# City of Palo Alto Sales Tax Digest Summary Collections through February 2023 Sales October through December 2022 (2022Q4)

### **California Overview**

For the year ending in fourth quarter of 2022, cash receipts increased 8.1% statewide, 7.4% in Northern California. However, when adjusted for non-period related payments, the overall economic sales tax activity for the year ending in fourth quarter of 2022 increased by 2.5% statewide, and down 5.9% in Northern California.

### **City of Palo Alto**

For the year ending in the fourth quarter of 2022, sales tax cash receipts for the city increased by 13.4% from the prior year. However, when adjusted for non-period related payments, the overall economic sales tax activity in Palo Alto for the year ending in fourth quarter of 2022 increased by 14.8%.

On a quarterly basis, sales tax cash receipts increased by 6.6% from Quarter 4 of 2021 to Quarter 4 of 2022. However, this increase includes late payment anomalies related to a state sales tax extension program. The period's cash receipts include tax from business activity during the period, payments for prior periods and other cash adjustments. When adjusted for non-period related payments, the overall economic quarter over quarter sales tax activity (Q4 2021 to Q4 2022) in Palo Alto increased by 7.2%.

A large, one-time audit decision of -\$612,000 negatively impacted the city's cash receipts this quarter. Without the correction, sales tax cash receipts would have increased by approximately 12.4% from Quarter 2 of 2021 to Quarter 2 of 2022. Approximately 3.8% of that adjusted 12.4% Q2 of 2022 over Q2 of 2021 increase might be attributed to inflation, based on increases in the Consumer Price Index, (CPI-U). Very little of Palo Alto's adjusted 12.4% increase might be attributed to increased economic activity, based on changes in US Real GDP. Roughly 1.7% is attributable to a decrease in payments from prior periods, due to Palo Alto taxpayers getting caught up with payments. The remaining roughly 6.9% is a combination of recovery and other factors (consumers, businesses and organizations getting back to Pre-Pandemic trends along with non-pandemic related business performance changes). Note that some of these factors are based on broad based data and thus, these growth factors should be treated as rough guidelines for economic activity changes this quarter.

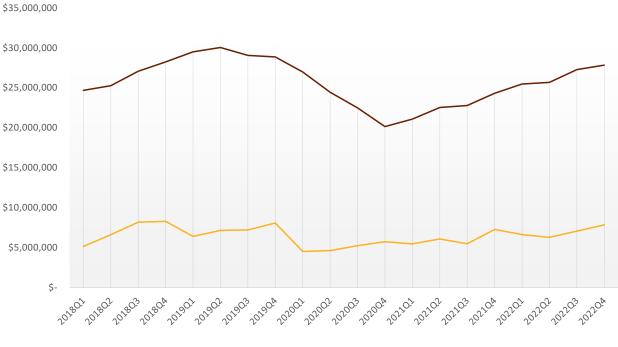
### **Regional Overview**

The first chart on page two shows adjusted economic benchmark year amounts, which means that it shows a full calendar year from the fourth quarter of 2021 through fourth quarter of 2022 compared to fourth quarter of 2020 through fourth quarter of 2021 (benchmark years are rolling annual comparisons through the current quarter). The decrease is different between the state and Palo Alto because the sales tax from businesses in Palo Alto were more impacted than those statewide.

# Regional Overview Chart (Economic) BENCHMARK YEAR 2022Q4 COMPARED TO BENCHMARK YEAR 2021Q4

		ECONOMIC	CATEGORY ANAL	YSIS FOR YEAR EI	NDED 4th Quarter 2	022		
% of Total / % Change	Palo Alto	California Statewide	S.F. Bay Area	Sacramento Valley	Central Valley	South Coast	Inland Empire	North Coast
General Retail	27.4 / 12.2	27.8/-0.7	23.4/-18.7	27.9/1.9	36.3 / -1.8	26.2 / 2.4	32.7 / 14.9	25.5/-23.4
Food Products	16.8/31.1	20.0 / 4.9	20.5 / -12.9	15.9/9.4	14.2 / 4.6	22.3/9.5	17.2 / 13.9	17.6/-7.7
Transportation	19.5/-2.5	24.9 / 6.2	21.4/-15.8	27.5 / 5.6	23.2 / 6.1	25.8/10.5	25.8/24.6	30.4/-6.2
Business to Business	32.7 / 27.1	16.2 / 1.7	22.5/-14.4	14.4 / 12.4	15.2 / 10.9	15.9/4.2	10.7 / 25.0	10.8/-1.2
Misc/Other	3.6/-14.2	11.1/-0.6	12.2/-17.1	14.3 / 6.2	11.2 / 3.2	9.7 / 0.2	13.7 / 19.4	15.7/-11.6
Total	100.0 / 14.8	100.0 / 2.5	100.0 / -15.8	100.0 / 6.1	100.0 / 3.2	100.0 / 6.0	100.0 / 18.7	100.0/-11.9
		ECONOMIC	SEGMENT ANAL	SIS FOR YEAR E	NDED 4th Quarter 20	)22		
	Palo Alto	California Statewide	S.F. Bay Area	Sacramento Valley	Central Valley	South Coast	Inland Empire	North Coast
Largest Segment	Leasing	Restaurants	Restaurants	Auto Sales - New	Miscellaneous Retail	Restaurants	Miscellaneous Retail	Service Stations
% of Total / % Change	20.7 / 24.6	14.1 / 8.4	14.6 / -8.4	11.2 / 1.2	13.4 / 0.5	16.2 / 13.6	16.0 / 24.9	12.1 / 13.5
2nd Largest Segment	Auto Sales - New	Auto Sales - New	Auto Sales - New	Restaurants	Department Stores	Auto Sales - New	Restaurants	Auto Sales - New
% of Total / % Change	15.2/-8.5	11.6 / 1.4	10.2 / -22.8	10.8 / 11.4	11.1 / 2.2	13.1/8.7	10.5 / 16.6	11.1/-18.3
3rd Largest Segment	Restaurants	Miscellaneous Retail	Department Stores	Miscellaneous Retail	Restaurants	Department Stores	Auto Sales - New	Restaurants
% of Total / % Change	15.0/33.5	9.1/4.3	8.0/-8.1	10.5 / 2.4	9.3 / 5.0	8.1/3.0	10.4 / 9.7	11.1/-6.6

