

News

- **Will the positive trend in statewide employment continue?** The number of people employed is now at a record 18.1 million, which is 6.2% above its previous peak. Employment growth in California is currently forecasted to be 2.0% for 2016, 1.6% for 2017 and 0.8% for 2018. (UCLA Andersen)
- **Will the growth of taxable sales in restaurants continue?** Visits to fast-food restaurants had been growing at a quarterly clip of 2% since September 2015, but they have not grown at all in March, April or May, according to as-yet-unpublished data from NPD Group, a market research firm. (Wall Street Journal)
- **Will the positive trend in the California Housing Market continue?** While April saw a year-over-year decrease, the number of single-family homes sold in California year-to-date is still 3% higher than in 2015. Declines in growth are anticipated to accompany increases in fixed rate mortgage rates later this year. (firsttuesday Journal)

Top 25 Sales Tax Generators

New to Top 25 \*

BIG CREEK LUMBER COMPANY	KIBBLES 'N GIFTS	PASTORINO HAY
BK MOTORS	MCDONALD'S RESTAURANTS *	RITE AID DRUG STORES
BURGER KING RESTAURANTS *	MORE FOR LESS SERVICE STATIONS	SAFEWAY STORES
CHEVRON SERVICE STATIONS	MULLINS RESTAURANT	SAM'S CHOWDER HOUSE
CVS/PHARMACY	NEW LEAF COMMUNITY MARKETS	SHELL SERVICE STATIONS
HALF MOON BAY BLDG & GARDEN	OCEAN SHORE HARDWARE	THE RITZ-CARLTON
HALF MOON BAY FEED & FUEL *	ODWALLA *	TRES AMIGOS RESTAURANT
IT'S ITALIA PIZZERIA	PASTA MOON RESTAURANT	TWICE AS NICE JEWELRY STORE
JAMES FORD		

