

## General Overview

California sales tax receipts increased by 6.1% over the same quarter from last year, with Northern California reporting a 6.0% increase compared to a 6.2% increase for Southern California. Sales tax receipts for the City of Turlock increased by 10.4% over the same period. Most of the increase in the city of Turlock was in Restaurants, Department Stores, Leasing and Retail.

**Retail & E-Commerce:** Total amount of U.S. Sales (4Q2019) was: 1.38 Trillion. 4Q2019 E-Commerce and Retail were up 2.6%. An increase of 6.1 Billion (+ 0.7%) from 3Q2019. E-commerce sales alone in 19Q4 increased by 16.7% from 4Q2018. An estimated 22.2 Billion dollars increase from previous year. Retail sales alone only increased 0.4% from 3Q2019.

**Consumer Spending:** Increased moderately in 4Q2019; supported by a 4.1% rise in personal income in the 4Q2019 compared to 4Q2018. 4Q2019 consumer spending, increased by 1.4% compared to last year; 3Q2019, increased by 1.4%; 2Q2019, increased by 1.4%.

**CA Labor Market:** Unemployment rate dropped to 3.9% in 4Q2019. The U.S. Unemployment Rate remained the same at 3.5% in 4Q2019. California's Labor Force Participation Rate declined by 0.1% in 4Q2019.

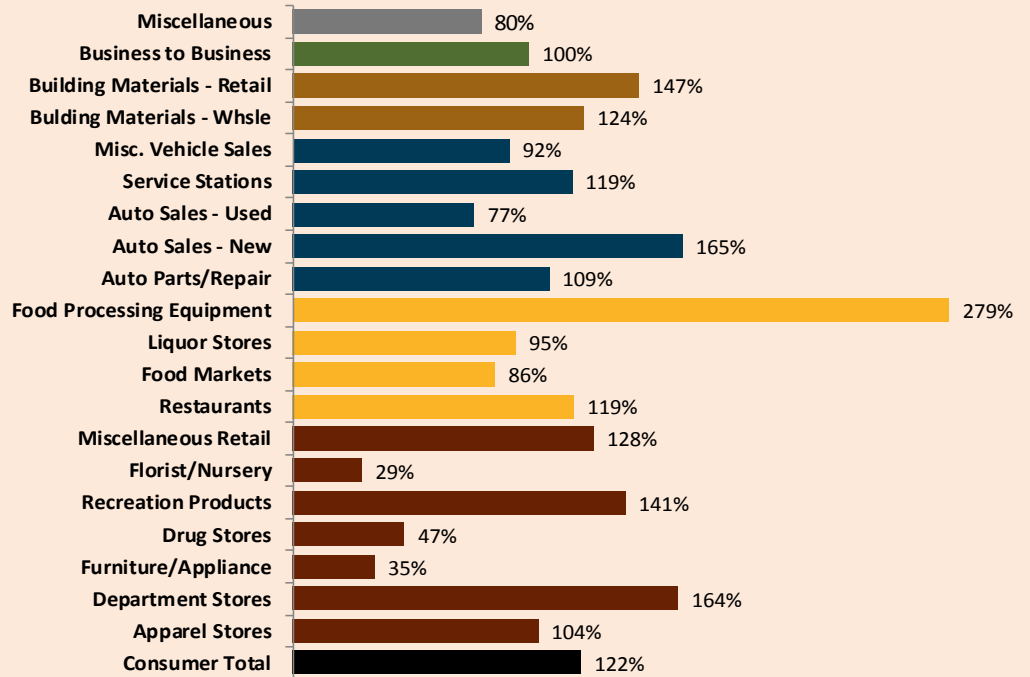
## Quarterly Business Activity

### Performance Analysis

2019Q4 Taxable Sales	\$	359.5 million
2018Q4 Taxable Sales	\$	369.6 million
Percent Change		-2.7%