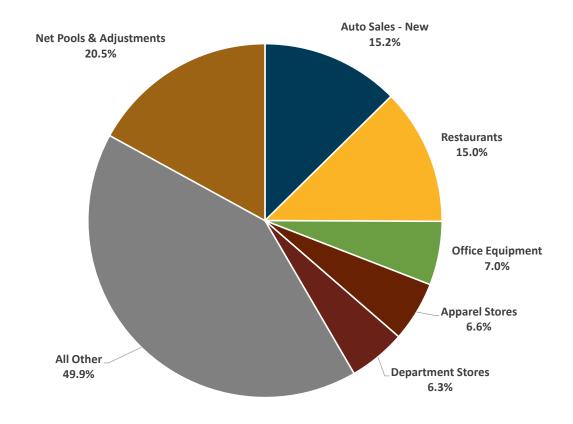
#### Gross Historical Sales Tax Cash Receipts by Benchmark Year and Quarter (Before Adjustments)



-Quarterly ----Benchmark Year

(800) 800-8181

### Net Cash Receipts for Benchmark Year fourth Quarter 2022: \$34,043,639

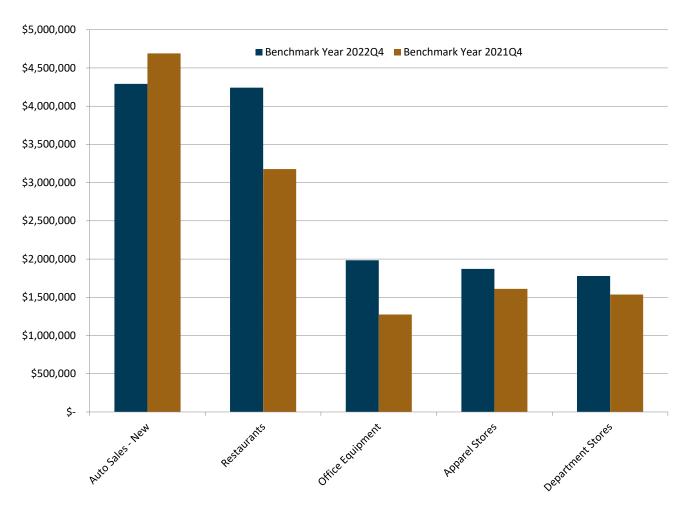


\*Benchmark year (BMY) is the sum of the current and 3 previous quarters (2022Q4 BMY is sum of 2022 Q4, 2022 Q3, 2022 Q2, 2022 Q1)

#### **TOP 25 SALES/USE TAX CONTRIBUTORS**

The following list identifies Palo Alto's Top 25 Sales/Use Tax contributors. The list is in alphabetical order and represents the year ended fourth quarter of 2022. The Top 25 Sales/Use Tax contributors generate 61.4% of Palo Alto's total sales and use tax revenue.

Anderson Honda Apple Stores Arco AM/PM Mini Marts Audi Palo Alto Bloomingdale's Hengehold Trucks Hermes HP Enterprise Services Louis Vuitton Macy's Department Store Magnussen's Toyota of Palo Alto Neiman Marcus Nordstrom Department Store Richemont Rivian Automotive Shell Service Stations Shreve & Co. Stanford Health Care Tesla Tesla Lease Trust Tiffany & Company Union 76 Service Stations Valero Service Stations Varian Medical Systems Volvo Cars Palo Alto



