

City of Saint Helena

Sales Period: October 2010 - September 2011

Summary

News from Sales Tax Quarter

- The California real estate market saw a decrease in median home price but an increase in the quantity of homes sold in comparison to the same period last year. There was a decrease in the number of Notices of Default, which is the first step in the foreclosure process. (Dataquick)
- In the third quarter, California saw an unpredicted growth in jobs eliciting hope of a recovery. California still has an unemployment rate higher than the national average and many economists predict job growth to be very slow until 2014. (UCLA Anderson School of Business)

News from Today

- Retail sales slowly climbed by 0.6% in October with 0.2% of the increase attributed to the sale of cars and light trucks. November sales had an even more modest increase of 0.2% with electronics and appliance stores increasing by 2.1% from October. (Department of Commerce)
- Chrysler, Ford, Nissan, and Hyundai reported double-digit gains from last November. With the average age of a car in the United States being 10.6 years old, automotive sales should see an increase for the next few quarters but demand could soften in late spring. (Associated Press)

Quarter-Over-Quarter

Jul-Sep 2010 to Jul-Sep 2011

Year-Over-Year

Oct-Sep 2010 to Oct-Sep 2011

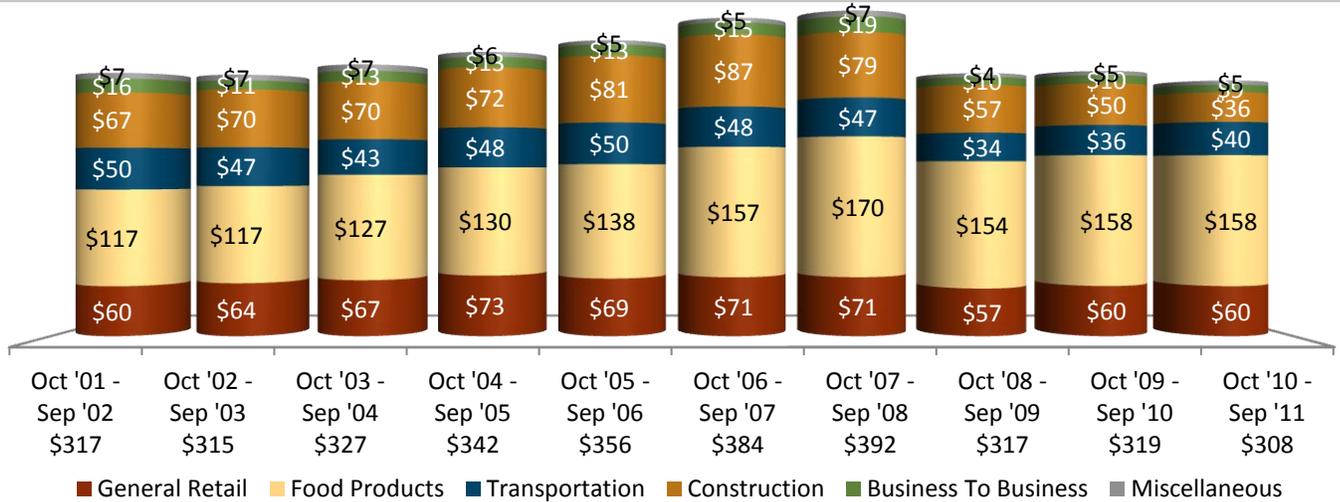
	City of Saint Helena	S.F. Bay Area	Statewide	City of Saint Helena	S.F. Bay Area	Statewide
Total	0.1%	6.9%	7.2%	-3.0%	7.4%	7.2%
General Retail	3.2%	3.6%	3.6%	0.3%	4.6%	4.1%
Food Products	0.7%	6.7%	4.9%	0.7%	5.9%	4.4%
Transportation	3.6%	13.7%	14.3%	10.9%	14.4%	15.0%
Construction	-5.3%	5.5%	4.2%	-28.4%	4.8%	4.2%
Business To Business	-17.7%	6.1%	8.4%	-6.0%	7.9%	8.1%
Restaurants	1.6%	7.0%	5.9%	0.7%	6.7%	5.1%
Food Processing Eqp	-1.2%	7.1%	1.3%	1.4%	3.7%	4.0%
Bldg.Matls-Retail	1.0%	3.4%	-1.6%	-2.4%	2.5%	1.1%
Food Markets	2.7%	5.9%	1.9%	2.2%	4.2%	2.6%
Florist/Nursery	-11.7%	0.7%	2.3%	-8.0%	1.0%	0.2%
Auto Sales - New	-8.9%	9.2%	10.6%	8.9%	11.8%	12.8%
Miscellaneous Retail	14.1%	5.1%	2.9%	-5.4%	5.9%	4.2%
Service Stations	13.8%	21.0%	21.1%	17.3%	21.7%	21.3%
Apparel Stores	3.9%	8.3%	8.8%	10.7%	6.5%	7.8%
Auto Parts/Repair	8.9%	2.7%	5.1%	4.3%	3.2%	4.9%
Bldg.Matls-Whsle	-32.5%	7.9%	11.2%	-64.6%	7.5%	8.2%
Furniture/Appliance	48.0%	-3.7%	-0.8%	16.8%	2.5%	2.7%
Liquor Stores	-7.6%	6.1%	7.2%	-14.7%	2.6%	4.7%
Miscellaneous Other	-19.1%	-1.8%	-2.0%	-1.3%	-3.9%	-1.0%

