



CITY OF  
**PALO  
ALTO**

## City Council Staff Report

**Report Type: INFORMATION REPORTS**  
**Lead Department: Administrative Services**

**Meeting Date: May 12, 2025**

Report #:2412-3861

### **TITLE**

Sales Tax Digest Q4 (Oct-Dec) 2024

### **ANALYSIS**

This report transmits information regarding the City of Palo Alto's sales tax receipts for the fourth quarter (October to December) of 2024. Listed below are highlights from the report. Detailed discussion and data can be found in the attached City of Palo Alto Sales Tax Digest (Attachment A)

Regional and statewide sales tax, adjusted economic benchmark year (Attachment A, p. 2):

- Palo Alto: decreased by 3.4%
- San Francisco Bay Area: decreased by 2.2%
- California statewide: decreased by 2.2%

City's most significant activity for this period (attachment A, p. 1):

- Leasing segment, 12.6% decrease (year-ending Q4)
- New auto sales, 18% decrease (year-ending Q4)
- Office equipment, 6.9% decrease (from Q4 2023 to Q4 2024)
- Business services, 2.1% decrease (from Q4 2023 to Q4 2024)

County Pool (Attachment A, p. 4)

- The City's share of the county pool for this quarter is 5.9%; lower from Q4 2024
- Sales tax receipts from the County pool totaled \$1.8 million.

### **ATTACHMENTS**

Attachment A: 2024 Q4 Sales Tax Digest Summary

### **APPROVED BY:**

Lauren Lai, Administrative Services Director

**City of Palo Alto**  
**Sales Tax Digest Summary**  
**Collections through February 2025**  
**Sales October through December 2024 (2024Q4)**

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***California Overview***

For the year ending in the fourth quarter of 2024, cash receipts decreased by 0.7% statewide and decreased by 2.4% in S.F. Bay Area. However, when adjusted for non-period-related payments, the overall economic sales tax activity for the year ending in the fourth quarter of 2024 decreased by 2.2% statewide and decreased by 2.2% in S.F. Bay Area.

***City of Palo Alto***

For the year ending in the fourth quarter of 2024, sales tax cash receipts for the city decreased by 6.5% from the prior year. However, when adjusted for non-period related payments, the overall economic sales tax activity in Palo Alto for the year ending in the fourth quarter of 2024 decreased by 3.4%. The primary drivers of Palo Alto's sales tax decrease were the leasing and new auto sales sectors. Leasing sales tax revenue decreased by 12.6%, representing 19.6% of the city's total sales tax. New auto sales decreased by 18.0% over the same period, contributing 13.2% to the total sales tax revenue.

Same quarter sales tax cash receipts increased by 2.3% in California from Q4 2023 to Q4 2024. Palo Alto citywide sales tax cash receipts decreased by 4.7% over the Q4 2023 to Q4 2024 period. Key reasons for the Palo Alto decrease during this period were: 1) Decrease in the leasing segment of 12.6% which comprises 19.6% of the total sales tax for the city, 2) Decrease in Office Equipment segment from Q4 2023 to Q4 2024 by 6.9%, and 3) Decrease in the business services segment from Q4 2023 to Q4 2024 by 2.1%. According to the California New Car Dealers Association (CNCDA), California's new light vehicle registrations increased by 4.8% in 2024Q4. Tesla's sales have been on the decline in California with registrations down a significant 7.6% YTD for 2024Q4.

