



# Avalon City Council Weekly Update

## 02-26-16

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### **Planning Dept - 2015 Metro Call for Projects Workshop**

On Wednesday, February 24, 2016, Staff attended the 2015 Call for Projects Workshop at Metro Headquarters. The purpose of the workshop was to brief all successful grant applicants that were awarded funding through the 2015 Call for Projects and advise the source of funding for the awarded projects. The City of Avalon was awarded \$1.7 Million for pedestrian improvements at Five-Corners, Tremont Street and the City Hall side of Avalon Canyon Road. Staff was also notified at the meeting that funding for the project will be allocated from "Local Transportation Funds" as opposed to federal dollars. The allocation of Local Transportation Funds is great news for the City and alleviates the requirement to process the project through Caltrans. The project funding will begin in FY 2018.

### **Finance – Third Quarter 2015 Sales Tax Revenue Update**

Attached is the September 30, 2015 third quarter sales tax update from the City's consultant, HdL. The City of Avalon continues to out perform Los Angeles County and California with increasing sales tax revenue. Avalon's adjusted gross sales tax receipts increased 3.3% from the same three-month period last year, while the receipts increased only 2.6% for the County and 2.4% for the State. Avalon's restaurants were the largest contributor to the increased sales tax revenue. General consumer goods and food and drug businesses provided significant sales tax revenue increases as well. The Government Accounting Standards Board (GASB) issued a new requirement GASB 77 for detailed disclosure of tax rebates in its annual financial statements. This new requirement will not materially impact the City.

See Attachment A

### **Finance - Visitor Driven Revenue as of December 31, 2015**

Attached is the Visitor-Driven Revenue Report (aka Chamber Statistics) updated through December 2015.

The graph on the last page clearly illustrates that visitor revenue has grown between 9% and 15% year-over-year since the recession.

Comparing 2015 to 2014, cruise ship wharfage and admission fees are about the same; cross-channel wharfage and local sales tax revenue increased about 6%; harbor use fees increased about 12%; and transient occupancy tax revenue increased 15%. Overall, the visitor-driven revenue increased an average of almost 10%, while hotel occupancy rates were relatively flat. The City is on track to exceed the visitor revenue projected in the Amended FY15-16 Budget.

Keep in mind that the attached report is based on the calendar year ending December 31st, whereas the City's financial data is maintained based on a fiscal year ending June 30th.

See Attachment B

For more City financial reports visit the Finance Department page of the City's website <http://www.cityofavalon.com/finance>

## **Avalon Fire Department - F.A.S.T.**

F.A.S.T. is an easy way to remember the sudden signs of stroke. When you can spot the signs, you'll know that you need to call 9-1-1 for help right away. F.A.S.T. is:

**F** Face Drooping – Does one side of the face droop or is it numb? Ask the person to smile. Is the person's smile uneven?

**A** Arm Weakness – Is one arm weak or numb? Ask the person to raise both arms. Does one arm drift downward?

**S** Speech Difficulty – Is speech slurred? Is the person unable to speak or hard to understand? Ask the person to repeat a simple sentence, like "The sky is blue." Is the sentence repeated correctly?

**T** Time to call 9-1-1 – If someone shows any of these symptoms, even if the symptoms go away, call 9-1-1 and get the person to the hospital immediately. Check the time so you'll know when the first symptoms appeared.

## **Sheriff - Identity Theft Prevention**

In the course of a day, you may write a check at the drugstore, charge tickets to a concert, rent a car, call home on your cell phone, or apply for a credit card. Chances are you don't give these routine transactions a second thought. The reality is thieves can get your personal information from a variety of sources.

Prevention: To lessen the chances of someone stealing your identity, we recommend you shred all documents, don't give out personal information over the phone or internet, and do not write your social security number or your phone number on your checks.

Order your credit report at least twice a year. Reports should be obtained from all three major sources: Equifax at 800-685-1111; Experian at 888-EXPERIAN (397-3742); or TransUnion at 800-680-7293.

For more information contact the Avalon Sheriff's Station at 310-510-0174.

## **Vehicle Clerk - Annual Vehicle Registration**

It is that time again when residential autoettes and Blue stickers (vehicles) register at City Hall. Since registration began for the 2017 sticker on February 10 we've had 344 autoettes (up 133 since last week) and 128 vehicles (up 42 since last week) register, which is on track with previous years numbers. Last year we had 1550 autoettes and 428 vehicles register.

