

# City of Saint Helena

Sales Period: January 2010 - December 2010

## Summary

**Producer Price Index:** According to the Bureau of Labor Statistics prices for finished goods advanced 5.6 percent for the 12 months ended February 2011, the largest 12-month increase since a 5.9-percent rise in March 2010.

**Internet Sales:** More states, including California (AB 155), continue to search for ways to compel online retailers to collect and remit sales tax without violating a 1992 Supreme Court case requiring physical presence.

**Consumer Purchases:** Growth in consumer purchases is being driven by higher-income households not by moderate-income households. Consumers are spending more on autos, appliances and other goods.

**Auto Sales:** Strong sales through February. Consumers will change their purchasing habits when gasoline reaches \$4.25 to \$4.50 a gallon according to AutoNation Inc., the country's largest dealership chain.

**Manufacturing:** Factory orders increased in January at the fastest rate in seven years. (Institute for Supply Management) Breaks in Social Security taxes and taxes on new equipment and big-ticket items are helping spur the increase. Businesses are investing in machinery and computers.

**California Employment:** California will continue to face double-digit unemployment until 2013. The San Francisco Bay Area will grow faster than the rest of California. (UCLA Anderson Forecast)

**Housing:** 2010 was the second worst year for new housing starts since 1959. 2011 new housing starts are trending even lower. (Commerce Department)

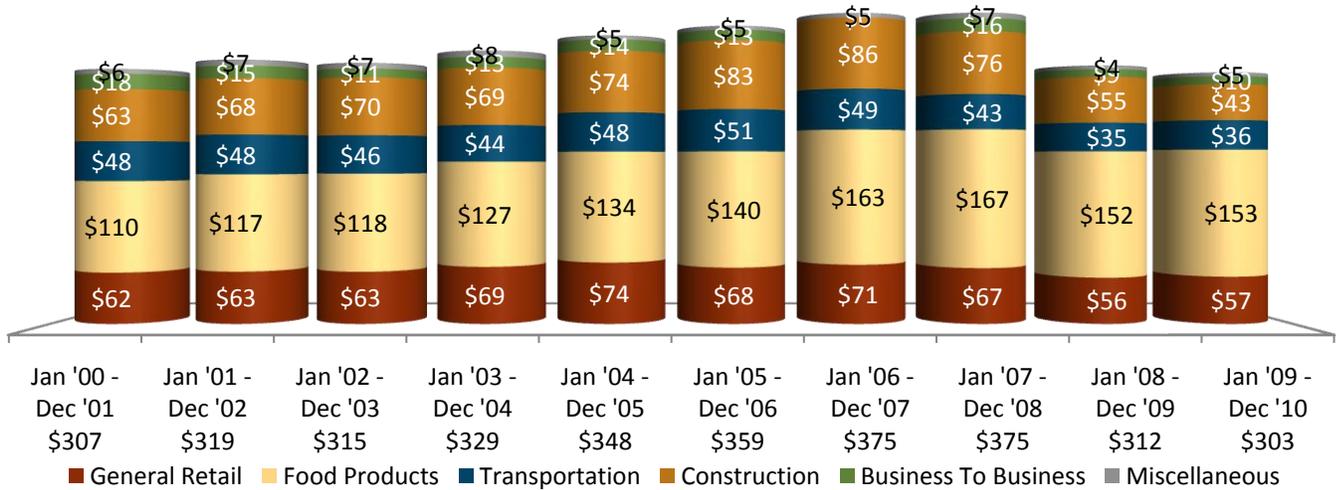
	Quarter-Over-Quarter			Year-Over-Year		
	Oct-Dec 2009 to Oct-Dec 2010			Jan-Dec 2009 to Jan-Dec 2010		
	City of Saint Helena	S.F. Bay Area	Statewide	City of Saint Helena	S.F. Bay Area	Statewide
<b>Total</b>	<b>-6.5%</b>	<b>3.0%</b>	<b>1.9%</b>	<b>-2.0%</b>	<b>2.1%</b>	<b>0.5%</b>
General Retail	-8.0%	0.9%	-0.2%	2.9%	0.7%	-0.6%
Food Products	2.8%	0.4%	-0.7%	1.2%	-1.0%	-1.9%
Transportation	5.8%	7.2%	7.1%	3.5%	8.2%	5.8%
Construction	-42.3%	-1.3%	-1.6%	-20.8%	-2.1%	-4.2%
Business To Business	12.4%	7.4%	4.8%	4.5%	4.1%	1.5%
Restaurants	4.8%	1.6%	-0.1%	2.4%	-0.1%	-1.4%
Food Processing Eqp	1.4%	-6.0%	1.4%	-1.3%	-7.3%	-4.9%
Bldg.Matls-Retail	-10.9%	-4.7%	-2.8%	-15.0%	-3.1%	-3.3%
Food Markets	1.1%	-1.7%	-2.5%	0.3%	-2.4%	-2.7%
Florist/Nursery	-9.4%	-2.0%	-4.6%	40.3%	-0.8%	-4.0%
Bldg.Matls-Whsle	-78.1%	2.8%	-0.1%	-29.4%	-0.9%	-5.2%
Auto Sales - New	-1.9%	8.7%	10.0%	-6.6%	6.3%	3.2%
Miscellaneous Retail	-26.6%	0.6%	-0.5%	-15.6%	-1.9%	-3.0%
Service Stations	15.1%	8.5%	7.6%	20.9%	13.1%	12.0%
Apparel Stores	22.3%	2.1%	2.4%	14.8%	2.2%	2.3%
Auto Parts/Repair	4.6%	0.8%	0.0%	4.1%	-0.7%	-2.1%
Furniture/Appliance	-21.6%	5.6%	1.1%	-42.5%	4.6%	1.0%
Liquor Stores	-2.6%	-1.5%	-0.4%	22.3%	-2.3%	-1.9%
Heavy Industry	-8.7%	-4.8%	2.0%	-6.5%	-4.5%	-3.8%