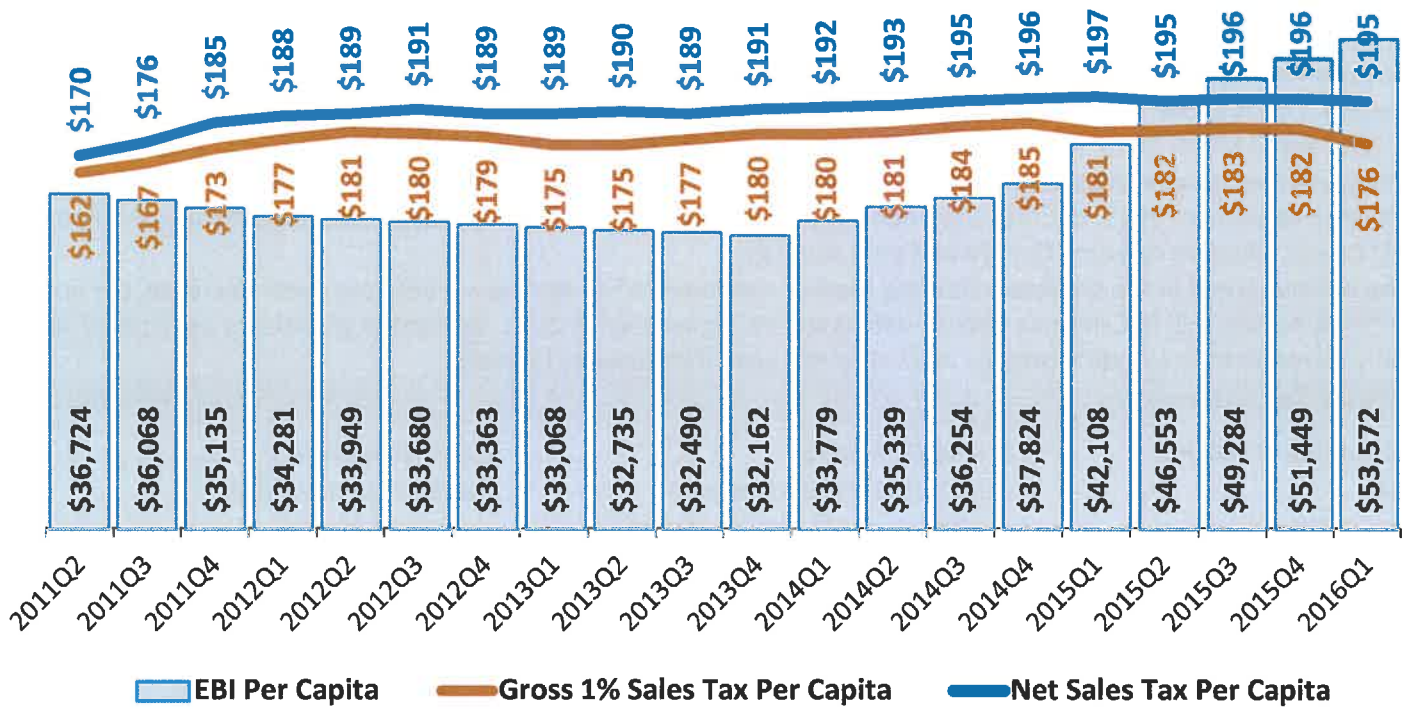
Business Activity

Jan'15 - Mar'15 to Jan'16 - Mar'16

Apr'14 - Mar'15 to Apr'15 - Mar'16

Business Activity	Jan'15 - Mar'15 to Jan'16 - Mar'16			Apr'14 - Mar'15 to Apr'15 - Mar'16		
	Half Moon Bay	S.F. Bay Area	Statewide	Half Moon Bay	S.F. Bay Area	Statewide
<b>Total</b>	<b>0.1%</b>	<b>2.0%</b>	<b>3.0%</b>	<b>0.1%</b>	<b>2.7%</b>	<b>2.8%</b>
<b>General Retail</b>	<b>-10.1%</b>	<b>0.0%</b>	<b>3.1%</b>	<b>-8.6%</b>	<b>1.3%</b>	<b>3.0%</b>
<b>Food Products</b>	<b>3.2%</b>	<b>4.3%</b>	<b>3.8%</b>	<b>5.0%</b>	<b>5.6%</b>	<b>5.2%</b>
<b>Transportation</b>	<b>-0.3%</b>	<b>-0.9%</b>	<b>1.4%</b>	<b>-5.9%</b>	<b>-1.0%</b>	<b>0.8%</b>
<b>Construction</b>	<b>-4.6%</b>	<b>1.5%</b>	<b>5.7%</b>	<b>1.7%</b>	<b>6.4%</b>	<b>7.9%</b>
<b>Business To Business</b>	<b>50.4%</b>	<b>6.2%</b>	<b>1.4%</b>	<b>33.1%</b>	<b>4.1%</b>	<b>-0.6%</b>
Restaurants	0.6%	5.5%	5.9%	4.2%	6.6%	6.5%
Service Stations	-9.5%	-9.7%	-7.0%	-10.0%	-14.1%	-11.3%
Food Markets	4.1%	0.2%	-2.4%	4.4%	2.0%	0.9%
Bldg.Matls-Retail	-4.5%	-1.2%	0.6%	2.4%	4.3%	5.0%
Auto Sales - New	16.5%	2.1%	4.4%	-0.5%	6.2%	7.2%
Miscellaneous Retail	-23.9%	2.6%	4.8%	-18.5%	3.5%	4.5%
Drug Stores	-5.0%	2.0%	2.5%	-2.2%	3.2%	2.1%
Florist/Nursery	7.2%	3.5%	4.0%	0.6%	6.8%	5.9%
Auto Parts/Repair	14.5%	3.4%	4.5%	3.7%	3.3%	5.3%
Furniture/Appliance	3.5%	0.2%	12.4%	2.2%	1.9%	9.1%
Auto Sales - Used	-0.9%	6.9%	9.9%	6.2%	12.3%	12.3%
Food Processing Eqp	349.9%	1.4%	3.0%	80.8%	6.1%	7.5%
Apparel Stores	-7.6%	0.4%	1.7%	-13.0%	1.7%	2.3%
Light Industry	83.0%	28.7%	8.6%	79.6%	10.8%	3.3%

Per Capita Annual Effective Buying Income Compared to Per Capita Gross and Net Sales Tax

