

# CITY OF ENCINITAS

## Memorandum

June 12, 2014

**TO:** Distribution List – Attached

**VIA:** Gus Vina, City Manager

**FROM:** Tim Nash, Finance Director  
Teri Shoemaker, Finance Manager

**SUBJECT:** Encinitas Sales Tax Report  
First Quarter Receipts for Fourth Quarter Sales (Oct – Dec 2013)

The Encinitas Sales Tax Report is derived from information provided by HdL Companies. The reported figures are based upon sales occurring during Oct – December 2013. 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 based on what was received during the same period last year.

For the City of Encinitas first quarter sales tax revenue from local businesses totaled \$2,793,351 and from the County and State pool allocation \$382,115 which represents an 11.3% and 18.3% increase respectively over the same period last year. Total revenue was \$3,175,465 which represents a 12.1% overall increase. Actual sales tax revenue for all of San Diego County increased 8.9% over the comparable time period while Southern California as a whole was also up 8.9%.

The table below compares the increase or decrease by major industry group for the City, County and Southern California. Encinitas outpaced the County and State figures in the General Consumer Goods, Restaurants and Hotels, and Business and Industry categories but lagged the County and State in the Autos and Transportation and Food and Drugs categories.

The Building and Construction category experienced an aberration when the 4<sup>th</sup> quarter payment was made in the 3<sup>rd</sup> quarter of 2012 resulting in no payment in the 4<sup>th</sup> quarter of 2012.

| Major Industry Group      | City of Encinitas | San Diego County | Southern California |
|---------------------------|-------------------|------------------|---------------------|
| General Consumer Goods    | 3.5%              | 2.1%             | 3.2%                |
| Restaurants and Hotels    | 13.2%             | 7.7%             | 10.3%               |
| Autos and Transportation  | 3.1%              | 10.1%            | 9.9%                |
| Fuel and Service Stations | 4.3%              | 4.4%             | -1.1%               |
| Food and Drugs            | 15.8%             | 25.7%            | 33.7%               |
| Building and Construction | 274.1%            | 72.1%            | 69.2%               |
| Business and Industry     | 8.5%              | -3.3%            | 1.9%                |

Figure 1 compares the top 25 sales tax generating businesses with the total sales generated in the City of Encinitas. The top 25 sales tax producers generated 47% of the total sales tax receipts for the first quarter 2014 versus 45% this same time last year. For a complete list of the top 25 businesses, see Attachment A.

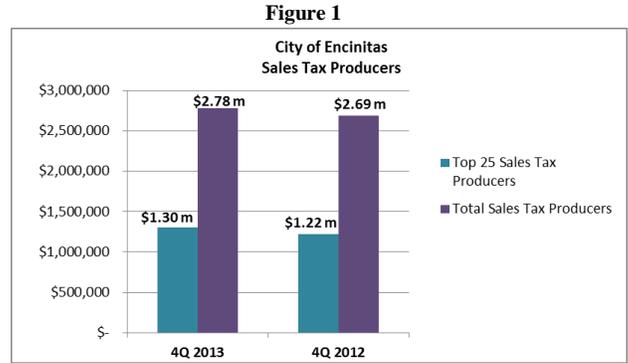
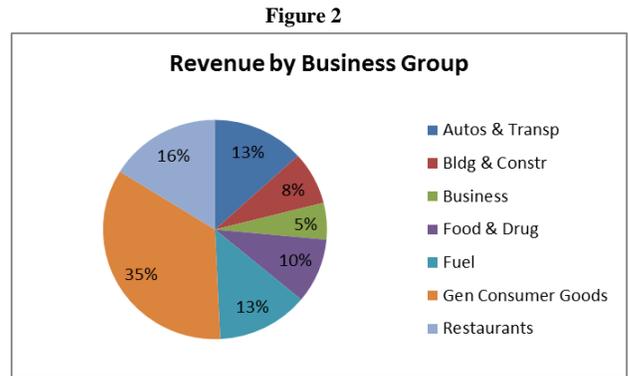


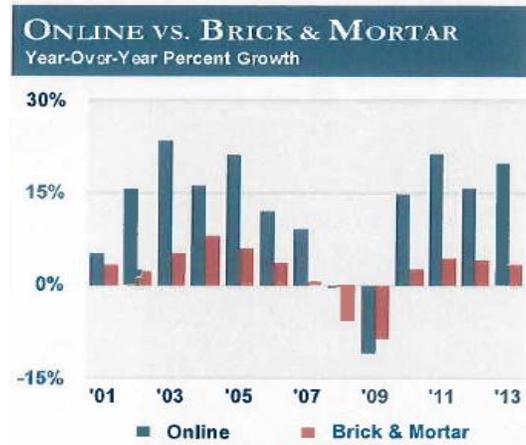
Figure 2 highlights the sales tax revenue by business group for the City. As the chart indicates a majority of the revenue generated for the first quarter comes from sale of general consumer goods and restaurants, followed by autos/transportation and fuel.



Revenue generated by business groups is unique to each jurisdiction and doesn't always mirror the trends established by the County and the State.

On a state-wide level, the local share of sales and use tax receipts from the 2013 holiday season rose 3.4% over the fourth quarter of 2012. Auto sales and leases and all categories of building and construction materials were substantially up over the previous year while tourism and convenience-driven consumer demand continue to produce healthy gains in restaurant related activities. Rising fuel efficiency resulted in lower receipts from service stations and petroleum supply companies while a slower pace in solar and alternative energy development reduced use tax receipts from the business/industrial segment.

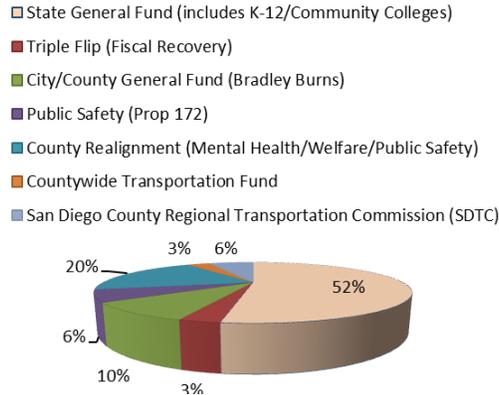
HdL reports in their Sales Tax Update, **Attachment A**, that tax receipts from holiday spending on general consumer goods at brick and mortar stores grew by 2.3% over last year's comparable quarter while local tax revenues from online purchases increased 16% and accounted for 10.3% of total general consumer good sales and use tax receipts.



The rise in online retail shopping accelerates trends that began 20 years ago by sellers of materials and equipment to business and industrial users. However, with the rise in social networking and use of mobile devices the general public is more comfortable with online purchasing, as depicted by the graph above.

Ever wonder where your sales and use tax dollars are going? The chart below breaks it down. Fifty-two percent goes to the State General Fund, while the City receives 13% from Bradley Burns and Triple Flip.

**Breakdown of 8% Sales Tax Rate  
 Effective January 2013**



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

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

The report is also available on the city's website at [www.cityofencinitas.org](http://www.cityofencinitas.org). Click on *Departments>Finance>Quarter Reports*.

