



CITY OF ENCINITAS

Memorandum

January 9, 2015

TO: Distribution List – Attached

VIA: Gus Vina, City Manager

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

SUBJECT: Encinitas Sales Tax Report
Third Quarter Receipts for Second Quarter Sales (April – June 2014)

The Encinitas Sales Tax Report is derived from information provided by HdL Companies. The reported figures are based upon sales occurring during April – June 2014. 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. Gross sales tax receipts are derived from Sales and Use Tax (known as Bradley Burns) and Triple Flip.¹

For the City of Encinitas, second quarter sales tax revenue from local businesses totaled \$2,832,618 and from the County and State pool allocation \$355,485 which represents a 7.7% and 11.7% increase, respectively, over the same period last year. Total gross revenue was \$3,188,103 which represents a 8.2% overall increase. Factoring in the reductions due to Triple Flip revenue (\$797,026) and SBOE administrative fee (\$32,055), actual sales tax revenue received by Encinitas is \$2,359,022. This represents an increase of \$179,675 from this same time last year.

Actual sales receipts for all of San Diego County increased 6.4% over the comparable time period while Southern California as a whole was up 2.4%. The San Diego region showed positive gains in the Building & Construction, Fuel & Service Stations, General Consumer Goods, and Restaurants & Hotels categories. Slight declines were seen in the Business & Industry categories for Encinitas and Southern California.

The table on the following page depicts the year-over-year comparison of the major industry groups for the City, County, and Southern California.

¹ Bradley Burns is based on sales and use tax applied to taxable purchases. Cities and counties receive .75% of the sales tax revenue. The Triple Flip was implemented in 2004 and reduces the Bradley Burns by .25% and is recognized as an ad valorem property tax revenue to backfill the lost sales tax revenue. To accurately reflect the actual sales tax revenue received by cities and counties, the Triple Flip is reduced from the sales tax.

Table 1
Year-over-Year Comparison by Major Industry Group

	City of Encinitas			San Diego County	Southern California
	2Q 2014	2Q 2013	Change		
Autos and Transportation	380,167	377,078	0.08%	2.4%	5.0%
Building and Construction	256,068	203,189	26.0%	10.2%	10.8%
Business and Industry	162,061	171,583	-5.5%	6.7%	-16.5%
Food and Drugs	259,767	251,854	3.1%	7.3%	7.4%
Fuel and Service Stations	448,097	364,194	23.0%	12.3%	7.8%
General Consumer Goods	841,567	814,205	3.4%	2.5%	3.2%
Restaurants and Hotels	484,891	447,081	8.5%	7.6%	5.7%
Total	2,832,618	2,629,184	7.7%	5.9%	1.6%
Allocations from State/County Pool	355,485	318,148	11.7%	9.9%	10.0%
Gross Receipts	3,188,103	2,947,332	8.2%	6.4%	2.4%

Figure 1

Figure 1 highlights the sales tax producers for the City of Encinitas and compares the top 25 sales producing business to the total sales producing businesses. The top 25 sales tax producers generated 46% of the total sales tax receipts for the second quarter 2014 versus 45% this same time last year. For a complete list of the top 25 businesses, see Attachment A.

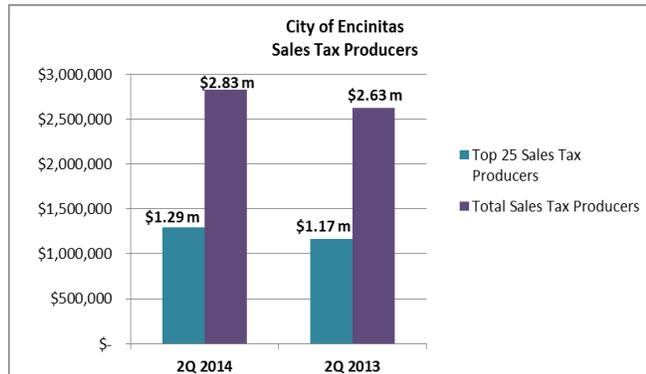
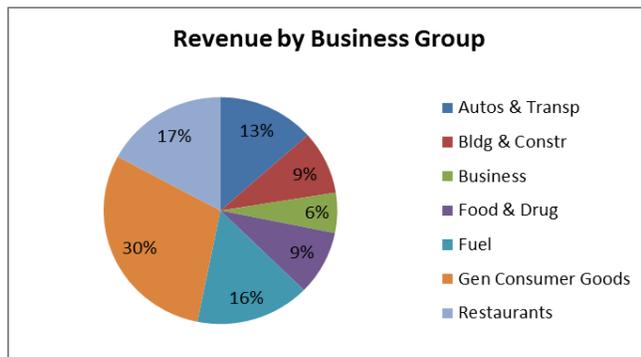


Figure 2

Figure 2 highlights the second quarter revenue by business group for the City. As the chart indicates for this quarter a majority of the revenue is generated by the sale of general consumer goods, fuel, then autos/transportation.



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

HdL reports in their Sales Tax Update, **Attachment A**, that gains in the countywide use tax allocation pools were the largest contributor to the overall increase reflecting the growing influence of online purchases from out-of-state companies without nexus (specific point-of-sale) in California.

The countywide use tax allocation pool increased 9.9% from this same time last year as shopping in brick and mortar stores declines to in state fulfillment centers that process on-line orders.

Triple Flip – The End of an Era

California's 2014/15 budget provides for retiring the \$15 billion fiscal recovery bonds authorized in 2004 to finance that year's state budget deficit. The funds were "swapped" with property tax revenues taken from the Educational Revenue Augmentation Fund (ERAF). These funds were replaced with state general funds. The reshuffling became known as the "triple flip".

The current plan is to discontinue the deductions at the end of calendar year 2015 and reimburse local governments with their final clean-up payments in January 2016.

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

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

The report is also available on the city's website at www.cityofencinitas.org. Click on *Departments>Finance>Quarter Reports*.