Registration goes until April 1, 2016. Remember to bring your current vehicle registration, a check or cash for \$30, the vehicle, and what address/dwelling unit it is going to be registered to. After 4/1 the price goes to \$55. We encourage

Respectfully Submitted,

The Avalon City Staff

Q3  
2015



# City of Avalon Sales Tax *Update*

*Fourth Quarter Receipts for Third Quarter Sales (July - September 2015)*

## Avalon In Brief

Avalon's receipts from July through September were flat compared to the third sales period in 2014. Excluding reporting aberrations, actual sales were up 3.3%.

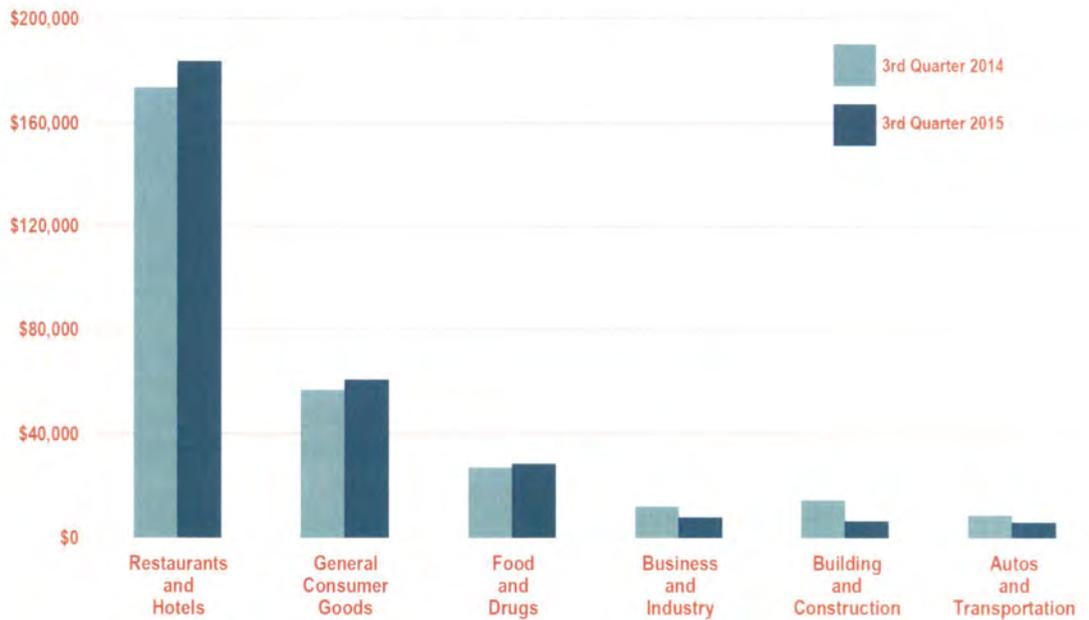
The city experienced an increase in sales for casual dining restaurants, art/gift/novelty stores and the food and drugs sector.

The gains were partially offset by a onetime accounting adjustment that inflated year ago returns and caused the drop in building and construction.

A decline in sales from repair shops/equipment rentals and the autos and transportation group also dampened overall results.

Net of aberrations, taxable sales for all of Los Angeles County grew 2.6% over the comparable time period; the Southern California region was up 3.6%.

## SALES TAX BY MAJOR BUSINESS GROUP



### TOP 25 PRODUCERS

IN ALPHABETICAL ORDER

Abes Liquor Store	Leos Catalina Drugstore
Antonios Pizzeria & Cabaret	Lobster Trap
Avalon Fuel Dock	Luau Larrys
Bluewater Grill	Maggies Blue Rose
Buoys & Gulls	Mi Casita
Casino Ballroom	Original Jacks
Catalina By The Sea	Pancake Cottage
Catalina Cantina	Perico Gallery
Catalina Sportswear & Souvenir	Pic Nic Fry
CC Gallagher	Ristorante Villa Portofino
Coney Island West	Steves Steakhouse
El Galleon	Vons
Island Threadz	

### REVENUE COMPARISON

One Quarter – Fiscal Year To Date

	2014-15	2015-16
Point-of-Sale	\$298,641	\$298,524
County Pool	35,376	35,811
State Pool	204	56
<b>Gross Receipts</b>	<b>\$334,221</b>	<b>\$334,390</b>
<b>Less Triple Flip*</b>	<b>\$(83,555)</b>	<b>\$(83,598)</b>
<b>Measure C</b>	<b>\$203,383</b>	<b>\$194,587</b>

**Statewide Results**

The local share of sales and use tax revenues from the summer sales quarter were up 2.4% over last year's comparable quarter after adjusting for payment aberrations.