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- City Council Members
- City Manager
- Cabinet Team
- Department Analysts

# Q4 2013



## City of Encinitas Sales Tax *Update*

First Quarter Receipts for Fourth Quarter Sales (October - December 2013)

### Encinitas In Brief

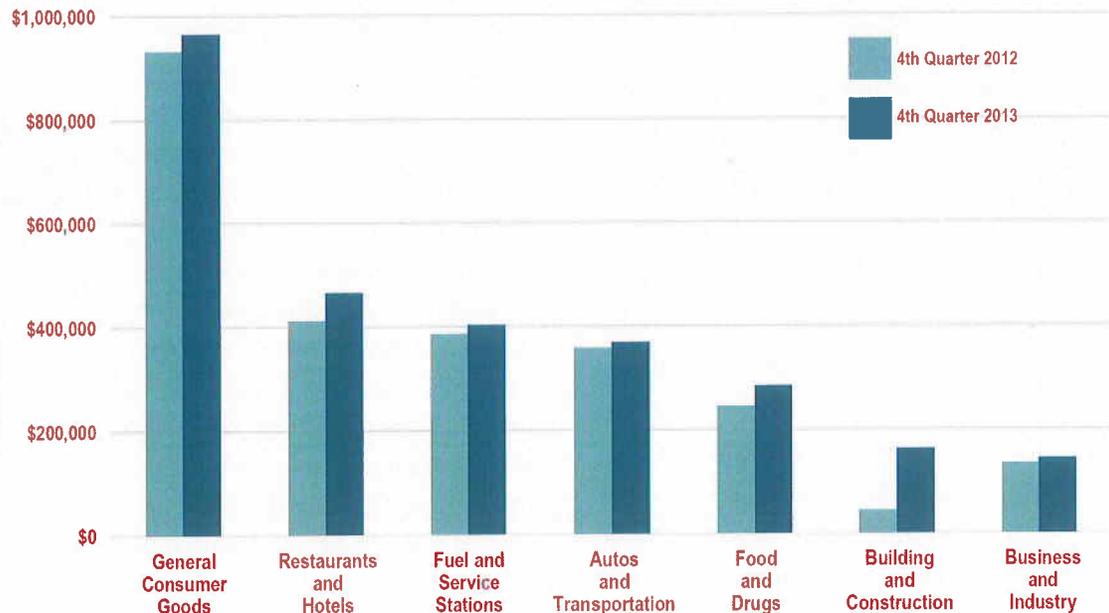
Receipts for Encinitas' October through December sales were 12.1% higher than the same quarter one year ago. Actual sales activity was up 3.6% when reporting aberrations were factored out.

A late payment in the comparison period exaggerated building and construction results. Receipts from service stations were temporarily inflated by the double-up of a previously late payment. Recent additions helped boost revenues from casual dining restaurants. The city experienced a strong sales quarter for several categories of general consumer goods.

The city's allocation from the county use tax pool increased overall results.

Adjusted for aberrations, taxable sales for all of San Diego County increased 3.3% over the comparable time period, while the Southern California region as a whole was up 2.7%.

### SALES TAX BY MAJOR BUSINESS GROUP



### TOP 25 PRODUCERS

IN ALPHABETICAL ORDER

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

### REVENUE COMPARISON

Three Quarters – Fiscal Year To Date

|                          | 2012-13              | 2013-14              |
|--------------------------|----------------------|----------------------|
| Point-of-Sale            | \$7,849,361          | \$8,215,476          |
| County Pool              | 929,207              | 1,053,627            |
| State Pool               | 3,447                | 4,852                |
| <b>Gross Receipts</b>    | <b>\$8,782,015</b>   | <b>\$9,273,955</b>   |
| <b>Less Triple Flip*</b> | <b>\$(2,195,504)</b> | <b>\$(2,318,489)</b> |

\*Reimbursed from county compensation fund

NOTES

**Statewide Results**

Excluding accounting anomalies, the local share of sales and use tax receipts from California's 2013 holiday spending rose 3.4% over the fourth quarter of 2012.

Auto sales and leases and all categories of building and construction materials were substantially up over the previous year while tourism and convenience-driven consumer demand continued to produce healthy gains in restaurant related revenues.

Sales of luxury goods and portable electronics did particularly well while cut backs in food stamp programs and unemployment benefits reduced spending at discount department stores and many value oriented retailers. Generally, the gains in sales from online purchases were higher than for brick and mortar stores.

Rising fuel efficiency resulted in lower receipts from service stations and petroleum supply companies while a slowing pace in solar and alternate energy development reduced use tax receipts from the business/industrial segment.

Spending patterns were fairly consistent throughout most regions.

**E-Commerce Spending Up**

Tax receipts from holiday spending on general consumer goods at brick and mortar stores grew by 2.3% over last year's comparable quarter while local tax revenues from online purchases increased 16% and accounted for 10.3% of total general consumer goods sales and use tax receipts.

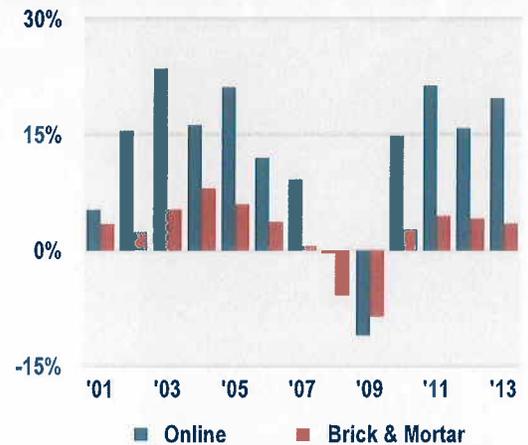
The rise in online retail shopping accelerates trends that began 20 years ago by sellers of materials and equipment to business and industrial users. Suppliers were able to take advantage of business preferences for the ease

of online ordering by consolidating sales offices and inventories into just a few locations.

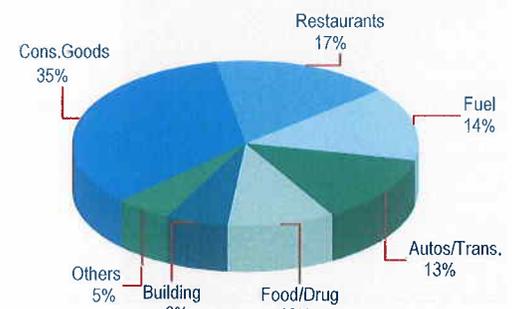
However, it was not until social networking and growth in the use of mobile devices that the general public became fully comfortable with online purchasing. Retail analysts expect the trend to expand and every major retailer is testing new concepts to reduce store size and overhead costs by driving more of their sales to centralized web-based order desks.

New technology, recent court decisions and legislative exemptions are constantly reducing what is taxable and has substantially altered the base on which the tax was created in 1933. The concentration of business supplies and now consumer goods into fewer and larger "points of sale" has accelerated competition for what is becoming a diminishing resource. Local governments are now bidding rebates up to 85% of the local tax collected in exchange for location of order desks.

**ONLINE VS. BRICK & MORTAR**  
Year-Over-Year Percent Growth



**REVENUE BY BUSINESS GROUP**  
Encinitas This Quarter



**ENCINITAS TOP 15 BUSINESS TYPES**

| Business Type                             | <i>*In thousands</i> |                  |               |                  |
|---|----------------------|------------------|---------------|------------------|
|   | Encinitas Q4 '13*    | Encinitas Change | County Change | HdL State Change |
| Art/Gift/Novelty Stores                   | 57.7                 | 13.8%            | 8.6%          | 8.4%             |
| Casual Dining                             | 245.1                | 10.3%            | 5.8%          | 6.1%             |
| Discount Dept Stores                      | — CONFIDENTIAL —     | —                | -1.0%         | 0.2%             |
| Drug Stores                               | 46.7                 | -0.3%            | 2.1%          | 2.5%             |
| Electronics/Appliance Stores              | 124.5                | -4.3%            | -5.3%         | -0.6%            |
| Family Apparel                            | 93.5                 | 2.4%             | 7.9%          | 6.3%             |
| Fine Dining                               | 66.0                 | 44.3%            | 12.9%         | 15.1%            |
| Grocery Stores Liquor                     | 161.2                | 25.2%            | 51.8%         | 38.6%            |
| Home Furnishings                          | 94.6                 | 6.0%             | 7.5%          | 8.0%             |
| Lumber/Building Materials                 | 114.8                | na               | 344.1%        | 265.6%           |
| New Motor Vehicle Dealers                 | — CONFIDENTIAL —     | —                | 7.8%          | 9.4%             |
| Quick-Service Restaurants                 | 111.1                | 1.3%             | 7.8%          | 7.9%             |
| Service Stations                          | 402.1                | 4.3%             | 6.8%          | -2.8%            |
| Specialty Stores                          | 87.5                 | 3.2%             | 8.4%          | 7.4%             |
| Sporting Goods/Bike Stores                | 115.4                | 3.7%             | 3.6%          | 5.4%             |
| <b>Total All Accounts</b>                 | <b>\$2,793.4</b>     | <b>11.3%</b>     | <b>8.1%</b>   | <b>8.7%</b>      |
| <b>County &amp; State Pool Allocation</b> | <b>\$382.1</b>       | <b>18.3%</b>     | <b>14.9%</b>  | <b>9.4%</b>      |
| <b>Gross Receipts</b>                     | <b>\$3,175.5</b>     | <b>12.1%</b>     | <b>8.9%</b>   | <b>8.8%</b>      |

