

City of
San Leandro

A Review of Sales Tax and
Current Business Climate



Discover. Recover. Prosper.

Fran.Mancia@MuniServices.com

Regional Comparison

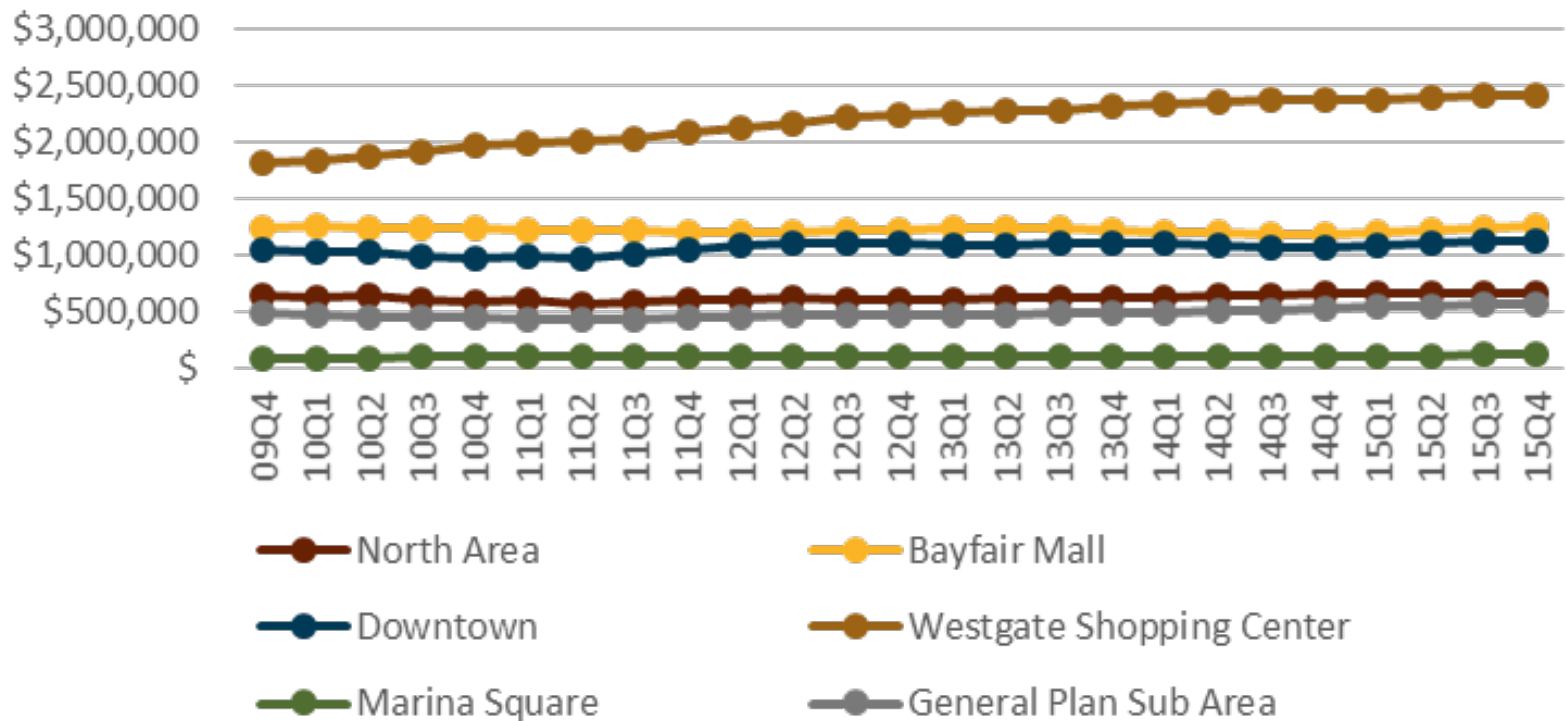
	Quarter Comparison: 2014Q4 to 2015Q4			Annual Comparison: 2014 to 2015		
	San Leandro	S.F. Bay Area	Statewide	San Leandro	S.F. Bay Area	Statewide
Total	6.1%	2.9%	2.6%	10.1%	3.0%	2.6%
General Retail	2.8%	1.7%	3.0%	2.3%	2.2%	3.1%
Food Products	15.2%	4.6%	4.7%	12.3%	6.3%	5.6%
Transportation	14.3%	1.3%	1.5%	15.1%	-0.3%	0.2%
Construction	10.8%	6.1%	8.9%	9.4%	8.2%	8.0%
Business To Business	-1.6%	4.5%	-2.0%	13.7%	2.3%	-1.2%
Department Stores	0.6%	-0.7%	1.9%	-0.6%	-0.4%	1.0%
Auto Sales - New	25.4%	7.2%	8.7%	27.2%	8.7%	8.8%
Electronic Equipment	23.5%	12.3%	8.7%	60.4%	5.2%	3.7%
Heavy Industry	-18.5%	1.4%	1.5%	1.7%	3.8%	5.3%
Bldg.Matls-Whsle	11.5%	6.3%	12.2%	8.0%	9.6%	9.9%
Restaurants	13.7%	5.5%	5.7%	14.9%	7.4%	7.1%
Apparel Stores	4.4%	3.8%	3.9%	4.2%	3.0%	3.2%
Bldg.Matls-Retail	9.8%	5.8%	5.0%	11.5%	6.6%	6.0%
Auto Parts/Repair	12.2%	-1.4%	0.4%	11.9%	3.2%	5.1%
Service Stations	-8.7%	-12.7%	-11.1%	-11.5%	-16.7%	-14.3%
Light Industry	-0.4%	22.3%	2.9%	-2.7%	5.1%	1.6%
Miscellaneous Retail	3.1%	3.4%	3.9%	1.2%	3.7%	4.2%
Food Markets	3.6%	1.6%	1.9%	6.2%	2.5%	1.5%
Office Equipment	28.5%	10.7%	1.5%	14.1%	5.9%	0.2%

