



News

**How are prices affecting Sales Tax Revenues?** The Annual Inflation Rate (CPI-U Western Region) in November edged down to 1.5% from 1.7% in November of 2014, due in part to lower gasoline prices. The overall annual inflation rate of 1.5% includes two segments that are increasingly using up more and more of California resident's disposable income and generally don't generate sales tax revenues: Housing 3.4% and Medical Care 3.4%. The Annual Inflation Rate for segments that generally do generate sales tax: Commodities less Food -(2.4)%, Nondurables -(2.0)%, Motor Fuel -(18.7)% and Food and Beverages 1.6%. (Bureau of Labor Statistics)

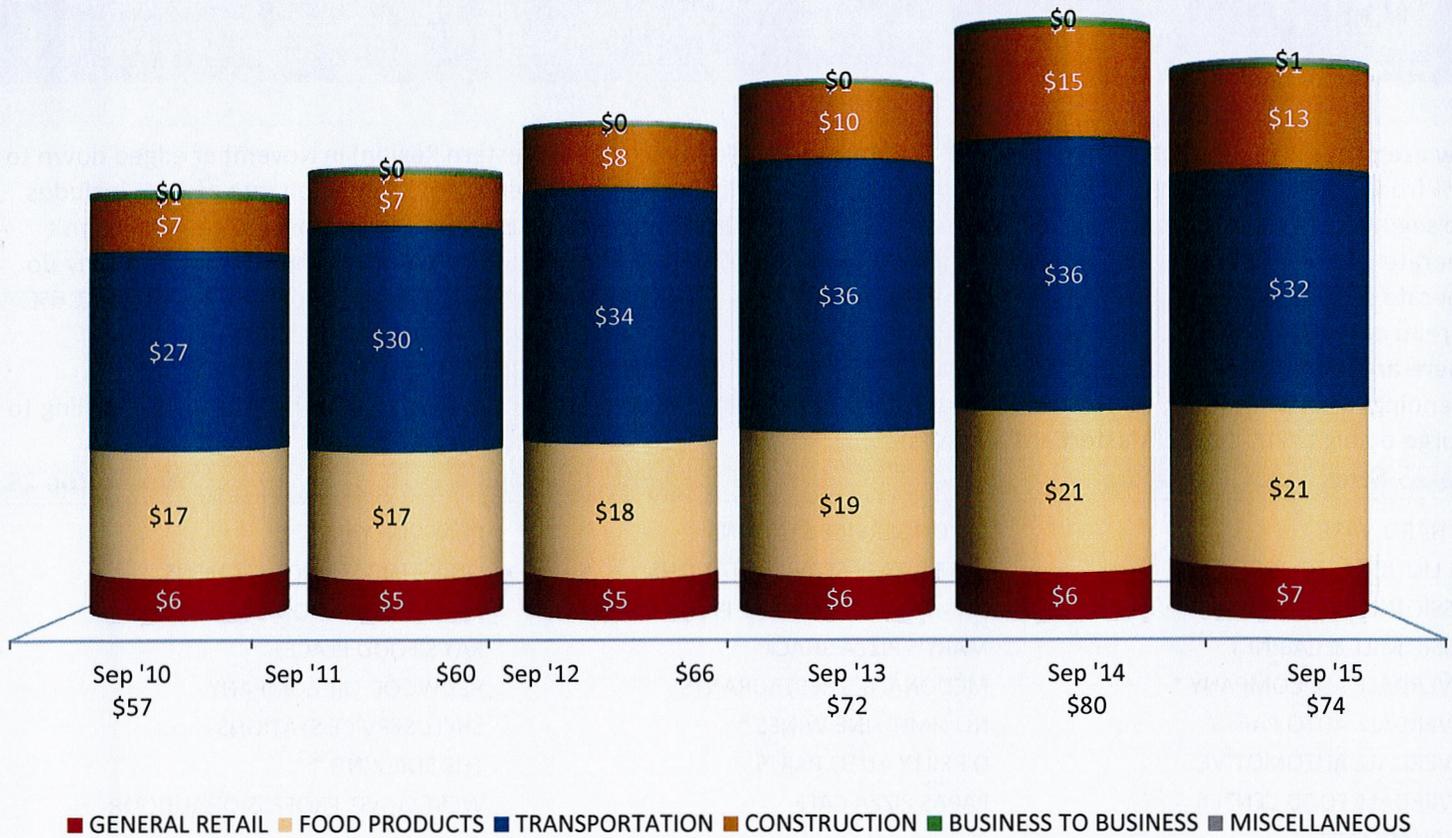
**Where are Sales Tax Revenues growing?** Retail Sales grew by 7.9% during the holiday season, excluding autos and gas. (SpendingPulse) Double-digit growth in furniture sales shows that consumers have more disposable income and are willing to splurge on big ticket items. (MasterCard Advisors)