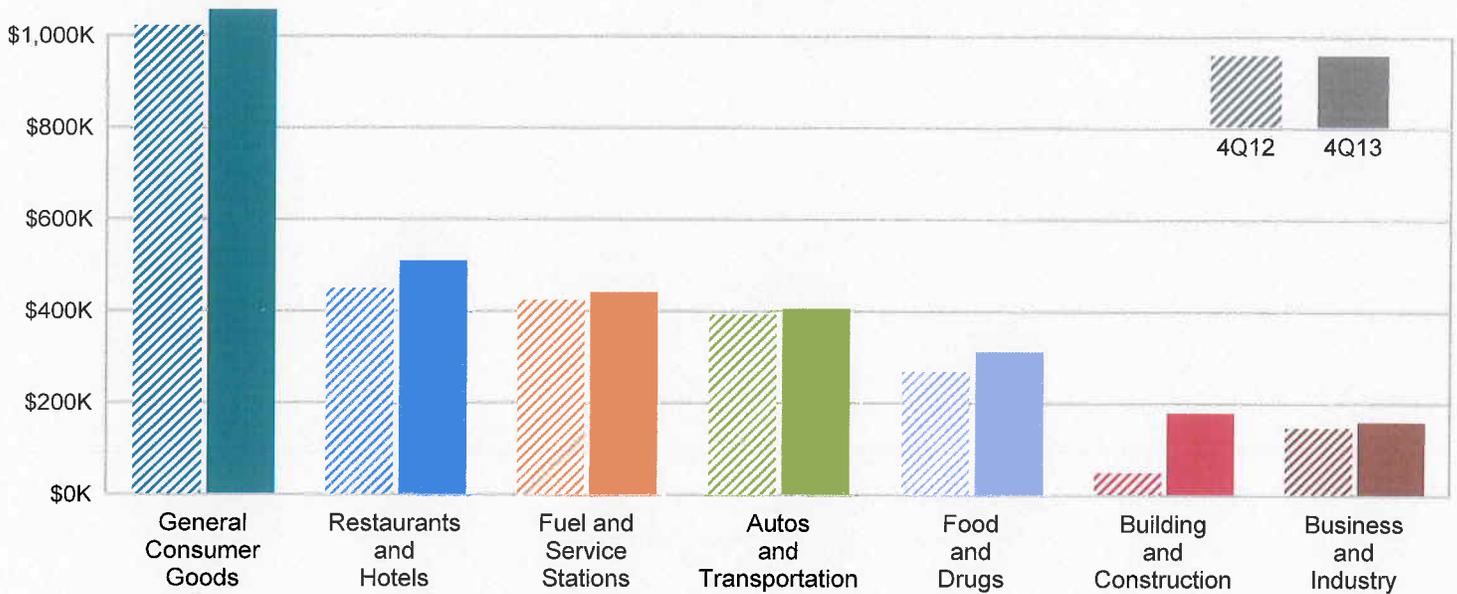


# CITY OF ENCINITAS

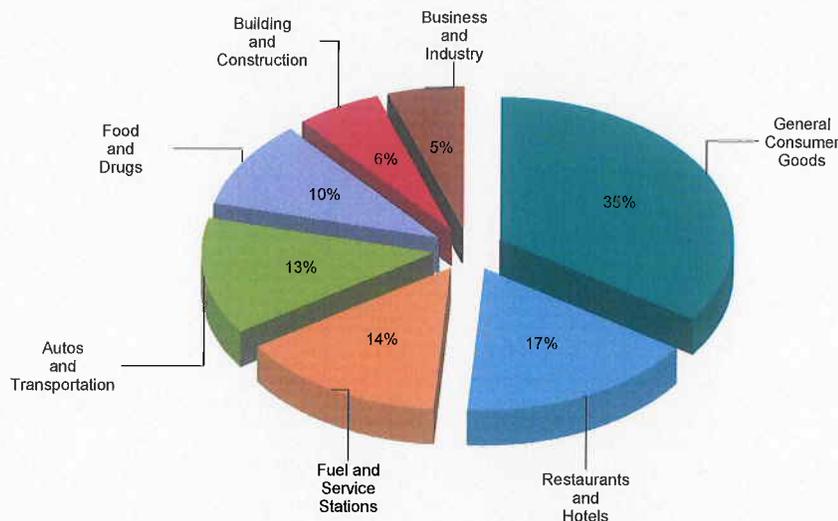
## MAJOR INDUSTRY GROUPS

| <u>Major Industry Group</u> | <u>Count</u> | <u>4Q13</u>      | <u>4Q12</u>      | <u>\$ Change</u> | <u>% Change</u> |
|-----------------------------|--------------|------------------|------------------|------------------|-----------------|
| General Consumer Goods      | 1,739        | 964,963          | 932,187          | 32,775           | 3.5%            |
| Restaurants and Hotels      | 251          | 465,622          | 411,307          | 54,315           | 13.2%           |
| Fuel and Service Stations   | 26           | 402,821          | 386,094          | 16,728           | 4.3%            |
| Autos and Transportation    | 106          | 369,175          | 358,014          | 11,160           | 3.1%            |
| Food and Drugs              | 85           | 283,457          | 244,698          | 38,759           | 15.8%           |
| Building and Construction   | 75           | 162,454          | 43,420           | 119,033          | 274.1%          |
| Business and Industry       | 891          | 144,860          | 133,523          | 11,337           | 8.5%            |
| Transfers & Unidentified    | 0            | 0                | 0                | 0                | -N/A-           |
| <b>Total</b>                | <b>3,173</b> | <b>2,793,351</b> | <b>2,509,243</b> | <b>284,107</b>   | <b>11.3%</b>    |

**4Q12 Compared To 4Q13**



**4Q13 Percent of Total**





# SAN DIEGO COUNTY ALL AGENCIES

## SALES TAX TRENDS FOR ALL AGENCIES - 4Q 2013 SALES

Agency allocations reflect "point of sale" receipts

| Agency Name         | Count         | Current Year<br>4Q 2013 | Prior Year<br>4Q 2012 | Share of<br>County Pool | Actual Receipt:<br>% Change | Adjusted*<br>% Change |
|---------------------|---------------|-------------------------|-----------------------|-------------------------|-----------------------------|-----------------------|
| Lemon Grove         | 600           | 992,464                 | 626,711               | 0.8%                    | + 58.4%                     | + 17.5%               |
| Del Mar             | 1,827         | 251,766                 | 256,373               | 0.2%                    | - 1.8%                      | + 12.1%               |
| Coronado            | 666           | 600,495                 | 535,352               | 0.5%                    | + 12.2%                     | + 9.4%                |
| La Mesa             | 1,902         | 2,879,632               | 2,621,060             | 2.4%                    | + 9.9%                      | + 7.1%                |
| Imperial Beach      | 440           | 186,919                 | 182,806               | 0.2%                    | + 2.3%                      | + 5.5%                |
| Vista               | 2,757         | 3,336,203               | 3,133,783             | 2.8%                    | + 6.5%                      | + 5.4%                |
| Escondido           | 4,612         | 7,432,210               | 6,682,387             | 6.3%                    | + 11.2%                     | + 4.7%                |
| San Marcos          | 2,550         | 3,996,573               | 3,344,598             | 3.4%                    | + 19.5%                     | + 4.7%                |
| San Diego Co. Uninc | 13,307        | 6,001,977               | 5,497,029             | 5.1%                    | + 9.2%                      | + 4.4%                |
| San Diego           | 43,698        | 56,714,734              | 53,077,344            | 47.7%                   | + 6.9%                      | + 4.3%                |
| Carlsbad            | 4,750         | 7,412,636               | 6,965,052             | 6.2%                    | + 6.4%                      | + 4.2%                |
| National City       | 2,095         | 3,576,623               | 3,395,922             | 3.0%                    | + 5.3%                      | + 3.7%                |
| Encinitas           | 3,173         | 2,793,351               | 2,509,243             | 2.4%                    | + 11.3%                     | + 3.4%                |
| Chula Vista         | 4,940         | 7,281,674               | 6,562,086             | 6.1%                    | + 11.0%                     | + 2.7%                |
| Santee              | 1,414         | 2,462,812               | 1,909,840             | 2.1%                    | + 29.0%                     | + 2.5%                |
| Oceanside           | 4,931         | 4,338,639               | 3,911,158             | 3.7%                    | + 10.9%                     | + 1.2%                |
| Poway               | 1,689         | 2,754,744               | 2,711,284             | 2.3%                    | + 1.6%                      | - 1.7%                |
| Solana Beach        | 915           | 619,090                 | 649,220               | 0.5%                    | - 4.6%                      | - 3.3%                |
| El Cajon            | 2,840         | 5,182,651               | 5,304,425             | 4.4%                    | - 2.3%                      | - 6.9%                |
| <b>Totals</b>       | <b>99,106</b> | <b>118,815,191</b>      | <b>109,875,673</b>    | <b>100.0%</b>           | <b>+ 8.1%</b>               | <b>+ 3.5%</b>         |
| San Diego Pool      | 19,008        | 16,170,190              | 14,063,191            |                         | + 15.0%                     | + 1.9%                |

