



Avalon City Council Weekly Update 06-17-16

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Sheriff - 47th Annual Los Angeles County Peace Officers' Memorial

Note, the tardiness of this update making it into the weekly update is mostly...ok, completely, due to Management Aide Jordan's inability to remember to cut and paste. However, the importance of this doesn't erode with time, so it is being included this week.

On May 18, 2016, the Los Angeles County Sheriff's Department hosted a special tribute to several fallen peace officers who were killed in the line of duty between 1925 and 2015. Out of respect for the officers and their families, The Honorable Ann Marshall, Mayor of Avalon and The Honorable Tim Winslow, former Avalon Councilmember, attended the ceremony in La Mirada. Their support for the men and women in law enforcement was much appreciated.

Note: The attached photograph is of Captain Doug Fetteroll, Mayor Ann Marshall and Sheriff Jim McDonnell.



Sheriff - Active Shooter Training

Los Angeles County Sheriff's Department deputies assigned to Avalon Station participated in a multi-agency active shooter training exercise. In this ever-changing world, acts of violence involving active shooters have become a serious concern for people throughout our country. During a multi-agency training exercise in Avalon, emergency personnel, first responders and the disaster preparedness staff at Catalina Island Medical Center took a pro-active approach to better prepare themselves in the unlikely event of an active shooter incident. The participants included the Los Angeles County Fire Department, Baywatch Avalon, the Los Angeles County Sheriff's Department, the Avalon City Fire Department, Avalon Harbor Department, and the Disaster Preparedness staff for the Catalina Island Medical Center.

The training was well-received by all in attendance and bolstered the already strong working relationships that exist in Avalon between the various agencies.



Sheriff - Avalon Dispatcher Hugh Carson Received the LASD Exemplary Service Award

On June 15, 2016, the Los Angeles County Sheriff's Department recognized several employees for their distinguished and exemplary conduct during the past year. One of the recipients was Law Enforcement Technician Hugh Carson. Sheriff Jim McDonnell presented Mr. Carson with the Department's Exemplary Service Award. The award acknowledges those individuals who have demonstrated outstanding service, commitment and leadership to effect positive change. Captain Fetteroll said, "Hugh does an amazing job for our community and it was nice to see him get recognized for his efforts." Hugh's wife, Stacy and his daughter, Marianne attended the ceremony in support of Hugh.



Avalon Fire – Grill Fires

Grill Fires on residential properties nationwide, by the numbers;

\$37 million in property loss annually due to grill fires.

57% of residential grill fires occur between May and August.

100 injuries attributable to grill fire annually.

5,700 grill fires annually.

35% of grill fires are caused by mechanical failure or malfunction.

Avalon Fire – Mosquito/Public Health:

L.A. County Department of Public Health (DPH) has created information to help prevent mosquito bites. Warmer months bring greater risk of mosquito-borne diseases. To help protect the people that we serve, our coworkers out in the field, and our families and friends as they go outdoors, we would like to share our public relations toolkit:

Webpage with vital information: <http://publichealth.lacounty.gov/media/zika/>

Video in English and Spanish can be distributed through social media or you can retweet/share our messages: Preventing Mosquito Bites and Protegete Contra los Mosquitos

FAQs in multiple languages: West Nile Virus (Spanish) and Zika Virus

Avalon Fire – Summery

AFD, AHD, BWA and LACoFD responded to an overturned vehicle on Casino Way early Monday morning June 6th with one person trapped. On scene, one adult female was extricated with minor injuries.

A joint agency active shooter drill was conducted on Tuesday evening, June 7th, with AFD, LACoFD, BWA and AHD. This was a tremendous opportunity to train with multiple agencies on the complexities of incidents like these.

Ride the "Garibaldi"

The City of Avalon's new, all-electric public buses went into service Monday, June 6, 2016, and have been well received by visitors and residents. Catalina Chamber of Commerce Staff went on a ride along this week to experience the bus, routes and stops. To encourage ridership on the bus, the City is offering one "Ride Free" day a month for the next three months. The first ride free day will be Thursday, June 16, 2016.



