

Rohnert Park: 2nd Quarter 2017 Sales Tax Capture & Gap Analysis Report

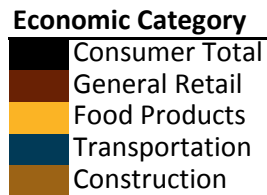
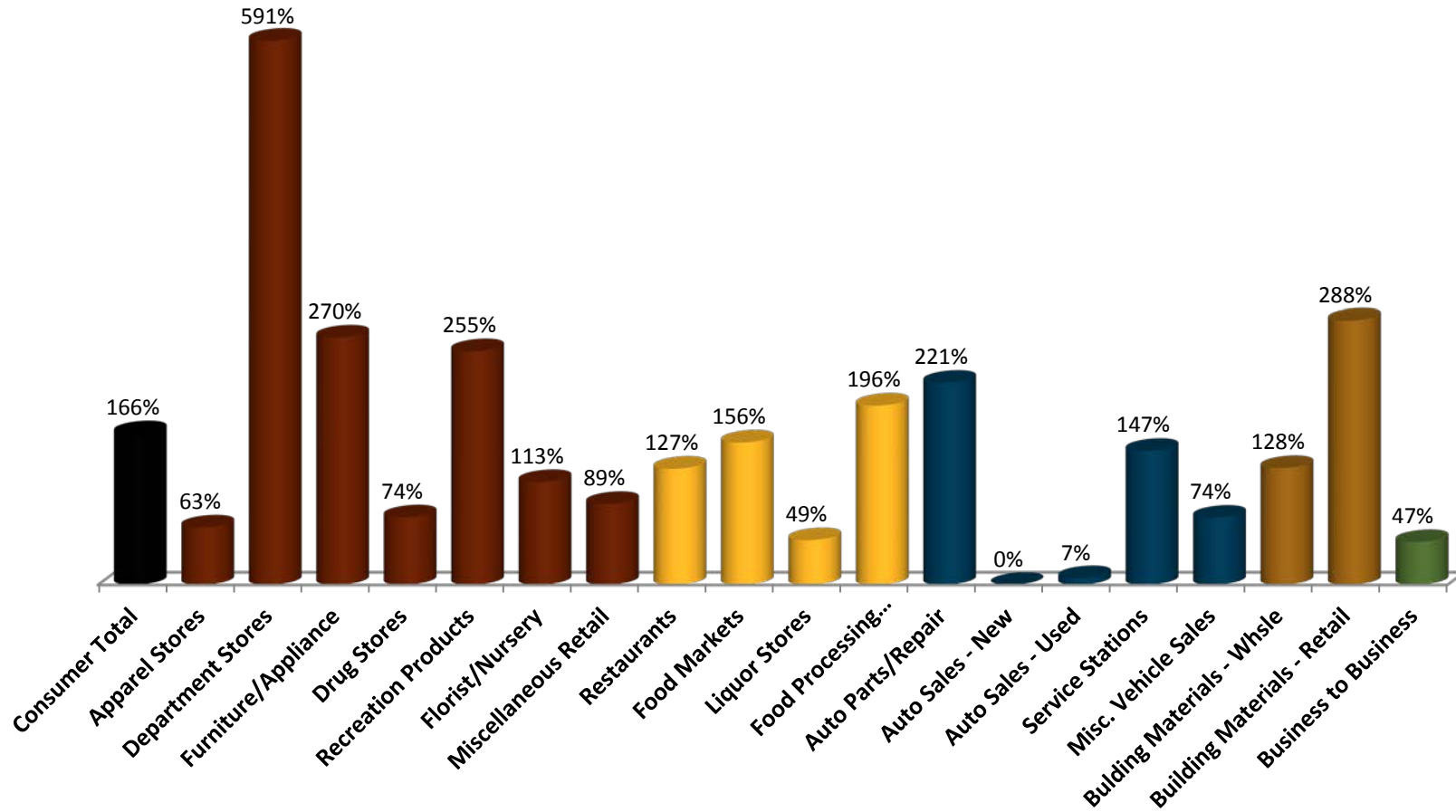
Actual Sales Tax: Rohnert Park's sales tax by economic category, economic segment and business code.