|                              | ACTUAL RECEIPTS    |                    |              | ADJUSTED FOR ECONOMIC DATA |                    |             |
|------------------------------|--------------------|--------------------|--------------|----------------------------|--------------------|-------------|
|                              | 4Q 2013            | 4Q 2012            | % Change     | 4Q 2013                    | 4Q 2012            | % Change    |
| <b>Imperial County</b>       |                    |                    |              |                            |                    |             |
| Autos And Transportation     | 627,263            | 558,933            | 12.2%        | 624,882                    | 565,789            | 10.4%       |
| Building And Construction    | 486,915            | 179,409            | 171.4%       | 382,270                    | 285,211            | 34.0%       |
| Business And Industry        | 2,247,515          | 2,642,358          | -14.9%       | 2,239,854                  | 2,400,890          | -6.7%       |
| Food And Drugs               | 240,313            | 177,364            | 35.5%        | 209,921                    | 202,251            | 3.8%        |
| Fuel And Service Stations    | 1,029,143          | 992,128            | 3.7%         | 1,011,995                  | 979,842            | 3.3%        |
| General Consumer Goods       | 2,314,869          | 2,125,556          | 8.9%         | 2,306,210                  | 2,144,189          | 7.6%        |
| Restaurants And Hotels       | 449,050            | 418,220            | 7.4%         | 446,829                    | 420,655            | 6.2%        |
| Transfers & Unidentified     | -457               | -96                | -375.7%      | -457                       | 29                 | -1674.6%    |
| County & State Pool          | 821,661            | 511,797            | 60.5%        | 841,437                    | 833,289            | 1.0%        |
|                              | <b>8,216,272</b>   | <b>7,605,668</b>   | <b>8.0%</b>  | <b>8,062,942</b>           | <b>7,832,145</b>   | <b>2.9%</b> |
| <b>Los Angeles County</b>    |                    |                    |              |                            |                    |             |
| Autos And Transportation     | 52,420,000         | 48,361,510         | 8.4%         | 52,546,770                 | 49,105,364         | 7.0%        |
| Building And Construction    | 21,525,710         | 12,918,874         | 66.6%        | 21,412,103                 | 19,828,751         | 8.0%        |
| Business And Industry        | 48,676,093         | 50,047,690         | -2.7%        | 47,069,495                 | 50,778,049         | -7.3%       |
| Food And Drugs               | 23,805,307         | 16,907,458         | 40.8%        | 20,385,393                 | 19,649,075         | 3.7%        |
| Fuel And Service Stations    | 40,244,543         | 41,797,547         | -3.7%        | 38,668,220                 | 42,062,859         | -8.1%       |
| General Consumer Goods       | 99,873,634         | 96,376,539         | 3.6%         | 99,566,380                 | 97,429,293         | 2.2%        |
| Restaurants And Hotels       | 48,678,327         | 44,088,719         | 10.4%        | 47,983,884                 | 44,697,830         | 7.4%        |
| Transfers & Unidentified     | 39,116             | -7,653             | 611.1%       | 18,161                     | 23,087             | -21.3%      |
| County & State Pool          | 42,890,152         | 41,485,153         | 3.4%         | 44,614,357                 | 42,440,437         | 5.1%        |
|                              | <b>378,152,882</b> | <b>351,975,836</b> | <b>7.4%</b>  | <b>372,264,763</b>         | <b>366,014,745</b> | <b>1.7%</b> |
| <b>Orange County</b>         |                    |                    |              |                            |                    |             |
| Autos And Transportation     | 22,630,229         | 20,693,081         | 9.4%         | 22,647,159                 | 20,777,332         | 9.0%        |
| Building And Construction    | 9,512,422          | 5,940,749          | 60.1%        | 9,543,561                  | 8,748,382          | 9.1%        |
| Business And Industry        | 22,952,577         | 22,084,584         | 3.9%         | 22,212,002                 | 22,112,355         | 0.5%        |
| Food And Drugs               | 7,530,288          | 5,925,314          | 27.1%        | 6,754,511                  | 6,678,782          | 1.1%        |
| Fuel And Service Stations    | 14,822,751         | 15,509,006         | -4.4%        | 14,216,675                 | 15,677,225         | -9.3%       |
| General Consumer Goods       | 41,481,319         | 40,726,466         | 1.9%         | 41,256,780                 | 40,770,862         | 1.2%        |
| Restaurants And Hotels       | 20,276,735         | 17,667,095         | 14.8%        | 19,720,026                 | 18,788,102         | 5.0%        |
| Transfers & Unidentified     | -7,050             | -2,428             | -190.4%      | -6,884                     | 9,834              | -170.0%     |
| County & State Pool          | 17,203,818         | 15,442,311         | 11.4%        | 17,146,797                 | 15,996,881         | 7.2%        |
|                              | <b>156,403,087</b> | <b>143,986,179</b> | <b>8.6%</b>  | <b>153,490,627</b>         | <b>149,559,755</b> | <b>2.6%</b> |
| <b>Riverside County</b>      |                    |                    |              |                            |                    |             |
| Autos And Transportation     | 11,817,956         | 10,119,699         | 16.8%        | 11,806,363                 | 10,408,789         | 13.4%       |
| Building And Construction    | 7,646,250          | 4,365,353          | 75.2%        | 7,228,686                  | 6,130,498          | 17.9%       |
| Business And Industry        | 10,154,623         | 10,696,907         | -5.1%        | 10,155,417                 | 10,285,551         | -1.3%       |
| Food And Drugs               | 4,874,562          | 3,618,987          | 34.7%        | 4,361,879                  | 3,995,595          | 9.2%        |
| Fuel And Service Stations    | 9,678,859          | 9,351,472          | 3.5%         | 9,175,415                  | 9,384,186          | -2.2%       |
| General Consumer Goods       | 21,651,517         | 20,929,456         | 3.4%         | 21,610,788                 | 20,950,384         | 3.2%        |
| Restaurants And Hotels       | 8,112,476          | 7,551,202          | 7.4%         | 8,045,791                  | 7,550,949          | 6.6%        |
| Transfers & Unidentified     | -3,577             | -273               | -1208.9%     | -4,271                     | -58                | -7223.9%    |
| County & State Pool          | 8,297,155          | 8,046,934          | 3.1%         | 8,425,094                  | 8,123,752          | 3.7%        |
|                              | <b>82,229,822</b>  | <b>74,679,737</b>  | <b>10.1%</b> | <b>80,805,164</b>          | <b>76,829,647</b>  | <b>5.2%</b> |
| <b>San Bernardino County</b> |                    |                    |              |                            |                    |             |
| Autos And Transportation     | 12,453,075         | 11,169,832         | 11.5%        | 12,362,641                 | 11,336,414         | 9.1%        |
| Building And Construction    | 6,180,879          | 3,590,080          | 72.2%        | 5,835,430                  | 5,432,703          | 7.4%        |
| Business And Industry        | 13,745,369         | 13,207,754         | 4.1%         | 13,885,008                 | 14,514,462         | -4.3%       |
| Food And Drugs               | 4,015,199          | 3,089,278          | 30.0%        | 3,560,251                  | 3,401,129          | 4.7%        |
| Fuel And Service Stations    | 10,695,273         | 10,513,736         | 1.7%         | 10,324,791                 | 10,574,350         | -2.4%       |
| General Consumer Goods       | 20,137,200         | 18,983,172         | 6.1%         | 20,017,550                 | 19,037,658         | 5.1%        |
| Restaurants And Hotels       | 6,957,850          | 6,379,495          | 9.1%         | 6,853,558                  | 6,360,685          | 7.7%        |
| Transfers & Unidentified     | 3,736              | -707               | 628.1%       | 3,620                      | 5,125              | -29.4%      |
| County & State Pool          | 8,873,579          | 8,675,325          | 2.3%         | 9,044,309                  | 8,745,921          | 3.4%        |
|                              | <b>83,062,160</b>  | <b>75,607,966</b>  | <b>9.9%</b>  | <b>81,887,157</b>          | <b>79,408,446</b>  | <b>3.1%</b> |
| <b>San Diego County</b>      |                    |                    |              |                            |                    |             |
| Autos And Transportation     | 19,563,237         | 17,771,004         | 10.1%        | 19,538,574                 | 17,979,579         | 8.7%        |
| Building And Construction    | 8,421,883          | 4,893,719          | 72.1%        | 8,203,965                  | 7,858,064          | 4.4%        |
| Business And Industry        | 14,783,861         | 15,291,154         | -3.3%        | 15,062,277                 | 14,394,816         | 4.6%        |
| Food And Drugs               | 7,779,047          | 6,190,685          | 25.7%        | 7,069,793                  | 6,795,227          | 4.0%        |
| Fuel And Service Stations    | 13,436,600         | 12,874,023         | 4.4%         | 12,581,768                 | 12,938,127         | -2.8%       |
| General Consumer Goods       | 37,908,998         | 37,146,770         | 2.1%         | 37,679,838                 | 37,266,538         | 1.1%        |
| Restaurants And Hotels       | 16,920,306         | 15,708,909         | 7.7%         | 16,761,275                 | 15,675,589         | 6.9%        |
| Transfers & Unidentified     | 1,261              | -593               | 312.8%       | 1,261                      | 10,763             | -88.3%      |
| County & State Pool          | 16,253,243         | 14,142,745         | 14.9%        | 15,885,597                 | 15,573,327         | 2.0%        |
|                              | <b>135,068,435</b> | <b>124,018,418</b> | <b>8.9%</b>  | <b>132,784,349</b>         | <b>128,492,030</b> | <b>3.3%</b> |

