City of Monterey
Sales Tax Digest Summary

Collections through December 2017
Sales through September 2017 (2017Q3)

CALIFORNIA’S ECONOMIC OUTLOOK
California sales tax receipts increased by 4.3% over the same quarter from the previous year, with Northern California reporting a 5.2% increase compared to 3.6% for Southern California. Receipts for the City of Monterey changed by .1% over the same periods.

- **Federal Tax Reform Bill’s Impact on California.** Economic growth may be reduced if the housing market is dampened. Employment and income growth may increase in 2018 because of the investment incentive. (UCLA Anderson)
- **2017 Holiday Season May Mean Retail’s Big Comeback.** U.S. retail spending, excluding the automotive category, was up 4.9% for the months of November and December in 2017 compared to the same period last year. (Mastercard SpendingPulse Report)
- **Employment in California Still Going Strong.** The unemployment rate was at 4.7% in September 2017, compared to 5.2% in the same period of 2016. Looking at the same period from 1990 to present, the unemployment rate has only been lower in two years, 2000 and 2006 which were both at 4.6%. (EDD)

LOCAL RESULTS

<table>
<thead>
<tr>
<th>Net Cash Receipts Analysis</th>
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<tbody>
<tr>
<td>Local Collections</td>
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<tr>
<td>Share of County Pool (12.26%)</td>
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<td>Share of State Pool (.14%)</td>
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<tr>
<td>SBE Net Collections</td>
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<tr>
<td>Less: Amount Due County 0.0%</td>
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<tr>
<td>Less: Cost of Administration</td>
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<tr>
<td>Net 3Q2017 Receipts</td>
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<tr>
<td>Net 3Q2016 Receipts</td>
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<tr>
<td>Actual Percentage Change</td>
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Business Activity Performance Analysis

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<thead>
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<tbody>
<tr>
<td>Local Collections</td>
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<tr>
<td>Less: Payments for Prior Periods</td>
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<tr>
<td>Preliminary 3Q2017 Collections</td>
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<tr>
<td>Projected 3Q2017 Late Payments</td>
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<tr>
<td>Projected 3Q2017 Final Results</td>
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<tr>
<td>Actual 3Q2016 Results</td>
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<tr>
<td>Projected Percentage Change</td>
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HISTORICAL CASH COLLECTIONS ANALYSIS BY QUARTER

![Graph showing historical cash collections by quarter](image)

TOP 25 SALES/USE TAX CONTRIBUTORS
The following list identifies Monterey’s Top 25 Sales/Use Tax contributors. The list is in alphabetical order and represents sales from October 2016 to September 2017. The Top 25 Sales/Use Tax contributors generate 39.7% of Monterey’s total sales and use tax revenue.

APPLE STORES
AT & T MOBILITY
BUBBA GUMP SHRIMP COMPANY
CHEVRON SERVICE STATIONS
CVS/PHARMACY
EARLYCHILDHOOD.COM
EDGES ELECTRICAL GROUP
FISH HOPPER RESTAURANT
HYATT HOTELS & RESORTS
INTERCONTINENTAL THE CLEMENT
LALLA GRILL
M & S BUILDING SUPPLY
MACY’S DEPARTMENT STORE
MONTEREY BAY AQUARIUM
MONTEREY MARRIOTT HOTEL
MONTEREY PLAZA HOTEL
OLD FISHERMAN’S GROTTO
PEBBLE BEACH RESORT
PORTOLA PLAZA HOTEL
QUIK STOP MARKETS
SCALES SEAFOOD & STEAKS
STAHL MOTOR COMPANY
TESORO SERVICE STATIONS
UNION 76 SERVICE STATIONS
WHOLE FOODS MARKET
HISTORICAL SALES TAX AMOUNTS
The following chart shows the sales tax level from sales through September 2017, the highs, and the lows for each segment over the last two years.

ANNUAL SALES TAX BY BUSINESS CATEGORY

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FIVE-YEAR ECONOMIC TREND: Auto Sales - New

PER CAPITA BY BUSINESS SEGMENT
This chart shows sales tax per capita from business segments from October 2016 to September 2017.
City of Monterey

FINAL RESULTS: October 2016 - September 2017 Sales
Local Net Cash Collections $2,159,110
Less: Pool Amounts ($213,974)
Less: Prior Quarter Payments ($107,520)
Add: Late Payments $39,015
Local Net Economic Collections after Adjustments $1,876,631
Percent Change from October 2015 – September 2016 Sales DOWN BY 2.9%

MUNISERVICES’ ON-GOING AUDIT RESULTS
This Quarter $22,485
Total to Date $3,702,486