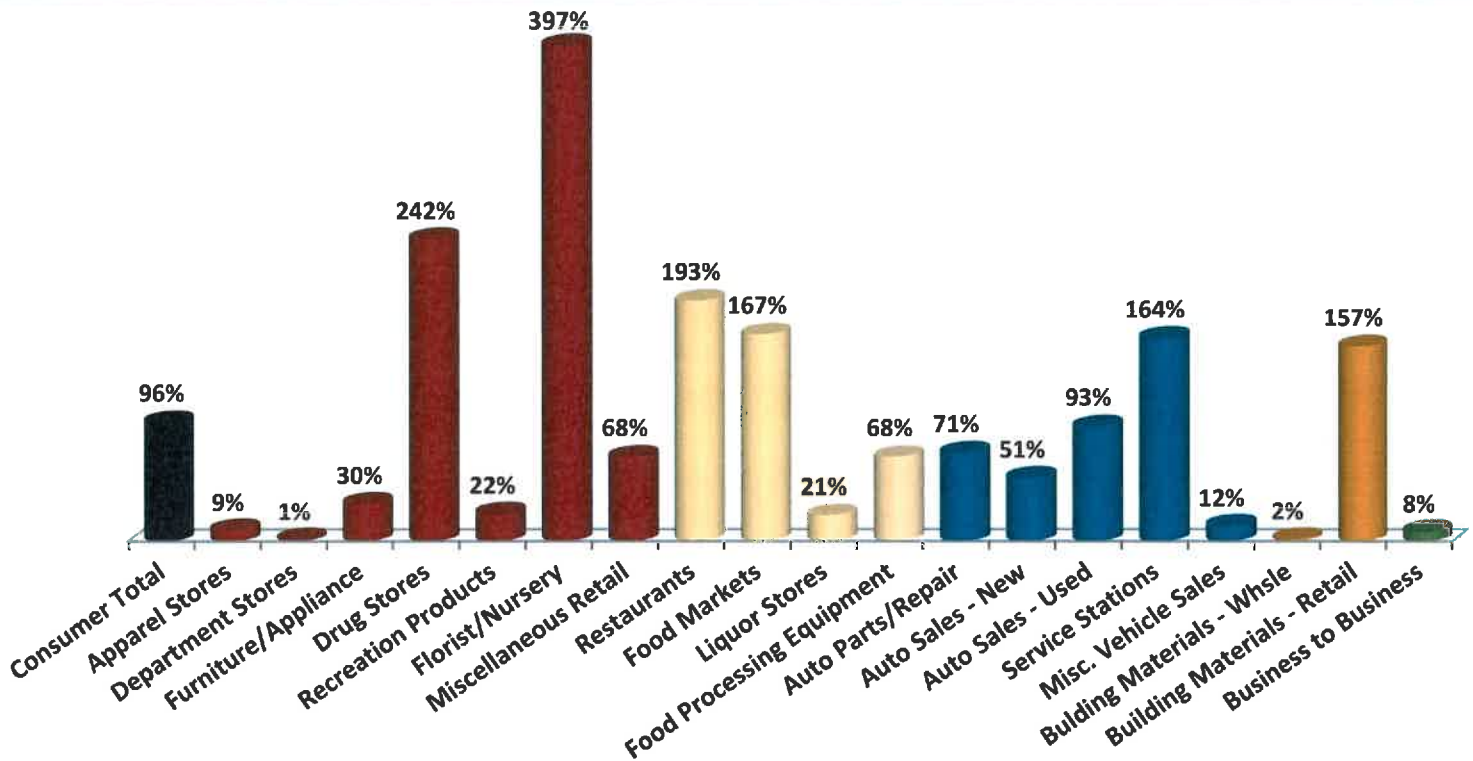


A Correlation Coefficient (CC) > .30 is a Moderate to Strong Correlation.

Net Sales Tax = Cash Gross 1% + Co Pool + State Pool - Admin Fees

CC Net Sales Tax:	<b>0.41</b>
CC Gross 1%:	<b>0.21</b>

Half Moon Bay: 1st Quarter 2016 Sales Tax Capture & Gap Analysis Report



The chart is an overview of how well Half Moon Bay 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.