

News

- **Employment in California continues to grow.** According to a preliminary report California employed over 18.4 million workers in November, up 3% from 17.8 million in November of 2015. The unemployment rate dipped to 5.3% in November from the 5.5% rate we have had each month since July. (Bureau of Labor Statistics)
- **Higher prices are not helping sales tax revenue.** The Consumer Price Index (CPI-U) for the Western Region is up 2.3 percent in November. Big price increases in Housing up 4.6%, Household Energy up 4.7% and Medical Care up 3.2% reduce the amount of remaining disposable income available for taxable sales. (Bureau of Labor Statistics)
- **The next recession may be more severe in California than in the rest of the country.** The number of wage and salary employees in California is shrinking while the number of those whose income is dependent upon the profitability and value of their companies is growing. This could intensify a recession in California. (UCLA Andersen)

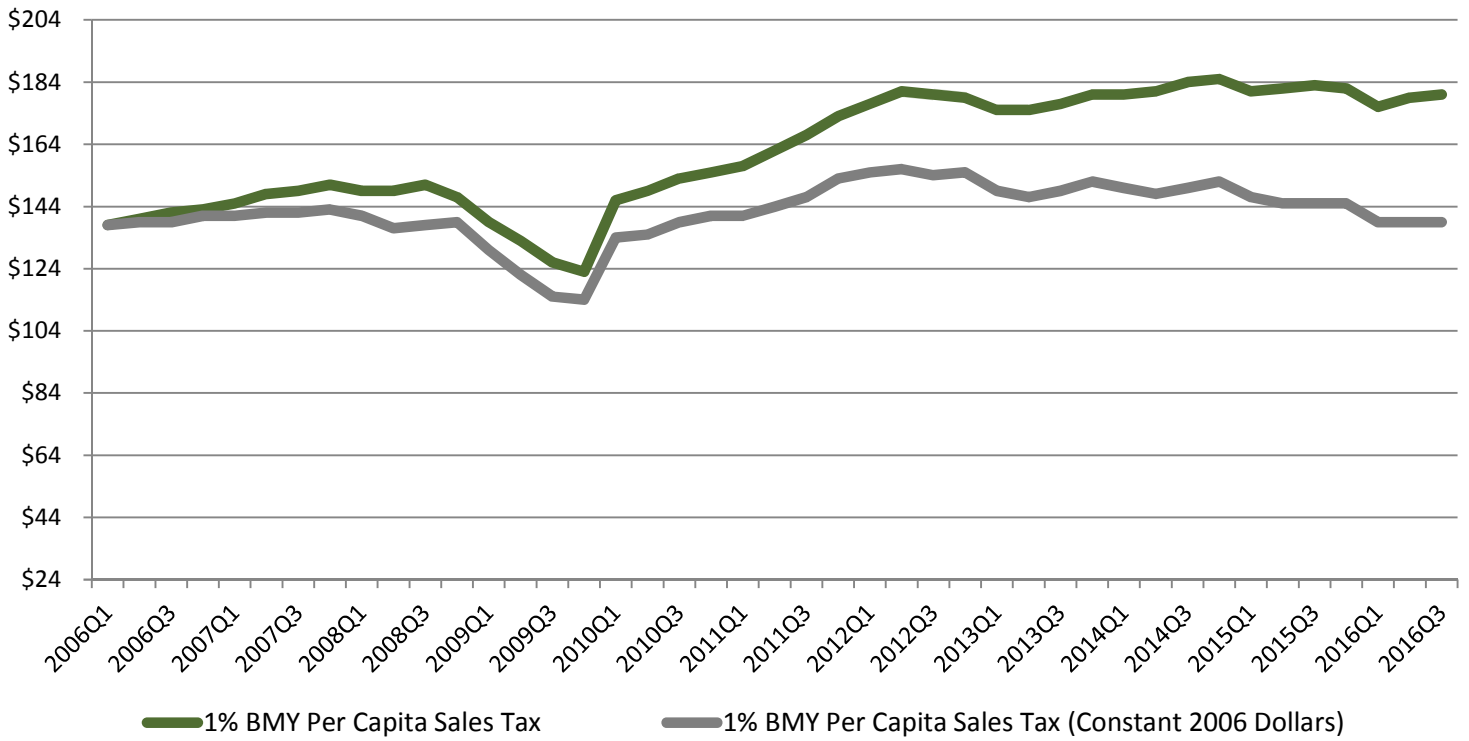
Top 25 Sales Tax Generators

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

Business Activity

	Quarter over Quarter			Year over Year		
	Half Moon Bay	S.F. Bay Area	Statewide	Half Moon Bay	S.F. Bay Area	Statewide
TOTAL	2.8%	1.0%	0.6%	1.2%	2.0%	2.0%
GENERAL RETAIL	-0.7%	-0.1%	0.8%	-1.8%	0.8%	2.0%
FOOD PRODUCTS	5.8%	3.3%	4.4%	2.9%	4.6%	4.7%
TRANSPORTATION	-3.3%	0.5%	-2.3%	-3.8%	-0.8%	-1.0%
CONSTRUCTION	3.5%	-0.8%	-1.8%	5.4%	2.1%	5.0%
BUSINESS TO BUSINESS	16.9%	1.5%	0.7%	14.4%	4.0%	0.8%
Restaurants	4.2%	3.7%	5.5%	3.4%	5.4%	5.9%
Service Stations	-12.7%	-12.1%	-15.8%	-11.9%	-12.6%	-13.4%
Bldg.Matls-Retail	4.3%	2.2%	2.0%	6.1%	3.4%	4.6%
Food Markets	3.4%	1.2%	1.0%	3.1%	1.6%	1.0%
Auto Sales - New	14.4%	6.0%	4.7%	10.8%	4.7%	4.8%
Miscellaneous Retail	7.4%	0.1%	1.6%	-3.7%	2.0%	3.2%
Drug Stores	-16.3%	-1.9%	-5.8%	-2.0%	2.5%	1.0%
Florist/Nursery	2.9%	9.8%	9.7%	0.1%	10.6%	7.7%
Auto Parts/Repair	-0.7%	-1.1%	2.2%	5.7%	2.1%	3.0%
Furniture/Appliance	-5.9%	-0.9%	-0.7%	-2.9%	-0.2%	2.9%
Auto Sales - Used	-8.7%	14.0%	7.6%	-7.2%	12.4%	10.1%
Business Services	1318.9%	0.5%	-5.9%	-5.9%	-2.0%	-4.0%
Light Industry	-20.7%	5.4%	3.4%	101.7%	18.8%	5.4%
Office Equipment	861.0%	-4.4%	0.8%	124.9%	1.0%	1.1%

City of Half Moon Bay: Impact of Inflation on Annual Per Capita Sales Tax



2016Q3 1% BMY Per Capita Sales Tax: \$179
 2016Q3 1% BMY Per Capita Sales Tax (2006 Dollars): \$139 -22.3% Percent Difference

City of Half Moon Bay: Annualized Change in Sales Tax Cash Receipts