Potential Sales Tax: Rohnert Park's actual sales tax multiplied by its effective buying income divided by the regional effective buying income. In other words, the potential sales tax from Rohnert Park's residents' income when following the region's buying patterns.

	Actual Sales Tax	Potential Sales Tax	Capture / Gap	Rate
General Retail	\$3,293,811	\$1,264,427	\$2,029,385	260%
Apparel Stores	\$158,225	\$250,254	(\$92,029)	63%
<i>Women's Apparel</i>	\$15,529	\$40,991	(\$25,463)	38%
<i>Men's Apparel</i>	\$0	\$9,187	(\$9,187)	0%
<i>Family Apparel</i>	\$138,510	\$171,757	(\$33,247)	81%
<i>Shoe Stores</i>	\$4,186	\$28,319	(\$24,133)	15%
Department Stores	\$2,149,450	\$363,634	\$1,785,816	591%
<i>Variety Stores</i>	\$59,668	\$12,322	\$47,346	484%
<i>Department Stores</i>	\$914,864	\$224,380	\$690,484	408%
<i>General Stores</i>	\$1,174,918	\$126,932	\$1,047,986	926%
Furniture/Appliance	\$473,384	\$175,543	\$297,841	270%
<i>Home Furnishings</i>	\$185,077	\$75,456	\$109,620	245%
<i>Appliance Stores</i>	\$285,813	\$89,819	\$195,994	318%
<i>Second Hand Stores</i>	\$2,494	\$10,267	(\$7,773)	24%
Drug Stores	\$51,256	\$68,976	(\$17,720)	74%
Recreation Products	\$142,989	\$56,124	\$86,865	255%
<i>Sporting Goods</i>	\$142,934	\$46,383	\$96,550	308%
<i>Camera Stores</i>	\$0	\$2,386	(\$2,386)	0%
<i>Music Stores</i>	\$56	\$7,355	(\$7,299)	1%
Florist/Nursery	\$33,580	\$29,767	\$3,814	113%
<i>Florists</i>	\$4,390	\$5,196	(\$806)	84%
<i>Nursery</i>	\$29,191	\$24,571	\$4,620	119%
Miscellaneous Retail	\$284,927	\$320,129	(\$35,201)	89%
<i>News Stands</i>	\$0	\$1,870	(\$1,870)	0%
<i>Art, Gift, Novelties</i>	\$6,021	\$19,527	(\$13,506)	31%
<i>Stationery/Books</i>	\$4,251	\$18,833	(\$14,581)	23%
<i>Jewelry Stores</i>	\$3,446	\$30,707	(\$27,260)	11%
<i>Specialty Stores</i>	\$206,644	\$194,932	\$11,712	106%
<i>Cigar Stores</i>	\$27,678	\$6,179	\$21,499	448%
<i>Vending Companies</i>	\$0	\$163	(\$163)	0%
<i>Portrait Studio</i>	\$99	\$1,901	(\$1,802)	5%
<i>Shoe Repair Stores</i>	\$0	\$281	(\$281)	0%
<i>Personal Services</i>	\$36,788	\$45,735	(\$8,947)	80%
Food Products	\$1,441,021	\$1,082,599	\$358,422	133%
Restaurants	\$983,446	\$772,718	\$210,728	127%
<i>Fast Food Restaurant</i>	\$441,087	\$259,366	\$181,721	170%
<i>Restaurants w/Beer</i>	\$196,590	\$97,411	\$99,179	202%
<i>Restaurants w/Onsale</i>	\$280,703	\$359,433	(\$78,730)	78%
<i>Hotel Food Sales</i>	\$0	\$1,024	(\$1,024)	0%
<i>Hotel Food/Bar Sales</i>	\$32,767	\$43,759	(\$10,992)	75%
<i>Club Food/Bar Sales</i>	\$32,299	\$11,725	\$20,574	275%
Food Markets	\$333,436	\$214,098	\$119,338	156%
<i>Grocery W/O Onsale</i>	\$0	\$7,661	(\$7,661)	0%
<i>Specialty Food Store</i>	\$21,202	\$24,735	(\$3,534)	86%
<i>Confectionery Stores</i>	\$0	\$773	(\$773)	0%
<i>Grocery w/Beer/Wine</i>	\$103,415	\$29,817	\$73,598	347%
<i>Supermarkets</i>	\$208,819	\$151,111	\$57,707	138%
Liquor Stores	\$21,232	\$43,222	(\$21,990)	49%
Food Processing Eqp	\$102,908	\$52,562	\$50,346	196%