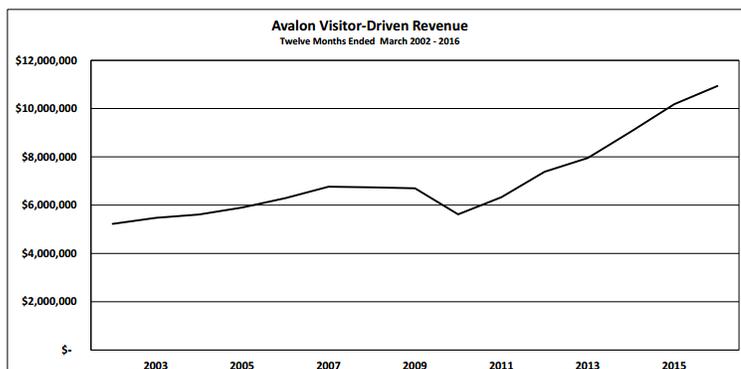
Visitor Driven Revenues - March 2016

Attached is the report of visitor generated revenue updated as of March 2016. It is also available on the Finance Department's web site <http://www.cityofavalon.com/finance> or click the image below.

Comparing the twelve-month period of April through March of this year to last year:

- Transient Occupancy Tax continues to increase and is 12% higher despite hotel occupancy remaining relatively flat;
- Cross-Channel Wharfage is up by 5%, primarily due to Catalina Flyer operating in January and February 2016, but not in the prior year;
- Sales Tax, and Harbor Use Fees are up by 3%;
- Admissions Tax is down slightly by 1%;
- Cruise Ship Wharfage is down 2% due to weather and a banner spring of 2014; and
- Overall, total visitor-generated revenue is up by almost 7%.

The graph on the last page illustrates that overall revenue has continued the upward trend since 2010.



Finance - 2015 Fourth Quarter Sales Tax Up 6%

Avalon's tax receipts from October through December sales were 6% above the same period of the prior year, which is significantly better than the 2.3% growth in Los Angeles County and 3.5% growth in the State overall. Recent additions and strong sales in Avalon helped boost tax revenues from restaurants and shops. The gains were partially offset by a decline in auto and transportation sales. Attached is a newsletter from HdL, the City's consultant, which provides more statistics and detail. You can see the two page newsletter at the end of this document.

Harbor Department - Mooring Owner Reservations System Goes Live!

Avalon Harbor Patrol is excited to announce mooring owners may now log-in and make mooring reservations on their own mooring for themselves or guests up until midnight the night before their scheduled arrival. The system also allows mooring owners to sign in to see current reservations, change or delete reservations and receive an automatic email confirmation each time a addition or change is made.

A huge thank you goes out to our program developers Wanda and Milton Stone of NetMooring Software.

Harbor Department- Mooring Availability

As of Friday afternoon moorings are starting to fill up in Avalon Harbor! Besides the owner reservation module described above, Wanda and Milton Stone of NetMooring Software have developed a mooring availability screen that shows boaters up to the minute availability of moorings in the Avalon area that is displayed on the City of Avalon website. To access the mooring availability information visit www.cityofavalon.com and on the home page click on Moorings and Live Cam which is on the right side mid screen.



MOORING AVAILABILITY

6/17/2016						
	0' - 30'	31' - 40'	41' - 50'	51' - 60'	61' - 70'	> 70'
AVALON	17	0	0	0	0	5
DESCANSO	0	7	19	3	0	4
HAMILTON	0	16	14	0	0	4

[Avalon Harbor Information](#)

[Mooring Owner Log-In](#)

City Hall Gets Some Special Visitors

This week City Hall was filled with wonder, excitement and backpacks as some of Avalon's youth enjoyed a tour and an introduction to local city government. Council member Richard Hernandez and Interim City Manager Denise Radde showed off some of the highlights, included the Planning Department counter, the Council Chambers, and of course introduced some of the fantastic City staff. We are always excited when anyone wants to come experience and learn about how, and where, your City government works, and welcome anyone else who is interested to stop by!



Respectfully Submitted,
The Avalon City Staff

City of Avalon Visitor Driven Revenues Ended March 2002 through 2016

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

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	% Change from Prior Year Same Month
January	\$ 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	\$ 137,184	5.0%
February	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	188,551	6.2%
March	77,652	73,393	107,075	151,092	104,399	151,092	114,173	120,444	115,576	106,114	126,077	148,680	255,704	230,217	345,499	-1.7%
April	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		0.0%
May	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		0.0%
June	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		0.0%
July	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		0.0%
August	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		0.0%
September	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		0.0%
October	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		0.0%
November	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		0.0%
December	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		0.0%
Totals	\$ 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	\$ 665,462	
% Change	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%		
\$ Change	\$ 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		