New and used auto sales and leases continued to exhibit solid gains and were the primary contributor to the quarter's statewide growth. The countywide allocation pools were the second largest contributors to the overall gain, boosted by increased online sales activity. The state's travel and tourism industry contributed to a robust increase in receipts from restaurants and hotels. Recovering building and construction activity was also significant with an 8.6% increase over the comparison period.

Gains in most other segments were relatively modest while receipts from fuel and service stations declined for the fourth consecutive quarter.

Overall performance was similar throughout most regions of the state, however the effect of lower fuel prices significantly dampened results in portions of the San Joaquin Valley.

**Online Retail Sales Continue to Outpace Brick & Mortar Stores**

Fourth quarter tax results will not be available until March but preliminary reports indicate holiday purchases from some brick and mortar stores are flat or down from 2014, while the volume of online shopping has set new records.

Although stores are not in danger of disappearing, the trend has many retail chains considering long-term plans for smaller "showroom" units with less square footage, employees, and in-store inventory.

HdL's statewide sales tax database for the first three quarters of 2015 shows that online orders for general consumer goods rose 17.6% over the first three quarters of 2014, while the overall sales gains at brick and mortar stores grew a modest 2.2%.

**New Restrictions on Tax Sharing Agreements**

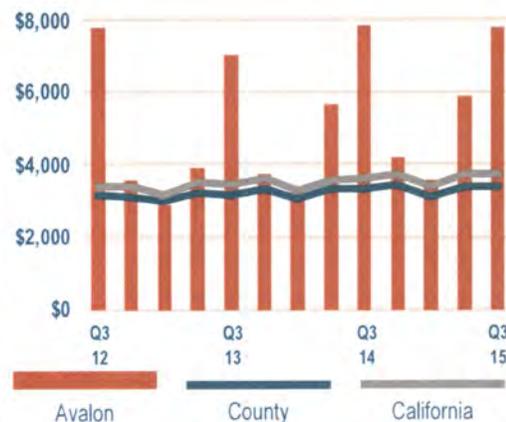
Tax rebates are subject to additional restrictions and reporting requirements in 2016.

Newly adopted Government Code Section 53084.5 prohibits tax sharing agreements that reduce another agency's sales tax if the business generating the tax continues to maintain a physical presence in the losing agency's jurisdiction.

The Government Accounting Standards Board (GASB) has also adopted new requirements outlined in GASB Statement 77 for detailed disclosure of rebates in government financial reports.

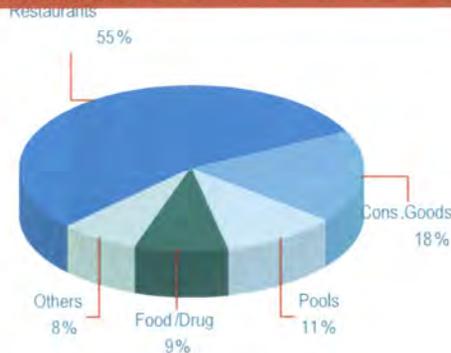
The rule issued on August 14, 2015 by GASB will require state and local governments to disclose the amount of property, sales, and income taxes that have been waived or rebated under tax abatement agreements with companies or other taxpayers. The requirements of Statement 77 are effective for financial statements with periods beginning after December 15, 2015.

