Q1 2018

City of Pleasanton Sales Tax *Update*

Second Quarter Receipts for First Quarter Sales (January - March 2018)

Pleasanton In Brief

Pleasanton's receipts from January through March were 16.6% below the first sales period in 2017. Due to the state's transition to a new software system, multiple transactions were not processed in 1Q18 but are anticipated to be received with the 2Q18 distribution. Including these allocations and other reporting aberrations, actual sales would have declined 3.7%.

Department stores posted a 0.7% gain once missing payments were restored. Higher revenues in electronics/appliance stores partially offset lower sales activity in most other general retail sectors which trailed regional trends.

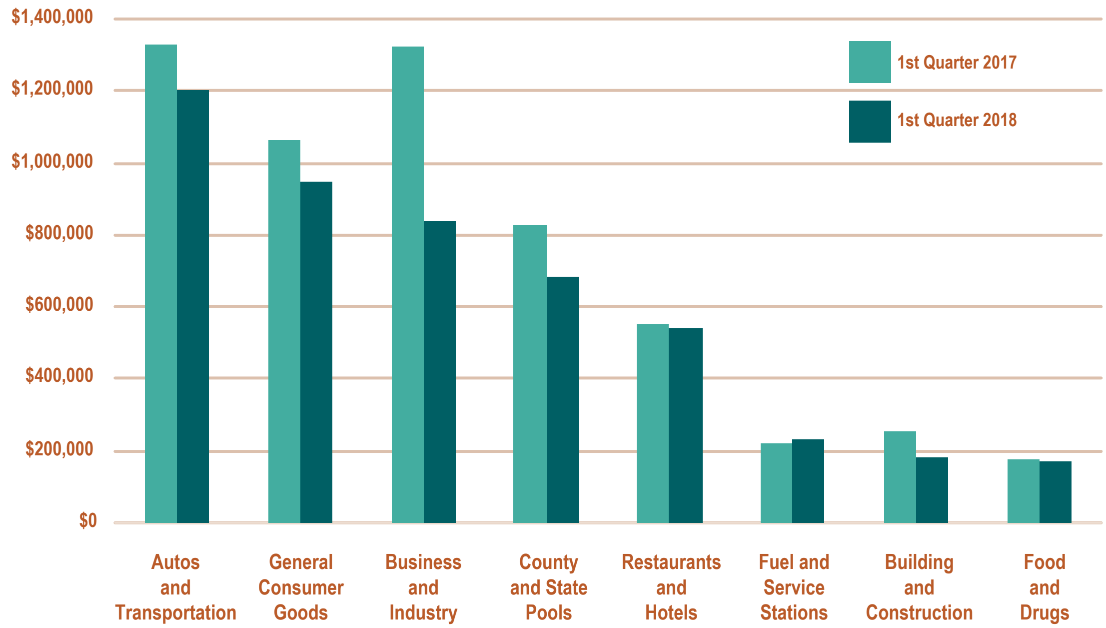
Auto sales dipped compared to a year ago while delayed disbursements dragged down results in auto lease.

Multiple onetime events combined with business closeouts accounted for the slump in business-industry and building-construction.

Delayed taxpayer activity adversely impacted the countywide use tax allocation pool, restaurants and grocery-related categories.

Net of aberrations, taxable sales for all of Alameda County grew 9.0% over the comparable time period; the Bay Area was up 6.7%.

Sales Tax by Major Business Group



Revenue Comparison

Three Quarters – Fiscal Year To Date

	2016-17	2017-18
Point-of-Sale	$16,013,832	$15,000,001
County Pool	2,631,693	2,391,420
State Pool	15,085	9,472
Gross Receipts	$18,660,610	$17,400,893
Cty/Cnty Share	(933,031)	(870,045)
Net Receipts	**$17,727,579**	**$16,530,848**

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NOTES

CDTFA Changes

The California Department of Taxes and Fees Administration (CDTFA) implemented new reporting software – Centralized Revenue Opportunity System (CROS) with the first quarter 2018 tax filings. The change will allow CDTFA to collect and allocate tax revenue more quickly than the prior system making data more timely and relevant for decision making purposes. There will also be a greater emphasis on electronic tax filing with the goal of decreasing errors and misallocations.

During the changeover, CDTFA had a hard cutoff of April 30 for tax returns. Allocating the revenue received through that period left some activity out of the current quarter, pushing it to the second quarter 2018. However, CDTFA will be disbursing the revenue related to the previously delayed payments with the June 2018 monthly allocation.

In summary, the change in software and partial allocations in the first quarter 2018 payments will inflate actual distributions in June 2018 and be included with second quarter 2018 data.

Statewide Results

Given the CDTFA changeover, the statewide first quarter 2018 receipts were 1.8% lower than the prior year. However, once HdL adjusted the results for missing payments and other accounting anomalies, the results were 5.9% higher than the same period in 2017.