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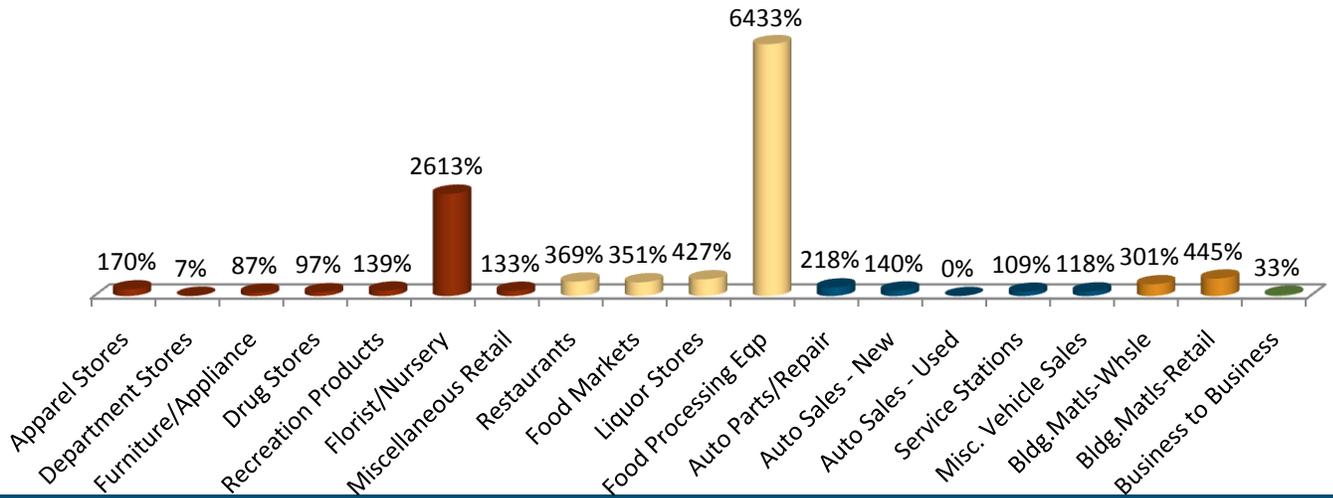
## Sales Tax Per Capita

City of Saint Helena's annualized sales tax divided by its population as reported by State Department of Finance



## Sales Tax Capture & Leakage Analysis

100% = Equilibrium; Over 100% = Capture; Under 100% = Leakage



## Annualized Change in Sales Tax Cash Receipts