**SALES PER CAPITA**



**REVENUE BY BUSINESS GROUP**

Avalon This Quarter



**AVALON TOP 15 BUSINESS TYPES**

Business Type	Avalon		County	HdL State
	Q3 '15	Change	Change	Change
Art/Gift/Novelty Stores	24,255	21.5%	7.4%	5.0%
Boats/Motorcycles	— CONFIDENTIAL —		19.1%	11.4%
Casual Dining	158,853	7.5%	7.9%	5.7%
Drug Stores	— CONFIDENTIAL —		-0.9%	-1.5%
Family Apparel	21,242	2.3%	3.1%	2.2%
Fine Dining	— CONFIDENTIAL —		10.6%	11.6%
Fuel/Ice Dealers	— CONFIDENTIAL —		-3.1%	-15.7%
Grocery Stores Liquor	— CONFIDENTIAL —		6.5%	3.8%
Hardware Stores	— CONFIDENTIAL —		7.1%	6.7%
Leisure/Entertainment	— CONFIDENTIAL —		69.7%	22.1%
Liquor Stores	— CONFIDENTIAL —		5.1%	5.4%
Quick-Service Restaurants	5,313	0.4%	4.9%	6.7%
Repair Shop/Equip. Rentals	3,637	-43.7%	11.7%	3.4%
Specialty Stores	5,127	-5.2%	9.6%	5.7%
Transportation-Non-Auto	— CONFIDENTIAL —		-50.9%	-26.3%
<b>Total All Accounts</b>	<b>298,524</b>	<b>0.0%</b>	<b>2.3%</b>	<b>2.3%</b>
<b>County &amp; State Pool Allocation</b>	<b>35,867</b>	<b>0.8%</b>	<b>3.2%</b>	<b>3.5%</b>
<b>Gross Receipts</b>	<b>334,390</b>	<b>0.1%</b>	<b>2.4%</b>	<b>2.4%</b>

**Transient Occupancy Tax Revenues (Hotels, Property Managed & Singles; TOT currently 12%)**

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	% Change from Prior Year Same Month
January	\$ 51,406	\$ 78,639	\$ 91,235	\$ 59,549	\$ 103,907	\$ 134,804	\$ 164,897	\$ 110,793	\$ 80,761	\$ 72,020	\$ 176,856	\$ 148,046	\$ 99,510	\$ 149,329	\$ 130,635	-12.5%
February	62,620	56,738	52,011	68,386	99,858	89,700	95,665	98,064	85,043	89,519	89,210	100,725	117,050	159,767	177,561	11.1%
March	79,563	77,652	73,393	107,075	104,399	151,092	114,173	120,444	115,576	106,114	126,077	148,680	255,704	230,217	345,499	50.1%
April	125,091	147,337	129,144	109,755	185,209	147,255	175,916	220,018	137,101	141,501	140,516	186,789	280,258	286,952	378,400	31.9%
May	173,714	152,680	125,466	187,957	204,335	214,382	304,730	194,860	138,228	113,823	235,048	195,265	261,730	355,531	447,576	25.9%
June	195,779	164,337	224,714	197,489	310,101	251,029	241,970	286,827	253,081	322,394	320,388	232,488	542,335	550,389	635,219	15.4%
July	294,763	320,668	269,226	238,168	327,228	345,370	393,277	390,749	345,733	319,722	341,042	703,643	736,930	778,057	828,892	6.5%
August	387,676	400,489	352,368	494,452	555,027	625,383	585,590	399,415	486,312	621,809	714,135	627,608	715,940	814,321	992,949	21.9%
September	433,740	434,983	494,218	529,424	641,183	687,028	682,250	947,900	632,306	621,036	702,556	501,577	469,346	460,132	504,856	9.7%
October	206,334	247,482	252,809	277,866	317,977	447,090	368,792	358,989	282,747	309,530	394,913	295,448	304,178	420,248	433,909	3.3%
November	213,688	153,161	195,602	416,515	316,754	313,806	316,505	129,068	242,020	279,267	309,540	220,490	245,286	254,150	253,601	-0.2%
December	116,076	168,829	167,036	143,590	149,858	128,568	173,677	309,105	127,671	175,093	148,254	136,866	124,521	148,918	169,258	13.7%
<b>Totals</b>	\$2,340,450	\$2,402,995	\$2,427,222	\$2,830,224	\$3,315,836	\$3,535,507	\$3,617,444	\$3,566,230	\$2,926,581	\$3,171,828	\$3,698,535	\$3,497,625	\$4,152,788	\$4,608,011	\$5,298,355	
<b>% Change</b>	-1.8%	2.7%	1.0%	16.6%	17.2%	6.6%	2.3%	-1.4%	-17.9%	8.4%	16.6%	-5.4%	18.7%	11.0%	15.0%	
<b>\$ Change</b>	\$ (42,663)	\$ 62,545	\$ 24,227	\$ 403,002	\$ 485,612	\$ 219,671	\$ 81,937	\$ (51,213)	\$ (639,649)	\$ 245,248	\$ 526,707	\$ (200,910)	\$ 655,163	\$ 455,223	\$ 690,344	