12 Months ending March	\$ 2,359,890	\$ 2,406,605	\$ 2,445,593	\$ 2,903,379	\$ 3,383,268	\$ 3,534,646	\$ 3,572,009	\$ 3,518,311	\$ 2,912,853	\$ 3,296,318	\$ 3,703,843	\$ 3,572,438	\$ 4,219,837	\$ 4,722,393	\$ 5,310,122
% Change from prior period	1.7%	2.0%	1.6%	18.7%	16.5%	4.5%	1.1%	-1.5%	-17.2%	13.2%	12.4%	-3.5%	18.1%	11.9%	12.4%

Occupancy Rates (Hotels only)

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	Change from Prior Year Same Month
January	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%	33.2%	(1.8)
February	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%	46.2%	(1.2)
March	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%	64.4%	4.3
April	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%		-
May	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%		-
June	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%		-
July	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%		-
August	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%		-
September	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%		-
October	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%		-
November	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%		-
December	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%		-
Annual Average	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%	47.9%	
Percentage Points Change	(1.1)	(2.8)	(0.2)	(1.8)	3.3	(1.2)	(0.8)	(8.7)	4.3	0.7	3.7	3.4	9.5	0.4		

12 Months ending March	54.9%	53.9%	51.2%	50.2%	50.1%	52.9%	51.5%	49.1%	41.6%	46.3%	47.5%	52.7%	55.3%	60.9%	60.7%
Percentage points change from prior period	(3.5)	(1.1)	(2.6)	(1.1)	(0.1)	2.8	(1.3)	(2.4)	(7.4)	4.7	1.1	5.3	2.6	5.5	(0.2)

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

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	% Change from Prior Year Same Month
January	\$ 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	\$ 25,870	-25.8%
February	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	43,917	11.2%
March	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	70,472	36.0%
April	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		0.0%
May	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		0.0%
June	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		0.0%
July	46,419	50,954	59,289	73,862	51,200	61,884	84,808	69,211	21,414	61,288	77,538	26,325	27,383	116,002		0.0%
August	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		0.0%
September	61,831	78,800	93,189	76,471	68,488	94,405	79,840	64,228	88,125	101,953	73,356	148,083	103,921	80,601		0.0%
October	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		0.0%
November	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		0.0%
December	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		0.0%
Totals	\$ 416,789	\$ 444,354	\$ 501,671	\$ 509,631	\$ 532,802	\$ 475,860	\$ 467,022	\$ 422,192	\$ 483,374	\$ 577,289	\$ 581,465	\$ 675,350	\$ 813,661	\$ 818,767	\$ 140,259	
% Change	1.9%	6.6%	12.9%	1.6%	4.5%	-10.7%	-1.9%	-9.6%	14.5%	19.4%	0.7%	16.1%	20.5%	0.6%		
\$ Change	\$ 7,819	\$ 27,565	\$ 57,317	\$ 7,960	\$ 23,171	\$ (56,942)	\$ (8,838)	\$ (44,830)	\$ 61,182	\$ 93,915	\$ 4,176	\$ 93,885	\$ 138,311	\$ 5,106		

12 Months ending March	\$ 400,858	\$ 414,562	\$ 453,743	\$ 504,943	\$ 527,996	\$ 522,863	\$ 464,172	\$ 462,449	\$ 420,864	\$ 497,128	\$ 596,737	\$ 594,890	\$ 686,672	\$ 839,850	\$ 832,851
% Change from prior period	1.4%	3.4%	9.5%	11.3%	4.6%	-1.0%	-11.2%	-0.4%	-9.0%	18.1%	20.0%	-0.3%	15.4%	22.3%	-0.8%

City of Avalon Visitor Driven Revenues Ended March 2002 through 2016

Harbor Use Fees (7%)