# Sales Tax from Largest Non-Confidential Sales Tax Segments (Economic)

## **Historical Analysis by Calendar Quarter**

Business To Business   26.8%   2,571,178   2,194,817   2,095,020   2,031,199   2,136,501   1,689,561   1,559,814   1,700,725   1,937,072   1,909,078   1,851,     Miscellaneous/Other   15.8%   1,517,005   1,597,816   1,724,861   1,701,538   1,687,189   1,812,731   1,743,358   1,558,859   1,777,635   1,480,228   997,     General Retail   24.0%   2,305,038   1,802,777   1,920,316   1,639,417   2,282,253   1,687,461   1,740,666   1,153,240   1,608,823   1,143,497   660,     Food Products   13.1%   1,260,287   1,230,824   1,227,240   1,018,577   1,083,309   999,729   912,939   635,705   674,469   651,271   439,     Subtotal Economic (Local Business)   79.8%   7,653,508   6,826,234   6,967,438   6,390,731   7,189,252   6,189,482   5,956,778   5,048,529   5,997,999   5,184,075   3,948,     Net Pools & Adjustments   20.2%   1,935,580   1,862,181   686,044   1,721,924 <td< th=""><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th></td<>													
Miscellaneous/Other 15.8% 1,517,005 1,597,816 1,724,861 1,701,538 1,687,189 1,812,731 1,743,358 1,558,859 1,777,635 1,480,228 997,   General Retail 24.0% 2,305,038 1,802,777 1,920,316 1,639,417 2,282,253 1,687,461 1,740,666 1,153,240 1,608,823 1,143,497 660,   Food Products 13.1% 1,220,287 1,230,824 1,227,240 1,018,577 1,083,309 999,729 912,939 635,705 674,469 651,271 439,   Subtotal Economic (Local Business) 79.8% 7,653,508 6,826,234 6,967,438 6,390,731 7,189,252 6,189,482 5,956,778 5,048,529 5,97,999 5,184,075 3,948,   Net Pools & Adjustments 20.2% 1,935,580 1,862,181 686,044 1,721,924 1,806,328 584,508 1,513,663 1,741,273 1,343,184 1,339,250 1,877,   Total Cash Receipts 100.0% 9,589,088 8,688,414 7,653,481 8,112,655 8,995,580 6,773,990 7,470,441 6,789,802 7,341,183 6,523,324 </td <td>Economic Category</td> <td>%</td> <td>2022Q4</td> <td>2022Q3</td> <td>2022Q2</td> <td>2022Q1</td> <td>2021Q4</td> <td>2021Q3</td> <td>2021Q2</td> <td>2021Q1</td> <td>2020Q4</td> <td>2020Q3</td> <td>2020Q2</td>	Economic Category	%	2022Q4	2022Q3	2022Q2	2022Q1	2021Q4	2021Q3	2021Q2	2021Q1	2020Q4	2020Q3	2020Q2
General Retail24.0%2,305,0381,807,7771,920,3161,639,4172,282,2531,687,4611,740,6661,153,2401,668,8231,143,497660,7449Food Products13.1%1,260,2871,230,8241,227,2401,018,5771,083,309999,729912,939635,705674,469651,271439,Subtotal Economic (Local Business)79.8%7,653,5086,826,2346,967,4386,390,7317,189,2526,189,4825,956,7785,048,5295,997,9995,184,0753,948,Net Pools & Adjustments20.2%1,935,5801,862,181686,0441,721,9241,806,3285,84,5081,513,6631,741,2731,343,1841,339,2501,877,Total Cash Receipts100.0%9,589,0888,688,4147,653,4818,112,6558,995,5806,773,9907,470,4416,789,8027,341,1836,523,3245,826,Miscellaneous/Other46.8%4,490,9924,087,1584,008,0083,949,7863,969,9543,752,1783,570,6103,406,9953,982,7533,567,2513,181,Restaurants11.6%1,114,6371,102,2481,093,944902,707947,771884,911799,544540,244557,662546,924342,Miscellaneous Retail5.7%545,797381,616479,710432,956679,381412,016514,516338,032489,417329,678108,Apparel Stores5.6%533,032423,601454,349367,144525,295	Business To Business	26.8%	2,571,178	2,194,817	2,095,020	2,031,199	2,136,501	1,689,561	1,559,814	1,700,725	1,937,072	1,909,078	1,851,601
Food Products13.1%1,260,2871,230,8241,227,2401,018,5771,083,309999,729912,939635,705674,469651,271439,Subtotal Economic (Local Business)79.8%7,653,5086,826,2346,967,4386,390,7317,189,2526,189,4825,956,7785,048,5295,997,9995,184,0753,948,Net Pools & Adjustments20.2%1,935,5801,862,181686,0441,721,9241,806,328584,5081,513,6631,741,2731,343,1841,339,2501,877,Total Cash Receipts100.0%9,589,0888,688,4147,653,4818,112,6558,995,5806,773,9907,470,4416,789,8027,341,1836,523,3245,826,Economic Segment%2022Q42022Q32022Q22022Q12021Q42021Q32021Q22021Q12020Q42020Q320202Miscellaneous/Other46.8%4,490,9924,087,1584,008,0083,949,7863,969,9543,752,1783,570,6103,406,9953,982,7533,567,2513,181,Restaurants11.6%1,114,6371,102,2481,093,944902,707947,771884,911799,544540,244557,662546,924342,Miscellaneous Retail5.7%545,797381,616479,710432,956679,381412,016514,516338,032489,417329,678108,Apparel Stores5.6%533,032423,601454,349367,144525,295388,703384,763	Miscellaneous/Other	15.8%	1,517,005	1,597,816	1,724,861	1,701,538	1,687,189	1,812,731	1,743,358	1,558,859	1,777,635	1,480,228	997,005
Subtotal Economic (Local Business) 79.8% 7,653,508 6,826,234 6,967,438 6,390,731 7,189,252 6,189,482 5,956,778 5,048,529 5,997,999 5,184,075 3,948,   Net Pools & Adjustments 20.2% 1,935,580 1,862,181 686,044 1,721,924 1,806,328 584,508 1,513,663 1,741,273 1,343,184 1,339,250 1,877,   Total Cash Receipts 100.0% 9,589,088 8,688,414 7,653,481 8,112,655 8,995,580 6,773,990 7,470,441 6,789,802 7,341,183 6,523,324 5,826,   Economic Segment % 2022Q4 2022Q3 2022Q2 2021Q4 2021Q3 2021Q2 2021Q4 2020Q3 2020Q 2020Q 2021Q4 2021Q4 2020Q3 2020Q 2021Q4 2021Q3 2021Q4 2021Q4 2021Q4 2021Q4 2021Q3 2021Q4 2021Q4 2021Q3 2021Q4 2021Q4 2021Q3 2021Q4 2021Q4 2021Q4 2021Q3 2021Q4 2021Q3 2021Q4 2021Q3 2021Q4 2021Q4 2021Q1 2021Q4 2021Q1 2021Q4 2021Q3 <td>General Retail</td> <td>24.0%</td> <td>2,305,038</td> <td>1,802,777</td> <td>1,920,316</td> <td>1,639,417</td> <td>2,282,253</td> <td>1,687,461</td> <td>1,740,666</td> <td>1,153,240</td> <td>1,608,823</td> <td>1,143,497</td> <td>660,300</td>	General Retail	24.0%	2,305,038	1,802,777	1,920,316	1,639,417	2,282,253	1,687,461	1,740,666	1,153,240	1,608,823	1,143,497	660,300
Net Pools & Adjustments20.2%1,935,5801,862,181686,0441,721,9241,806,328584,5081,513,6631,741,2731,343,1841,339,2501,877,Total Cash Receipts100.0%9,589,0888,688,4147,653,4818,112,6558,995,5806,773,9907,470,4416,789,8027,341,1836,523,3245,826,Economic Segment%2022Q42022Q32022Q22022Q12021Q42021Q22021Q12020Q42020Q32020Miscellaneous/Other46.8%4,490,9924,087,1584,008,0083,949,7863,969,9543,752,1783,570,6103,406,9953,982,7533,567,2513,181,Restaurants11.6%1,114,6371,102,2481,093,944902,707947,771884,911799,544540,244557,662546,924342,Miscellaneous Retail5.7%545,797381,616479,710432,956679,381412,016514,516338,032489,417329,678108,Apparel Stores5.6%538,573435,730495,508392,724540,782406,274398,447264,318365,627265,13672,Department Stores5.6%533,032423,601454,349367,144525,295388,703384,763237,522315,453186,31629,Service Stations2.2%215,640233,387250,715191,755190,610181,460157,268116,258111,242108,84070, <td>Food Products</td> <td>13.1%</td> <td>1,260,287</td> <td>1,230,824</td> <td>1,227,240</td> <td>1,018,577</td> <td>1,083,309</td> <td>999,729</td> <td>912,939</td> <td>635,705</td> <td>674,469</td> <td>651,271</td> <td>439,540</td>	Food Products	13.1%	1,260,287	1,230,824	1,227,240	1,018,577	1,083,309	999,729	912,939	635,705	674,469	651,271	439,540