	Actual	Expected	Capture / Gap	
Transportation	\$678,934	\$1,023,087	(\$344,153)	66%
Auto Parts/Repair	\$238,786	\$108,269	\$130,516	221%
<i>Auto Supply Stores</i>	\$140,017	\$44,692	\$95,325	313%
<i>Vehicle Repair</i>	\$98,767	\$49,584	\$49,183	199%
<i>Vehicle Parts Mfg</i>	\$1	\$13,993	(\$13,992)	0%
Auto Sales - New	\$0	\$550,092	(\$550,092)	0%
Auto Sales - Used	\$3,940	\$53,623	(\$49,684)	7%
Service Stations	\$416,019	\$283,774	\$132,246	147%
Misc. Vehicle Sales	\$20,190	\$27,329	(\$7,139)	74%
<i>Trailer & Supply</i>	\$0	\$10,923	(\$10,923)	0%
<i>Boat/Motorcycle</i>	\$20,190	\$13,098	\$7,092	154%
<i>Aircraft & Supply</i>	\$0	\$1,875	(\$1,875)	0%
<i>Transportation Eqp</i>	\$0	\$1,432	(\$1,432)	0%
Construction	\$937,189	\$461,277	\$475,912	203%
Bldg.Matls-Whsle	\$312,420	\$244,183	\$68,237	128%
<i>Constr./Farm Equipmt</i>	\$108,234	\$8,648	\$99,586	1252%
<i>Plumbing & Electric</i>	\$9,034	\$84,180	(\$75,146)	11%
<i>Bldg Matls-Whsle</i>	\$195,151	\$151,355	\$43,797	129%
Bldg.Matls-Retail	\$624,769	\$217,094	\$407,675	288%
<i>Building Matls Store</i>	\$577,147	\$169,351	\$407,796	341%
<i>Hardware Stores</i>	\$6,835	\$34,375	(\$27,540)	20%
<i>Paint/Glass/Wallpapr</i>	\$40,787	\$13,369	\$27,419	305%
CONSUMER-DRIVEN TOTAL	\$6,350,955	\$3,831,390	\$2,519,566	166%
Business To Business	\$440,293	\$936,242	(\$495,949)	47%
Office Equipment	\$75,517	\$193,655	(\$118,137)	39%
<i>Office Eqpmt Store</i>	\$66,113	\$71,709	(\$5,596)	92%
<i>Office Machines</i>	\$8,545	\$120,759	(\$112,214)	7%
<i>Photo Process'G/Eqp</i>	\$859	\$1,186	(\$327)	72%
Electronic Equipment	\$10,645	\$117,814	(\$107,169)	9%
Business Services	\$27,658	\$143,877	(\$116,218)	19%
Energy Sales	\$85	\$37,679	(\$37,594)	0%
<i>Fuel Oil/Ice Sales</i>	\$0	\$1,911	(\$1,911)	0%
<i>Oil & Gas Products</i>	\$85	\$35,768	(\$35,683)	0%
Chemical Products	\$15,012	\$37,810	(\$22,798)	40%
Heavy Industry	\$120,467	\$105,543	\$14,924	114%
<i>Mfg.Matl./Textiles</i>	\$5,099	\$15,474	(\$10,375)	33%
<i>Heavy Industry</i>	\$115,368	\$90,069	\$25,299	128%
Light Industry	\$132,435	\$158,070	(\$25,635)	84%
<i>Rental/Other Repair</i>	\$16,417	\$19,085	(\$2,668)	86%
<i>Light Industry</i>	\$116,018	\$138,985	(\$22,968)	83%
Leasing	\$58,473	\$141,794	(\$83,321)	41%
Miscellaneous	\$24,114	\$61,401	(\$37,287)	39%
Health & Government	\$15,988	\$35,004	(\$19,015)	46%
<i>Health Services</i>	\$11,523	\$19,722	(\$8,199)	58%
<i>Govt/Non-Profit Orgs</i>	\$4,465	\$15,281	(\$10,816)	29%
Miscellaneous Other	\$8,104	\$23,860	(\$15,756)	34%
<i>Non-Store Retailers</i>	\$6,692	\$17,325	(\$10,634)	39%
<i>Part-Time Business</i>	\$1,141	\$928	\$213	123%
<i>Mortuary Sales</i>	\$271	\$3,657	(\$3,386)	7%
<i>Auctioneer Sales</i>	\$0	\$1,950	(\$1,950)	0%
Closed Acct-Adjustmt	\$22	\$2,538	(\$2,515)	1%
GRAND TOTAL	\$6,815,362	\$4,829,032	\$1,986,330	141%

