

News

- **Employment:** Steady gains through 2017; total number jobs in California expected to grow by 2.2 % in 2015, 2.3 % in 2016, and 1.6 % in 2017. California has a 6.9 % unemployment rate, the lowest since May 2008. By sometime in 2017, it is expected to match the national rate at around 5.1 %. (UCLA Anderson Forecast)
- **Gas Prices:** Low prices short-lived; after falling to \$1.99, (40% below 2014), prices steadied at \$3.27 by March. Despite the rebound, 2015Q1 prices are still 23% below 2014Q1. California prices averaged \$3.74 per gallon in 2014 and are expected to average only \$2.75 per gallon for 2015, 18% below the March 26th price. (US EIA / CA DoF)
- **Vehicle Sales:** Market remains on upward path, but growth rates for sales of new vehicles are expected to decrease; new light vehicle registrations up 8% in 2014, expected to be 6% in 2015 and 1 - 2% in 2016. Used light vehicle registrations up 4.6% in 2014 and growth rates should be higher in 2015 and 2016. (CA New Car Dealers Assoc.)

Top 25 Sales Tax Generators

New to Top 25 *

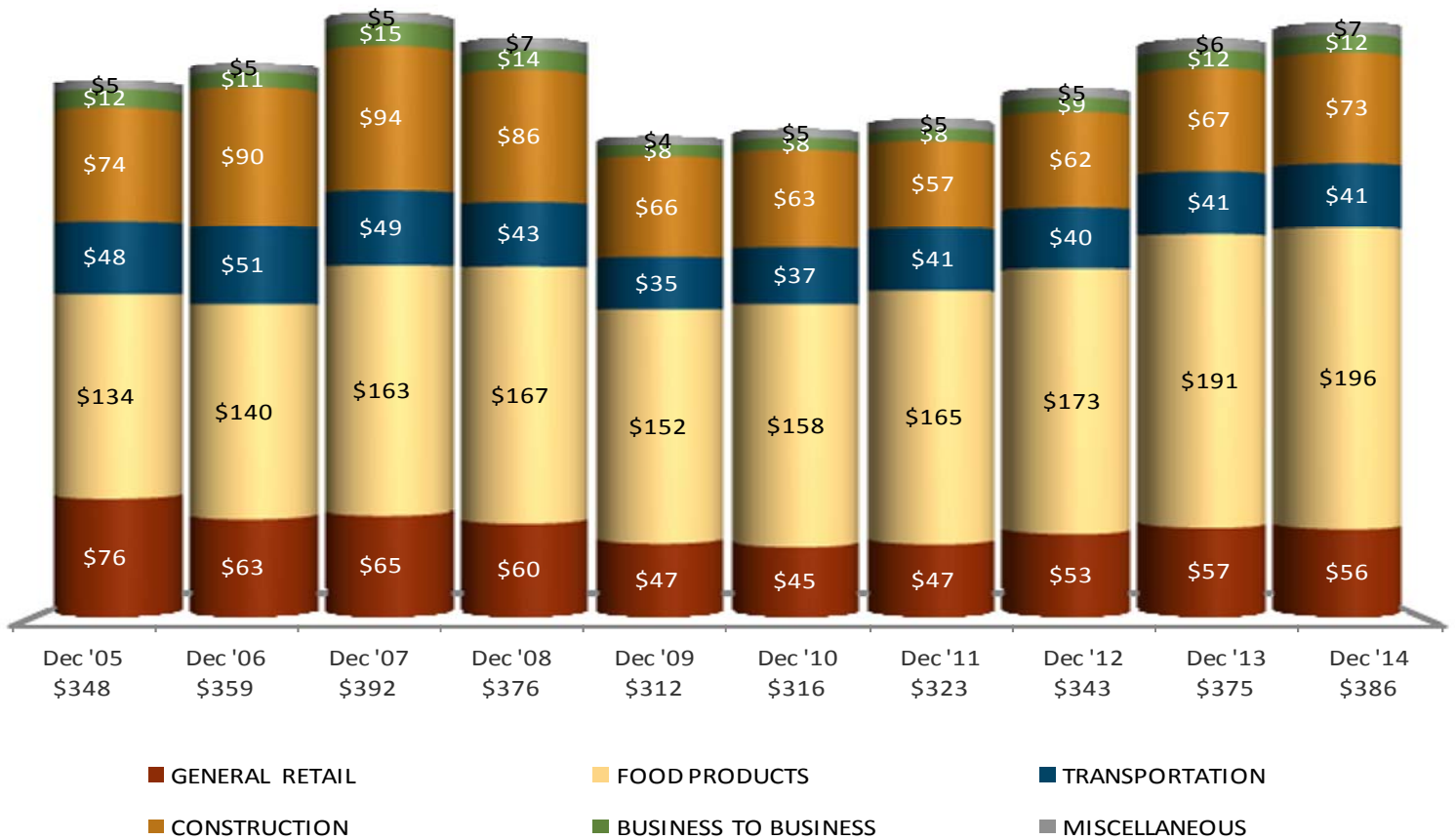
A & J VINEYARD SUPPLY	FRANCISCAN VINEYARDS	NAPA VALLEY AG SUPPLY
ARCHTYPE	GOOSE & GANDER	NAPA VALLEY WINE AUCTION
BERINGER VINEYARDS	GOTT'S ROADSIDE TRAY GOURMET	SAFEGWAY STORES
BP SERVICE STATIONS	HARLAN ESTATE WINERY	STEVE'S HARDWARE & HOMEWARE
CENTRAL VALLEY BUILDERS SUPPLY	HARVEST INN *	SUNSHINE FOODS *
CINDY'S BACKSTREET KITCHEN	MARKET RESTAURANT	TRA VIGNE RESTAURANT
CULINARY INSTITUTE OF AMERICA	MARTIN DESIGN	WILSON-DANIELS
EXXON SERVICE STATIONS	MERRYVALE VINEYARDS	ZUMWALT FORD
FARMSTEAD RESTAURANT		