Total Cash Receipts   100.0%   9,589,088   8,688,414   7,653,481   8,112,655   8,995,580   6,773,990   7,470,441   6,789,802   7,341,183   6,523,324   5,826,     Economic Segment   %   2022Q4   2022Q3   2022Q2   2021Q4   2021Q3   2021Q2   2021Q4   2021Q2   2021Q4   2020Q3   2020Q3   2020Q3   2020Q3   2020Q3   2021Q4   2021Q3   2021Q2   2021Q4   2021Q3   2021Q4   2020Q3   2021Q4   2021Q3   2021Q4   2021Q3   2021Q4   2021Q3   2021Q4   2020Q3   2021Q4   2021Q3   2021Q3   2021Q3   2021Q3	Subtotal Economic (Local Business)	79.8%	7,653,508	6,826,234	6,967,438	6,390,731	7,189,252	6,189,482	5,956,778	5,048,529	5,997,999	5,184,075	3,948,447
Economic Segment   %   2022Q4   2022Q3   2022Q2   2022Q1   2021Q3   2021Q2   2021Q2   2021Q4   2020Q3   2021Q3   2021Q3   2021Q3   2021Q3   2021Q3   2021Q3   20	Net Pools & Adjustments	20.2%	1,935,580	1,862,181	686,044	1,721,924	1,806,328	584,508	1,513,663	1,741,273	1,343,184	1,339,250	1,877,921
Miscellaneous/Other46.8%4,490,9924,087,1584,008,0083,949,7863,969,9543,752,1783,570,6103,406,9953,982,7533,567,2513,181,Restaurants11.6%1,114,6371,102,2481,093,944902,707947,771884,911799,544540,244557,662546,924342,Miscellaneous Retail5.7%545,797381,616479,710432,956679,381412,016514,516338,032489,417329,678108,Apparel Stores5.6%533,032423,601454,349367,144525,295388,703384,763237,522315,453186,31629,Service Stations2.2%215,640233,387250,715191,755190,610181,460157,268116,258111,242108,84070,Food Markets1.2%116,81099,811104,25391,634108,20390,77389,77374,39789,73981,58077,	Total Cash Receipts	100.0%	9,589,088	8,688,414	7,653,481	8,112,655	8,995,580	6,773,990	7,470,441	6,789,802	7,341,183	6,523,324	5,826,368
Miscellaneous/Other46.8%4,490,9924,087,1584,008,0083,949,7863,969,9543,752,1783,570,6103,406,9953,982,7533,567,2513,181,Restaurants11.6%1,114,6371,102,2481,093,944902,707947,771884,911799,544540,244557,662546,924342,Miscellaneous Retail5.7%545,797381,616479,710432,956679,381412,016514,516338,032489,417329,678108,Apparel Stores5.6%533,032423,601454,349367,144525,295388,703384,763237,522315,453186,31629,Service Stations2.2%215,640233,387250,715191,755190,610181,460157,268116,258111,242108,84070,Food Markets1.2%116,81099,811104,25391,634108,20390,77389,77374,39789,73981,58077,													
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Miscellaneous Retail5.7%545,797381,616479,710432,956679,381412,016514,516338,032489,417329,678108,Apparel Stores5.6%538,573435,730495,508392,724540,782406,274398,447264,318365,627265,13672,Department Stores5.6%533,032423,601454,349367,144525,295388,703384,763237,522315,453186,31629,Service Stations2.2%215,640233,387250,715191,755190,610181,460157,268116,258111,242108,84070,Food Markets1.2%116,81099,811104,25391,634108,20390,77389,77374,39789,73981,58077,	Miscellaneous/Other	46.8%	4,490,992	4,087,158	4,008,008	3,949,786	3,969,954	3,752,178	3,570,610	3,406,995	3,982,753	3,567,251	3,181,367
Apparel Stores5.6%538,573435,730495,508392,724540,782406,274398,447264,318365,627265,13672,Department Stores5.6%533,032423,601454,349367,144525,295388,703384,763237,522315,453186,31629,Service Stations2.2%215,640233,387250,715191,755190,610181,460157,268116,258111,242108,84070,Food Markets1.2%116,81099,811104,25391,634108,20390,77389,77374,39789,73981,58077,	Restaurants	11.6%	1,114,637	1,102,248	1,093,944	902,707	947,771	884,911	799,544	540,244	557,662	546,924	342,533
Department Stores 5.6% 533,032 423,601 454,349 367,144 525,295 388,703 384,763 237,522 315,453 186,316 29,   Service Stations 2.2% 215,640 233,387 250,715 191,755 190,610 181,460 157,268 116,258 111,242 108,840 70,   Food Markets 1.2% 116,810 99,811 104,253 91,634 108,203 90,773 89,773 74,397 89,739 81,580 77,	Miscellaneous Retail	5.7%	545,797	381,616	479,710	432,956	679,381	412,016	514,516	338,032	489,417	329,678	108,953
Service Stations   2.2%   215,640   233,387   250,715   191,755   190,610   181,460   157,268   116,258   111,242   108,840   70,     Food Markets   1.2%   116,810   99,811   104,253   91,634   108,203   90,773   89,773   74,397   89,739   81,580   77,	Apparel Stores	5.6%	538,573	435,730	495,508	392,724	540,782	406,274	398,447	264,318	365,627	265,136	72,307
Food Markets   1.2%   116,810   99,811   104,253   91,634   108,203   90,773   89,773   74,397   89,739   81,580   77,	Department Stores	5.6%	533,032	423,601	454,349	367,144	525,295	388,703	384,763	237,522	315,453	186,316	29,842
	Service Stations	2.2%	215,640	233,387	250,715	191,755	190,610	181,460	157,268	116,258	111,242	108,840	70,063
Business Services1.0% 98,027 62,683 80,950 62,025 227,256 73,169 41,858 70,763 86,107 98,350 65,	Food Markets	1.2%	116,810	99,811	104,253	91,634	108,203	90,773	89,773	74,397	89,739	81,580	77,803
	Business Services	1.0%	98,027	62,683	80,950	62,025	227,256	73,169	41,858	70,763	86,107	98,350	65,579
Subtotal Economic (Local Business) 79.8% 7,653,508 6,826,234 6,967,438 6,390,731 7,189,252 6,189,482 5,956,778 5,048,529 5,997,999 5,184,075 3,948,	Subtotal Economic (Local Business)	79.8%	7,653,508	6,826,234	6,967,438	6,390,731	7,189,252	6,189,482	5,956,778	5,048,529	5,997,999	5,184,075	3,948,447
Net Pools & Adjustments 20.2% 1,935,580 1,862,181 686,044 1,721,924 1,806,328 584,508 1,513,663 1,741,273 1,343,184 1,339,250 1,877,	Net Pools & Adjustments	20.2%	1,935,580	1,862,181	686,044	1,721,924	1,806,328	584,508	1,513,663	1,741,273	1,343,184	1,339,250	1,877,921
Total Cash Receipts 100.0% 9,589,088 8,688,414 7,653,481 8,112,655 8,995,580 6,773,990 7,470,441 6,789,802 7,341,183 6,523,324 5,826,	Total Cash Receipts	100.0%	9,589,088	8,688,414	7,653,481	8,112,655	8,995,580	6,773,990	7,470,441	6,789,802	7,341,183	6,523,324	5,826,368