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Q2

2014



City of Encinitas Sales Tax *Update*

Third Quarter Receipts for Second Quarter Sales (April - June 2014)

Encinitas In Brief

Receipts for Encinitas' April through June sales were 8.2% higher than the same quarter one year ago. Actual sales activity was up 4.3% when reporting aberrations were factored out.

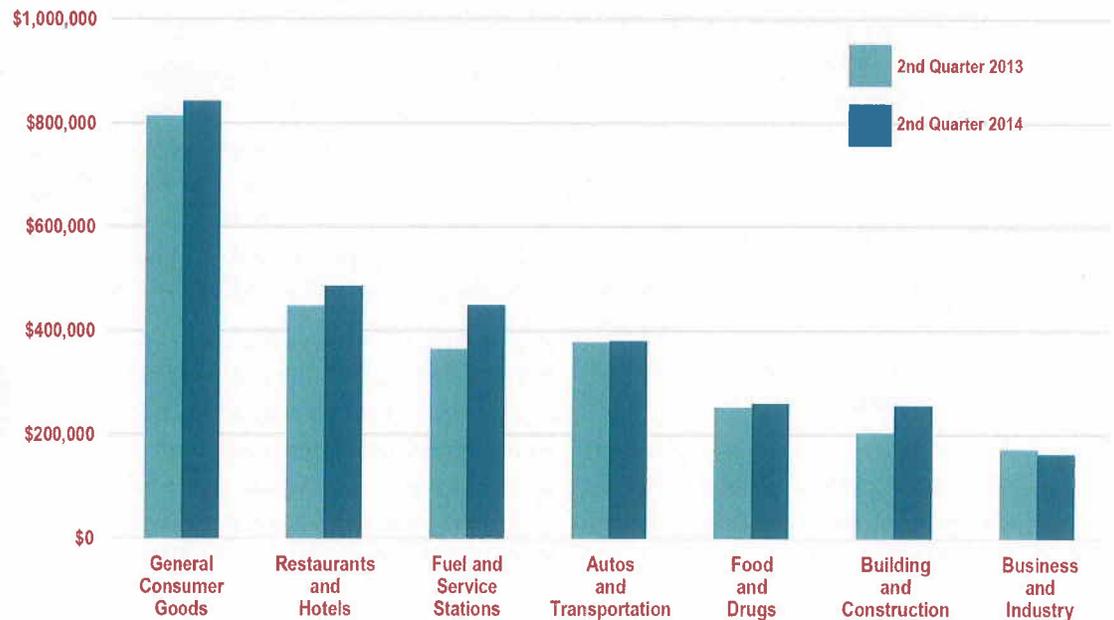
Retroactive adjustments inflated returns in service stations and accounted for the spike in the building and construction group. Nonetheless, fuel-related results surpassed regional and statewide trends.

General retail categories including electronics, family apparel and sporting goods/bike stores were higher than a year ago. Recent openings in quick-service restaurants and casual dining added to already positive gains in restaurants and hotels overall.

Business closeouts dampened results in business to business sales.

Adjusted for aberrations, taxable sales for all of San Diego County increased 4.8% over the comparable time period, while the Southern California region as a whole was up 4.8%.

SALES TAX BY MAJOR BUSINESS GROUP



TOP 25 PRODUCERS

IN ALPHABETICAL ORDER

7 Eleven	Quick Shine Car Wash
Best Buy	RCP Block & Brick
BMW of Encinitas	REI
Cardiff Valero	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
Herman Cook Volkswagen	Valero
Home Depot	Vons
Home Goods	Walmart
Leucadia Shell	

REVENUE COMPARISON

One Quarter – Fiscal Year To Date

	2013-14	2014-15
Point-of-Sale	\$2,629,184	\$2,832,618
County Pool	316,315	353,320
State Pool	1,833	2,165
Gross Receipts	\$2,947,333	\$3,188,103
Less Triple Flip*	\$(736,833)	\$(797,026)

*Reimbursed from county compensation fund

NOTES

California as a Whole

Excluding onetime payment aberrations the local one cent share of state-wide sales and use tax was 5.2% higher than the second quarter of 2013.

Gains in the countywide use tax allocation pools were the largest contributor to the overall increase reflecting the growing influence of online purchases from out of state companies without nexus or a specific "point of sale" in California. The trend was also reflected by a growing shift of tax revenues from brick and mortar stores to in-state fulfillment centers that process on-line orders.

Auto sales and leases, contractor supplies and restaurants also posted major gains. These were partially offset by a decline in alternative energy projects that had previously added significant use tax revenues to the business and industry group.

The consensus among analysts is that the current pattern of increases will continue through the remainder of the fiscal year.

Triple Flip - The End is in Sight

California's 2014/15 budget provides for retiring the \$15 billion fiscal recovery bonds authorized in 2004 to finance that year's state budget deficit.

To guarantee the bonds, the state re-directed 1/4 of local government's one cent sales tax and backfilled it with property tax revenues taken from the Educational Revenue Augmentation funds (ERAF) established for schools. The school ERAF funds were in turn replaced with state general revenues. This reshuffling became known as the "triple flip" and has caused cash flow and budget projection problems for local governments since.

The current plan is to discontinue the deductions at the end of calendar year 2015 and reimburse local governments with their final clean-up payments in January 2016.

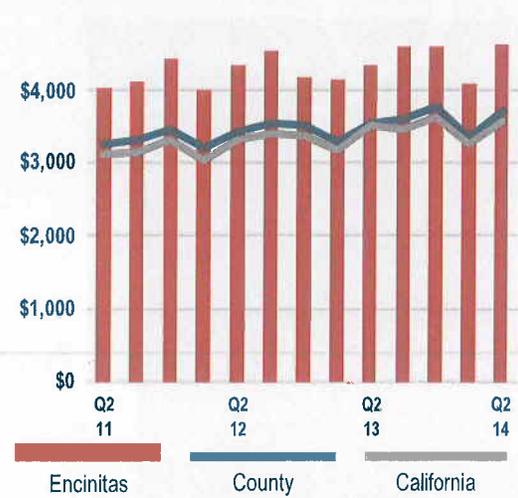
Proposition 1A, approved by the voters in 2004, prohibits the state from further extending the debt or from making additional reductions or changes to local government revenues without voter approval.