A stellar rebound in building-construction activity, compared to a year ago when gloomy winter weather depressed results, and continued increases in fuel prices, were the primary contributors to overall growth. Steady receipts from purchases made online also helped boost countywide use tax pool allocations.

After a long period of solid growth in new car sales, much of the upward movement within this group is now coming from leases rather than purchases. Corporate tax breaks approved by Congress in December 2017, are expected to have a positive impact on the industrial sector as businesses look to invest excess cash.

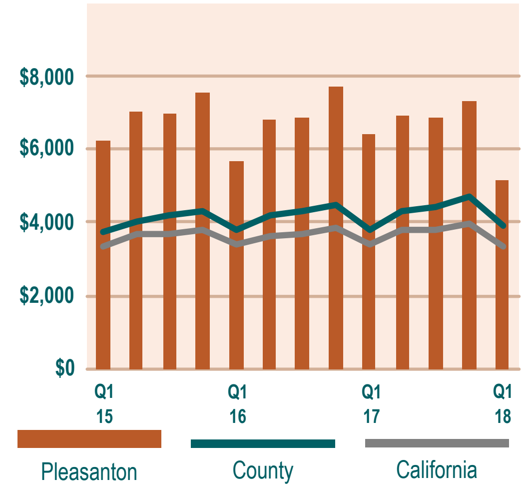
Supreme Court Ruling

On Thursday, June 21, 2018, the Supreme Court ruled in a 5-4 decision to require out-of-state online retailers to collect sales taxes on sales to in-state residents. The physical presence rule as defined by *Quill* is no longer a clear or easily applicable standard, and the online interstate marketplace was not the prevailing issue before the court in 1992.

In California, numerous online retailers already collect and remit state and local taxes, including 2 of the 3 companies involved in this Supreme Court case (*Wayfair* and *Newegg*).

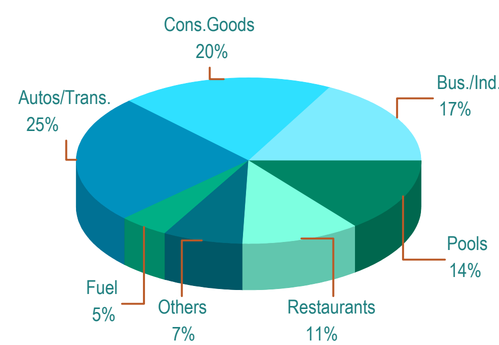
According to a study conducted by the California State Board of Equalization, the total revenue losses related to remote sellers for both businesses and household consumers were about $1.453 billion in fiscal year 2016-17. Unpaid use tax liabilities in 2016-17 average $60 per year for each California household, and California businesses average $171 per year in unpaid use tax liabilities. The CDTFA is currently reviewing the court's opinion to determine next steps to support taxpayers.

SALES PER CAPITA



REVENUE BY BUSINESS GROUP

Pleasanton This Quarter



PLEASANTON TOP 15 BUSINESS TYPES

*In thousands of dollars	Pleasanton		County	HdL State
Business Type	**Q1 '18***	**Change**	**Change**	**Change**
Building Materials	153.8	7.2%	7.0%	3.8%
Business Services	106.3	-41.6%	-9.9%	-16.8%
Casual Dining	280.5	4.2%	-1.3%	-2.0%
Department Stores	223.5	-32.1%	-34.0%	-35.1%
Discount Dept Stores	— CONFIDENTIAL —		2.5%	2.8%
Electrical Equipment	155.6	-20.0%	-31.1%	2.0%
Electronics/Appliance Stores	153.8	21.1%	0.3%	0.8%
Light Industrial/Printers	113.7	-5.8%	-11.2%	-12.2%
Medical/Biotech	175.1	-45.8%	-10.5%	10.0%
New Motor Vehicle Dealers	804.5	-2.5%	26.1%	-0.2%
Office Equipment	114.1	-57.4%	33.6%	-4.3%
Quick-Service Restaurants	147.2	-1.7%	-4.2%	-3.8%
Service Stations	228.4	4.8%	6.3%	4.6%
Specialty Stores	109.4	5.0%	-8.8%	-10.0%
Used Automotive Dealers	— CONFIDENTIAL —		-13.8%	-4.3%
Total All Accounts	**4,108.7**	**-16.4%**	**3.1%**	**-1.8%**
County & State Pool Allocation	**680.8**	**-17.8%**	**1.5%**	**-2.1%**
Gross Receipts	**4,789.5**	**-16.6%**	**2.9%**	**-1.8%**
City/County Share	**(239.5)**	**16.6%**		
Net Receipts	**4,550.0**	**-16.6%**		