

Quarterly Sales Tax Report

for the period ending December 2014

- Discretionary Report of fourth largest revenue source
 - 40% or \$2.3 million of the current year's budget was collected through December 2014.
 - Taxes collected at source during one quarter are remitted to City in next quarter
 - Example: Taxes collected in the store from July through September are sent to the City starting in October and ending in December.

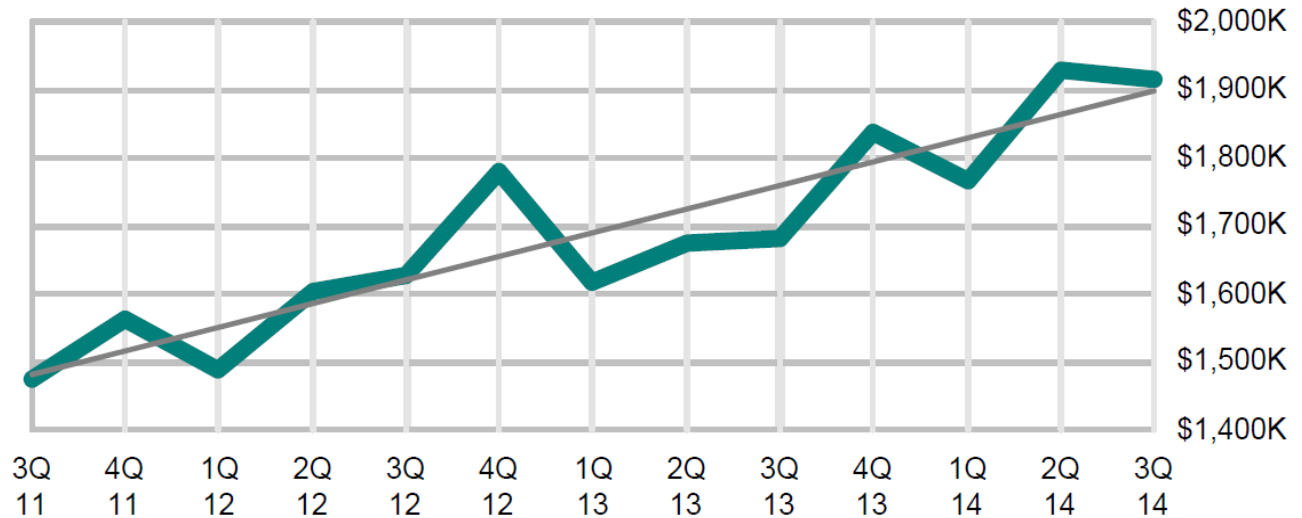
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Agency Trend

Alameda

13 Quarter Trend: +28.1%



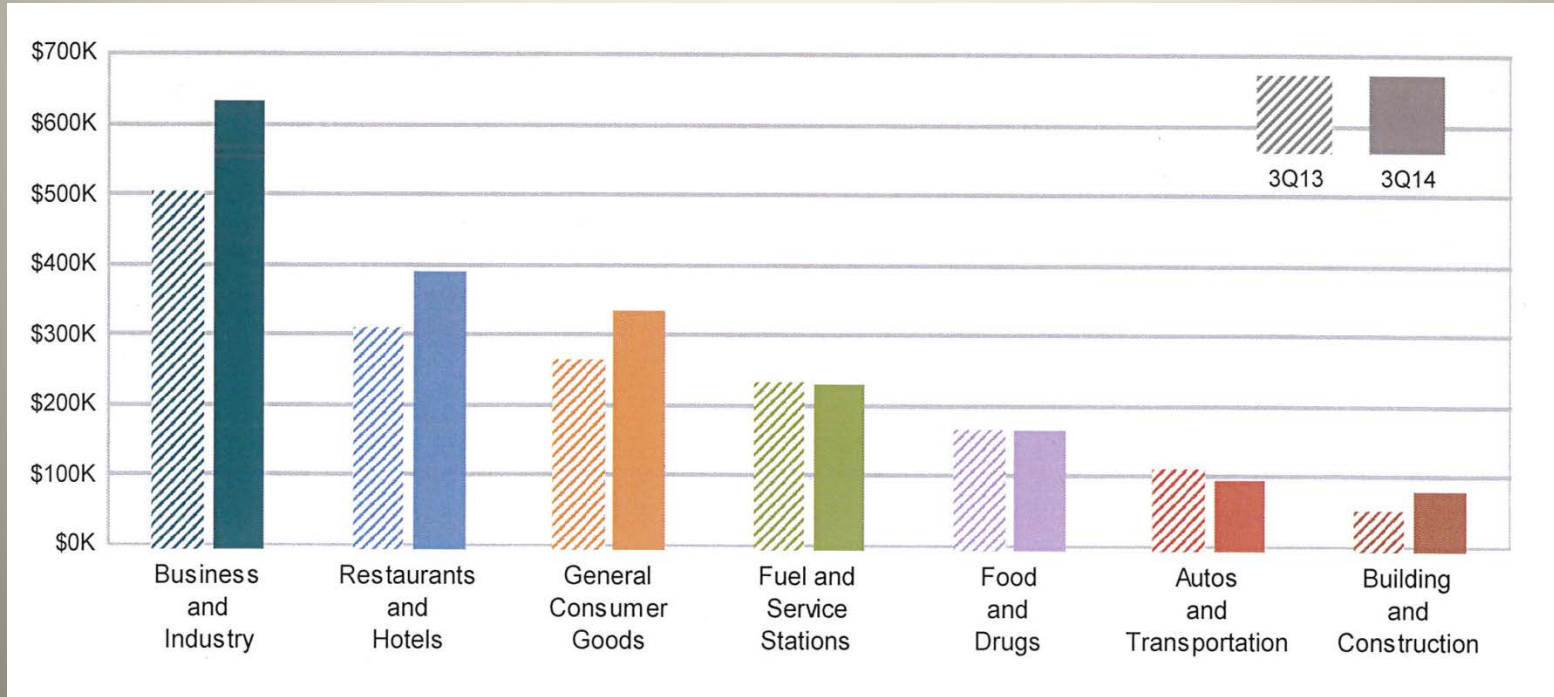
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- Citywide Sales Tax Trends
 - Sales Tax trends continues to be strong for the City
 - The top 25 businesses remitting sales tax represent 54%
 - The top 100 business remitting sales tax represent 78%
 - Largest gains this past quarter over last year
 - Business and Industry 25.5%
 - Restaurants and Hotels 25.1%
 - General Consumer Goods 26.7%
 - Countywide use tax pools have also increased as they are boosted by the rising shift to online shopping.

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- Transportation and Fuel saw a slight decline in the current quarter of 5% as a result of increased production
- The impact of falling gas prices:
 - Fuel prices continue to drop and in December dropped to the lowest in 5 years.
 - Lower fuel prices and gains in fuel efficiency may sustain lower fuel costs for much of 2015.
 - Partial offsets may be seen by increased travel/fuel consumption along with new green emission requirements that took place January 1, 2015.

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