**Occupancy Rates (Hotels only)**

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	Change from Prior Year Same Month
January	32.3%	21.9%	24.9%	25.9%	20.0%	24.5%	22.9%	20.3%	22.1%	17.8%	18.2%	18.5%	27.8%	33.2%	35.0%	1.8
February	35.4%	37.0%	34.8%	36.7%	30.6%	38.2%	34.7%	34.3%	27.1%	28.9%	29.1%	30.1%	36.8%	41.2%	47.4%	6.2
March	44.4%	50.0%	46.2%	42.1%	42.0%	38.9%	47.0%	51.2%	38.2%	37.8%	38.5%	43.3%	52.8%	59.0%	60.1%	1.1
April	55.6%	50.8%	51.1%	54.5%	51.4%	52.6%	57.0%	58.2%	47.3%	43.9%	44.1%	46.4%	54.0%	64.7%	67.7%	3.0
May	59.0%	55.8%	54.6%	55.9%	50.9%	54.2%	52.0%	53.9%	45.0%	49.8%	49.9%	50.8%	57.4%	65.8%	64.4%	(1.4)
June	73.9%	74.3%	66.5%	63.5%	61.1%	62.0%	63.3%	63.1%	45.5%	57.5%	59.6%	61.1%	67.0%	74.3%	70.1%	(4.2)
July	83.5%	81.8%	79.9%	75.2%	76.7%	83.5%	75.7%	75.8%	61.0%	79.1%	82.3%	84.3%	80.6%	83.1%	80.2%	(2.9)
August	91.6%	92.5%	92.3%	85.2%	85.5%	86.6%	80.2%	81.3%	70.8%	76.4%	77.0%	84.0%	76.9%	82.3%	82.5%	0.2
September	65.8%	65.6%	60.4%	63.3%	60.2%	64.3%	69.8%	65.0%	49.7%	53.6%	55.2%	63.0%	64.4%	71.0%	66.1%	(4.9)
October	54.4%	55.1%	55.0%	49.8%	55.6%	57.2%	50.6%	45.9%	42.9%	48.0%	48.5%	52.74%	53.0%	67.0%	64.5%	(2.5)
November	38.9%	39.3%	25.4%	36.1%	32.1%	41.0%	38.9%	34.9%	30.2%	34.7%	33.3%	41.57%	45.1%	47.4%	50.6%	3.3
December	27.6%	25.4%	24.9%	25.7%	25.8%	28.3%	25.1%	23.4%	22.7%	27.3%	27.8%	31.66%	32.3%	32.6%	38.0%	5.4
<b>Annual Average</b>	55.2%	54.1%	51.3%	51.2%	49.3%	52.6%	51.4%	50.6%	41.9%	46.2%	47.0%	50.6%	54.0%	60.1%	60.5%	
<b>Percentage Points Change</b>	(3.1)	(1.1)	(2.8)	(0.2)	(1.8)	3.3	(1.2)	(0.8)	(8.7)	4.3	0.7	3.7	3.4	6.1	0.4	

**Admissions Tax Revenues (4%; includes Admissions Taxes & Harbor Admissions Taxes)**

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	% Change from Prior Year Same Month
January	\$ 14,597	\$ 10,832	\$ 12,448	\$ 11,128	\$ 17,812	\$ 27,495	\$ 22,379	\$ 16,394	\$ 20,866	\$ 16,191	\$ 23,455	\$ 39,760	\$ 17,843	\$ 32,240	\$ 34,867	8.1%
February	20,240	14,391	15,221	13,089	14,245	17,798	13,972	12,264	10,080	13,936	12,954	23,922	26,511	31,070	39,485	27.1%
March	14,042	15,544	10,871	23,712	19,144	24,273	23,276	19,281	12,420	11,910	19,382	11,557	44,310	36,676	51,823	41.3%
April	18,508	23,770	18,684	29,576	25,961	24,672	33,151	29,376	22,565	17,290	18,441	51,227	47,625	52,175	62,947	20.6%
May	24,339	22,741	21,959	29,073	29,939	36,375	22,548	32,930	28,027	27,880	34,357	46,566	24,138	71,533	68,611	-4.1%
June	36,666	38,402	43,908	42,970	35,039	43,603	37,618	22,060	24,328	41,867	46,802	21,118	124,674	136,709	89,173	-34.8%
July	69,002	46,419	50,954	59,289	73,862	51,200	61,884	84,808	69,211	21,414	61,288	77,538	26,325	22,617	116,002	412.9%
August	44,661	70,031	61,485	66,128	57,528	78,951	27,348	47,538	53,782	113,212	101,541	99,911	109,566	113,356	110,688	-2.4%
September	69,053	61,831	78,080	93,189	76,471	68,488	94,405	79,840	64,228	88,125	101,953	73,356	148,083	103,921	80,601	-22.4%
October	41,703	35,899	43,823	43,732	70,846	53,519	45,156	46,363	27,827	12,323	67,629	75,116	50,168	83,448	85,457	2.4%
November	32,866	47,443	60,363	70,027	39,426	47,285	34,296	14,024	69,243	93,309	70,110	34,561	40,935	80,885	48,173	-40.4%
December	23,293	29,486	26,558	19,758	49,358	59,143	59,827	62,143	19,615	25,917	19,377	26,833	15,172	44,265	30,940	-30.1%
<b>Totals</b>	\$ 408,970	\$ 416,789	\$ 444,354	\$ 501,671	\$ 509,631	\$ 532,802	\$ 475,860	\$ 467,022	\$ 422,192	\$ 483,374	\$ 577,289	\$ 581,465	\$ 675,350	\$ 808,895	\$ 818,767	
<b>% Change</b>	4.1%	1.9%	6.6%	12.9%	1.6%	4.5%	-10.7%	-1.9%	-9.6%	14.5%	19.4%	0.7%	16.1%	19.8%	1.2%	
<b>\$ Change</b>	\$ 16,277	\$ 7,819	\$ 27,565	\$ 57,317	\$ 7,960	\$ 23,171	\$ (56,942)	\$ (8,838)	\$ (44,830)	\$ 61,182	\$ 93,915	\$ 4,176	\$ 93,885	\$ 133,545	\$ 9,872	