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	% Change from Prior Year Same Month
January										\$ 6,305	\$ 6,416	\$ 4,782	\$ 8,968	\$ 12,985	\$ 11,448	-11.8%
February										11,004	11,233	10,927	11,844	11,440	10,850	-5.2%
March										10,812	16,860	15,858	11,537	27,701	19,406	-29.9%
April										16,371	16,767	16,241	28,966	21,907		0.0%
May										16,634	16,843	18,460	29,595	22,566		0.0%
June										43,496	57,307	50,320	55,675	55,617		0.0%
July									\$ 43,431	50,587	47,402	56,066	61,113	70,758		0.0%
August									47,753	38,119	45,122	54,080	49,142	63,427		0.0%
September									14,925	42,768	42,084	27,873	25,268	36,728		0.0%
October									18,776	27,247	25,121	21,925	19,693	28,111		0.0%
November									8,046	11,802	11,355	6,931	15,420	9,170		0.0%
December									5,426	10,179	8,416	8,194	10,287	6,627		0.0%
Totals	n/a	\$ 138,357	\$ 285,324	\$ 304,926	\$ 291,657	\$ 327,509	\$ 367,037	\$ 41,704								
% Change	n/a	106.2%	6.9%	-4.4%	12.3%	12.1%										
\$ Change	n/a	\$ 146,967	\$ 19,602	\$ (13,269)	\$ 35,852	\$ 39,528										
12 Months ending March	n/a	\$ 166,478	\$ 291,712	\$ 301,984	\$ 292,439	\$ 347,285	\$ 356,615									
% Change from prior period	n/a	n/a	75.2%	3.5%	-3.2%	18.8%	2.7%									

Local Sales Tax*

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	% Change from Prior Year Same Month
January	\$ 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	\$ 38,300	14.0%
February	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	51,200	14.3%
March	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	56,353	7.5%
April	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		0.0%
May	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		0.0%
June	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		0.0%
July	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		0.0%
August	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		0.0%
September	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		0.0%
October	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		0.0%
November	101,500	93,200	70,700	50,200	72,200	73,900	79,200	66,900	61,000	65,600	84,600	93,500	97,500	91,500		0.0%
December	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		0.0%
Totals	\$ 602,867	\$ 619,148	\$ 609,743	\$ 526,217	\$ 534,698	\$ 515,210	\$ 522,789	\$ 409,496	\$ 463,775	\$ 522,162	\$ 576,964	\$ 553,692	\$ 664,591	\$ 690,230	\$ 145,853	
% Change	-16.5%	2.7%	-1.5%	-13.7%	1.6%	-3.6%	1.5%	-21.7%	13.3%	12.6%	10.5%	-4.0%	20.0%	3.9%		
\$ Change	\$ (119,477)	\$ 16,281	\$ (9,405)	\$ (83,526)	\$ 8,481	\$ (19,488)	\$ 7,579	\$ (113,293)	\$ 54,279	\$ 58,387	\$ 54,802	\$ (23,272)	\$ 110,899	\$ 25,639		
12 Months ending March	\$ 643,191	\$ 590,646	\$ 638,201	\$ 582,538	\$ 523,339	\$ 525,759	\$ 519,177	\$ 516,549	\$ 401,229	\$ 470,656	\$ 523,991	\$ 594,561	\$ 554,567	\$ 685,814	\$ 705,250	
% Change from prior period	-16.2%	-8.2%	8.1%	-8.7%	-10.2%	0.5%	-1.3%	-0.5%	-22.3%	17.3%	11.3%	13.5%	-6.7%	23.7%	2.8%	

* Excludes pass-through sales tax to hospital

City of Avalon Visitor Driven Revenues Ended March 2002 through 2016

Wharfage Fees - Cross-Channel Carriers

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	% Change from Prior Year Same Month
January	\$ 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	\$ 109,323	-11.9%
February	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	181,955	19.4%
March	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	245,010	-3.7%
April	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		0.0%
May	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		0.0%
June	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		0.0%
July	397,940	377,373	209,922	307,109	340,310	372,184	409,284	190,688	187,812	202,742	430,202	429,020	444,435	462,040		0.0%
August	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		0.0%
September	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		0.0%
October	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		0.0%
November	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		0.0%
December	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		0.0%
Totals	\$ 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	\$ 3,117,516	\$ 3,305,068	\$ 536,288	
% Change	19.9%	2.3%	-7.2%	-5.9%	22.6%	-1.3%	-3.9%	-14.5%	1.9%	0.8%	39.8%	11.3%	7.4%	6.0%		
\$ Change	\$ 338,591	\$ 47,761	\$ (150,261)	\$ (114,169)	\$ 411,804	\$ (28,784)	\$ (86,406)	\$ (307,158)	\$ 34,857	\$ 15,079	\$ 741,355	\$ 295,356	\$ 216,132	\$ 187,552		