Business Activity	Oct'13 - Dec'13 to Oct'14 - Dec'14			Jan'13 - Dec'13 to Jan'14 - Dec'14		
	Saint Helena	S.F. Bay Area	Statewide	Saint Helena	S.F. Bay Area	Statewide
Total	-0.8%	2.3%	2.9%	4.0%	4.0%	3.9%
General Retail	-2.7%	1.0%	2.4%	0.0%	1.7%	2.2%
Food Products	4.9%	6.4%	5.3%	4.1%	6.6%	5.8%
Transportation	-11.6%	-0.6%	0.6%	2.9%	2.6%	3.3%
Construction	2.8%	4.5%	7.3%	9.8%	4.6%	5.9%
Business To Business	-34.3%	3.1%	3.1%	-6.3%	6.3%	4.8%
Restaurants	2.1%	7.0%	6.9%	7.5%	7.4%	6.9%
Food Processing Eqp	6.8%	10.0%	2.3%	-1.6%	13.1%	7.1%
Bldg.Matls-Retail	6.0%	2.2%	5.2%	12.2%	1.2%	3.1%
Bldg.Matls-Whsle	-7.2%	6.5%	9.1%	6.4%	7.9%	8.5%
Food Markets	9.2%	4.3%	1.5%	7.0%	3.2%	2.7%
Miscellaneous Retail	29.2%	0.9%	2.1%	11.1%	3.4%	3.7%
Furniture/Appliance	-22.6%	2.7%	7.4%	-0.4%	2.5%	3.8%
Service Stations	-7.0%	-13.3%	-11.0%	-1.0%	-3.1%	-2.4%
Auto Sales - New	-25.1%	7.6%	8.1%	2.4%	6.7%	8.1%
Apparel Stores	-13.8%	0.6%	3.7%	-9.2%	1.8%	3.6%
Auto Parts/Repair	5.9%	7.1%	6.6%	4.3%	2.5%	3.2%
Miscellaneous Other	8.2%	-25.4%	-12.1%	19.5%	-3.4%	1.5%
Heavy Industry	-61.3%	7.8%	7.8%	-19.3%	8.4%	7.4%
Recreation Products	-14.2%	7.9%	2.5%	-17.3%	0.5%	-1.0%