The chart above shows the categories and segments in quarterly economic basis amounts. The total amount is the net cash receipts, and it was obtained by adding up the categories/segments with the "Net Pools & Adjustments" amount.

Economic Category	%	2022Q4	2021Q4	2020Q4	2019Q4	2018Q4	2017Q4	2016Q4	2015Q4	2014Q4	2013Q4
Business To Business	27.2%	9,260,981	7,286,150	7,841,120	8,527,467	6,310,094	5,765,938	5,070,150	4,816,050	4,229,960	4,345,099
Miscellaneous/Other	19.1%	6,512,441	6,818,252	5,644,912	7,306,496	7,675,702	6,512,996	6,341,684	5,870,766	5,238,824	8,554,047
General Retail	22.7%	7,711,363	6,865,025	4,443,550	7,705,885	8,252,239	8,101,232	8,405,122	8,004,603	8,043,904	7,971,020
Food Products	14.0%	4,764,903	3,635,859	2,786,896	4,918,067	4,834,276	4,678,134	4,623,448	4,477,229	4,203,235	3,851,007
Subtotal Economic (Local Business)	83.0%	28,249,687	24,605,286	20,716,478	28,457,915	27,072,311	25,058,300	24,440,405	23,168,648	21,715,924	24,721,173
Net Pools & Adjustments	17.0%	5,793,952	5,424,527	4,640,947	6,403,208	6,376,669	4,919,736	4,008,398	3,910,626	3,986,209	3,940,092
Total	100.0%	34,043,639	30,029,814	25,357,425	34,861,122	33,448,980	29,978,035	28,448,802	27,079,275	25,702,133	28,661,265
Economic Segment	%	2022Q4	2021Q4	2020Q4	2019Q4	2018Q4	2017Q4	2016Q4	2015Q4	2014Q4	2013Q4
Miscellaneous/Other	49.6%	16,874,802	14,915,305	14,173,249	16,823,007	15,194,506	13,632,458	12,398,186	11,601,638	10,535,865	13,987,602
Restaurants	12.5%	4,241,753	3,176,670	2,339,624	4,353,618	4,241,632	4,068,940	4,022,319	3,891,360	3,664,315	3,323,442
Miscellaneous Retail	5.5%	1,875,473	1,945,372	1,208,603	1,611,157	1,675,512	1,682,474	2,314,810	1,630,195	1,546,933	1,434,238
Apparel Stores	5.5%	1,871,251	1,609,800	1,004,225	1,912,604	1,979,846	1,741,347	1,660,190	1,657,179	1,660,838	1,630,187
Department Stores	5.2%	1,778,127	1,536,282	777,559	1,795,157	1,980,754	2,066,909	2,143,430	2,366,679	2,364,448	2,449,696
Service Stations	2.6%	891,841	645,596	436,436	700,712	697,083	613,070	551,153	644,027	768,488	760,187
Business Services	0.9%	303,932	413,141	419,690	817,559	834,069	748,497	843,203	872,811	707,311	674,668
Food Markets	1.2%	412,508	363,121	357,092	444,100	468,909	504,604	507,114	504,759	467,726	461,152
Subtotal Economic (Local Business)	83.0%	28,249,687	24,605,286	20,716,478	28,457,915	27,072,311	25,058,300	24,440,405	23,168,648	21,715,924	24,721,173
Net Pools & Adjustments	17.0%	5,793,952	5,424,527	4,640,947	6,403,208	6,376,669	4,919,736	4,008,398	3,910,626	3,986,209	3,940,092
Total	100.0%	34,043,639	30,029,814	25,357,425	34,861,122	33,448,980	29,978,035	28,448,802	27,079,275	25,702,133	28,661,265

The chart above shows the categories and segments in benchmark year economic basis amounts. The total amount is the net cash receipts, and it was obtained by adding up the categories/segments with the "Net Pools & Adjustments" amount. Benchmark year (BMY) is the sum of the current and 3 previous quarters (2022Q4 BMY is sum of 2022 Q4, 2022 Q3, 2022 Q2, 2022 Q1).