**SOUTHERN CALIFORNIA****ACTUAL/ADJUSTED COMPARISON - BY COUNTY AND MAJOR INDUSTRY GROUP****ACTUAL RECEIPTS****ADJUSTED FOR ECONOMIC DATA**

4Q 2013      4Q 2012      % Change

4Q 2013      4Q 2012      % Change

**Ventura County**

|                           | 4Q 2013           | 4Q 2012           | % Change     | 4Q 2013           | 4Q 2012           | % Change    |
|---------------------------|-------------------|-------------------|--------------|-------------------|-------------------|-------------|
| Autos And Transportation  | 5,725,435         | 5,270,197         | 8.6%         | 5,722,947         | 5,295,889         | 8.1%        |
| Building And Construction | 2,400,773         | 1,319,853         | 81.9%        | 2,247,780         | 2,145,631         | 4.8%        |
| Business And Industry     | 5,102,787         | 1,492,934         | 241.8%       | 5,080,541         | 4,806,367         | 5.7%        |
| Food And Drugs            | 2,068,791         | 1,712,603         | 20.8%        | 1,907,416         | 1,850,097         | 3.1%        |
| Fuel And Service Stations | 3,527,255         | 3,396,981         | 3.8%         | 3,312,296         | 3,415,010         | -3.0%       |
| General Consumer Goods    | 9,276,485         | 9,131,622         | 1.6%         | 9,247,691         | 9,156,867         | 1.0%        |
| Restaurants And Hotels    | 3,464,213         | 3,288,678         | 5.3%         | 3,390,121         | 3,253,877         | 4.2%        |
| Transfers & Unidentified  | -638              | -10,802           | 94.1%        | -638              | 18                | -3603.5%    |
| County & State Pool       | 3,659,652         | 3,384,523         | 8.1%         | 3,631,637         | 3,366,272         | 7.9%        |
|                           | <b>35,224,754</b> | <b>28,986,589</b> | <b>21.5%</b> | <b>34,539,791</b> | <b>33,290,028</b> | <b>3.8%</b> |

**Southern California Totals**

|                           | 4Q 2013            | 4Q 2012            | % Change    | 4Q 2013            | 4Q 2012            | % Change    |
|---------------------------|--------------------|--------------------|-------------|--------------------|--------------------|-------------|
| Autos And Transportation  | 125,237,194        | 113,944,256        | 9.9%        | 125,249,335        | 115,469,156        | 8.5%        |
| Building And Construction | 56,174,832         | 33,208,037         | 69.2%       | 54,853,794         | 50,429,240         | 8.8%        |
| Business And Industry     | 117,662,825        | 115,463,382        | 1.9%        | 115,704,595        | 119,292,491        | -3.0%       |
| Food And Drugs            | 50,313,505         | 37,621,689         | 33.7%       | 44,249,163         | 42,572,155         | 3.9%        |
| Fuel And Service Stations | 93,434,424         | 94,434,894         | -1.1%       | 89,291,161         | 95,031,599         | -6.0%       |
| General Consumer Goods    | 232,644,022        | 225,419,582        | 3.2%        | 231,685,238        | 226,755,793        | 2.2%        |
| Restaurants And Hotels    | 104,858,957        | 95,102,317         | 10.3%       | 103,201,484        | 96,747,686         | 6.7%        |
| Transfers & Unidentified  | 32,391             | -22,552            | 243.6%      | 10,794             | 48,798             | -77.9%      |
| County & State Pools      | 97,999,260         | 91,688,789         | 6.9%        | 99,589,228         | 95,079,878         | 4.7%        |
|                           | <b>878,357,411</b> | <b>806,860,393</b> | <b>8.9%</b> | <b>863,834,792</b> | <b>841,426,796</b> | <b>2.7%</b> |

**HdL State Totals**

|                           | 4Q 2013              | 4Q 2012              | % Change    | 4Q 2013              | 4Q 2012              | % Change    |
|---------------------------|----------------------|----------------------|-------------|----------------------|----------------------|-------------|
| Autos And Transportation  | 214,217,869          | 193,546,180          | 10.7%       | 213,606,158          | 195,710,197          | 9.1%        |
| Building And Construction | 107,554,054          | 66,770,949           | 61.1%       | 105,017,460          | 95,604,940           | 9.8%        |
| Business And Industry     | 226,490,051          | 216,215,099          | 4.8%        | 220,509,169          | 224,726,060          | -1.9%       |
| Food And Drugs            | 90,036,548           | 75,352,012           | 19.5%       | 83,164,192           | 80,544,297           | 3.3%        |
| Fuel And Service Stations | 166,013,359          | 170,614,844          | -2.7%       | 162,537,972          | 171,459,145          | -5.2%       |
| General Consumer Goods    | 395,407,125          | 383,119,293          | 3.2%        | 393,492,441          | 384,802,615          | 2.3%        |
| Restaurants And Hotels    | 176,742,227          | 160,446,376          | 10.2%       | 174,025,435          | 162,292,466          | 7.2%        |
| Transfers & Unidentified  | 175,962              | 6,587                | *** %       | 154,210              | 547,856              | -71.9%      |
| County & State Pools      | 193,306,679          | 176,777,669          | 9.4%        | 195,525,712          | 181,419,073          | 7.8%        |
|                           | <b>1,569,943,873</b> | <b>1,442,849,010</b> | <b>8.8%</b> | <b>1,548,032,749</b> | <b>1,497,106,651</b> | <b>3.4%</b> |