**City of Avalon  
Visitor-Driven Revenues  
Calendar Years 2001 - 2015**

**Harbor Use Fees (7%)**

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	% Change from Prior Year Same Month
January											\$ 6,305	\$ 6,416	\$ 4,782	\$ 8,968	\$ 12,985	44.8%
February											11,004	11,233	10,927	11,844	11,440	-3.4%
March											10,812	16,860	15,858	11,537	27,701	140.1%
April											16,371	16,767	16,241	28,966	21,907	-24.4%
May											16,634	16,843	18,460	29,595	22,566	-23.8%
June											43,496	57,307	50,320	55,675	55,617	-0.1%
July										\$ 43,431	50,587	47,402	56,066	61,113	70,758	15.8%
August										47,753	38,119	45,122	54,080	49,142	63,427	29.1%
September										14,925	42,768	42,084	27,873	25,268	36,728	45.4%
October										18,776	27,247	25,121	21,925	19,693	28,111	42.7%
November										8,046	11,802	11,355	6,931	15,420	9,170	-40.5%
December										5,426	10,179	8,416	8,194	10,287	6,627	-35.6%
<b>Totals</b>	n/a	\$ 138,357	\$ 285,324	\$ 304,926	\$ 291,657	\$ 327,509	\$ 367,037									
<b>% Change</b>	n/a	106.2%	6.9%	-4.4%	12.3%	12.1%										
<b>\$ Change</b>	n/a	\$ 146,967	\$ 19,602	\$ (13,269)	\$ 35,852	\$ 39,528										

