

Q2 2014



San Luis Obispo Sales Tax *Update*

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

San Luis Obispo In Brief

Receipts for San Luis Obispo's April through June sales were 3.1% higher than the same quarter one year ago. Actual sales activity was up 6.3% when reporting aberrations were factored out.

General consumer goods experienced a strong sales quarter from multiple categories including sporting goods, family apparel, specialty stores, and home furnishings where a new business helped boosted receipts. Sales increases from new and used cars were largely responsible for the gain from the autos and transportation group.

Receipts from all types of eateries, except quick service restaurants, were up. The gain from service stations was inflated by payment deviations. Building and construction receipts were also inflated by a one-time payment. Retroactive adjustments were responsible for temporarily depressing the business and industry group.

Measure "Y" generated an additional \$1,790,548 in revenue, a 7.0% increase over the same quarter last year.

Adjusted for aberrations, taxable sales for all of San Luis Obispo County increased 0.8% over the comparable time period, while the Central Coast region as a whole was up 3.7%.

SALES TAX BY MAJOR BUSINESS GROUP



TOP 25 PRODUCERS

IN ALPHABETICAL ORDER

Alfano Motorcars	Home Depot
Mercedes Benz	JB Dewar Exxon Distributor
Chevrolet	Laguna Shell & Madonna Shell
Apple	Perry Ford Lincoln
Arco AM PM	Rec Solar Commercial
Best Buy	Sears
Chevron	Sunset Auto Sales
Coast BMW Nissan	Target
Cole Chrysler Dodge Jeep Cole Mazda	Tennis Warehouse
Conserv Fuel	Tesoro Refining & Marketing
Costco	Toyota of San Luis Obispo
Cuesta Cadillac Saab Rancho Grande Motors	United Rentals
Edna Valley Shell	
Ferguson Enterprises	
Hayward Lumber	

REVENUE COMPARISON

Four Quarters – Fiscal Year To Date

	2012-13	2013-14
Point-of-Sale	\$13,247,717	\$13,842,061
County Pool	1,300,140	1,564,337
State Pool	5,791	9,443
Gross Receipts	\$14,553,649	\$15,415,841
Less Triple Flip*	\$(3,638,412)	\$(3,853,960)
Measure Y	\$6,562,241	\$6,853,175

*Reimbursed from county compensation fund

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