

An aerial photograph of a coastal city, likely Honolulu, Hawaii, showing a dense residential area with many palm trees and buildings. The city is situated on a peninsula or near a bay. Two vibrant rainbows are visible in the sky, arching over the city. The sky is filled with soft, grey clouds, suggesting a recent rain shower. The overall scene is bright and scenic.

Sales and Transient Occupancy Tax

Fiscal Year Ending June 2015

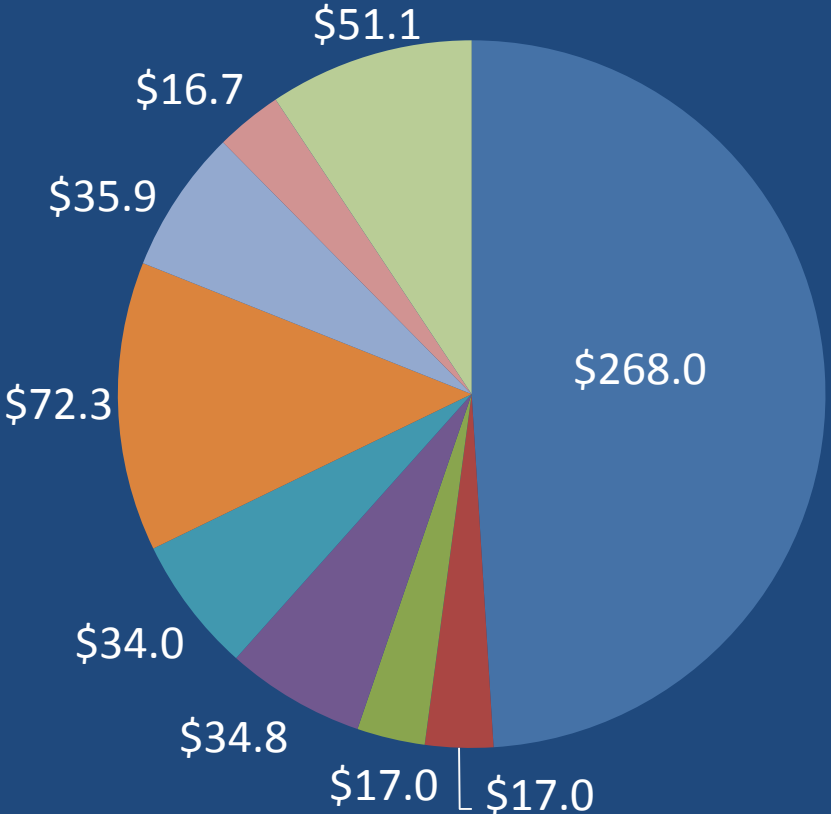
\$ 6,835,000,000

Taxable Sales within Santa Barbara County
for FY ended June 2015

Which at 8%, generated **\$ 546,800,000**
Of Sales Tax Revenue

Where did the \$ 546.8 million go?

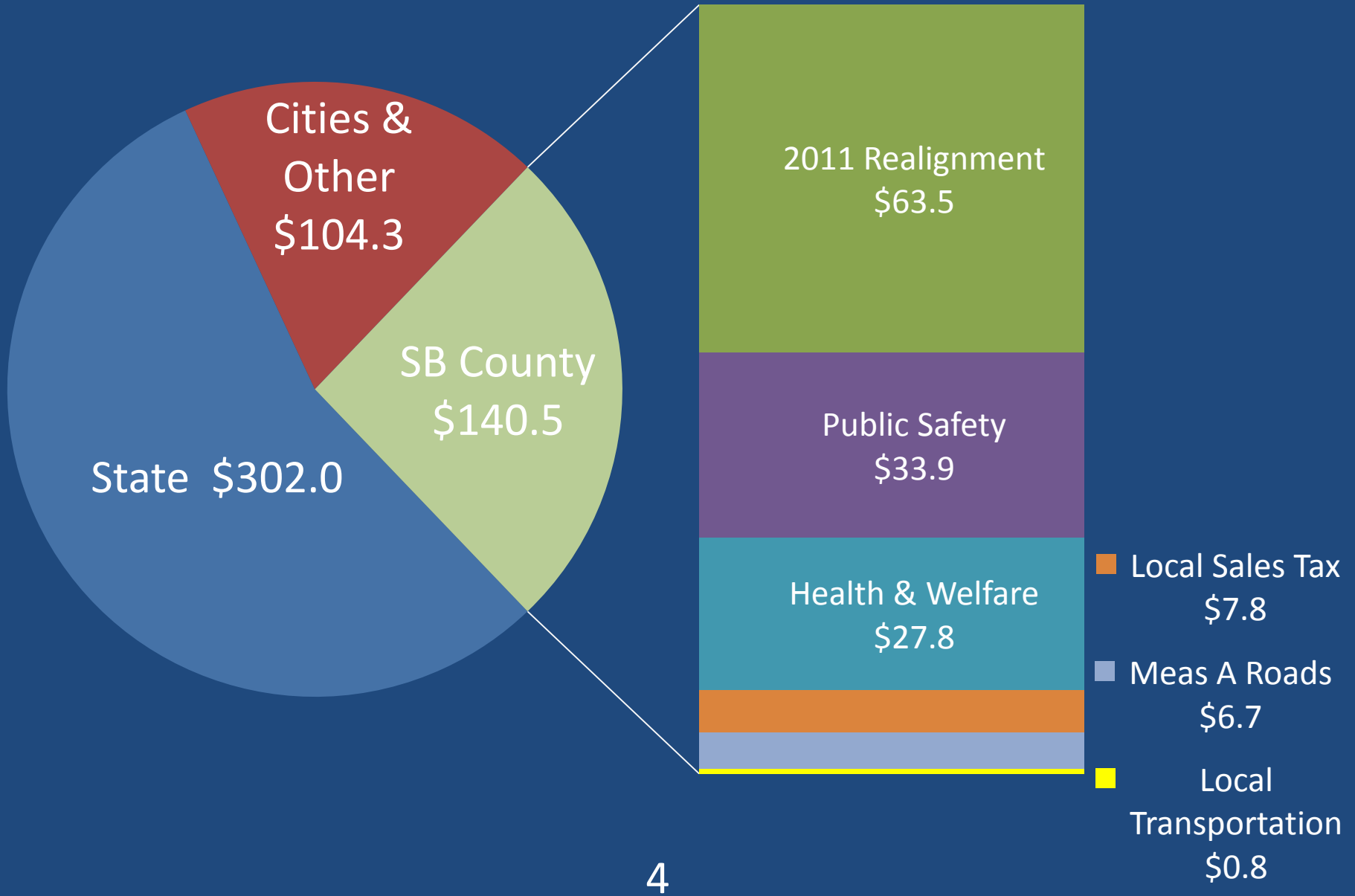
**Sales & Use Tax (in millions)
as of June 2015**



