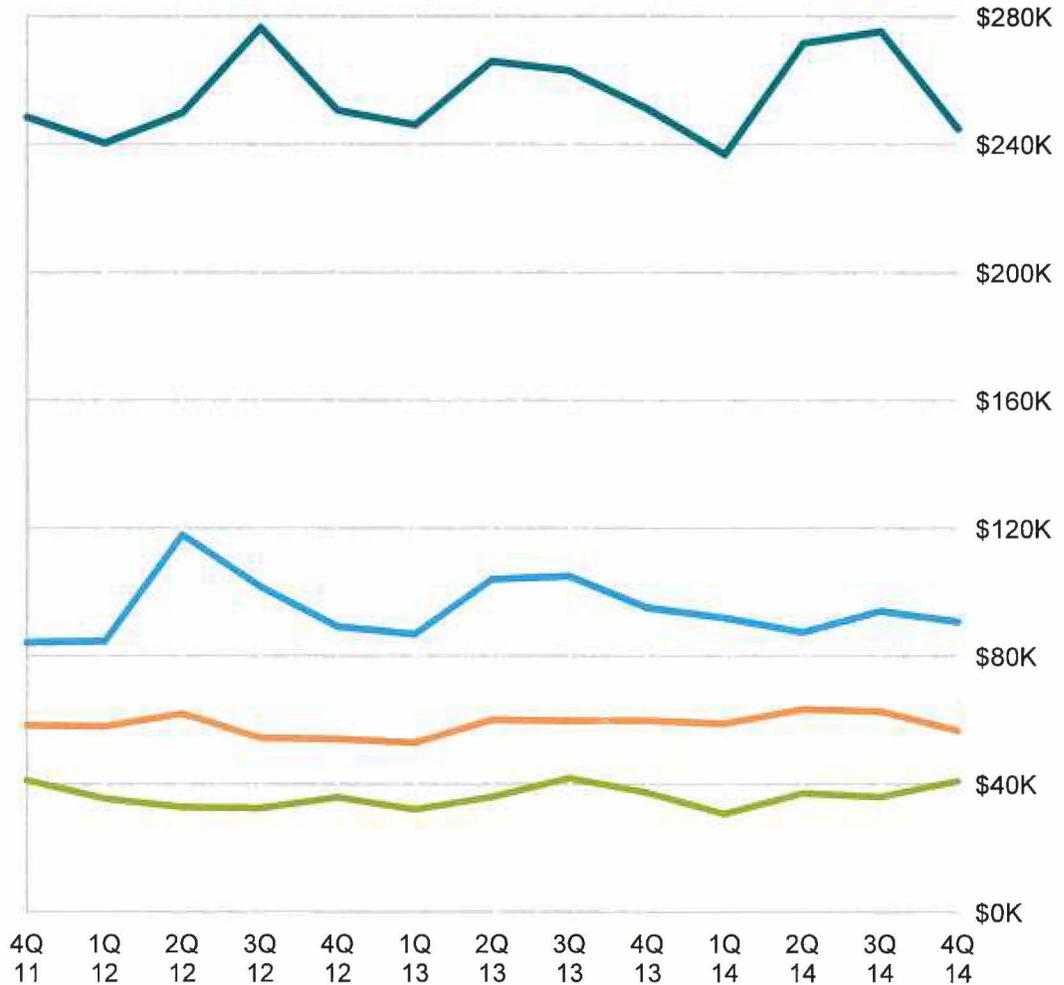
Count: 161

Encinitas Corridor & SE El Ca

Count: 155

Olivenhain (new)