## 4th Quarter 2019 Sales Tax & Capture Gap Analysis Report STANISLAUS COUNTY REGION

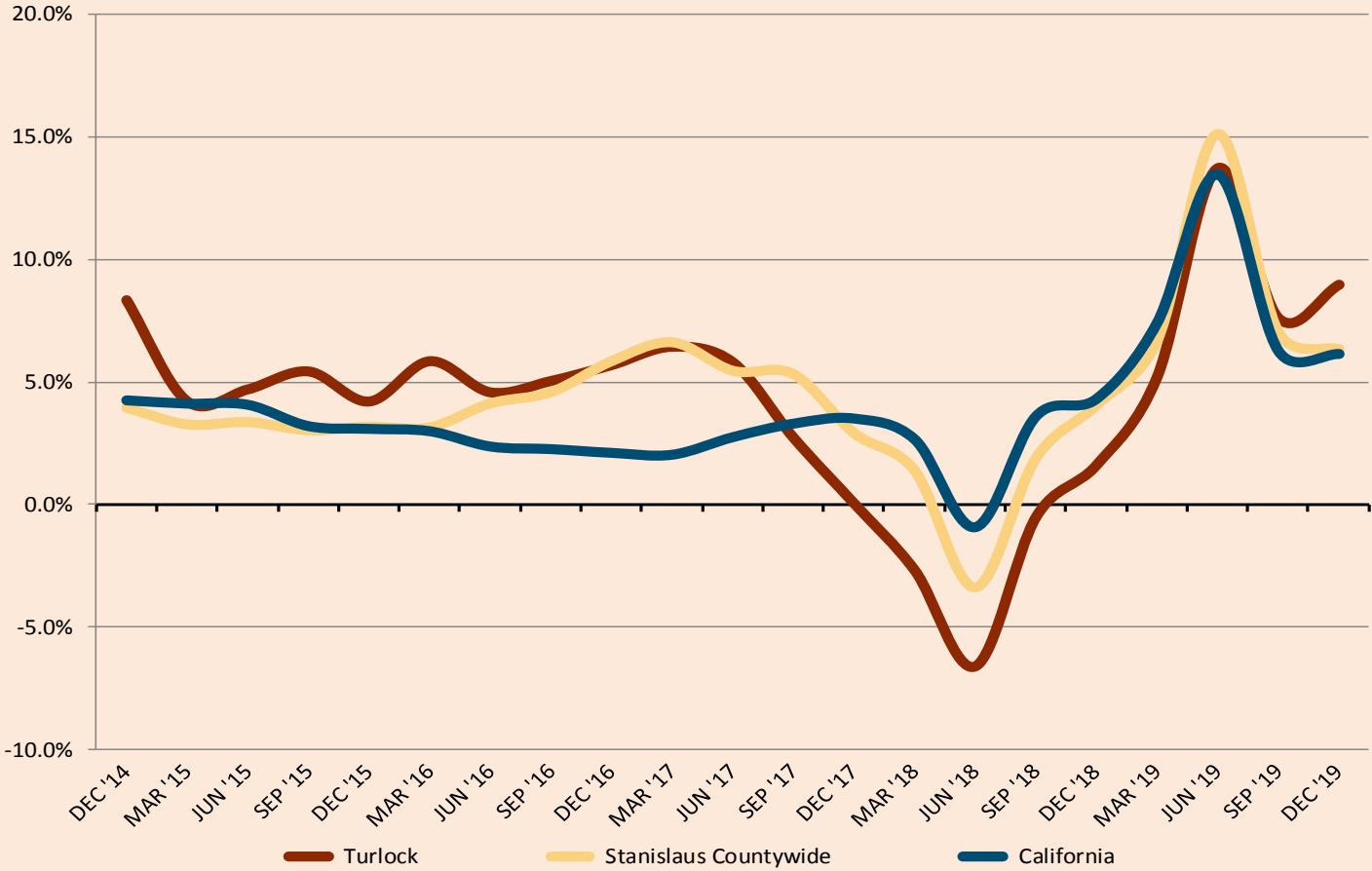


## Top 25 Sales & Use Tax Generators

The list is alphabetical and is based on sales from Jan., 2019 through Dec. 2019. These twenty five businesses generate 52.5% of Turlock's Sales and Use Tax Revenue.

ARCO AM/PM MINI MARTS	KOHL'S	SHELL SERVICE STATIONS
BONANDER BUICK/GMC	LOWE'S	SMITH CHEVROLET
CHEVRON SERVICE STATIONS	MCDONALD'S	TARGET STORES
COSTCO WHOLESALE	N & S TURLOCK	TJ MAXX
DUST BOWL BREWING COMPANY	NELSON-JAMESON	TURLOCK CHRYSLER DODGE JEEP RAM
GARTON FORD TRACTOR	ROSS STORES	UNITED RENTALS
HOME DEPOT	SAFEWAY	VALERO SERVICE STATIONS
INDEPENDENT ELECTRIC SUPPLY	SAVE MART	WAL MART STORES
JOE M.GOMES AND SONS		

Annualized Change in Sales Tax Cash Receipts



Sales Tax Revenue on a Cash Basis

	2019Q4	2018Q4	% Change
General Retail	1,443,455	1,365,981	5.7%
Food Products	649,159	611,774	6.1%
Transportation	746,103	744,063	0.3%
Construction	358,400	404,424	-11.4%
Business To Business	439,356	425,203	3.3%
Miscellaneous	20,548	32,809	-37.4%
<b>Gross 1%</b>	<b>3,657,021</b>	<b>3,584,254</b>	<b>2.0%</b>
County Pool	614,871	491,469	25.1%
State Pool	1,782	1,731	2.9%
County Sharing	(213,684)	(203,873)	-4.8%
Administration	(37,503)	(35,995)	-4.2%
<b>Subtotal</b>	<b>365,466</b>	<b>253,332</b>	<b>44.3%</b>
<b>Total Sales Tax</b>	<b>4,022,487</b>	<b>3,837,586</b>	<b>4.8%</b>

Sales Tax Cash Basis Performance Stanislaus County

	% Change
Ceres	8.1%
Modesto	3.2%
Newman	16.0%
Oakdale	11.2%
Patterson	15.0%
Riverbank	-1.7%
Turlock	10.4%
Waterford	-2.5%
Hughson	-5.4%
Unincorporated	3.5%
Countywide	5.4%