12 Months ending March	\$ 1,819,782	\$ 2,064,024	\$ 2,073,241	\$ 1,914,010	\$ 1,858,714	\$ 2,178,013	\$ 2,179,806	\$ 2,200,185	\$ 1,883,324	\$ 1,742,317	\$ 2,055,371	\$ 2,645,948	\$ 2,956,690	\$ 3,158,356	\$ 3,310,353	
% Change from prior period	42.4%	13.4%	0.4%	-7.7%	-2.9%	17.2%	0.1%	0.9%	-14.4%	-7.5%	18.0%	28.7%	11.7%	6.8%	4.8%	

Wharfage Fees - Cruise Ships

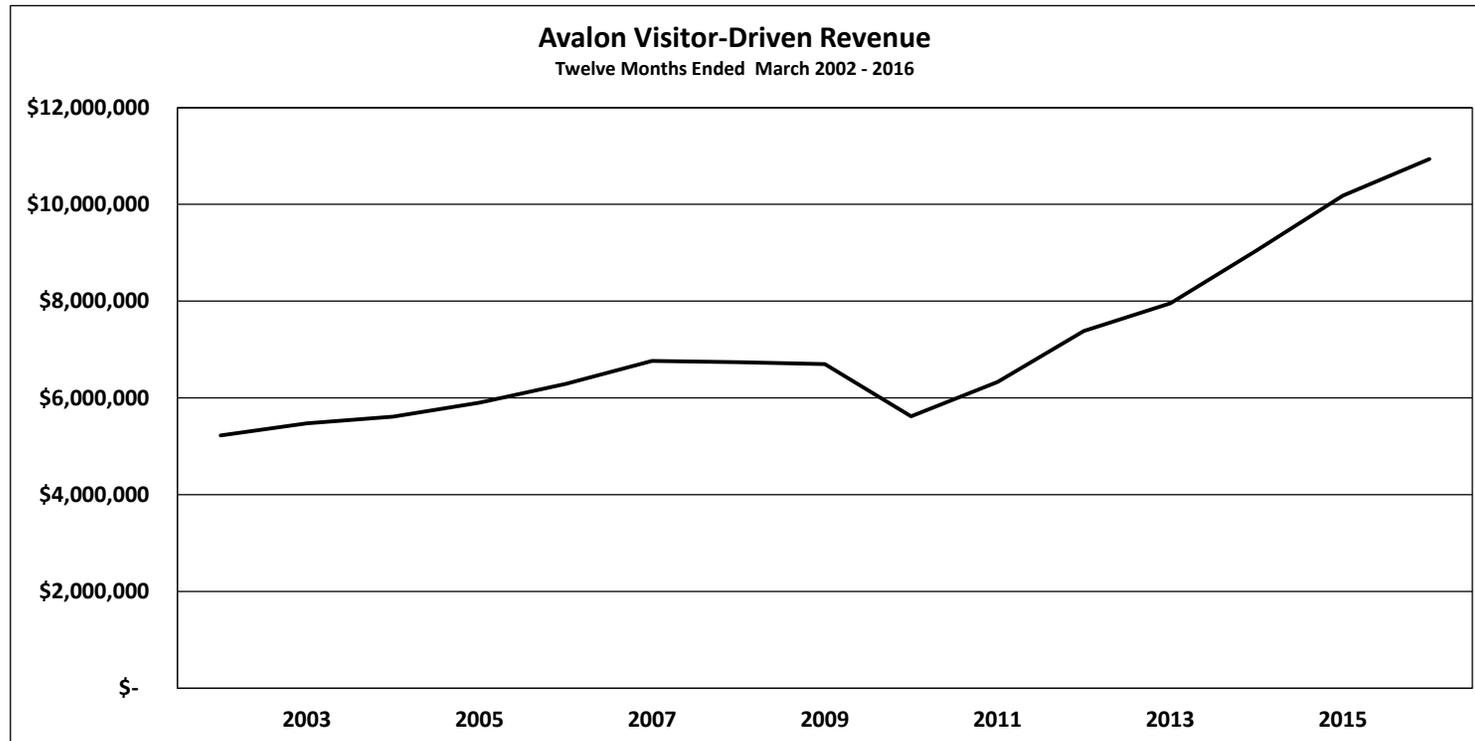
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014*	2015	2016	% Change from Prior Year Same Month
January										\$ 15,190	\$ 19,590	\$ 20,639	\$ 24,041	\$ 28,884	\$ 19,106	-33.9%
February										14,699	15,349	16,204	28,667	34,592	33,235	-3.9%
March										19,851	16,464	17,470	55,059	35,514	31,022	-12.6%
April										16,979	21,628	46,979	50,505	39,154		0.0%
May										15,962	23,459	30,270	33,253	26,928		0.0%
June										19,709	17,348	17,942	36,971	42,390		0.0%
July									\$ 9,589	26,444	21,355	22,421	37,709	26,870		0.0%
August									24,865	21,093	17,066	17,942	31,773	36,808		0.0%
September									23,910	18,542	25,592	29,304	45,645	46,546		0.0%
October									17,728	18,488	29,262	28,271	30,133	36,706		0.0%
November									18,658	15,589	16,239	13,644	34,491	47,752		0.0%
December									11,845	8,488	16,788	20,523	28,903	33,580		0.0%
Totals	n/a	\$ 106,594	\$ 211,035	\$ 240,140	\$ 281,611	\$ 437,150	\$ 435,724	\$ 83,363								
% Change	n/a	98.0%	13.8%	17.3%	55.2%	-0.3%										
\$ Change	n/a	\$ 104,440	\$ 29,105	\$ 41,471	\$ 155,539	\$ (1,426)										