Allocation Formulas Corrected

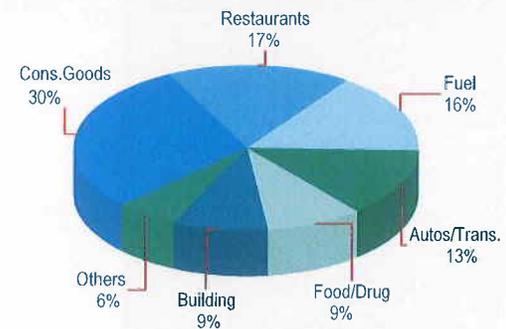
In addition to local sales tax and transactions tax overrides, counties and cities share in the half-cent public safety tax approved by the voters in 1993 to cushion the state's use of property tax revenues to finance Proposition 198's minimum educational funding requirements (ERAF). Counties also receive 1.5625 cents of state sales tax to reimburse for health, welfare and corrections functions shifted to them from the state in 1991 and 2011.

Inconsistencies in the public safety remittances brought to the state's attention by HdL revealed that allocation formulas did not reflect recent legislative changes. As a result, counties will receive onetime backfill payments totalling \$116 million in 2014/2015.

SALES PER CAPITA



REVENUE BY BUSINESS GROUP Encinitas This Quarter



ENCINITAS TOP 15 BUSINESS TYPES

Business Type	*In thousands			
	Encinitas Q2 '14*	Encinitas Change	County Change	HdL State Change
Casual Dining	267.5	11.7%	5.9%	4.3%
Discount Dept Stores	— CONFIDENTIAL —	—	2.4%	2.9%
Drug Stores	49.4	11.2%	11.3%	9.9%
Electronics/Appliance Stores	99.5	6.7%	0.1%	-1.0%
Family Apparel	84.3	1.0%	6.8%	9.6%
Fine Dining	46.7	-6.4%	11.8%	14.7%
Garden/Agricultural Supplies	46.8	3.2%	16.7%	5.5%
Grocery Stores Liquor	139.5	1.2%	6.9%	5.7%
Home Furnishings	91.5	-4.5%	4.0%	6.8%
Lumber/Building Materials	— CONFIDENTIAL —	—	12.4%	9.3%
New Motor Vehicle Dealers	— CONFIDENTIAL —	—	1.4%	7.4%
Quick-Service Restaurants	126.9	9.6%	7.5%	6.5%
Service Stations	448.1	23.1%	14.7%	6.7%
Specialty Stores	82.9	-3.3%	4.3%	7.7%
Sporting Goods/Bike Stores	114.3	3.7%	-1.8%	0.2%
Total All Accounts	\$2,832.6	7.7%	5.9%	2.8%
County & State Pool Allocation	\$355.5	11.7%	9.9%	12.7%
Gross Receipts	\$3,188.1	8.2%	6.4%	3.9%

