

Quarterly Sales Tax Report

- Discretionary Report of fourth largest revenue source
 - Receive majority for general fund
 - smaller portion for public safety (Prop 172) not reported here
 - Taxes collected at source during one quarter are remitted to City in next quarter
 - Example: taxes collected in the store during Oct through Dec are remitted by the merchant to the State within 45 days. The State then remits to City in March, approximately 90 days

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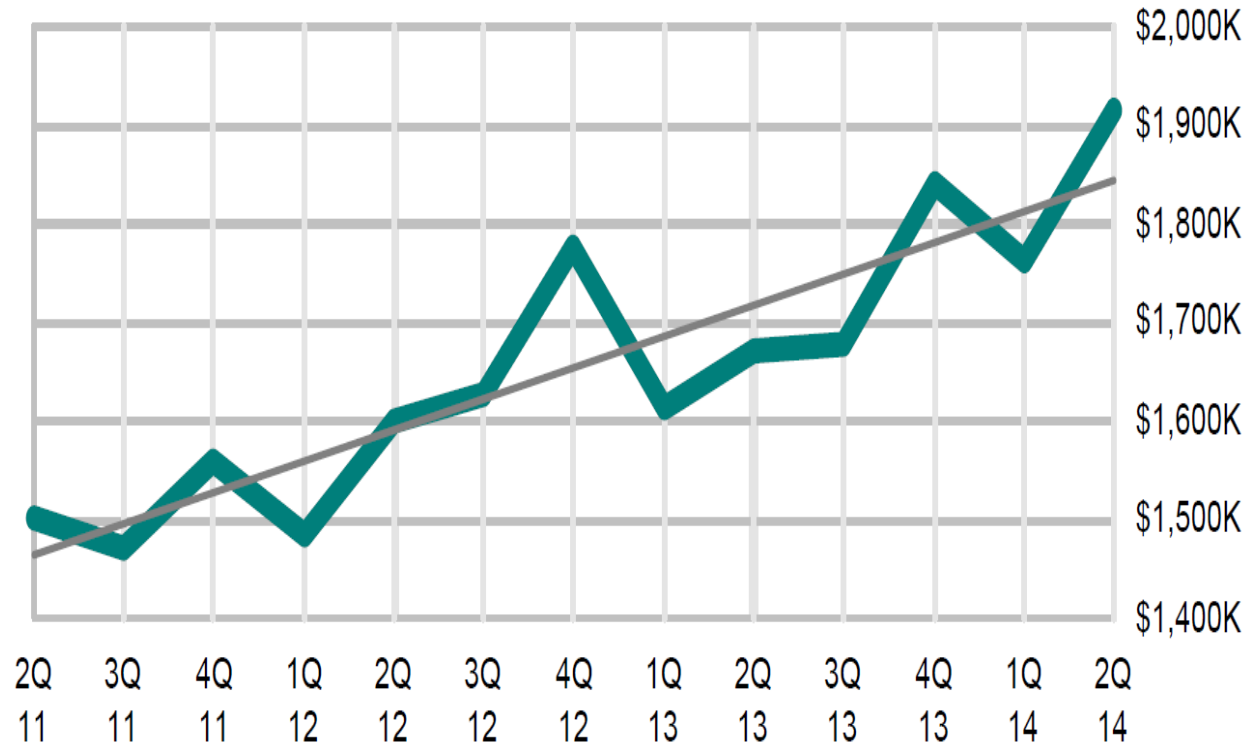
- Hired HdL Companies to receive confidential data from the State and provide various analyses to the City
 - Year over Year change by Major Industry Group
 - Historical trends over time by Major Industry Group
 - Historical trend for the City
 - Historical trend by geographic areas
 - Surplus/Gap Comparison (“leakage”) within retail category
 - County-wide comparisons
 - State-wide comparisons
 - Economic Analysis