12 Months ending March	n/a	\$ 156,335	\$ 212,697	\$ 243,050	\$ 335,065	\$ 428,373	\$ 420,097									
% Change from prior period	n/a	36.1%	14.3%	37.9%	27.8%	-1.9%										

City of Avalon Visitor Driven Revenues Ended March 2002 through 2016

Total Visitor Driven Revenues

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	
TOT Taxes	\$ 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	\$ 665,462
Admissions Tax	416,789	444,354	501,671	509,631	532,802	475,860	467,022	422,192	483,374	577,289	581,465	675,350	813,661	818,767	140,259
Harbor Use Fees	n/a	138,357	285,324	304,926	291,657	327,509	367,037	41,704							
Sales Taxes	602,867	619,148	609,743	526,217	534,698	515,210	522,789	409,496	463,775	522,162	576,964	553,692	664,591	690,230	145,853
Wharfage Fees - CC	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	3,117,516	3,305,068	536,288
Wharfage Fees - CS	n/a	106,594	211,035	240,140	281,611	437,150	435,724	83,363							
Totals	\$ 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	\$ 8,856,482	\$ 9,968,438	\$ 10,915,180	\$ 1,612,928
% Change	5.6%	2.1%	5.4%	5.0%	10.7%	-0.3%	-2.0%	-16.5%	11.5%	15.2%	9.1%	13.4%	12.6%	9.5%	
\$ Change	\$ 289,478	\$ 115,834	\$ 300,653	\$ 295,878	\$ 663,127	\$ (23,278)	\$ (138,878)	\$ (1,104,930)	\$ 640,516	\$ 945,494	\$ 648,130	\$ 1,049,334	\$ 1,111,955	\$ 946,743	
12 Months ending March	\$ 5,223,721	\$ 5,475,837	\$ 5,610,777	\$ 5,904,870	\$ 6,293,317	\$ 6,761,282	\$ 6,735,164	\$ 6,697,492	\$ 5,618,269	\$ 6,329,232	\$ 7,384,351	\$ 7,952,871	\$ 9,045,270	\$ 10,182,071	\$ 10,935,288
% Change from prior period	9.7%	4.8%	2.5%	5.2%	6.6%	7.4%	-0.4%	-0.6%	-16.1%	12.7%	16.7%	7.7%	13.7%	12.6%	7.4%



Q4 2015



City of Avalon Sales Tax *Update*

First Quarter Receipts for Fourth Quarter Sales (October - December 2015)

Avalon In Brief

Avalon's receipts from October through December were 6.0% above the fourth sales period in 2014. Excluding reporting aberrations, actual sales were up 5.0%.