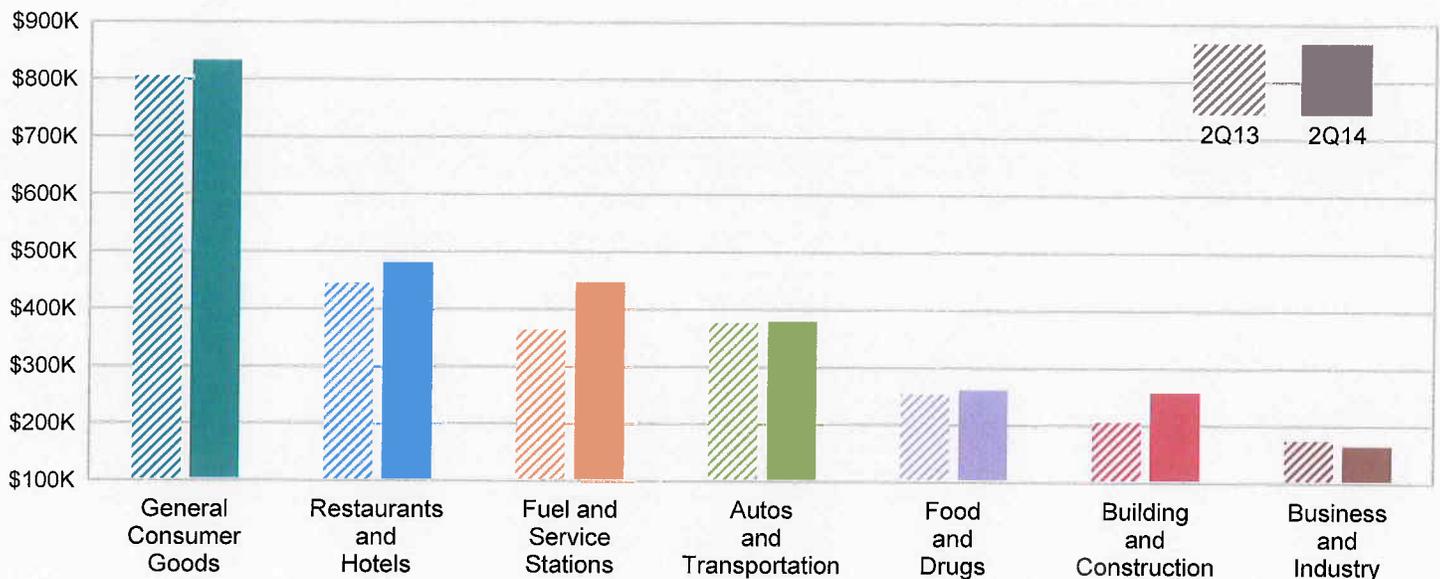


CITY OF ENCINITAS

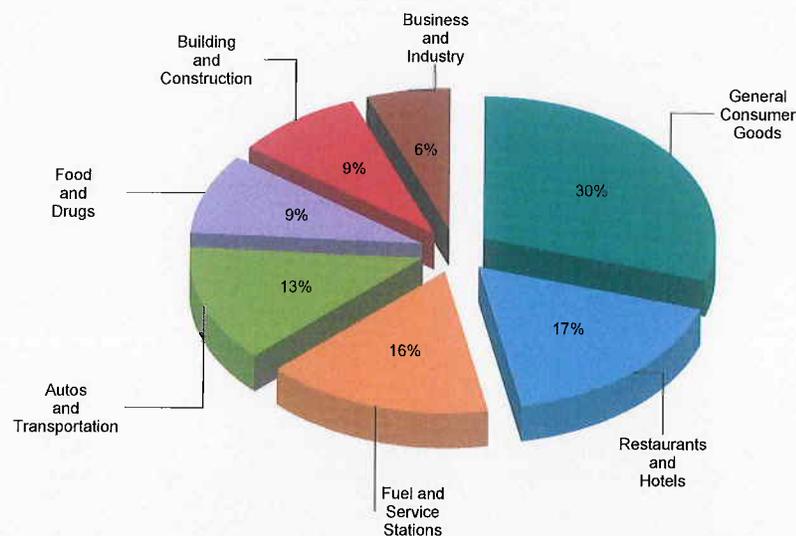
MAJOR INDUSTRY GROUPS

<u>Major Industry Group</u>	<u>Count</u>	<u>2Q14</u>	<u>2Q13</u>	<u>\$ Change</u>	<u>% Change</u>
General Consumer Goods	1,767	841,567	814,205	27,362	3.4%
Restaurants and Hotels	254	484,891	447,081	37,810	8.5%
Fuel and Service Stations	26	448,097	364,194	83,903	23.0%
Autos and Transportation	109	380,167	377,078	3,089	0.8%
Food and Drugs	86	259,767	251,854	7,913	3.1%
Building and Construction	78	256,068	203,189	52,878	26.0%
Business and Industry	946	162,061	171,583	(9,522)	-5.5%
Transfers & Unidentified	1	0	0	0	-N/A-
Total	3,267	2,832,618	2,629,184	203,433	7.7%

2Q13 Compared To 2Q14



2Q14 Percent of Total





SAN DIEGO COUNTY ALL AGENCIES

SALES TAX TRENDS FOR ALL AGENCIES - 2Q 2014 SALES

Agency allocations reflect "point of sale" receipts

Agency Name	Count	Current Year 2Q 2014	Prior Year 2Q 2013	Share of County Pool	Actual Receipts % Change	Adjusted* % Change
Coronado	700	753,240	641,521	0.6%	+ 17.4%	+ 15.2%
Imperial Beach	486	219,706	199,226	0.2%	+ 10.3%	+ 12.2%
Vista	2,885	3,701,669	3,446,230	3.1%	+ 7.4%	+ 11.1%
Lemon Grove	606	1,149,489	947,268	1.0%	+ 21.3%	+ 10.5%
Carlsbad	4,820	7,309,948	6,730,966	6.2%	+ 8.6%	+ 9.2%
San Diego Co. Uninc	13,659	6,194,311	5,713,228	5.2%	+ 8.4%	+ 6.1%
Santee	1,489	2,296,510	1,975,887	1.9%	+ 16.2%	+ 5.8%
El Cajon	2,927	5,099,960	4,967,403	4.3%	+ 2.7%	+ 5.1%
La Mesa	1,952	2,623,890	2,472,353	2.2%	+ 6.1%	+ 4.8%
San Diego	45,402	57,469,999	53,999,889	48.5%	+ 6.4%	+ 4.5%
National City	2,113	3,578,289	3,422,336	3.0%	+ 4.6%	+ 4.1%
Escondido	4,720	7,168,253	6,939,504	6.0%	+ 3.3%	+ 4.0%
Encinitas	3,267	2,832,618	2,629,184	2.4%	+ 7.7%	+ 3.8%
Del Mar	1,832	396,308	494,435	0.3%	- 19.8%	+ 2.8%
Poway	1,747	2,764,004	2,601,951	2.3%	+ 6.2%	+ 2.7%
Chula Vista	5,096	6,586,128	6,363,710	5.6%	+ 3.5%	+ 1.9%
San Marcos	2,631	3,431,262	3,438,262	2.9%	- 0.2%	+ 0.5%
Oceanside	5,024	4,324,835	4,314,525	3.6%	+ 0.2%	- 1.1%
Solana Beach	927	648,568	608,979	0.5%	+ 6.5%	- 1.5%
Totals	102,283	118,548,987	111,906,857	100.0%	+ 5.9%	+ 4.6%
San Diego Pool	17,100	14,786,951	13,463,436		+ 9.8%	+ 6.2%