8% Sales & Use Tax breakdown

- State General Fund: 3.9375 %
- Economic Recovery Fund: .25%
- Education Protection: .25%
- Public Safety: .5%
- Health & Welfare: .5%
- Local Revenue Fund: 1.0625%
- Roads: .5%
- Transportation: .25%
- Local Bradley Burns: .75%

County Portion of Sales Tax Revenue



Local Sales Tax

Including other Jurisdictions

Countywide Business Groups Comparison

Business Group	2013-14	2014-15	Growth
General Consumer Goods	\$12,200,968	\$12,367,296	1.4%
Business and Industry	9,117,790	9,503,812	4.2%
Autos and Transportation	6,817,638	7,572,071	11.1%
Restaurants and Hotels	6,927,578	7,444,799	7.5%
Fuel and Service Stations	5,458,737	4,937,576	-9.5%
Building and Construction	4,061,048	4,353,843	7.2%
Food and Drugs	3,907,979	4,062,268	3.9%
Other Allocations	801,840	778,849	-2.9%
TOTALS	\$49,293,578	\$51,020,513	3.5%

Current Status - Sales & Use Tax

- Average growth for Sales Tax allocations indicates a 2% growth rate for current FY 2015-16

Transient Occupancy Tax Revenue & Current Rates

- **\$51.8 mil in revenue (cities and unincorporated area)**
- **11.8% growth from FY 2013-14**

12%

- Buellton
- Carpinteria
- Goleta
- Santa Barbara
- Solvang

10%

- County
(unicorp)
- Lompoc
- Santa Maria

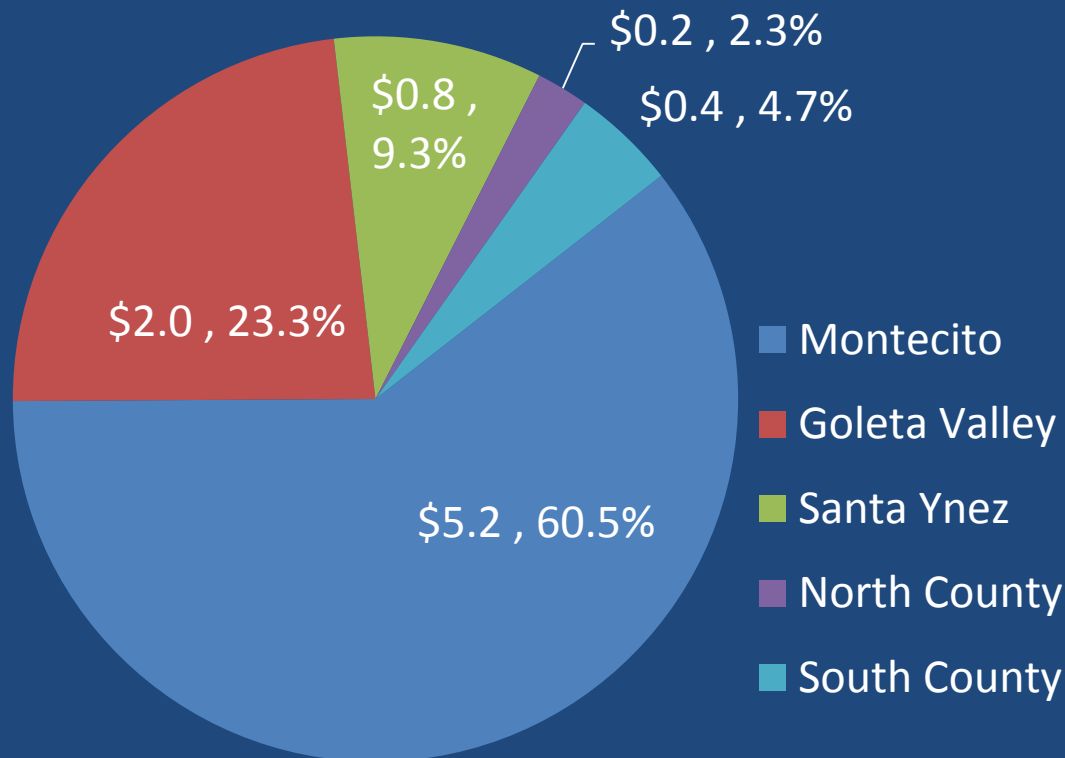
6%

- Guadalupe

TOT for Unincorporated Areas

- \$8.6 mil for SB County General Revenues
- 13.3% growth from FY 2013-14

FY 2014-15 Actuals (in millions) By Geographic Area



TOT Actuals – Hotel v. Non Hotel by Unincorporated Area

\$ Millions

FY 2014-15 Actuals