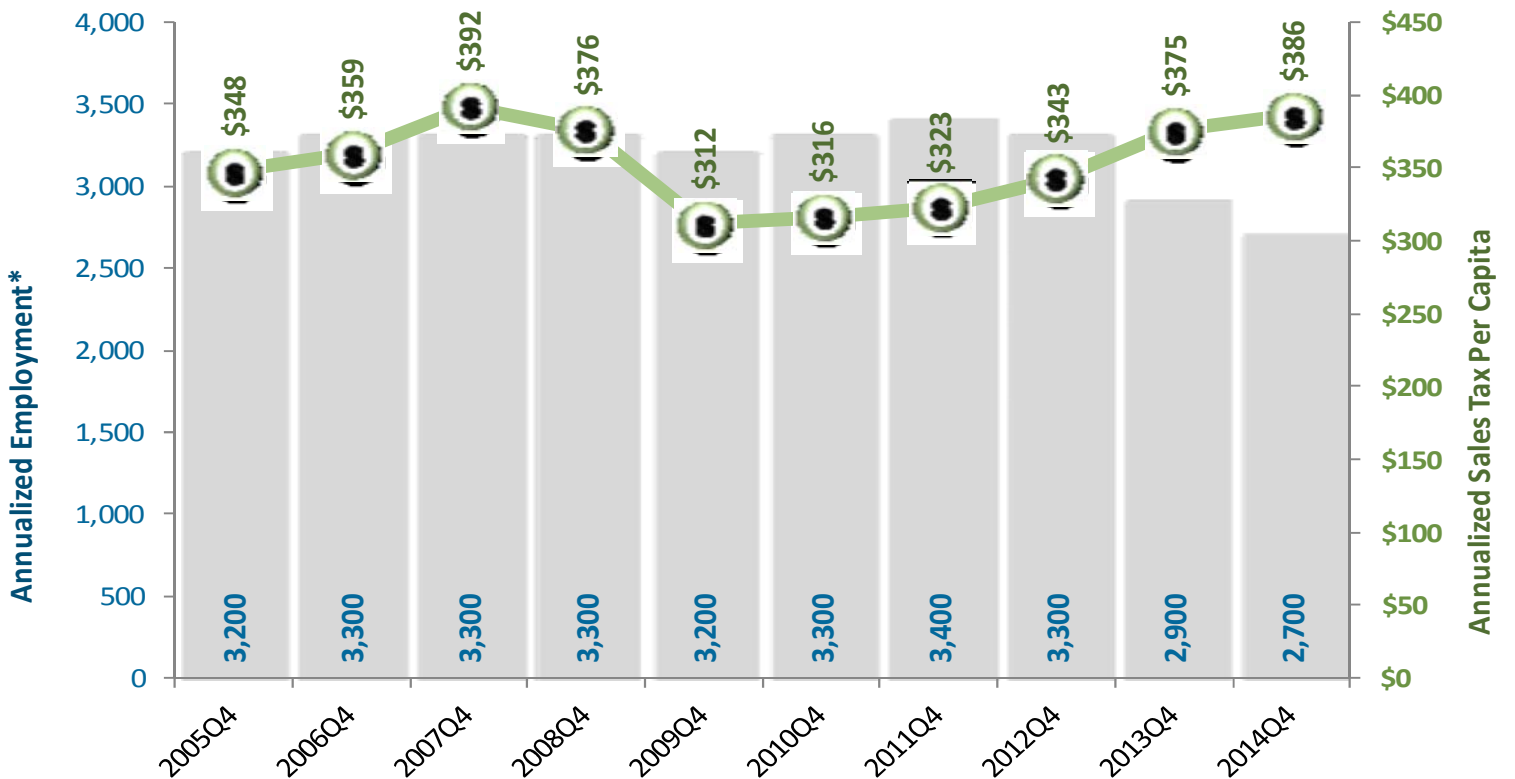
Sales Tax Per Capita

by Benchmark Year

City Of Saint Helena'S Annualized Sales Tax Divided By Its Population As Reported By State Department Of Finance



Comparing Estimated Annualized Employment and Gross Sales Tax Per Capita by Benchmark Year



A Correlation Coefficient of 1 indicates a Perfect Positive Correlation.

Correlation Coefficient: **-0.47**