Quarterly Sales Tax Report

Agency Trend

Alameda

13 Quarter Trend: +26.0%



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Alameda

Count: 3,082

Oakland

Count: 13,037

San Leandro

Count: 2,632

Albany

Count: 548

El Cerrito

Count: 671

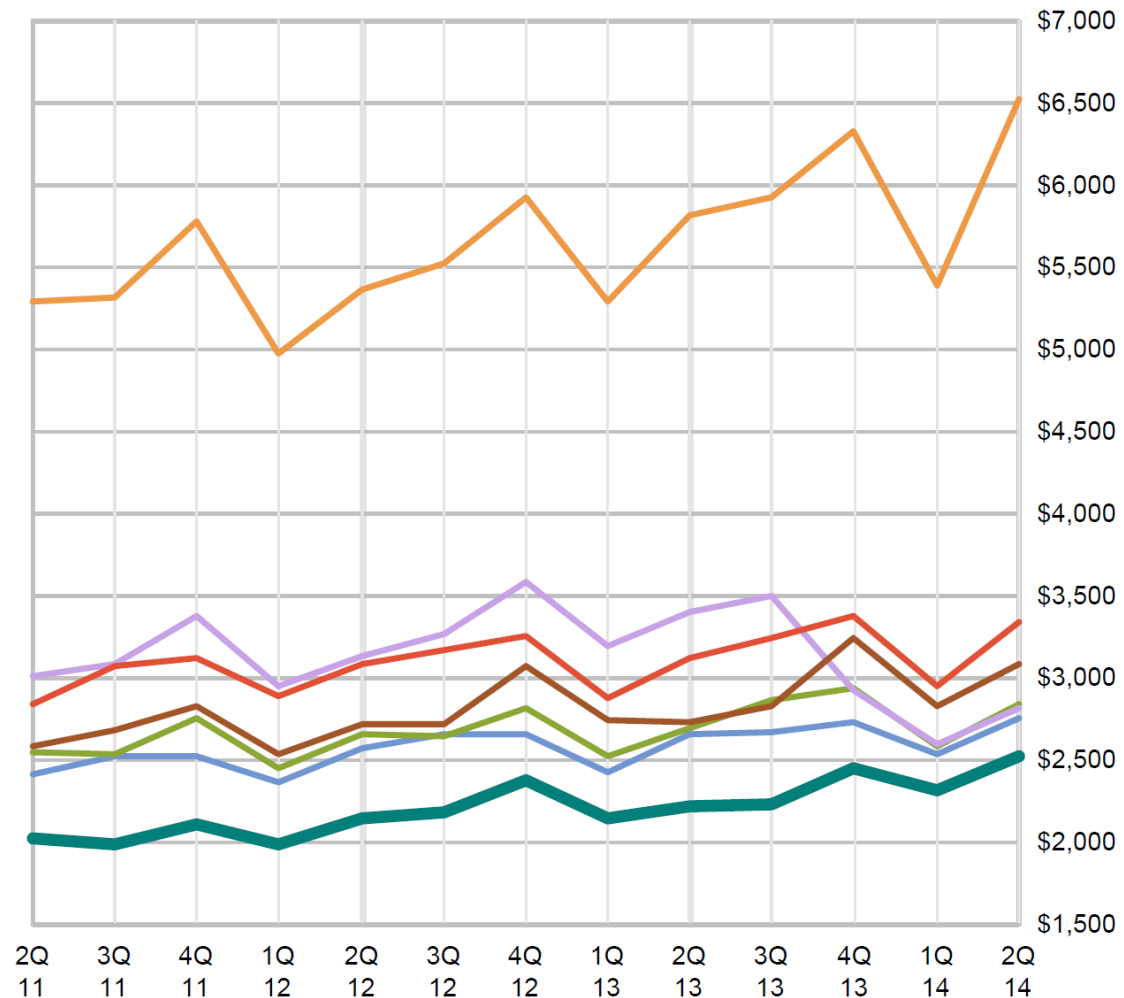
Berkeley

Count: 4,850

Richmond

Count: 2,166

Per Capita Sales



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- Lagging indicator but worth tracking
- May alter the items reported somewhat