Count: 165



* Periods Shown Reflect the Period in Which the Sales Occurred - Point of Sale



CITY OF ENCINITAS

MAJOR INDUSTRY GROUPS - 13 QUARTER HISTORY

Sales Tax by Major Industry Group

General Consumer Goods

Count: 1,765

Restaurants And Hotels

Count: 253

Autos And Transportation

Count: 105

Fuel And Service Stations

Count: 28

Food And Drugs

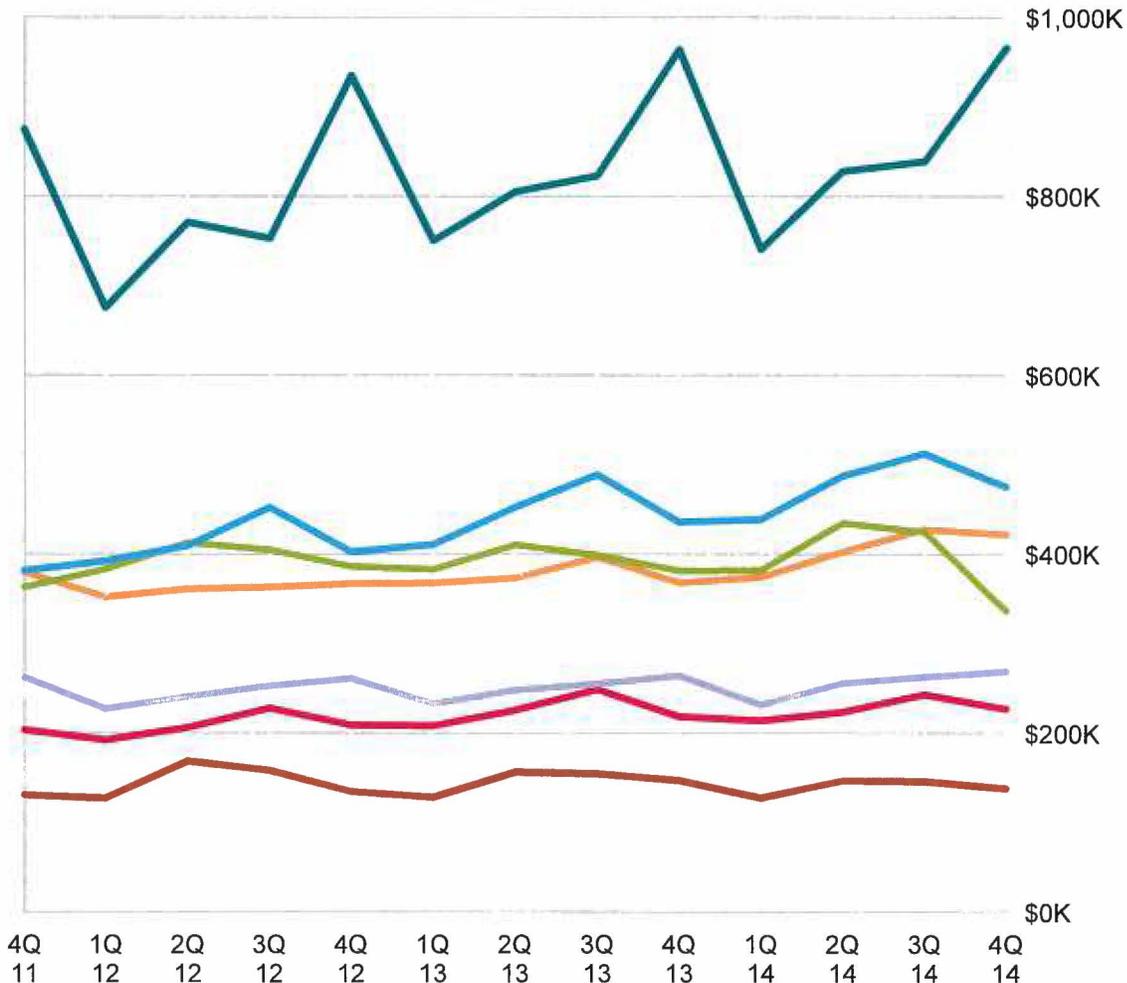
Count: 89

Building And Construction

Count: 75

Business And Industry

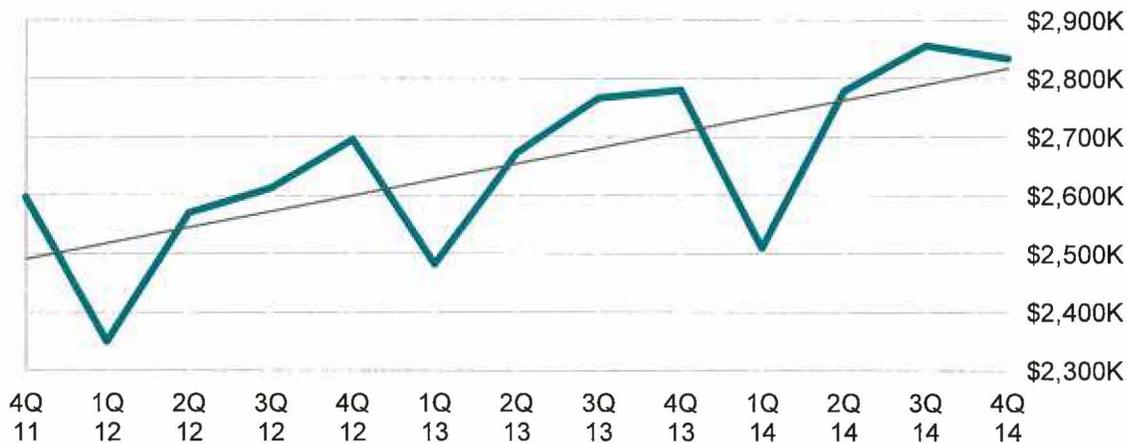
Count: 959



Agency Trend

Encinitas

13 Quarter Trend: +13.1%



Periods shown reflect the period in which the sales occurred - Point of Sale



CITY OF ENCINITAS

AGENCY COMPARISONS

Per Capita Sales

Encinitas

Count: 3,275

Carlsbad

Count: 4,841