	ACTUAL RECEIPTS			ADJUSTED FOR ECONOMIC DATA		
	2Q 2014	2Q 2013	% Change	2Q 2014	2Q 2013	% Change
Imperial County						
Autos And Transportation	652,220	649,767	0.4%	661,009	642,695	2.8%
Building And Construction	331,973	304,678	9.0%	328,100	310,567	5.6%
Business And Industry	1,379,442	3,533,496	-61.0%	928,628	4,016,064	-76.9%
Food And Drugs	216,320	200,121	8.1%	208,021	199,987	4.0%
Fuel And Service Stations	1,138,634	961,995	18.4%	1,147,178	981,439	16.9%
General Consumer Goods	1,671,801	1,574,437	6.2%	1,669,003	1,572,577	6.1%
Restaurants And Hotels	466,009	438,373	6.3%	462,016	431,501	7.1%
Transfers & Unidentified	18,926	-422	*** %	255	0	- N/A -
County & State Pool	743,216	1,228,953	-39.5%	702,903	739,693	-5.0%
	6,618,542	8,891,398	-25.6%	6,107,112	8,894,524	-31.3%
Los Angeles County						
Autos And Transportation	55,559,278	53,244,232	4.3%	55,476,771	51,734,634	7.2%
Building And Construction	23,852,573	21,837,858	9.2%	23,027,746	21,863,111	5.3%
Business And Industry	51,510,263	54,729,368	-5.9%	48,968,140	45,501,919	7.6%
Food And Drugs	21,493,063	20,215,895	6.3%	20,788,856	19,945,983	4.2%
Fuel And Service Stations	45,116,761	43,272,189	4.3%	44,128,875	43,600,307	1.2%
General Consumer Goods	85,254,571	82,554,473	3.3%	83,963,251	81,400,834	3.1%
Restaurants And Hotels	52,476,860	48,555,491	8.1%	51,099,005	47,994,635	6.5%
Transfers & Unidentified	615,167	3,289	*** %	-483	20,426	-102.4%
County & State Pool	38,795,621	34,145,788	13.6%	41,567,977	37,873,752	9.8%
	374,674,156	358,558,582	4.5%	369,020,139	349,935,600	5.5%
Orange County						
Autos And Transportation	23,857,310	21,912,586	8.9%	23,725,054	21,749,607	9.1%
Building And Construction	10,305,116	9,498,793	8.5%	10,105,210	9,651,264	4.7%
Business And Industry	23,168,468	23,179,922	0.0%	22,897,617	22,646,364	1.1%
Food And Drugs	6,889,888	6,500,426	6.0%	6,728,097	6,465,627	4.1%
Fuel And Service Stations	15,995,722	14,663,124	9.1%	15,819,060	15,176,400	4.2%
General Consumer Goods	34,624,454	34,057,131	1.7%	34,462,919	33,565,989	2.7%
Restaurants And Hotels	21,640,251	22,106,188	-2.1%	21,313,152	20,255,258	5.2%
Transfers & Unidentified	143,310	-5,048	*** %	-1,623	18,668	-108.7%
County & State Pool	15,288,741	14,650,543	4.4%	15,688,131	14,937,812	5.0%
	151,913,261	146,563,665	3.7%	150,737,617	144,466,988	4.3%
Riverside County						
Autos And Transportation	13,170,162	12,128,383	8.6%	13,148,160	11,839,438	11.1%
Building And Construction	8,372,024	7,385,957	13.4%	8,106,536	7,404,303	9.5%
Business And Industry	10,106,158	10,200,343	-0.9%	9,941,879	10,027,618	-0.9%
Food And Drugs	4,727,535	4,246,493	11.3%	4,551,628	4,233,494	7.5%
Fuel And Service Stations	10,478,445	9,474,236	10.6%	10,324,500	9,791,886	5.4%
General Consumer Goods	18,137,323	17,189,260	5.5%	17,855,956	16,936,417	5.4%
Restaurants And Hotels	8,849,979	8,292,020	6.7%	8,638,517	8,178,147	5.6%
Transfers & Unidentified	5,415	-3,793	242.7%	-335	98	-440.3%
County & State Pool	7,991,373	7,208,414	10.9%	8,175,754	7,183,201	13.8%
	81,838,414	76,121,313	7.5%	80,742,594	75,594,602	6.8%
San Bernardino County						
Autos And Transportation	12,835,766	12,598,762	1.9%	12,741,347	11,957,625	6.6%
Building And Construction	7,007,823	5,991,865	17.0%	6,683,700	6,039,157	10.7%
Business And Industry	14,570,808	14,923,903	-2.4%	14,121,775	14,542,919	-2.9%
Food And Drugs	3,856,095	3,438,848	12.1%	3,733,530	3,446,645	8.3%
Fuel And Service Stations	12,001,863	10,708,508	12.1%	11,595,831	10,914,635	6.2%
General Consumer Goods	16,702,006	15,904,377	5.0%	16,543,365	15,571,439	6.2%
Restaurants And Hotels	7,430,279	6,856,572	8.4%	7,199,006	6,752,006	6.6%
Transfers & Unidentified	36,476	3,158	*** %	-536	0	- N/A -
County & State Pool	8,198,541	7,239,354	13.2%	8,377,578	7,999,791	4.7%
	82,639,657	77,665,346	6.4%	80,995,597	77,224,219	4.9%
San Diego County						
Autos And Transportation	20,358,038	19,881,812	2.4%	20,659,493	19,606,994	5.4%
Building And Construction	9,604,233	8,714,369	10.2%	9,467,183	8,898,488	6.4%
Business And Industry	16,710,450	15,656,235	6.7%	16,053,860	15,420,594	4.1%
Food And Drugs	7,150,808	6,666,021	7.3%	6,957,282	6,649,864	4.6%
Fuel And Service Stations	14,571,759	12,980,734	12.3%	14,270,525	13,578,163	5.1%
General Consumer Goods	31,209,045	30,446,034	2.5%	30,839,029	30,070,369	2.6%
Restaurants And Hotels	18,892,938	17,550,636	7.6%	18,576,703	17,458,509	6.4%
Transfers & Unidentified	51,716	11,015	369.5%	-233	7,561	-103.1%
County & State Pool	14,877,557	13,541,449	9.9%	14,971,269	14,066,026	6.4%
	133,426,544	125,448,306	6.4%	131,795,111	125,756,566	4.8%