**Local Sales Tax (0.5%)\***

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	% Change from Prior Year Same Month
January	\$ 34,700	\$ 32,000	\$ 38,700	\$ 36,500	\$ 31,800	\$ 41,300	\$ 33,900	\$ 30,400	\$ 28,300	\$ 24,500	\$ 25,500	\$ 28,000	\$ 28,100	\$ 33,900	\$ 33,600	-0.9%
February	46,300	38,400	51,600	48,600	42,400	55,000	45,100	40,500	31,000	31,600	34,000	37,300	37,400	45,200	44,800	-0.9%
March	123,314	54,761	22,640	46,893	30,587	5,609	13,970	26,036	31,396	26,328	29,809	25,838	43,235	30,510	52,433	71.9%
April	32,600	23,000	25,200	28,000	23,500	24,800	19,400	22,900	24,000	17,600	18,100	20,700	23,400	25,600	29,900	16.8%
May	43,400	30,600	33,600	35,200	31,300	33,200	25,800	30,500	25,700	25,600	26,600	27,600	31,200	34,100	40,281	18.1%
June	31,437	61,780	72,925	64,194	44,590	23,424	61,000	50,784	24,609	44,222	46,005	52,737	56,250	67,023	64,603	-3.6%
July	53,000	22,750	24,450	47,400	19,250	41,600	21,200	19,050	15,550	38,200	36,200	38,400	43,700	44,700	50,300	12.5%
August	67,400	55,300	65,200	63,200	51,300	55,500	56,500	50,800	36,800	51,000	48,200	51,200	58,200	59,600	67,100	12.6%
September	57,805	83,676	70,904	79,626	22,930	76,262	52,218	72,127	50,200	42,940	62,770	89,331	46,099	93,214	90,186	-3.2%
October	68,300	80,300	69,900	53,000	37,700	54,100	55,400	59,400	50,200	45,800	49,200	63,500	70,100	63,300	68,700	8.5%
November	91,100	101,500	93,200	70,700	50,200	72,200	73,900	79,200	66,900	61,000	65,600	84,600	93,500	84,400	91,500	8.4%
December	72,988	18,800	50,829	36,431	140,660	51,703	56,822	41,092	24,842	54,985	80,178	57,758	22,508	69,944	56,827	-18.8%
<b>Totals</b>	\$ 722,344	\$ 602,867	\$ 619,148	\$ 609,743	\$ 526,217	\$ 534,698	\$ 515,210	\$ 522,789	\$ 409,496	\$ 463,775	\$ 522,162	\$ 576,964	\$ 553,692	\$ 651,491	\$ 690,230	
<b>% Change</b>	7.1%	-16.5%	2.7%	-1.5%	-13.7%	1.6%	-3.6%	1.5%	-21.7%	13.3%	12.6%	10.5%	-4.0%	17.7%	5.9%	
<b>\$ Change</b>	\$ 48,118	\$ (119,477)	\$ 16,281	\$ (9,405)	\$ (83,526)	\$ 8,481	\$ (19,488)	\$ 7,579	\$ (113,293)	\$ 54,279	\$ 58,387	\$ 54,802	\$ (23,272)	\$ 97,799	\$ 38,739	

\* Excludes 0.5% pass-through sales tax to hospital

**Wharfage Fees - Cross-Channel Carriers**

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	% Change from Prior Year Same Month
January	\$ 3,775	\$ 74,465	\$ 94,107	\$ 2,309	\$ 161,297	\$ 108,639	\$ 20,562	\$ 4,232	\$ 13,130	\$ 94,322	\$ 141,624	\$ 166,161	\$ 97,577	\$ 129,180	\$ 124,058	-4.0%
February	61,572	88,730	82,031	74,200	324	73,760	89,738	90,406	72,992	135,116	11	209,313	128,095	143,775	152,398	6.0%
March	56,851	75,425	84,555	167,714	57,161	69,815	82,840	70,006	156,811	82,080	62,605	19,463	209,185	217,208	254,548	17.2%
April	122,361	107,609	94,575	21,293	77,754	95,798	112,178	107,300	13,486	115,020	65,378	148,951	205,793	249,548	277,173	11.1%
May	108,620	139,502	118,881	141,790	123,098	104,044	167,524	168,834	126,318	17,510	208,259	185,610	254,042	288,850	288,108	-0.3%
June	124,791	150,608	145,874	346,042	150,007	140,880	177,090	158,586	315,214	140,730	22,123	228,152	323,160	335,643	354,313	5.6%
July	163,411	397,940	377,373	209,922	307,109	340,310	372,184	409,284	190,688	187,812	202,742	430,202	429,020	441,210	462,040	4.7%
August	311,697	58,546	308,262	55,505	307,109	390,360	329,712	35,182	278,438	186,248	257,178	428,686	426,472	442,625	469,195	6.0%
September	47,081	325,064	31,454	313,358	313,790	55,306	47,270	332,896	307,926	620,196	372,804	290,575	289,845	282,865	313,698	10.9%
October	306,288	305,688	503,293	298,239	25,644	359,996	341,172	344,458	29,302	20,628	216,474	210,447	215,777	248,003	268,695	8.3%
November	180,684	186,885	17,198	304,863	178,701	377,574	211,304	173,906	300,010	241,856	96,356	172,638	184,258	205,013	211,695	3.3%
December	216,229	131,489	232,109	4,219	123,292	120,607	256,728	226,806	10,424	8,077	219,120	115,830	138,160	130,373	129,150	-0.9%
<b>Totals</b>	\$1,703,360	\$2,041,951	\$2,089,712	\$1,939,451	\$1,825,282	\$2,237,086	\$2,208,302	\$2,121,896	\$1,814,738	\$1,849,595	\$1,864,674	\$2,606,028	\$2,901,384	\$3,114,291	\$ 3,305,068	
<b>% Change</b>	32.2%	19.9%	2.3%	-7.2%	-5.9%	22.6%	-1.3%	-3.9%	-14.5%	1.9%	0.8%	39.8%	11.3%	7.3%	6.1%	
<b>\$ Change</b>	\$ 415,093	\$ 338,591	\$ 47,761	\$ (150,261)	\$ (114,169)	\$ 411,804	\$ (28,784)	\$ (86,406)	\$ (307,158)	\$ 34,857	\$ 15,079	\$ 741,355	\$ 295,356	\$ 212,907	\$ 190,777	