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	General Retail	Food Products	Transportation	Business to Business	Misc/Other	2022/4 Total	2021/4 Total	% Chg	Largest Gain	Second Largest Gain	Largest Decline	Second Largest Decline
Campbell	1.1%	11.8%	-1.5%	64.4%	6.8%	3,023,861	2,648,352	14.2%	Light Industry	Restaurants	Miscellaneous Retail	
Cupertino	-11.8%	12.4%	25.4%	-44.0%	-40.1%	10,068,546	16,805,343	-40.1%	Restaurants	Service Stations	Office Equipment	I.T. Infrastructure
Gilroy	0.1%	4.3%	7.1%	-9.7%	-10.9%	4,649,553	4,628,454	0.5%	Auto Sales - New	Department Stores	I.T. Infrastructure	Misc. Vehicle Sales
Los Altos	-27.7%	2.8%	9.3%	3.9%	-9.4%	636,393	667,611	-4.7%	Restaurants	Service Stations	Recreation Products	Light Industry
Los Gatos	9.6%	23.5%	-7.0%	-6.1%	11.8%	1,632,289	1,490,491	9.5%	Restaurants	Furniture/Appliance	Auto Sales - New	Miscellaneous Retail
Milpitas	-5.1%	17.7%	38.6%	32.9%	-9.4%	6,595,785	5,625,844	17.2%	Office Equipment	Auto Sales - New	Miscellaneous Retail	Light Industry
Morgan Hill	2.6%	-18.2%	8.5%	-15.3%	-18.5%	2,639,438	2,737,611	-3.6%	Service Stations	Auto Sales - New	Food Markets	Light Industry
Mountain View	-15.6%	17.8%	23.0%	-17.4%	-1.3%	5,272,210	5,340,713	-1.3%	Restaurants	Auto Sales - New	Business Services	Miscellaneous Retail
Palo Alto	0.9%	16.1%	-8.9%	24.2%	-26.8%	7,848,525	7,323,799	7.2%	Office Equipment	Leasing	Miscellaneous Retail	Auto Sales - New
San Jose	-1.1%	12.3%	13.5%	33.6%	-1.5%	60,148,190	55,065,184	9.2%	Office Equipment	Auto Sales - New	Miscellaneous Retail	Apparel Stores
Santa Clara	-3.2%	19.9%	26.4%	-1.7%	5.0%	13,004,559	12,383,669	5.0%	Auto Sales - New	Restaurants	I.T. Infrastructure	Miscellaneous Retail
County of Santa Clara	2.7%	-10.5%	-3.7%	6.8%	9.8%	1,202,620	1,197,213	0.5%	Heavy Industry	Bidg.Matis-Whsie	Food Processing Eqp	Auto Parts/Repair
Saratoga	-26.5%	-0.5%	6.4%	84.9%	-25.5%	295,840	298,131	-0.8%	Business Services	Light Industry	Miscellaneous Retail	Food Processing Eqp
Sunnyvale	23.5%	15.1%	13.2%	11.3%	38.0%	8,013,428	6,859,535	16.8%	Department Stores	Office Equipment	Heavy Industry	Miscellaneous Retail

## Quarterly Analysis by Sales Tax Category: Change from 2021Q4 to 2022Q4 (Economic)

Unlike the chart on page one which showed a 'benchmark year' through fourth quarter of 2022, the chart above shows a comparison of one quarter only – fourth quarter of 2022 to fourth quarter of 2021. This chart is for local 'brick and mortar' businesses and it excludes county pools and adjustments.

# City of Palo Alto Geo Areas & Citywide Chart Data: Change from 2021Q4 to 2022Q4 (Economic)

California Avenue	% CHANGE QoQ	2022Q4 QE	2021Q4 QE	22Q4 % OF TOTAL	21Q4 % OF TOTAL
FOOD PRODUCTS	22.4%	61,334	50,093	49.8%	44.8%
GENERAL RETAIL	-15.9%	20,238	24,072	16.4%	21.5%
ALL OTHER	10.9%	41,697	37,611	33.8%	33.6%
TOTAL	10.3%	123,269	111,776	100.0%	100.0%

El Camino Real and Midtown	% CHANGE QoQ	2022Q4 QE	2021Q4 QE	22Q4 % OF TOTAL	21Q4 % OF TOTAL
FOOD PRODUCTS	10.5%	161,847	146,412	46.2%	42.2%
GENERAL RETAIL	2.1%	39,138	38,329	11.2%	11.1%
ALL OTHER	-7.7%	149,465	161,886	42.6%	46.7%
TOTAL	1.1%	350,450	346,627	100.0%	100.0%

Greater Downtown	% CHANGE QoQ	2022Q4 QE	2021Q4 QE	22Q4 % OF TOTAL	21Q4 % OF TOTAL
FOOD PRODUCTS	16.6%	485,755	416,570	52.6%	49.6%
GENERAL RETAIL	37.1%	383,255	279,601	41.5%	33.3%
BUSINESS TO BUSINESS	-70.6%	35,094	119,500	3.8%	14.2%
CONSTRUCTION	-14.9%	10,165	11,943	1.1%	1.4%
MISCELLANEOUS	-43.5%	4,889	8,655	0.5%	1.0%
TRANSPORTATION	24.0%	3,750	3,023	0.4%	0.4%
TOTAL	10.0%	922,907	839,292	100.0%	100.0%