SOUTHERN CALIFORNIA**ACTUAL/ADJUSTED COMPARISON - BY COUNTY AND MAJOR INDUSTRY GROUP**

	ACTUAL RECEIPTS			ADJUSTED FOR ECONOMIC DATA		
	2Q 2014	2Q 2013	% Change	2Q 2014	2Q 2013	% Change
Ventura County						
Autos And Transportation	5,997,114	5,680,388	5.6%	6,025,240	5,686,128	6.0%
Building And Construction	2,512,848	2,225,434	12.9%	2,520,385	2,320,327	8.6%
Business And Industry	4,753,225	24,083,327	-80.3%	4,838,723	4,705,635	2.8%
Food And Drugs	1,884,677	1,758,004	7.2%	1,810,958	1,763,620	2.7%
Fuel And Service Stations	3,728,092	3,547,583	5.1%	3,678,279	3,643,206	1.0%
General Consumer Goods	7,596,176	7,480,211	1.6%	7,471,454	7,297,275	2.4%
Restaurants And Hotels	3,737,426	3,541,250	5.5%	3,628,288	3,487,684	4.0%
Transfers & Unidentified	39,012	-1,167	***. *%	100	354	-71.8%
County & State Pool	3,353,676	3,091,347	8.5%	3,435,767	3,164,992	8.6%
	33,602,247	51,406,378	-34.6%	33,409,195	32,069,220	4.2%
Southern California Totals						
Autos And Transportation	132,429,888	126,095,930	5.0%	132,437,073	123,217,121	7.5%
Building And Construction	61,986,589	55,958,955	10.8%	60,238,860	56,487,217	6.6%
Business And Industry	122,198,813	146,306,595	-16.5%	117,750,622	116,861,114	0.8%
Food And Drugs	46,218,386	43,025,809	7.4%	44,778,373	42,705,220	4.9%
Fuel And Service Stations	103,031,276	95,608,368	7.8%	100,964,249	97,686,034	3.4%
General Consumer Goods	195,195,378	189,205,924	3.2%	192,804,977	186,414,900	3.4%
Restaurants And Hotels	113,493,743	107,340,529	5.7%	110,916,687	104,557,740	6.1%
Transfers & Unidentified	910,024	7,030	***. *%	-2,856	47,107	-106.1%
County & State Pools	89,248,725	81,105,848	10.0%	92,919,379	85,965,266	8.1%
	864,712,821	844,654,988	2.4%	852,807,364	813,941,720	4.8%
HdL State Totals						
Autos And Transportation	227,448,625	215,858,891	5.4%	227,188,580	211,801,635	7.3%
Building And Construction	119,770,124	108,497,641	10.4%	116,527,928	109,387,632	6.5%
Business And Industry	232,427,759	254,515,711	-8.7%	225,522,969	218,420,731	3.3%
Food And Drugs	84,755,114	79,694,731	6.3%	82,217,845	78,930,799	4.2%
Fuel And Service Stations	187,310,205	178,314,584	5.0%	184,276,892	178,618,752	3.2%
General Consumer Goods	329,938,263	319,630,092	3.2%	326,376,795	315,824,317	3.3%
Restaurants And Hotels	190,720,759	178,976,875	6.6%	186,018,363	175,343,949	6.1%
Transfers & Unidentified	1,054,575	95,143	***. *%	-5,998	85,574	-107.0%
County & State Pools	177,776,223	157,600,899	12.8%	182,485,093	166,005,424	9.9%
	1,551,201,648	1,493,184,566	3.9%	1,530,608,467	1,454,418,814	5.2%