SAN LEANDRO

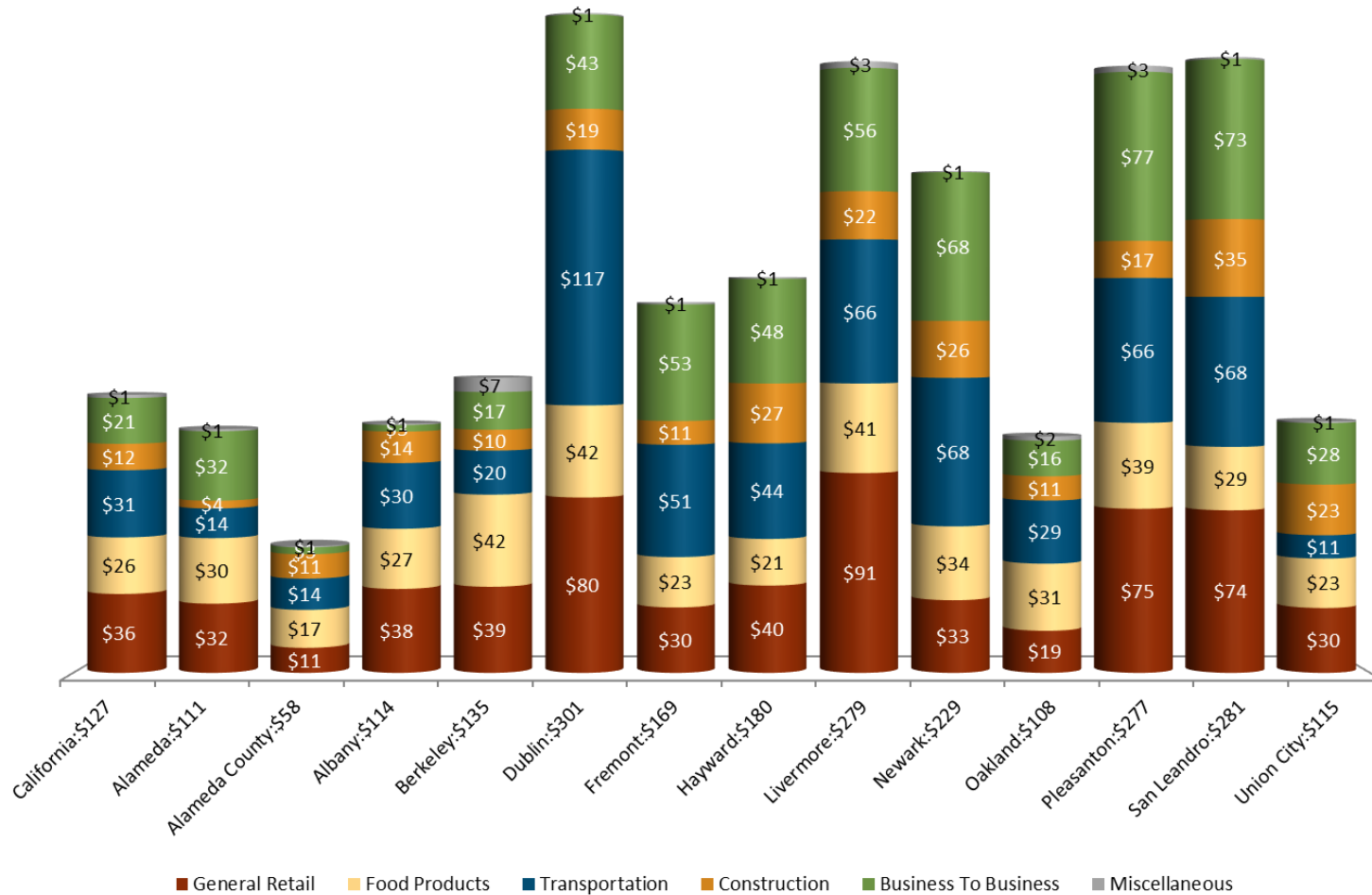
Sales Tax Net Cash Receipts: Three Advances Plus Clean-Up Payment