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Chart's Message

The chart provides an overview of how well Rohnert Park is capturing potential sales tax based on its residents' effective buying income (disposable income) compared to regional purchasing habits.

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Consumer-Driven Categories and Segments Only

Actual Sales Tax: Rohnert Park's sales tax by economic category, economic segment and business code.

Potential Sales Tax: Rohnert Park's actual sales tax multiplied by its effective buying income divided by the S.F. Bay Area region's effective buying income. In other words, the potential sales tax from Rohnert Park's residents' income when following the region's buying patterns.

	Actual Sales Tax	Potential Sales Tax	Capture / Gap	Rate
General Retail	\$3,293,811	#DIV/0!	#DIV/0!	#DIV/0!
Apparel Stores	\$158,225	#DIV/0!	#DIV/0!	#DIV/0!
<i>Women's Apparel</i>	\$15,529	#DIV/0!	#DIV/0!	#DIV/0!
<i>Men's Apparel</i>	\$0	#DIV/0!	#DIV/0!	#DIV/0!
<i>Family Apparel</i>	\$138,510	#DIV/0!	#DIV/0!	#DIV/0!
<i>Shoe Stores</i>	\$4,186	#DIV/0!	#DIV/0!	#DIV/0!
Department Stores	\$2,149,450	#DIV/0!	#DIV/0!	#DIV/0!
<i>Variety Stores</i>	\$59,668	#DIV/0!	#DIV/0!	#DIV/0!
<i>Department Stores</i>	\$914,864	#DIV/0!	#DIV/0!	#DIV/0!
<i>General Stores</i>	\$1,174,918	#DIV/0!	#DIV/0!	#DIV/0!
Furniture/Appliance	\$473,384	#DIV/0!	#DIV/0!	#DIV/0!
<i>Home Furnishings</i>	\$185,077	#DIV/0!	#DIV/0!	#DIV/0!
<i>Appliance Stores</i>	\$285,813	#DIV/0!	#DIV/0!	#DIV/0!
<i>Second Hand Stores</i>	\$2,494	#DIV/0!	#DIV/0!	#DIV/0!
Drug Stores	\$51,256	#DIV/0!	#DIV/0!	#DIV/0!
Recreation Products	\$142,989	#DIV/0!	#DIV/0!	#DIV/0!
<i>Sporting Goods</i>	\$142,934	#DIV/0!	#DIV/0!	#DIV/0!
<i>Camera Stores</i>	\$0	#DIV/0!	#DIV/0!	#DIV/0!
<i>Music Stores</i>	\$56	#DIV/0!	#DIV/0!	#DIV/0!
Florist/Nursery	\$33,580	#DIV/0!	#DIV/0!	#DIV/0!
<i>Florists</i>	\$4,390	#DIV/0!	#DIV/0!	#DIV/0!
<i>Nursery</i>	\$29,191	#DIV/0!	#DIV/0!	#DIV/0!
Miscellaneous Retail	\$284,927	#DIV/0!	#DIV/0!	#DIV/0!