CITY OF ENCINITAS

ENCINITAS GEO AREAS I - 13 QUARTER HISTORY

Geo Area Names

Sales Tax by Geographic areas

Encinitas Town Center & Enci
Count: 104

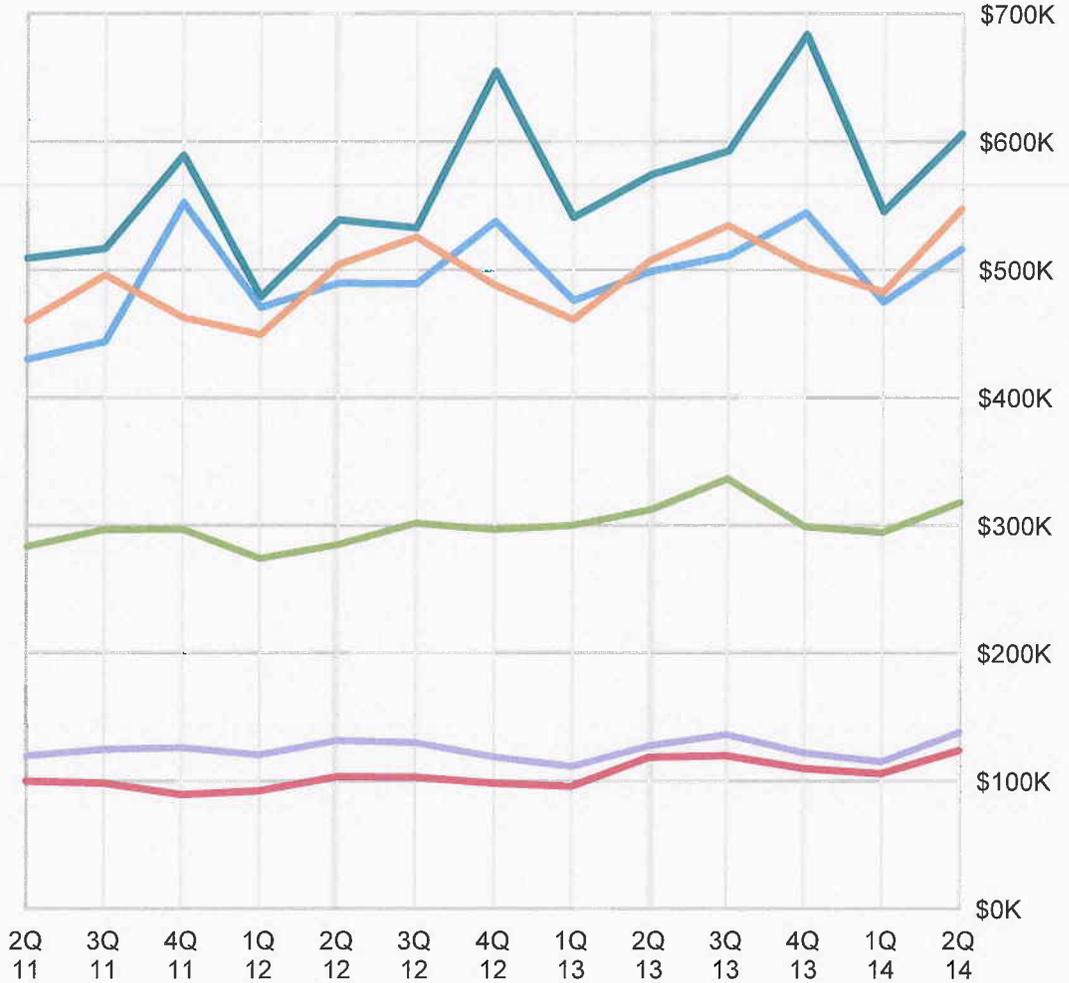
NW El Camino Real Business
Count: 311

Old Encinitas (new)
Count: 762

NE El Camino Real Business
Count: 248

North Coastal Encinitas (new)
Count: 416

Leucadia (new)
Count: 411



* 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: 477

SE El Camino Real Business I

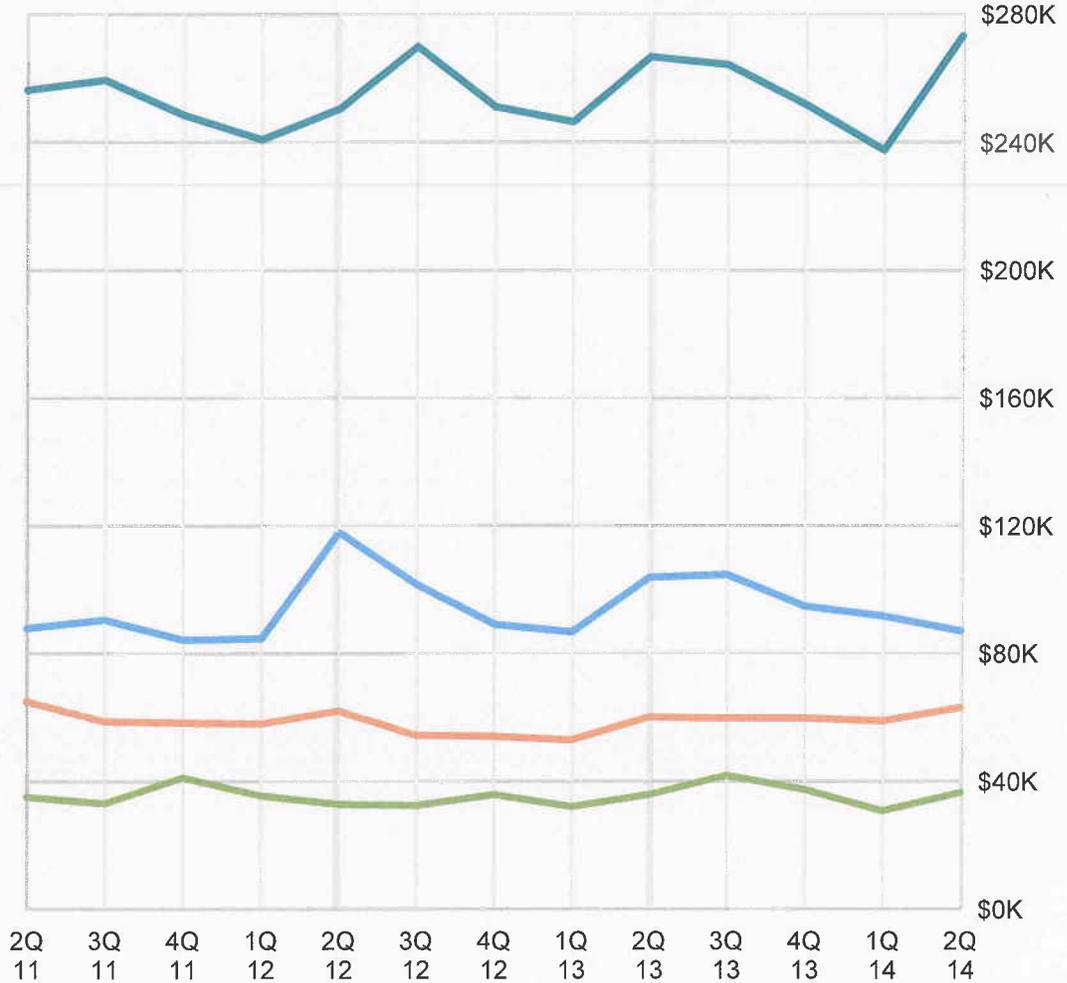
Count: 169

Encinitas Corridor & SE El Ca

Count: 157

Olivenhain (new)