Last Year Cash Received > This Year Cash Received > Calendar Sales Quarter >	% CHANGE BY MONTH ENDED QUARTER						FISCAL YEAR TO DATE				MOST RECENT FOUR QUARTERS TOTAL			
	Dec-13	Mar-14	Jun-14	Sep-14	Dec-14	Mar-15	Jul-14 thru	Jul-15 thru	\$ Chg	% Chg	Apr-14 thru	Apr-15 thru	\$ Chg	% Chg
	Dec-14	Mar-15	Jun-15	Sep-15	Dec-15	Mar-16	Mar-15	Mar-16			Mar-15	Mar-16		
	14Q3	14Q4	15Q1	15Q2	15Q3	15Q4	3 Quarters	3 Quarters						
1 Oakland	6.9	0.9	-4.3	-1.9	1.7	4.4	37,284,070	37,798,773	514,703	1.4	48,688,268	48,709,076	20,808	0.0
2 Fremont	11.2	7.3	-2.5	8.2	7.0	8.2	30,128,523	32,483,940	2,355,417	7.8	39,166,173	41,294,402	2,128,229	5.4
3 Hayward	-0.6	-0.9	-2.2	5.7	2.3	3.2	22,905,059	23,761,422	856,363	3.7	30,024,748	30,721,610	696,862	2.3
4 San Leandro	11.4	9.0	16.5	11.4	11.2	7.7	20,296,687	22,334,456	2,037,769	10.0	25,766,240	28,706,935	2,940,695	11.4
5 Livermore	8.3	2.7	-2.3	5.9	9.0	11.5	19,938,566	21,698,882	1,760,316	8.8	25,904,989	27,527,530	1,622,541	6.3
6 Pleasanton	11.9	-5.7	6.7	8.0	-1.2	3.9	17,005,107	17,592,741	587,634	3.5	21,542,138	22,435,796	893,658	4.1
7 Dublin	7.6	0.6	-0.1	1.6	2.3	5.9	14,376,304	14,854,379	478,075	3.3	18,663,904	19,136,900	472,996	2.5
8 Berkeley	5.4	3.8	-1.6	4.2	4.7	6.0	13,146,813	13,804,595	657,782	5.0	16,968,072	17,565,958	597,886	3.5
9 Newark	8.6	3.2	4.5	3.5	9.7	10.4	7,867,183	8,489,689	622,506	7.9	10,207,784	10,935,788	728,004	7.1
10 Alameda County	8.0	3.0	9.7	16.7	12.0	5.3	7,125,115	7,943,686	818,571	11.5	9,031,852	10,034,900	1,003,048	11.1
11 Alameda	17.9	11.6	-4.1	-2.2	25.5	4.3	6,539,263	7,136,725	597,462	9.1	8,683,378	9,192,220	508,842	5.9
12 Union City	8.8	-4.4	1.8	-24.5	2.0	-1.0	7,005,458	6,460,846	-544,612	-7.8	9,129,587	8,622,912	-506,675	-5.5
13 Emeryville	4.4	3.7	-2.9	3.7	6.1	6.5	6,311,437	6,656,448	345,011	5.5	8,283,332	8,570,792	287,460	3.5
14 Albany	-1.8	-1.0	11.5	2.0	0.6	4.2	1,734,631	1,775,269	40,638	2.3	2,310,366	2,417,336	106,970	4.6
15 Piedmont	-37.5	-18.1	15.0	-11.7	-12.1	-11.7	174,354	153,708	-20,646	-11.8	217,062	202,810	-14,252	-6.6
Alameda Countywide	7.7	2.4	0.6	4.0	5.6	6.1	211,838,570	222,945,559	11,106,989	5.2	274,587,893	286,074,965	11,487,072	4.2
S.F. Bay Area	7.8	3.9	3.6	3.7	2.0	4.8	1,068,901,028	1,106,584,944	37,683,916	3.5	1,380,504,394	1,429,253,457	48,749,063	3.5
Northern California	6.7	3.0	3.4	3.5	1.8	4.2	2,040,225,995	2,104,831,818	64,605,823	3.2	2,636,047,298	2,720,988,579	84,941,281	3.2
Southern California	5.7	4.7	2.9	4.0	2.8	2.9	2,675,888,026	2,762,640,693	86,752,667	3.2	3,485,758,128	3,595,977,965	110,219,837	3.2
State Total	6.2	4.0	3.1	3.8	2.4	3.5	4,716,114,021	4,867,472,511	151,358,490	3.2	6,121,805,426	6,316,966,544	195,161,118	3.2