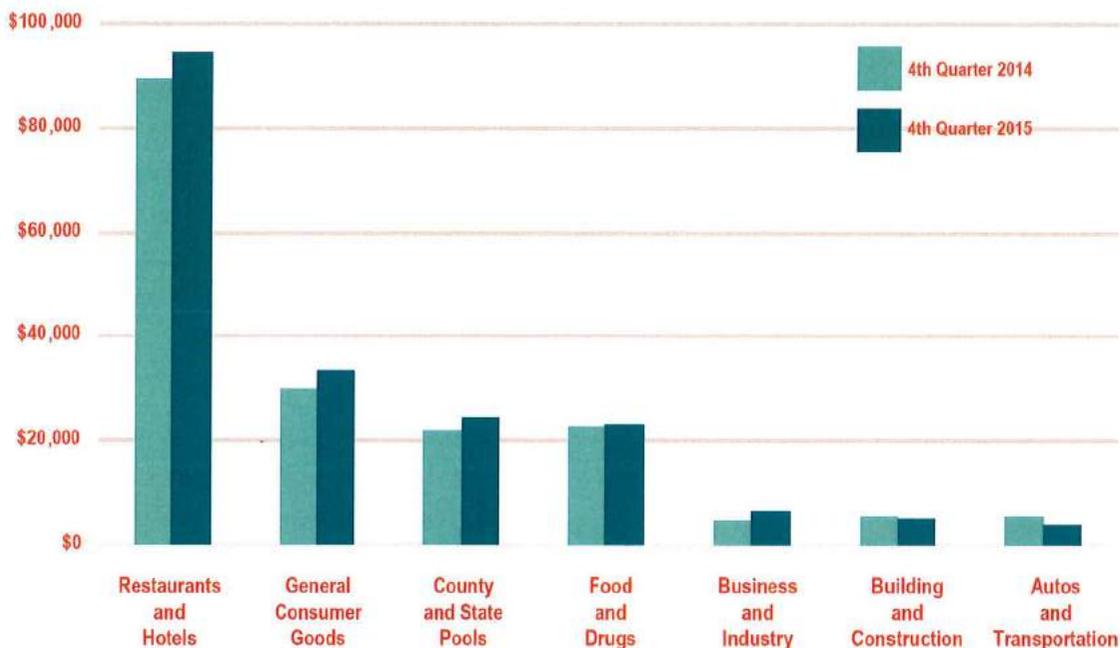
Recent additions and strong sales helped boost revenues from casual dining restaurants and art/gift/novelty stores.

The City also experienced a strong sales quarter for the leisure/entertainment group and the business and industry sector. Reporting problems temporarily inflated results from family apparel.

The gains were partially offset by a decline in sales from autos and transportation.

Net of aberrations, taxable sales for all of Los Angeles County grew 1.4% over the comparable time period; the Southern California region was up 2.2%.

SALES TAX BY MAJOR BUSINESS GROUP



TOP 25 PRODUCERS

IN ALPHABETICAL ORDER

Abes Liquor Store	CSC Boardshop
Antonios Pizzeria & Cabaret	El Galleon
Bluewater Grill	Island Threadz
Buoys & Gulls	Leos Catalina Drugstore
Carnival Cruise Lines	Lobster Trap
Casino Ballroom	Maggies Blue Rose
Catalina By The Sea	Mi Casita
Catalina Cantina	Original Jacks
Catalina Yamaha Golf Cars	Pancake Cottage
CC Gallagher	Perico Gallery
Chets Hardware	Ristorante Villa Portofino
Coyote Joe's	Steves Steakhouse
	Vons

REVENUE COMPARISON

Two Quarters - Fiscal Year To Date

	2014-15	2015-16
Point-of-Sale	\$458,238	\$466,636
County Pool	57,296	59,981
State Pool	381	438
Gross Receipts	\$515,914	\$527,055
Less Triple Flip*	\$(128,979)	\$(131,764)
Measure C	\$328,634	\$336,416

California Overall

Excluding accounting aberrations, local sales and use tax receipts from the fourth quarter of 2015 ended 2.6% above 2014's holiday quarter.

Solid returns for autos, RVs, building materials and most categories of restaurants were the primary contributors to the statewide increase. The growth in online shopping for merchandise shipped from out-of-state continued to raise countywide use tax allocation pool revenues.

The gains were largely offset by a 13.2% drop in tax receipts from service stations and other fuel-related expenditures. Except for value price clothing and shoes, most categories of general consumer goods were flat or down, reflecting heavy price discounting to reduce excess holiday inventories and the impact of the strong dollar on international tourist spending.

With some exceptions, particularly in the areas of computers and agricultural chemicals, overall receipts from business and industrial expenditures were also down primarily due to cutbacks in capital spending by energy producers and manufacturers of exported goods, equipment and raw materials.