Count: 170



* Periods Shown Reflect the Period in Which the Sales Occurred - Point of Sale

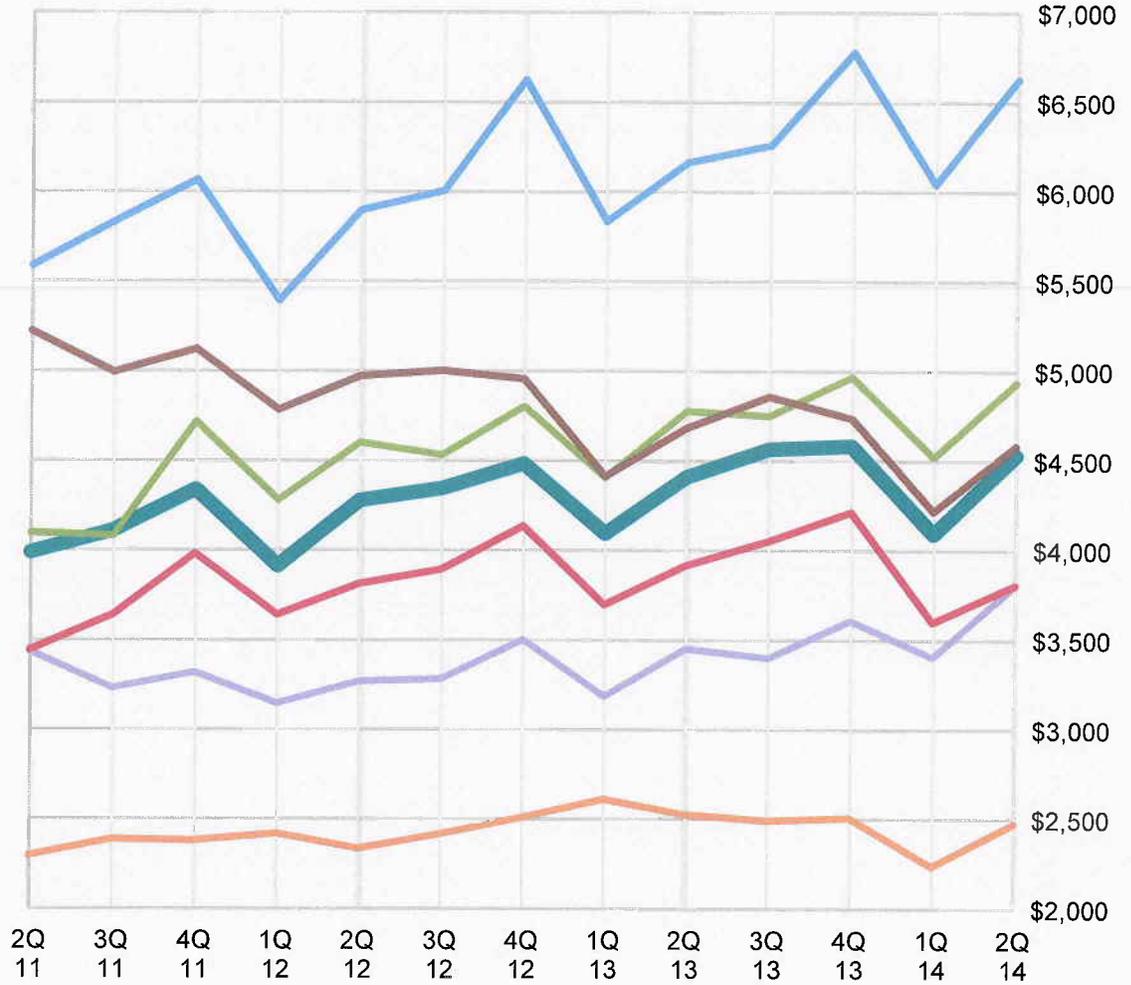


CITY OF ENCINITAS

AGENCY COMPARISONS

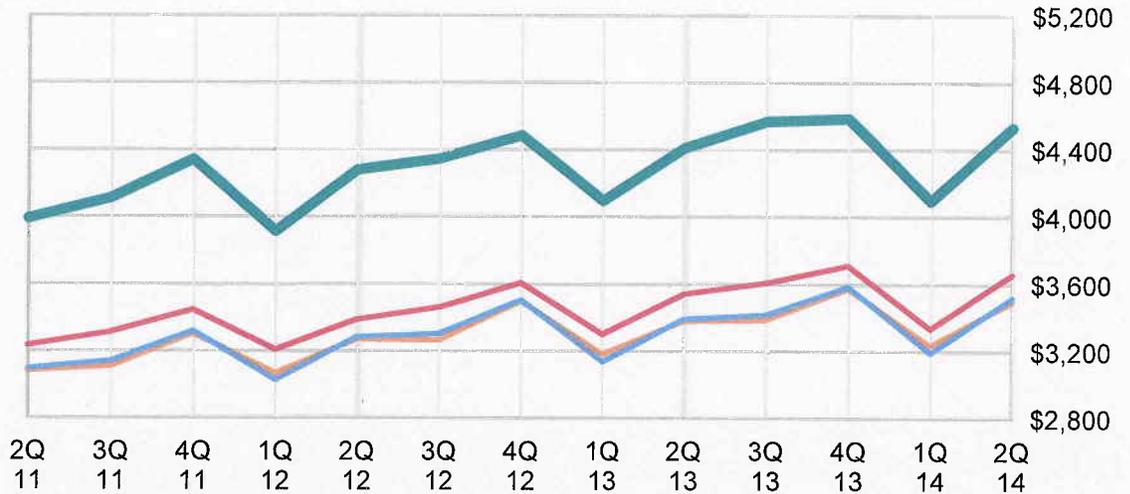
Per Capita Sales

- Encinitas**
Count: 3,267
- Carlsbad**
Count: 4,820
- Oceanside**
Count: 5,024
- Escondido**
Count: 4,720
- Vista**
Count: 2,885
- San Marcos**
Count: 2,631
- Solana Beach**
Count: 927



Per Capita Sales

- Encinitas**
- San Diego County**
- Southern California**
- California**



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

Geographic Area	Count	Current Year		% of Ttl.	Prior Year 2Q 2013	2Q 2014	1Q 2014	4Q 2013	3Q 2013	2Q 2013	1Q 2013	4Q 2012	3Q 2012
		2Q 2014	% Chg.										
CBS - CARDIFF BY THE SEA	463	253,043	17.1%	8.9%	216,103	253,043	221,562	242,103	222,893	216,103	218,260	220,839	233,293
ENC - NEW ENCINITAS	753	1,423,627	4.8%	50.3%	1,358,994	1,423,627	1,279,241	1,428,857	1,468,143	1,358,994	1,291,326	1,220,919	1,427,231
LCD - LEUCADIA	527	172,593	13.0%	6.1%	152,714	172,593	144,692	134,863	155,869	152,714	132,959	142,491	148,059
OEN - OLD ENCINITAS	868	472,533	21.5%	16.7%	388,790	472,533	390,504	439,317	423,246	388,790	400,694	431,012	409,551
OLN - OLIVENHAIN	197	44,522	-24.3%	1.6%	58,838	44,522	24,430	45,873	54,099	58,838	38,167	40,549	41,025
Totals For Listed Geo Areas	2,808	2,366,318	8.8%	83.5%	2,175,439	2,366,318	2,060,428	2,291,013	2,324,249	2,175,439	2,081,407	2,055,809	2,259,159
Totals For All Outlets	3,267	2,832,618	7.7%	100.0%	2,629,184	2,832,618	2,507,096	2,793,351	2,792,941	2,629,184	2,518,145	2,509,243	2,735,225

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