Historical Annualized Sales Tax by Geographic Area

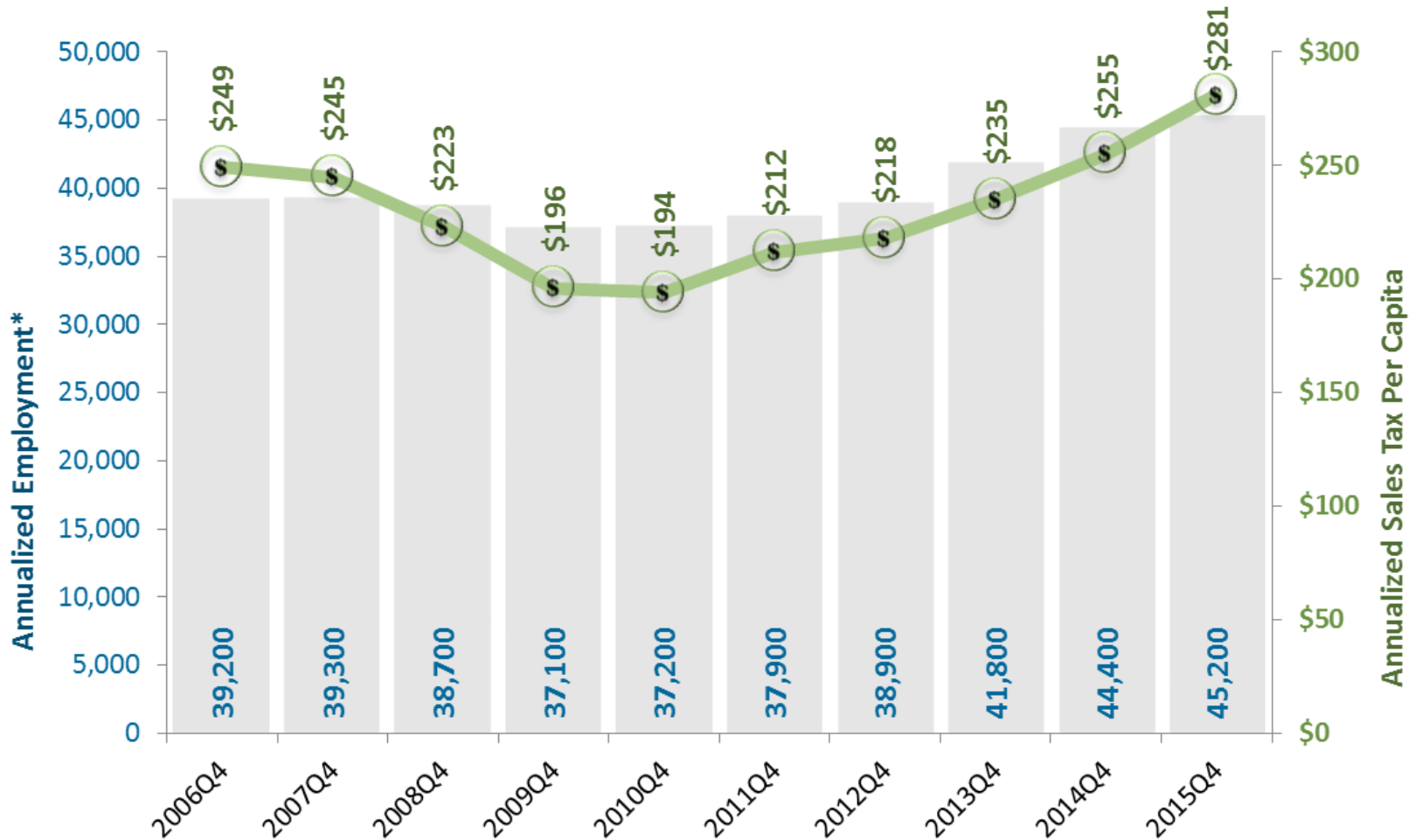


Annual Per-Capita Sales Tax



Note: Emeryville and Piedmont removed to allow better scale

Employment Compared to Sales Tax Per Capita

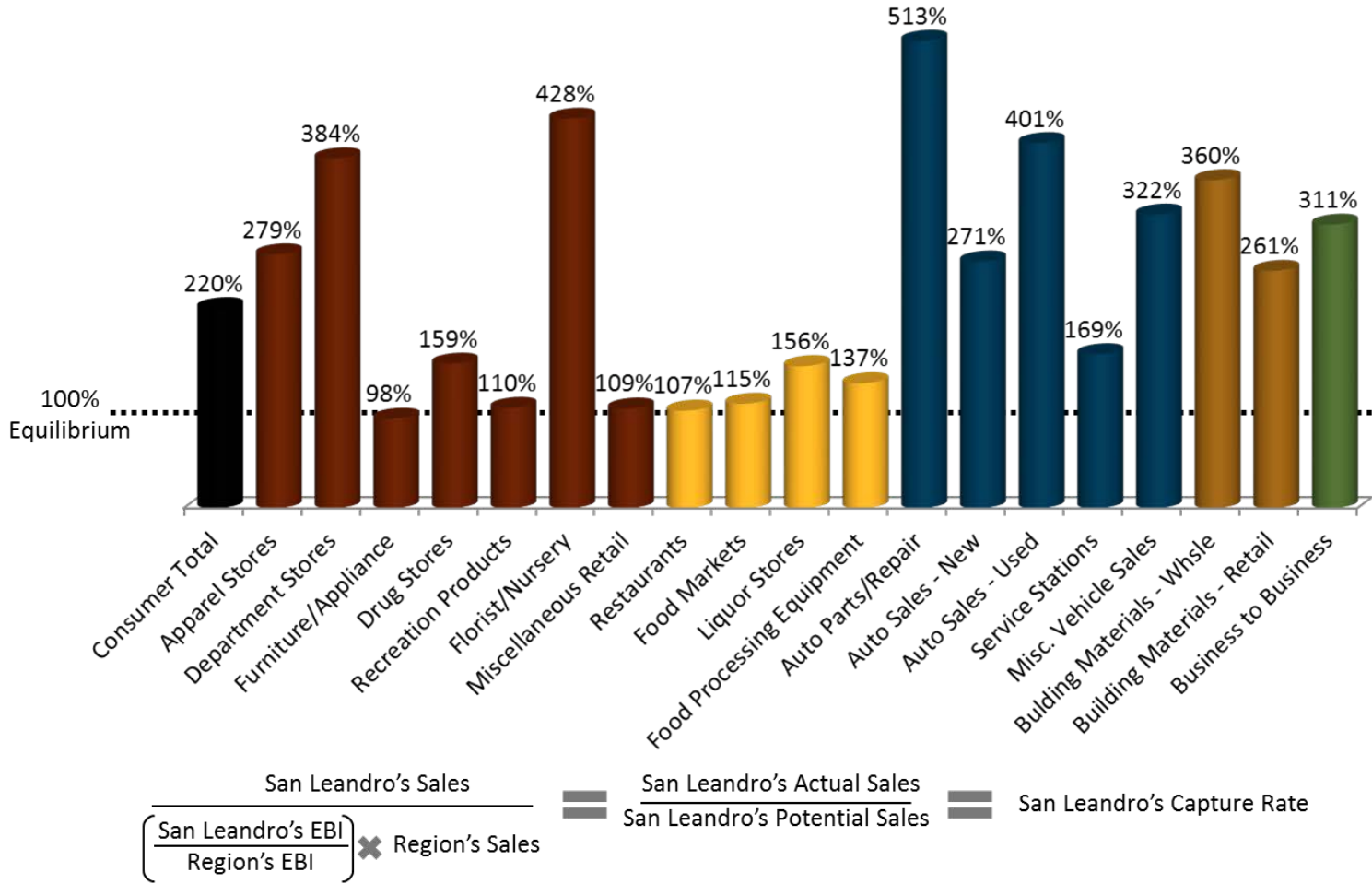


Correlation Coefficient: 0.65 with +1 being perfect correlation



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Opportunities in San Leandro



When effective buying income for San Leandro is compared to that of the Bay Area, we see that opportunities exist for expanding the tax base in segments that are not saturated.