Intense competition and price pressures resulted in only modest gains in receipts from grocers and pharmacists with the largest increase in this group coming from liquor stores and marijuana dispensaries.

HdL's most recent economic consensus forecast anticipates similar modest gains through 2016 with an eventual peak in auto sales replaced by strong sales of building and construction materials for home improvement and new housing. A recovery in tax receipts from fuel is not expected until the end of the year.

The Triple Flip Is Over!

Beginning with taxes collected in January and forward, local governments will again receive their full share of Bradley-Burns sales and use tax reve-

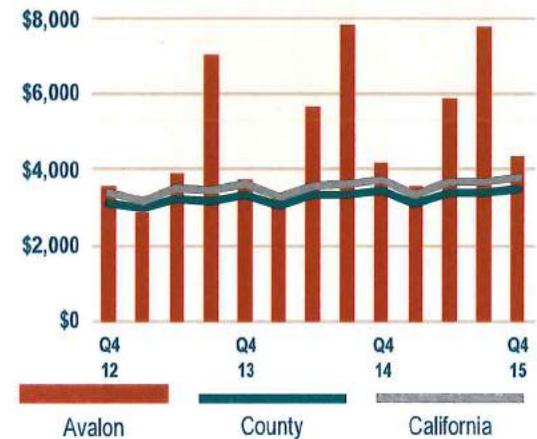
nues thus ending an eleven-year program known as the Triple Flip.

The program began in 2004 when voters approved a \$15 billion bond issue to cover operating deficits resulting from a combination of that year's economic downturn plus failure to offset the loss of revenue from the Governor's popular reduction in the 65-year-old, 2% Motor Vehicle In-Lieu Tax.

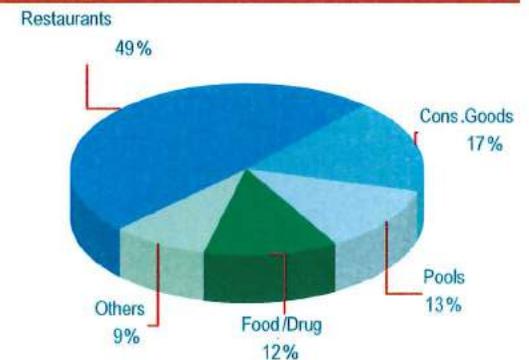
The State retained 25% of local sales tax to guarantee the bonds, reimbursed local governments from monies meant for schools and replaced the money taken from schools with state general funds thus creating what became known as the Triple Flip. The financing scheme resulted in interest payments totaling \$4.8 billion, plus another \$200 million in administrative fees while creating new budget challenges for local governments.

It also resulted in voter passage of constitutional amendment Proposition 1A that bars state tampering with local sales and use tax revenues in the future.

SALES PER CAPITA



REVENUE BY BUSINESS GROUP
Avalon This Quarter



AVALON TOP 15 BUSINESS TYPES

Business Type	Avalon		County	HdL State
	Q4 '15	Change	Change	Change
Art/Gift/Novelty Stores	11,890	19.7%	11.3%	3.5%
Boats/Motorcycles	3,301	-29.2%	8.1%	8.7%
Casual Dining	78,108	6.7%	8.7%	6.0%
Drug Stores	— CONFIDENTIAL —	—	2.7%	1.1%
Family Apparel	11,550	18.8%	6.9%	3.9%
Fine Dining	— CONFIDENTIAL —	—	7.5%	8.1%
Fuel/Ice Dealers	— CONFIDENTIAL —	—	-13.1%	-8.3%
Grocery Stores Liquor	— CONFIDENTIAL —	—	0.8%	0.5%
Hardware Stores	— CONFIDENTIAL —	—	6.1%	8.5%
Leisure/Entertainment	4,209	58.6%	3.1%	11.2%
Liquor Stores	— CONFIDENTIAL —	—	6.0%	4.9%
Lumber/Building Materials	— CONFIDENTIAL —	—	10.8%	10.0%
Quick-Service Restaurants	3,380	-13.7%	6.0%	7.8%
Specialty Stores	3,954	-2.0%	7.0%	4.2%
Transportation-Non-Auto	— CONFIDENTIAL —	—	-35.2%	-17.9%
Total All Accounts	168,112	5.3%	1.6%	2.4%
County & State Pool Allocation	24,552	11.1%	7.2%	10.8%
Gross Receipts	192,664	6.0%	2.3%	3.5%