# CITY OF ENCINITAS

## ENCINITAS GEO AREAS I - 13 QUARTER HISTORY

Geo Area Names

Sales Tax by Geographic areas

**Encinitas Town Center & Enci**  
Count: 99

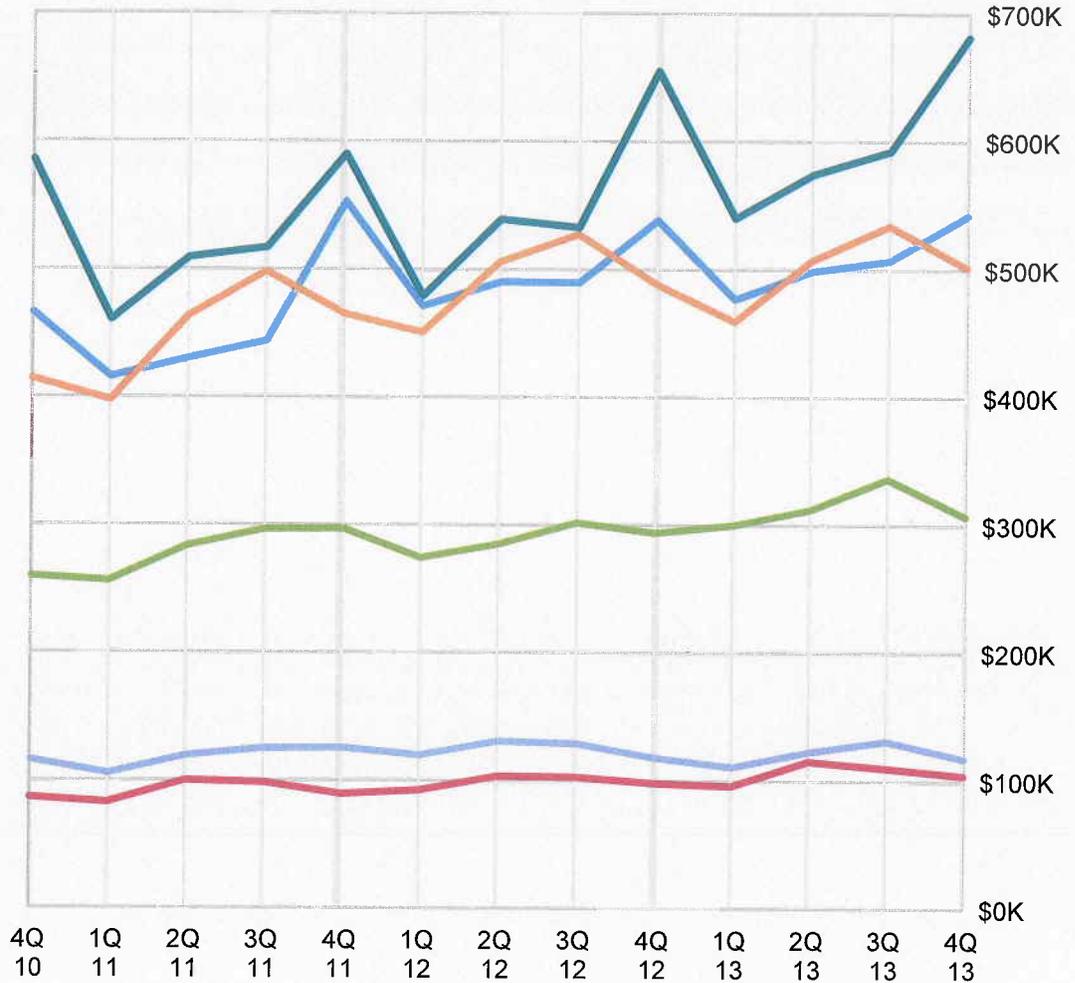
**NW El Camino Real Business**  
Count: 315