Top 25 Sales Tax Generators

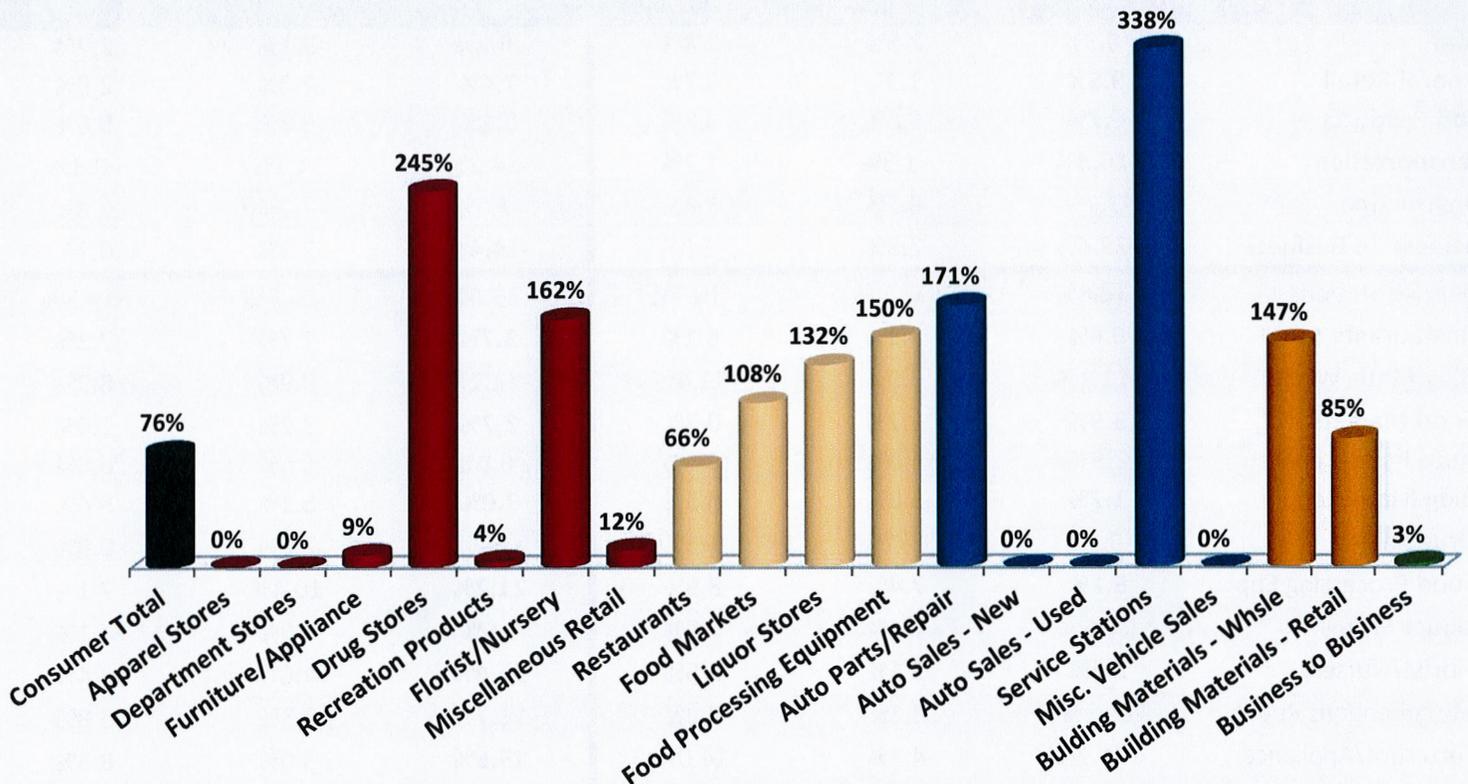
New to Top 25 \*

ACE HARDWARE	EXXON SERVICE STATIONS	PEAY VINEYARDS
BALI LIQUOR & FOODS	FAST & EASY SERVICE STATIONS	QUIK STOP SERVICE STATIONS
CLASSIC INNOVATIONS	HAMBURGER RANCH & PASTA FARM	RAILROAD STATION BAR & GRILL
CLASSIC MILL & CABINET	MARY'S PIZZA SHACK	RAY'S FOOD PLACE
CLOVERDALE ALE COMPANY *	MCDONALD'S RESTAURANTS	REDWOOD OIL COMPANY
CLOVERDALE AUTO PARTS	NO LIMIT FINE WINES *	SHELL SERVICE STATIONS
CLOVERDALE AUTOMOTIVE	O'REILLY AUTO PARTS	THE SOIL KING *
CLOVERDALE FOOD CENTER	PAPAS PIZZA CAFE	WEST COAST PROFESSIONAL DOOR
CVS/PHARMACY		