**City of Avalon  
Visitor-Driven Revenues  
Calendar Years 2001 - 2015**

**Wharfage Fees - Cruise Ships**

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014*	2015	% Change from Prior Year Same Month
January											\$ 15,190	\$ 19,590	\$ 20,639	\$ 31,024	\$ 40,046	29.1%
February											14,699	15,349	16,204	13,568	22,234	63.9%
March											19,851	16,464	17,470	65,060	29,382	-54.8%
April											16,979	21,628	46,979	55,685	54,525	-2.1%
May											15,962	23,459	30,270	43,650	31,380	-28.1%
June											19,709	17,348	17,942	47,391	44,678	-5.7%
July										\$ 9,589	26,444	21,355	22,421	35,210	26,874	-23.7%
August										24,865	21,093	17,066	17,942	31,762	36,808	15.9%
September										23,910	18,542	25,592	29,304	36,014	46,546	29.2%
October										17,728	18,488	29,262	36,104	26,318	36,706	39.5%
November										18,658	15,589	16,239	13,644	34,424	47,752	38.7%
December										11,845	8,488	16,788	20,523	32,664	33,580	2.8%
<b>Totals</b>	n/a	\$ 106,594	\$ 211,035	\$ 240,140	\$ 289,444	\$ 452,769	\$ 450,511									
<b>% Change</b>	n/a	98.0%	13.8%	20.5%	56.4%	-0.5%										
<b>\$ Change</b>	n/a	\$ 104,440	\$ 29,105	\$ 49,304	\$ 163,325	\$ (2,258)										

**Total Visitor Driven Revenues**

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	% Change from Prior Year
<b>TOT Taxes</b>	\$2,340,450	\$2,402,995	\$2,427,222	\$2,830,224	\$3,315,836	\$3,535,507	\$3,617,444	\$3,566,230	\$2,926,581	\$3,171,828	\$3,698,535	\$3,497,625	\$4,152,788	\$4,608,011	\$5,298,355	15.0%
<b>Admissions Tax</b>	408,970	416,789	444,354	501,671	509,631	532,802	475,860	467,022	422,192	483,374	577,289	581,465	675,350	808,895	818,767	1.2%
<b>Harbor Use Fees</b>	n/a	n/a	138,357	285,324	304,926	291,657	327,509	367,037	12.1%							
<b>Sales Taxes</b>	722,344	602,867	619,148	609,743	526,217	534,698	515,210	522,789	409,496	463,775	522,162	576,964	553,692	651,491	690,230	5.9%
<b>Wharfage Fees - CC</b>	1,703,360	2,041,951	2,089,712	1,939,451	1,825,282	2,237,086	2,208,302	2,121,896	1,814,738	1,849,595	1,864,674	2,606,028	2,901,384	3,114,291	3,305,068	6.1%
<b>Wharfage Fees - CS</b>	n/a	n/a	106,594	211,035	240,140	289,444	452,769	450,511	-0.5%							
<b>Totals</b>	\$5,175,124	\$5,464,602	\$5,580,436	\$5,881,089	\$6,176,967	\$6,840,094	\$6,816,816	\$6,677,938	\$5,573,007	\$6,213,524	\$7,159,018	\$7,807,148	\$8,864,315	\$9,962,966	\$10,929,967	
<b>% Change</b>	9.2%	5.6%	2.1%	5.4%	5.0%	10.7%	-0.3%	-2.0%	-16.5%	11.5%	15.2%	9.1%	13.5%	12.4%	9.7%	
<b>\$ Change</b>	\$ 436,826	\$ 289,478	\$ 115,834	\$ 300,653	\$ 295,878	\$ 663,127	\$ (23,278)	\$ (138,878)	\$ (1,104,930)	\$ 640,516	\$ 945,494	\$ 648,130	\$1,057,167	\$1,098,650	\$ 967,002	