- ALLIED BUILDING PRODUCTS
- AUTOCOM NISSAN EAST BAY
- COSTCO WHOLESALE
- CUMMINS PACIFIC
- ENTERPRISE CAR SALES
- F.H. DAILEY CHEVROLET
- HOME DEPOT
- MACY'S DEPARTMENT STORE
- NICHOLAS PARKS NISSAN
- NIKE CLEARANCE STORE
- NORCAL KENWORTH
- NORDSTROM RACK
- ONESOURCE SUPPLY SOLUTIONS
- PETERSON POWER SYSTEMS
- PETERSON TRACTOR
- PETERSON TRUCKS
- REXEL
- ROSS STORES
- ROYAL WHOLESALE ELECTRIC
- SAFEWAY STORES
- SAN LEANDRO CHRYSLER DODGE JEEP
- SAN LEANDRO HONDA
- TARGET STORES
- THE FORD STORE
- WAL-MART STORES

Costco

1. Hayward
- 2. San Leandro**
3. Antioch
4. Richmond
5. Danville
6. Novato
7. San Francisco

Home Depot

1. Emeryville
2. Hayward
- 3. San Leandro**
4. Union City
5. Hercules
6. Pittsburg
7. Richmond

Walmart

- 1. San Leandro**
2. Union City
3. Antioch
4. Pittsburg
5. Richmond
6. San Ramon
7. Napa

Chevrolet

1. San Jose
2. San Jose
3. Santa Rosa
4. Petaluma
5. Pittsburg
- 6. San Leandro**
7. Gilroy

Ford / Lincoln /Mercury

1. Morgan Hill
2. Santa Rosa
- 3. San Leandro**
4. Berkeley
5. Redwood City
6. Santa Clara
7. Petaluma

Honda

1. Palo Alto
2. San Jose
3. Santa Rosa
4. Milpitas
5. Hayward
6. Petaluma
- 7. San Leandro**