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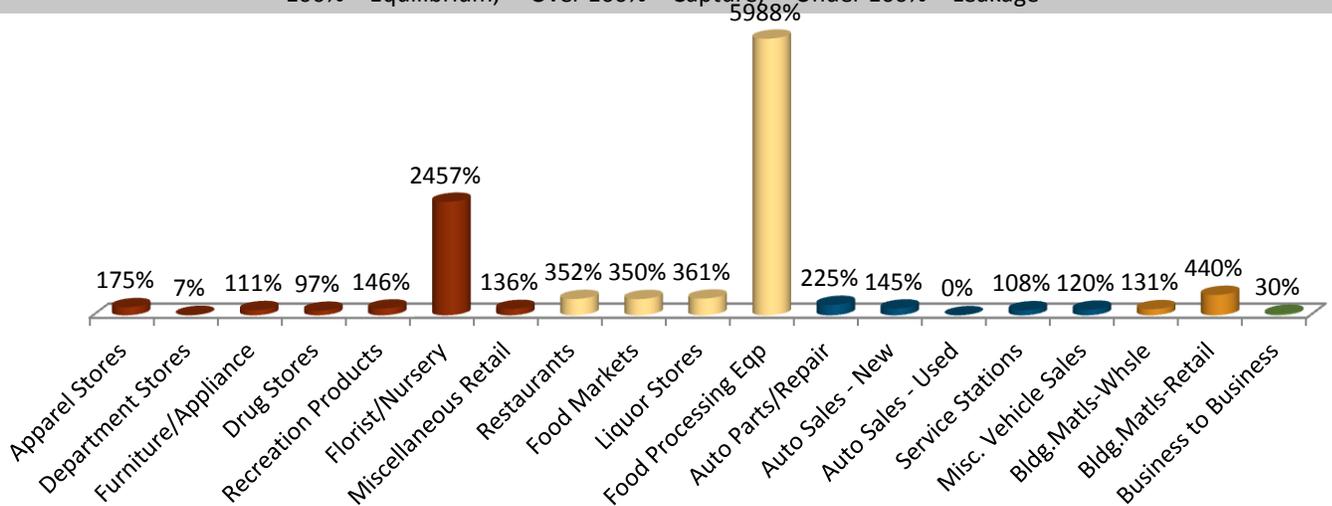
Sales Tax Per Capita

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