<i>News Stands</i>	\$0	#DIV/0!	#DIV/0!	#DIV/0!
<i>Art, Gift, Novelties</i>	\$6,021	#DIV/0!	#DIV/0!	#DIV/0!
<i>Stationery/Books</i>	\$4,251	#DIV/0!	#DIV/0!	#DIV/0!
<i>Jewelry Stores</i>	\$3,446	#DIV/0!	#DIV/0!	#DIV/0!
<i>Specialty Stores</i>	\$206,644	#DIV/0!	#DIV/0!	#DIV/0!
<i>Cigar Stores</i>	\$27,678	#DIV/0!	#DIV/0!	#DIV/0!
<i>Vending Companies</i>	\$0	#DIV/0!	#DIV/0!	#DIV/0!
<i>Portrait Studio</i>	\$99	#DIV/0!	#DIV/0!	#DIV/0!
<i>Shoe Repair Stores</i>	\$0	#DIV/0!	#DIV/0!	#DIV/0!
<i>Personal Services</i>	\$36,788	#DIV/0!	#DIV/0!	#DIV/0!
Food Products	\$1,441,021	#DIV/0!	#DIV/0!	#DIV/0!
Restaurants	\$983,446	#DIV/0!	#DIV/0!	#DIV/0!
<i>Fast Food Restaurant</i>	\$441,087	#DIV/0!	#DIV/0!	#DIV/0!
<i>Restaurants w/Beer</i>	\$196,590	#DIV/0!	#DIV/0!	#DIV/0!
<i>Restaurants w/Onsale</i>	\$280,703	#DIV/0!	#DIV/0!	#DIV/0!
<i>Hotel Food Sales</i>	\$0	#DIV/0!	#DIV/0!	#DIV/0!
<i>Hotel Food/Bar Sales</i>	\$32,767	#DIV/0!	#DIV/0!	#DIV/0!
<i>Club Food/Bar Sales</i>	\$32,299	#DIV/0!	#DIV/0!	#DIV/0!
Food Markets	\$333,436	#DIV/0!	#DIV/0!	#DIV/0!
<i>Grocery W/O Onsale</i>	\$0	#DIV/0!	#DIV/0!	#DIV/0!
<i>Specialty Food Store</i>	\$21,202	#DIV/0!	#DIV/0!	#DIV/0!
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<i>Grocery w/Beer/Wine</i>	\$103,415	#DIV/0!	#DIV/0!	#DIV/0!
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Auto Parts/Repair	\$238,786	#DIV/0!	#DIV/0!	#DIV/0!
<i>Auto Supply Stores</i>	\$140,017	#DIV/0!	#DIV/0!	#DIV/0!
<i>Vehicle Repair</i>	\$98,767	#DIV/0!	#DIV/0!	#DIV/0!
<i>Vehicle Parts Mfg</i>	\$1	#DIV/0!	#DIV/0!	#DIV/0!
Auto Sales - New	\$0	#DIV/0!	#DIV/0!	#DIV/0!
Auto Sales - Used	\$3,940	#DIV/0!	#DIV/0!	#DIV/0!
Service Stations	\$416,019	#DIV/0!	#DIV/0!	#DIV/0!
Misc. Vehicle Sales	\$20,190	#DIV/0!	#DIV/0!	#DIV/0!
<i>Trailer & Supply</i>	\$0	#DIV/0!	#DIV/0!	#DIV/0!
<i>Boat/Motorcycle</i>	\$20,190	#DIV/0!	#DIV/0!	#DIV/0!
<i>Aircraft & Supply</i>	\$0	#DIV/0!	#DIV/0!	#DIV/0!
<i>Transportation Eqp</i>	\$0	#DIV/0!	#DIV/0!	#DIV/0!
CONSUMER-DRIVEN TOTAL	\$5,413,766	#DIV/0!	#DIV/0!	#DIV/0!