**Old Encinitas (new)**  
Count: 728

**NE El Camino Real Business**  
Count: 239

**North Coastal Encinitas (new)**  
Count: 401

**Leucadia (new)**  
Count: 410



\* 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: 454

**SE El Camino Real Business I**

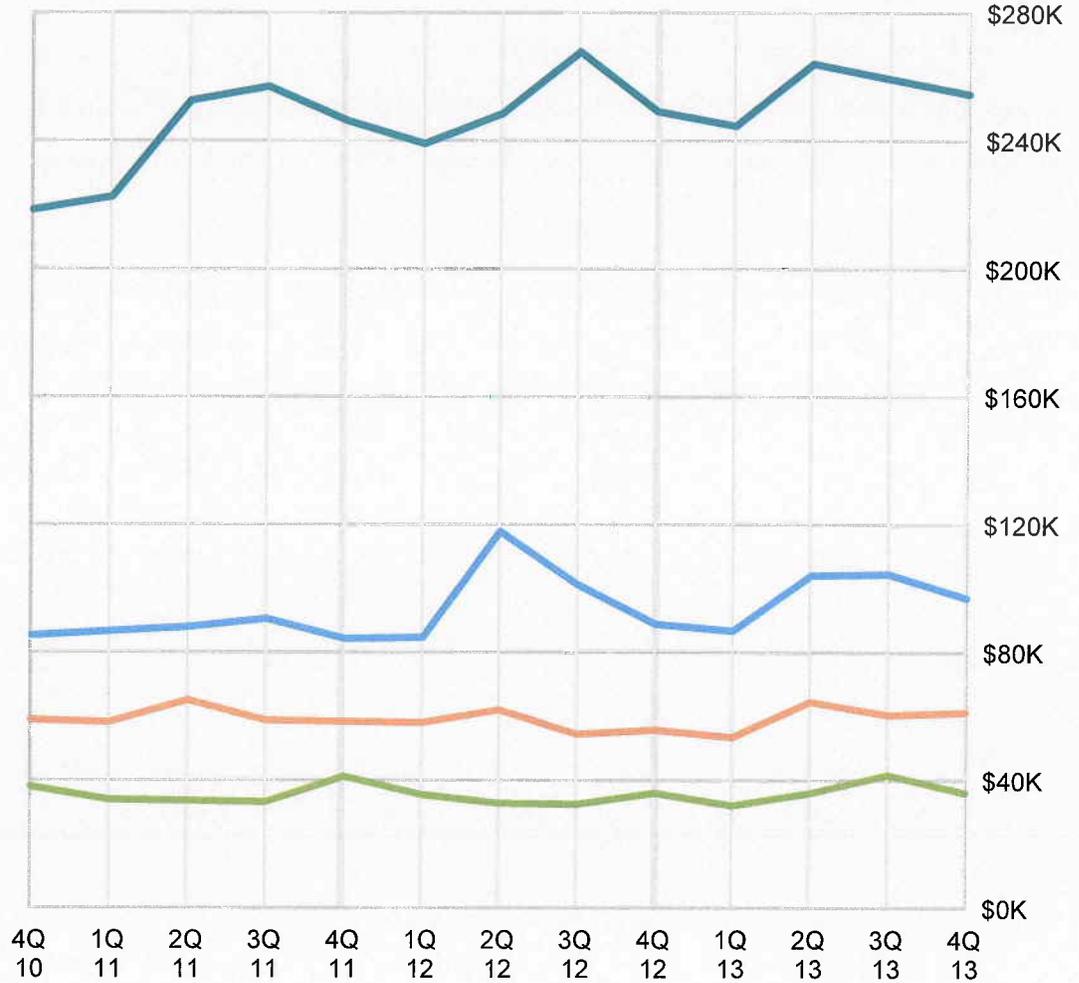
Count: 176

**Encinitas Corridor & SE El Ca**

Count: 156

**Olivenhain (new)**

Count: 162



\* 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: 1,739

**Restaurants And Hotels**

Count: 251

**Autos And Transportation**

Count: 106

**Fuel And Service Stations**

Count: 26

**Food And Drugs**

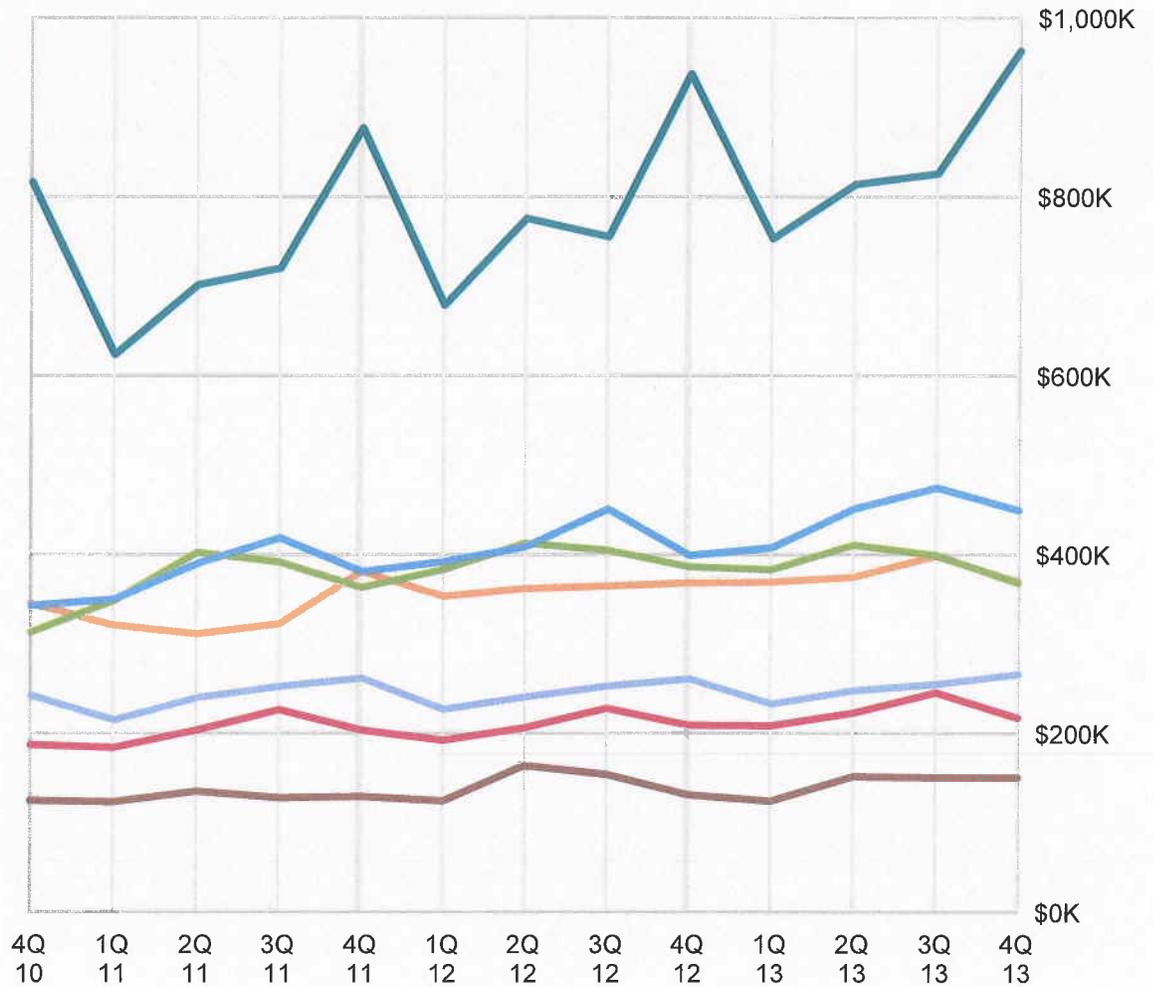
Count: 85

**Building And Construction**

Count: 75

**Business And Industry**

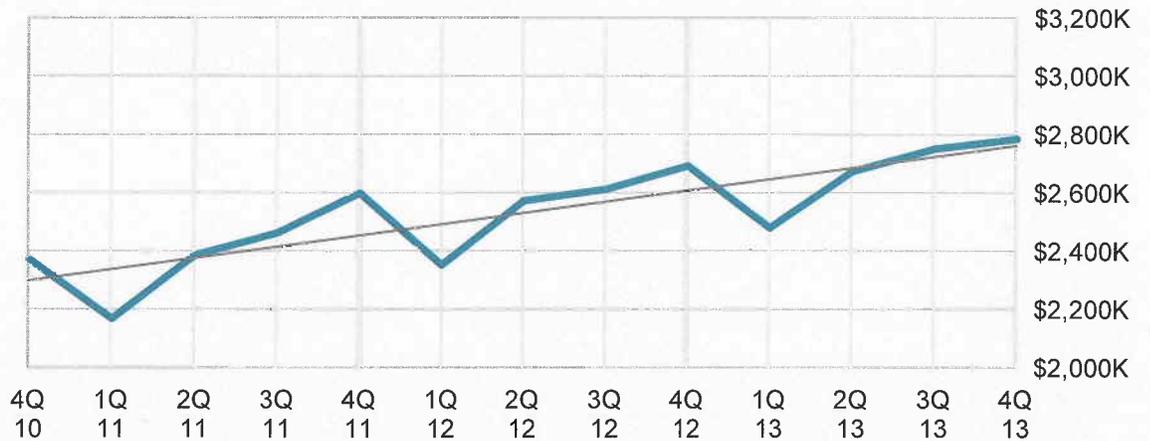
Count: 891



**Agency Trend**

**Encinitas**

13 Quarter Trend: +20.2%



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



# CITY OF ENCINITAS

## AGENCY COMPARISONS

**Per Capita Sales**

- Encinitas**  
Count: 3,173

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- Carlsbad**  
Count: 4,750

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- Oceanside**  
Count: 4,931

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- Escondido**  
Count: 4,612

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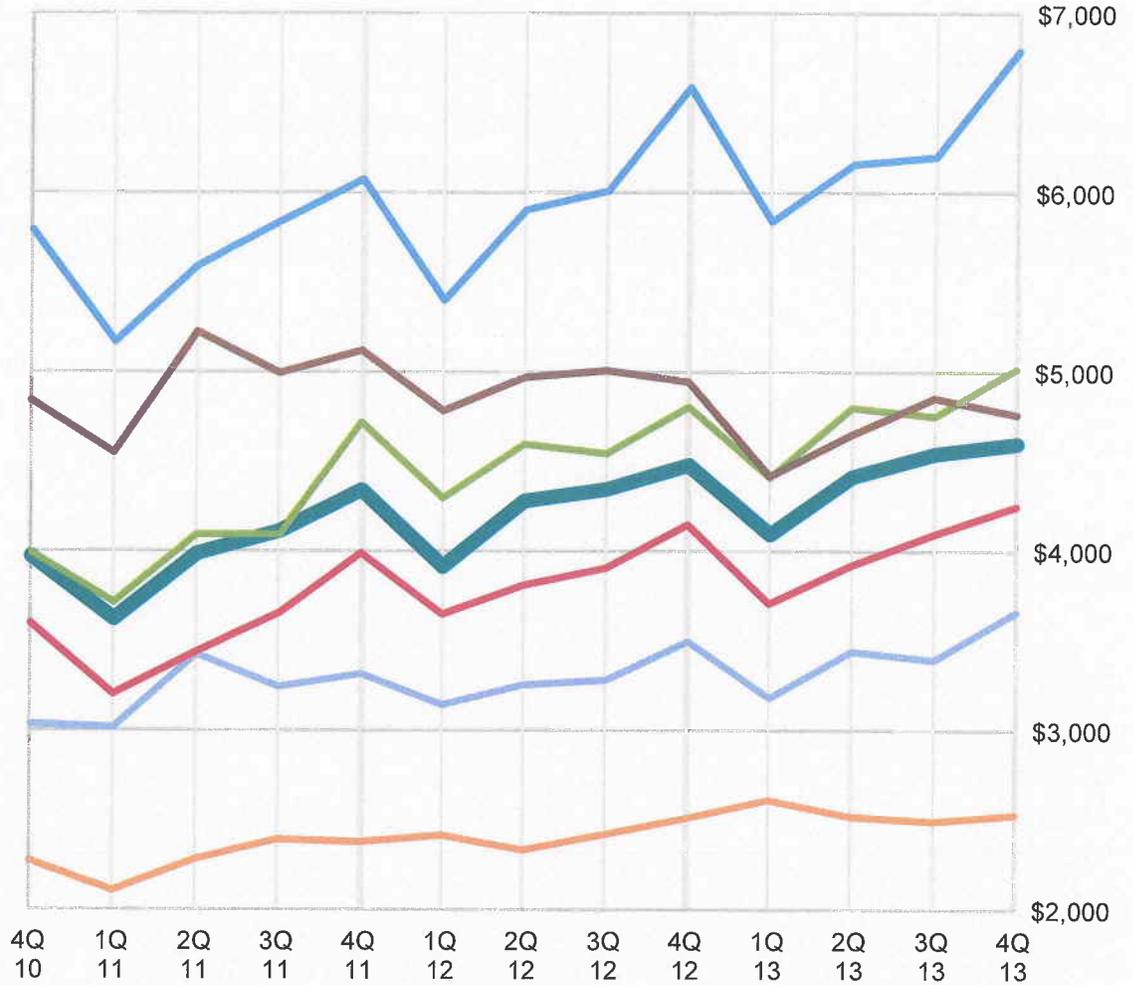
- Vista**  
Count: 2,757