Oceanside

Count: 5,011

Escondido

Count: 4,620

Vista

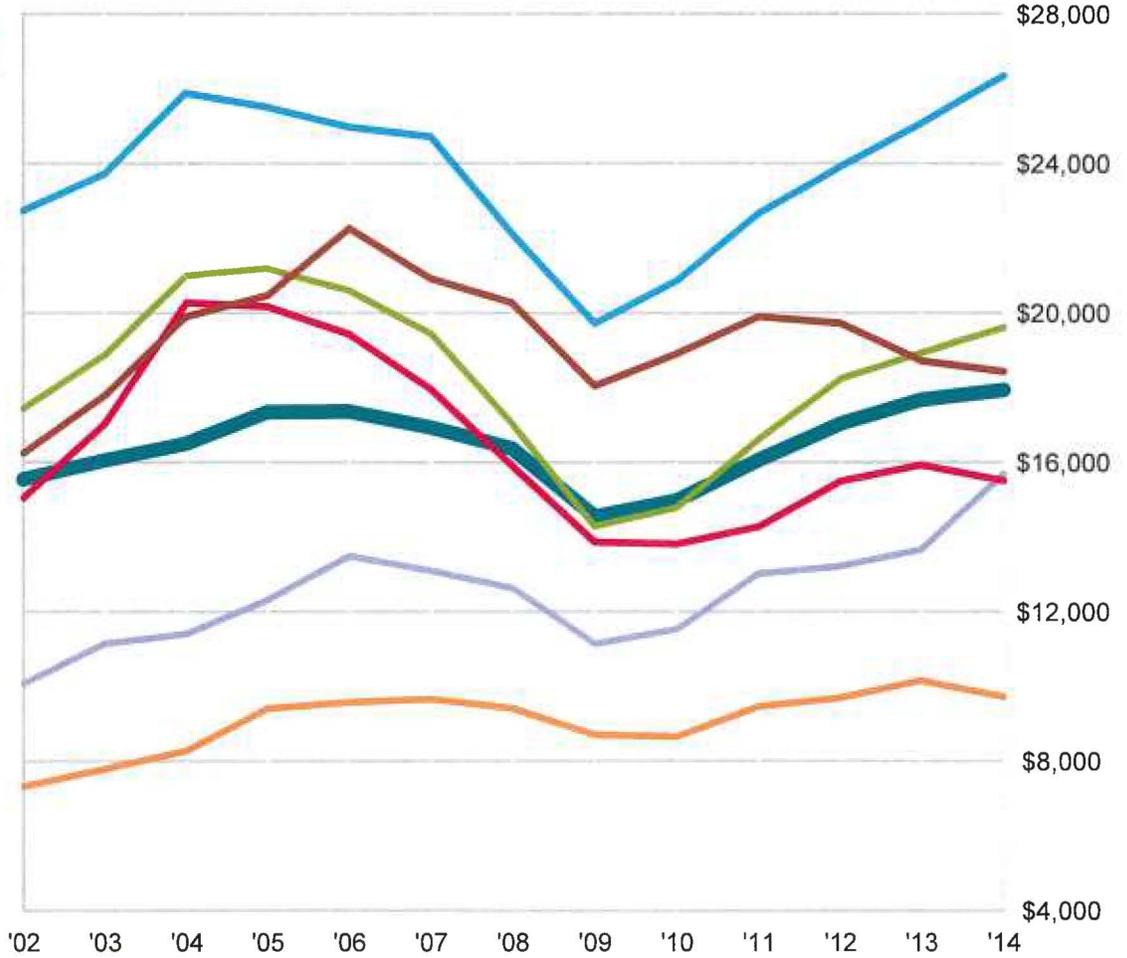
Count: 2,884

San Marcos

Count: 2,670

Solana Beach

Count: 921



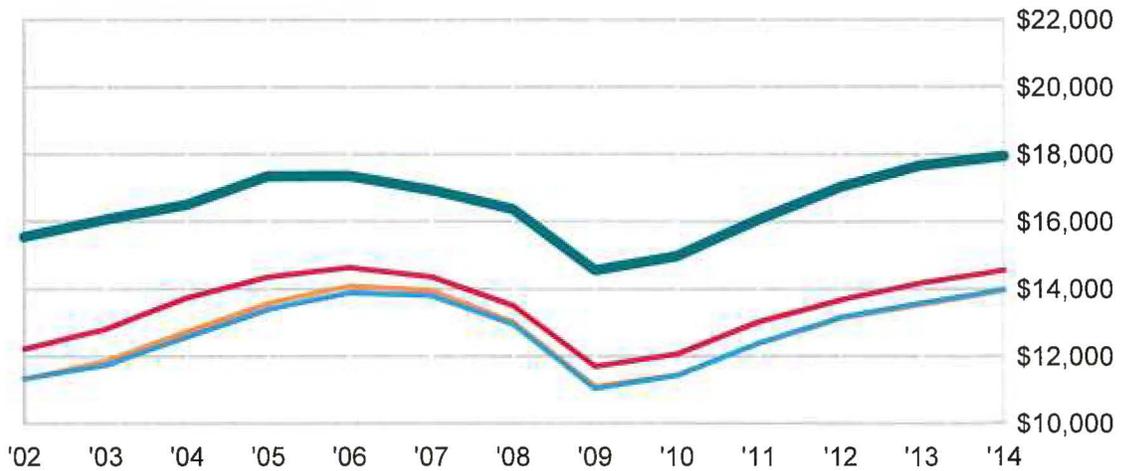
Per Capita Sales

Encinitas

San Diego County

Southern California

California



Periods shown reflect the period in which the sales occurred - Point of Sale



CITY OF ENCINITAS

SALES TAX REVENUES BY GEOGRAPHIC AREA - 4Q 2014

Geographic Area	Count	Current Year			Prior Year 4Q 2013	4Q 2014	3Q 2014	2Q 2014	1Q 2014	4Q 2013	3Q 2013	2Q 2013	1Q 2013
		4Q 2014	% Chg.	% of Ttl.									
CBS - CARDIFF BY THE SEA	454	249,525	-14.7%	8.7%	292,457	249,525	277,537	284,474	244,717	292,457	255,400	257,352	252,740
ENC - NEW ENCINITAS	801	1,782,785	5.7%	62.4%	1,685,879	1,782,785	1,696,966	1,656,195	1,514,755	1,685,879	1,699,516	1,587,482	1,515,154
LCD - LEUCADIA	533	171,114	12.2%	6.0%	152,488	171,114	186,510	191,752	160,674	152,488	174,161	171,443	149,466
OEN - OLD ENCINITAS	918	534,480	-1.7%	18.7%	543,940	534,480	587,388	581,489	490,377	543,940	535,714	482,673	487,680
OLN - OLIVENHAIN	203	61,658	-4.5%	2.2%	64,544	61,658	61,959	63,802	41,669	64,544	74,523	76,920	54,731
Totals For Listed Geo Areas	2,909	2,799,562	2.2%	98.0%	2,739,309	2,799,562	2,810,359	2,777,712	2,452,192	2,739,309	2,739,314	2,575,870	2,459,771
Totals For All Outlets	3,276	2,856,402	2.3%	100.0%	2,793,351	2,856,402	2,864,051	2,832,618	2,507,096	2,793,351	2,792,941	2,629,184	2,518,145

* Businesses may be in overlapping geo areas. Totals may be greater than 100%.