Business Activity	Jul'14 - Sep'14 to Jul'15 - Sep'15			Oct'13 - Sep'14 to Oct'14 - Sep'15		
	Cloverdale	S.F. Bay Area	Statewide	Cloverdale	S.F. Bay Area	Statewide
<b>Total</b>	<b>-6.9%</b>	<b>2.5%</b>	<b>2.8%</b>	<b>-6.2%</b>	<b>3.1%</b>	<b>2.7%</b>
<b>General Retail</b>	<b>9.5%</b>	<b>1.3%</b>	<b>3.7%</b>	<b>7.4%</b>	<b>2.2%</b>	<b>2.9%</b>
<b>Food Products</b>	<b>6.1%</b>	<b>5.8%</b>	<b>4.8%</b>	<b>5.1%</b>	<b>6.8%</b>	<b>5.6%</b>
<b>Transportation</b>	<b>-16.3%</b>	<b>-1.3%</b>	<b>1.2%</b>	<b>-14.2%</b>	<b>-1.1%</b>	<b>-0.3%</b>
<b>Construction</b>	<b>-7.2%</b>	<b>6.2%</b>	<b>7.8%</b>	<b>-7.6%</b>	<b>7.6%</b>	<b>7.3%</b>
<b>Business To Business</b>	<b>-29.4%</b>	<b>2.8%</b>	<b>-1.3%</b>	<b>-14.4%</b>	<b>2.9%</b>	<b>0.7%</b>
Service Stations	<b>-18.8%</b>	<b>-15.2%</b>	<b>-10.7%</b>	<b>-15.4%</b>	<b>-16.6%</b>	<b>-14.3%</b>
Restaurants	<b>6.4%</b>	<b>6.2%</b>	<b>6.1%</b>	<b>3.7%</b>	<b>7.7%</b>	<b>7.2%</b>
Bldg.Matls-Whsle	<b>-11.1%</b>	<b>9.0%</b>	<b>11.4%</b>	<b>-12.2%</b>	<b>9.9%</b>	<b>8.9%</b>
Food Markets	<b>3.9%</b>	<b>3.7%</b>	<b>0.7%</b>	<b>2.7%</b>	<b>3.2%</b>	<b>1.0%</b>
Auto Parts/Repair	<b>2.5%</b>	<b>4.8%</b>	<b>6.5%</b>	<b>-6.0%</b>	<b>5.5%</b>	<b>6.8%</b>
Bldg.Matls-Retail	<b>1.7%</b>	<b>3.0%</b>	<b>3.5%</b>	<b>3.0%</b>	<b>5.1%</b>	<b>5.4%</b>
Drug Stores	<b>-0.5%</b>	<b>3.1%</b>	<b>1.5%</b>	<b>-3.0%</b>	<b>2.0%</b>	<b>0.9%</b>
Food Processing Eqp	<b>5.1%</b>	<b>7.4%</b>	<b>8.9%</b>	<b>21.7%</b>	<b>10.4%</b>	<b>7.1%</b>
Liquor Stores	<b>14.6%</b>	<b>6.4%</b>	<b>2.9%</b>	<b>9.9%</b>	<b>6.5%</b>	<b>4.1%</b>
Florist/Nursery	<b>2.6%</b>	<b>5.1%</b>	<b>5.5%</b>	<b>54.4%</b>	<b>4.6%</b>	<b>5.4%</b>
Miscellaneous Retail	<b>23.9%</b>	<b>2.1%</b>	<b>3.8%</b>	<b>16.7%</b>	<b>3.3%</b>	<b>3.8%</b>
Furniture/Appliance	<b>171.7%</b>	<b>4.7%</b>	<b>14.0%</b>	<b>15.5%</b>	<b>5.0%</b>	<b>8.3%</b>
Health & Government	<b>-4.2%</b>	<b>10.5%</b>	<b>5.8%</b>	<b>-2.1%</b>	<b>7.1%</b>	<b>4.3%</b>
Miscellaneous Other	<b>42.8%</b>	<b>-10.0%</b>	<b>7.8%</b>	<b>45.9%</b>	<b>-10.2%</b>	<b>3.9%</b>



Cloverdale: 3rd Quarter 2015 Sales Tax Capture & Gap Analysis Report



The chart is an overview of how well Cloverdale is capturing potential sales tax based on its residents' effective buying income (disposable income) compared to purchasing habits in the S.F. Bay Area region.