Stanford Shopping Center	% CHANGE QoQ	2022Q4 QE	2021Q4 QE	22Q4 % OF TOTAL	21Q4 % OF TOTAL
GENERAL RETAIL	-19.9%	1,150,892	1,437,359	74.4%	75.9%
FOOD PRODUCTS	4.7%	148,678	142,044	9.6%	7.5%
ALLOTHER	-21.3%	246,968	313,637	16.0%	16.6%
TOTAL	-18.3%	1,546,539	1,893,040	100.0%	100.0%

City of Palo Alto Geo Areas & Citywide Chart Data: Change from 2021Q4 to 2022Q4 (Economic) Cont.

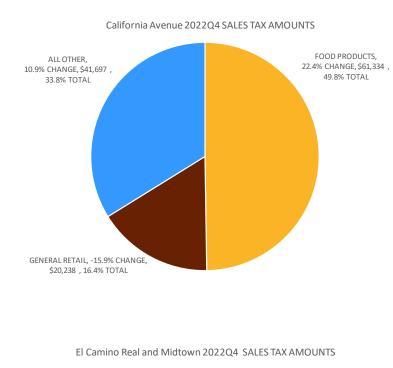
Town And Country Shopping Center	% CHANGE QoQ	2022Q4 QE	2021Q4 QE	22Q4 % OF TOTAL	21Q4 % OF TOTAL
FOOD PRODUCTS	12.6%	105,285	93,523	56.9%	54.4%
GENERAL RETAIL	2.4%	72,674	70,974	39.3%	41.3%
ALLOTHER	-5.5%	7,110	7,524	3.8%	4.4%
TOTAL	7.6%	185,069	172,021	100.0%	100.0%

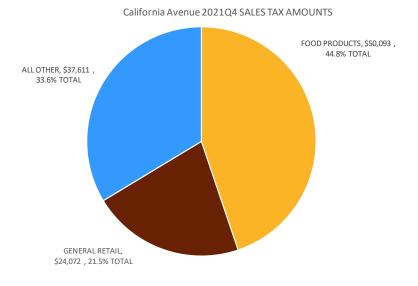
All Other Geos combined with Balance of Jurisdiction	% CHANGE QoQ	2022Q4 QE	2021Q4 QE	22Q4 % OF TOTAL	21Q4 % OF TOTAL
BUSINESS TO BUSINESS	25.6%	2,539,070	2,022,323	39.0%	32.9%
GENERAL RETAIL	-9.8%	1,730,113	1,917,420	26.5%	31.2%
TRANSPORTATION	-6.2%	1,129,540	1,204,573	17.3%	19.6%
FOOD PRODUCTS	15.7%	1,039,984	898,543	16.0%	14.6%
MISCELLANEOUS	-24.4%	47,882	63,370	0.7%	1.0%
CONSTRUCTION	-15.2%	30,176	35,605	0.5%	0.6%
TOTAL	6.1%	6,516,763	6,141,834	100.0%	100.0%

All Geo Area Totals Comparison 22Q4 & 21Q4	% CHANGE QoQ	2022Q4 QE	2021Q4 QE	22Q4 % OF TOTAL	21Q4 % OF TOTAL
Balance of Jurisdiction	21.9%	3,388,529	2,779,078	52.0%	45.2%
Stanford Shopping Center	-18.3%	1,546,539	1,893,040	23.7%	30.8%
Greater Downtown	10.0%	922,907	839,292	14.2%	13.7%
El Camino Real and Midtown	1.1%	350,450	346,627	5.4%	5.6%
Town And Country Shopping Center	7.6%	185,069	172,021	2.8%	2.8%
California Avenue	10.3%	123,269	111,776	1.9%	1.8%
TOTAL	6.1%	6,516,763	6,141,834	100.0%	100.0%

Palo Alto citywide QE 22Q4 & 21Q4	% CHANGE QoQ	2022Q4 QE	2021Q4 QE	22Q4 % OF TOTAL	21Q4 % OF TOTAL
BUSINESS TO BUSINESS	24.2%	2,756,562	2,219,376	35.1%	30.3%
GENERAL RETAIL	0.9%	2,305,038	2,283,693	29.4%	31.2%
TRANSPORTATION	-8.9%	1,307,454	1,435,594	16.7%	19.6%
FOOD PRODUCTS	16.1%	1,260,287	1,085,805	16.1%	14.8%
MISCELLANEOUS	-29.2%	183,393	259,116	2.3%	3.5%
CONSTRUCTION	-11.0%	35,791	40,215	0.5%	0.5%
TOTAL	7.2%	7,848,525	7,323,799	100.0%	100.0%