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- San Marcos**  
Count: 2,550

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- Solana Beach**  
Count: 915



**Per Capita Sales**

- Encinitas**

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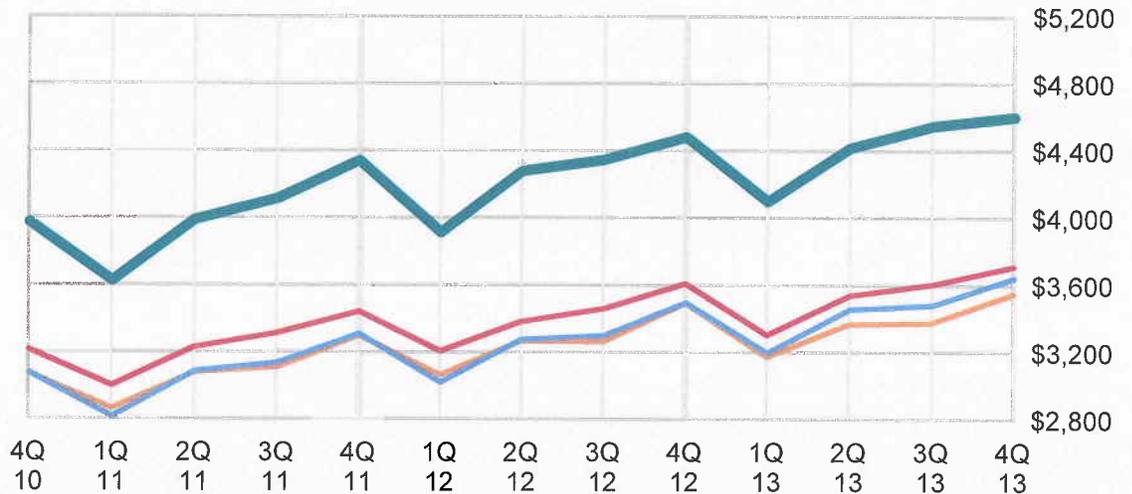
- San Diego County**

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- Southern California**

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- California**



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

| Geographic Area                       | Count        | Current Year     |             |               | Prior Year<br>4Q 2012 | 4Q 2013          | 3Q 2013          | 2Q 2013          | 1Q 2013          | 4Q 2012          | 3Q 2012          | 2Q 2012          | 1Q 2012          |
|---------------------------------------|--------------|------------------|-------------|---------------|-----------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                                       |              | 4Q 2013          | % Chg.      | % of Ttl.     |                       |                  |                  |                  |                  |                  |                  |                  |                  |
| 0018 - Cardiff by the Sea (new)       | 454          | 254,666          | 2.2%        | 9.2%          | 249,177               | 254,666          | 259,392          | 264,148          | 244,643          | 249,177          | 267,819          | 248,471          | 239,065          |
| 0020 - Encinitas Town Center & Enci   | 99           | 681,641          | 4.0%        | 24.5%         | 655,228               | 681,641          | 592,738          | 574,430          | 539,998          | 655,228          | 532,736          | 538,916          | 479,179          |
| 0021 - Leucadia (new)                 | 410          | 104,228          | 6.2%        | 3.7%          | 98,165                | 104,228          | 109,943          | 115,107          | 95,808           | 98,165           | 102,900          | 103,234          | 92,369           |
| 0022 - NE El Camino Real Business I   | 239          | 306,850          | 4.4%        | 11.0%         | 293,998               | 306,850          | 336,314          | 312,089          | 299,890          | 293,998          | 301,715          | 285,069          | 274,022          |
| 0023 - North Coastal Encinitas (new)  | 401          | 117,373          | -0.4%       | 4.2%          | 117,887               | 117,373          | 131,183          | 122,706          | 110,633          | 117,887          | 128,873          | 130,610          | 119,667          |
| 0024 - NW El Camino Real Business     | 315          | 542,314          | 0.7%        | 19.5%         | 538,599               | 542,314          | 507,108          | 499,084          | 476,543          | 538,599          | 489,506          | 490,096          | 471,149          |
| 0025 - Old Encinitas (new)            | 728          | 501,470          | 2.8%        | 18.0%         | 487,678               | 501,470          | 534,042          | 507,255          | 459,096          | 487,678          | 527,106          | 505,735          | 450,579          |
| 0026 - Olivenhain (new)               | 162          | 36,056           | 0.4%        | 1.3%          | 35,923                | 36,056           | 41,619           | 35,898           | 32,093           | 35,923           | 32,478           | 32,804           | 35,439           |
| 0027 - SE El Camino Real Business I   | 176          | 97,057           | 9.2%        | 3.5%          | 88,871                | 97,057           | 104,438          | 104,116          | 86,791           | 88,871           | 101,177          | 117,770          | 84,613           |
| 0030 - Encinitas Corridor & SE El Cai | 156          | 61,205           | 9.9%        | 2.2%          | 55,670                | 61,205           | 60,407           | 64,484           | 53,365           | 55,670           | 54,348           | 62,046           | 58,042           |
| 0031 - GP Leucadia                    | 775          | 206,033          | 1.3%        | 7.4%          | 203,331               | 206,033          | 226,712          | 222,112          | 193,333          | 203,331          | 217,977          | 218,836          | 199,305          |
| 0032 - GP New Encinitas               | 894          | 1,683,584        | 3.4%        | 60.5%         | 1,628,217             | 1,683,584        | 1,596,807        | 1,550,331        | 1,453,906        | 1,628,217        | 1,477,990        | 1,490,767        | 1,365,226        |
| 0033 - ERGC & Commercial Center       | 72           | 681,125          | 4.2%        | 24.5%         | 653,929               | 681,125          | 592,305          | 573,835          | 539,604          | 653,929          | 530,474          | 537,234          | 476,557          |
| 0034 - All Other Address Ranges (no   | 45           | 1,442            | -54.9%      | 0.1%          | 3,195                 | 1,442            | 1,230            | 1,461            | 1,400            | 3,195            | 3,301            | 2,480            | 3,503            |
| 0035 - Encinitas Ranch CFD            | 117          | 682,567          | 3.9%        | 24.5%         | 657,124               | 682,567          | 593,535          | 575,296          | 541,004          | 657,124          | 533,776          | 539,714          | 480,060          |
| <b>Totals For Listed Geo Areas</b>    | <b>5,043</b> | <b>5,957,611</b> | <b>3.3%</b> | <b>214.1%</b> | <b>5,766,993</b>      | <b>5,957,611</b> | <b>5,687,774</b> | <b>5,522,352</b> | <b>5,128,108</b> | <b>5,766,993</b> | <b>5,302,175</b> | <b>5,303,783</b> | <b>4,828,775</b> |
| <b>Totals For All Outlets</b>         | <b>3,172</b> | <b>2,782,414</b> | <b>3.4%</b> | <b>100.0%</b> | <b>2,691,347</b>      | <b>2,782,414</b> | <b>2,748,544</b> | <b>2,671,327</b> | <b>2,477,248</b> | <b>2,691,347</b> | <b>2,609,438</b> | <b>2,569,874</b> | <b>2,349,576</b> |

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