City of Monterey
Sales Tax Digest Summary

Collections through September 2017
Sales through June 2017 (2017Q2)

CALIFORNIA’S ECONOMIC OUTLOOK
California sales tax receipts increased by 4.2% over the same quarter from the previous year, with Northern California reporting a 1.7% increase compared to 6.1% for Southern California. Receipts for the City of Monterey changed by .8% over the same periods.

- **Retail industry possibly in for a major transformation.** With Amazon’s purchase of Whole Foods, consumer shopping behavior may begin to change both online and offline. Amazon can now use the brick & mortar platform to test products, price points and assortment interactions. (Harvard Business Review)
- **Retail sales expected to rise this holiday season.** The National Retail Federation expects retail sales to grow by as much as 4% or at least match the 3.6% growth experienced last year. Their optimism is due to the strong growth in online sales, which are expected to increase between 8% and 12%. (NRF)
- **California’s unemployment rate continues to drop.** The rate was at 4.9% in June, 0.7% under the 2016 rate for the same period. Total unemployment decreased by -11.5% during the same period, while labor force increased by 0.2%. (EDD)

LOCAL RESULTS

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<thead>
<tr>
<th>Net Cash Receipts Analysis</th>
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<tr>
<td>Local Collections</td>
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<tr>
<td>Share of County Pool (12.20%)</td>
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<td>Share of State Pool (.13%)</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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<td>Less: Cost of Administration</td>
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<td>Net 2Q2017 Receipts</td>
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<tr>
<td>Net 2Q2016 Receipts</td>
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<td>Actual Percentage Change</td>
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<thead>
<tr>
<th>Business Activity Performance Analysis</th>
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<tr>
<td>Local Collections</td>
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<tr>
<td>Less: Payments for Prior Periods</td>
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<tr>
<td>Preliminary 2Q2017 Collections</td>
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<td>Projected 2Q2017 Late Payments</td>
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<td>Projected 2Q2017 Final Results</td>
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<td>Actual 2Q2016 Results</td>
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<td>Projected Percentage Change</td>
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HISTORICAL CASH COLLECTIONS ANALYSIS BY QUARTER
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 July 2016 to June 2017. The Top 25 Sales/Use Tax contributors generate 39.8% of Monterey’s total sales and use tax revenue.

ALLIANCE SERVICE STATIONS
APPLE STORES
AT & T MOBILITY
BUBBA GUMP SHRIMP COMPANY
CHEVRON SERVICE STATIONS
CVS/PHARMACY
DAIMLER TRUST
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 PLAZA HOTEL
OLD FISHERMAN’S GROTTO
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 June 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 TRENDS: Business To Business

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

**FINAL RESULTS: July 2016 - June 2017 Sales**
- Local Net Cash Collections: $1,810,423
- Less: Pool Amounts: ($201,602)
- Less: Prior Quarter Payments: ($54,401)
- Add: Late Payments: $35,466
- Local Net Economic Collections after Adjustments: $1,589,887

**Percent Change from July 2015 – June 2016 Sales**: DOWN BY 2.9%

**MUNISERVICES’ ON-GOING AUDIT RESULTS**
- This Quarter: $41,678
- Total to Date: $3,698,369