## **City of Palo Alto Geo Area Pie Charts**



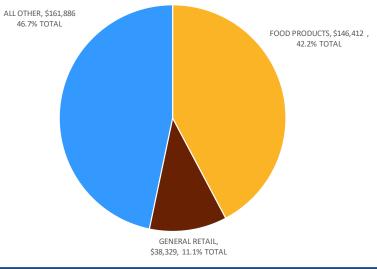


ALL OTHER, -7.7% CHANGE, \$149,465 42.6% TOTAL

GENERAL RETAIL, 2.1% CHANGE,

\$39,138 , 11.2% TOTAL

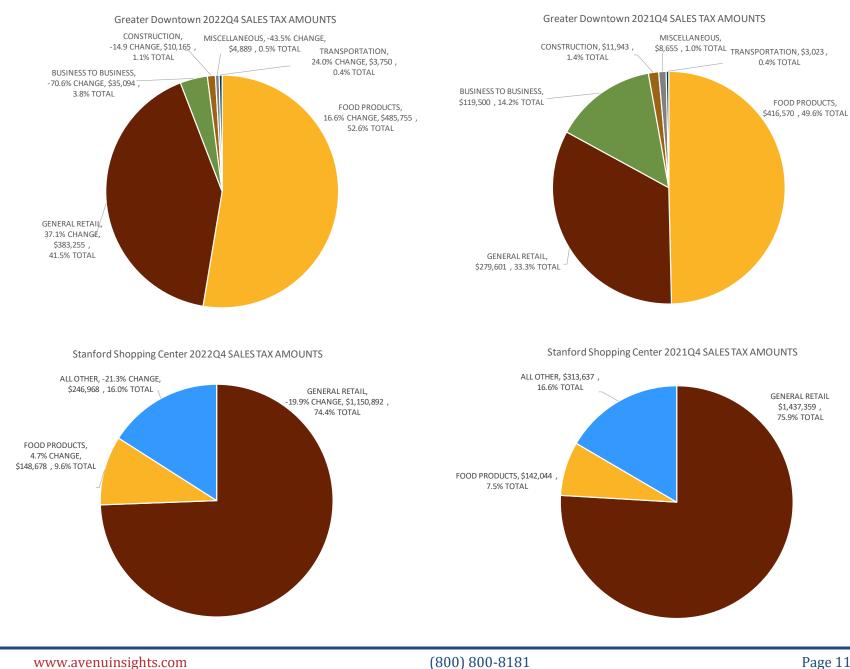
El Camino Real and Midtown 2021Q4 SALES TAX AMOUNTS



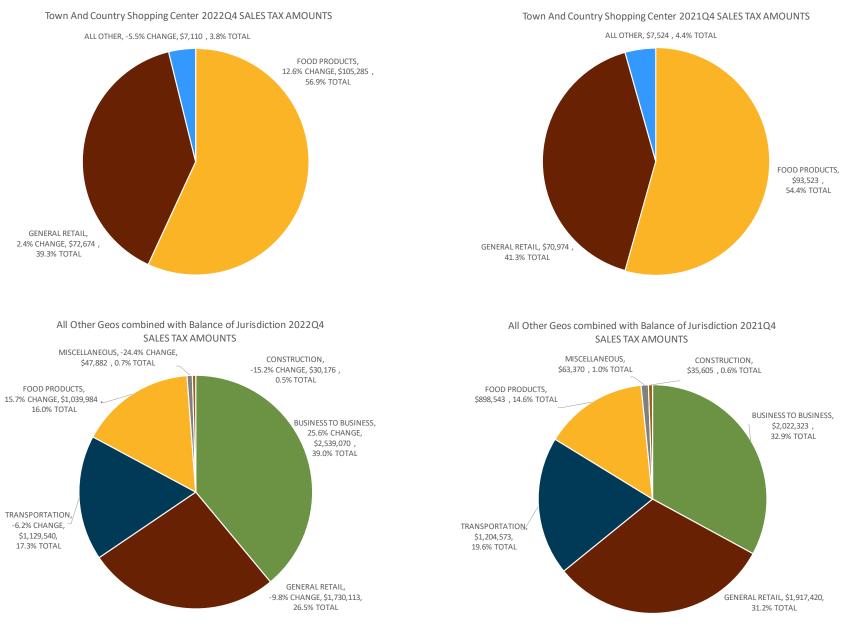
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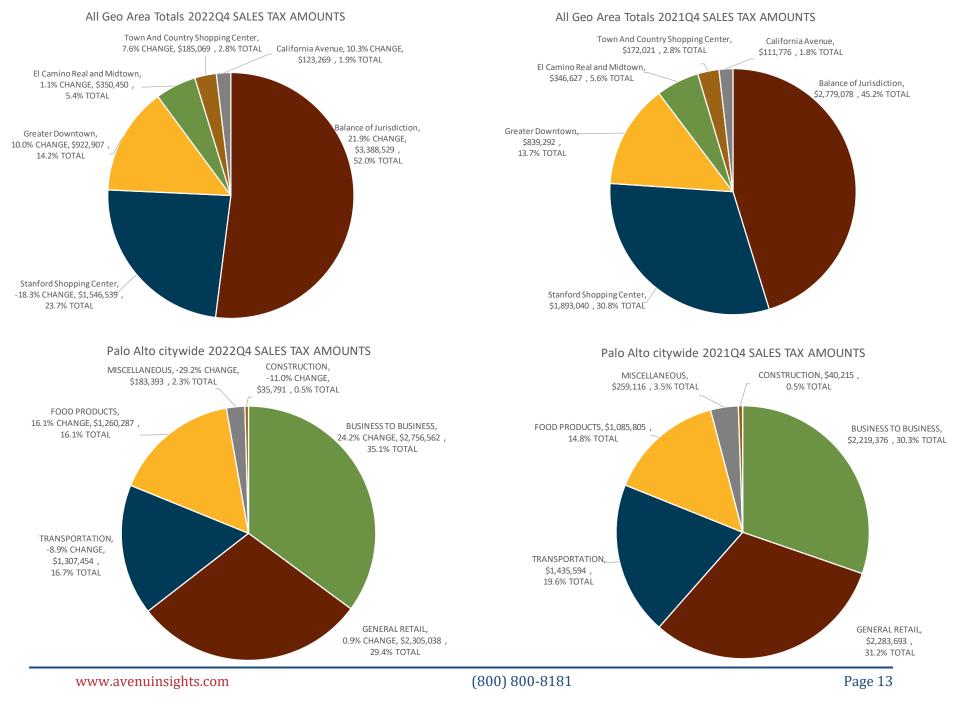
### **City of Palo Alto Geo Areas Pie Charts**



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### City of Palo Alto Geo Area Pie Charts



#### City of Palo Alto Geo Area & Citywide Pie Charts