## Regional Overview

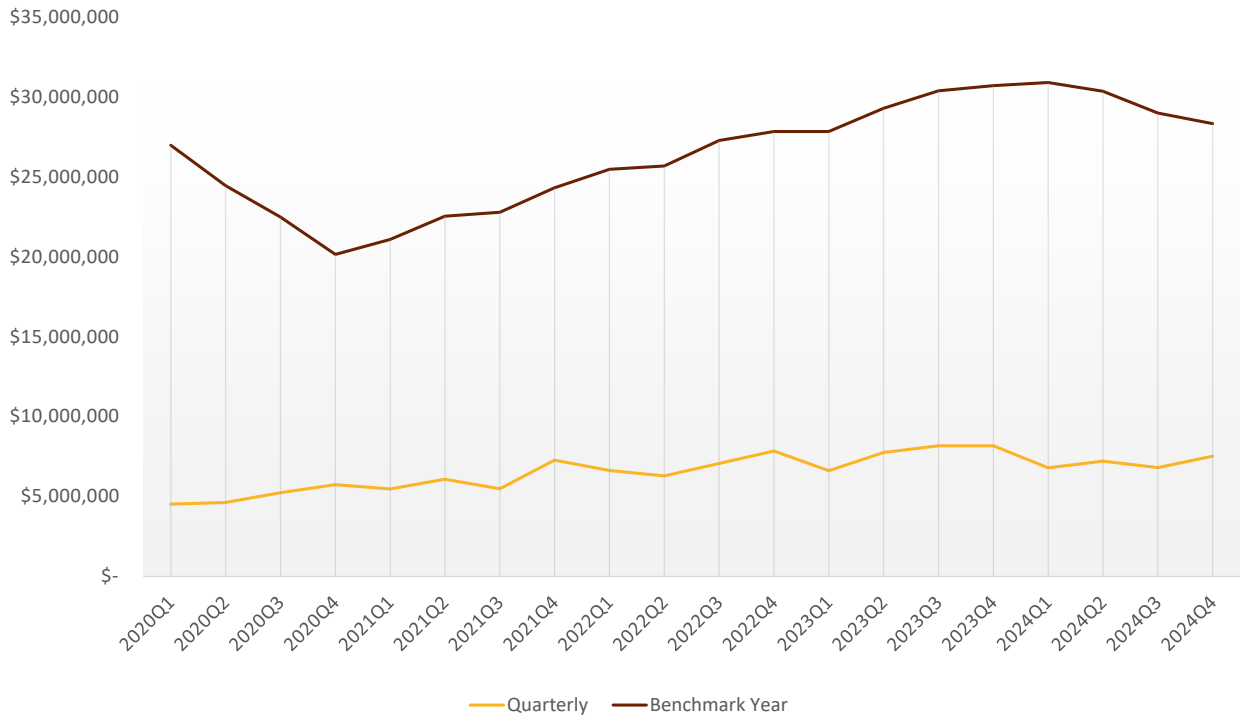
The first chart on page two shows adjusted economic benchmark year amounts, which shows the year ended fourth quarter of 2024 compared to the year ended fourth quarter of 2023 (benchmark years are rolling annual comparisons through the current quarter). The growth rates are different between the state and Palo Alto because the sales tax from businesses in Palo Alto performed better overall than the statewide average.

## Regional Overview Chart (Economic)

### BENCHMARK YEAR 2024Q4 COMPARED TO BENCHMARK YEAR 2023Q4

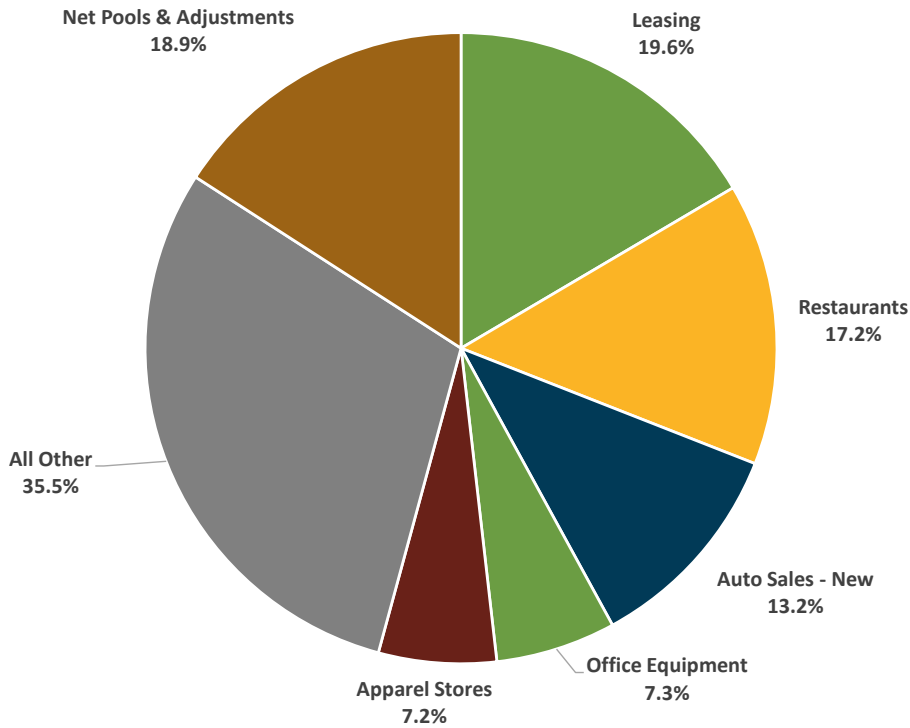
ECONOMIC CATEGORY ANALYSIS FOR YEAR ENDED 4th Quarter 2024								
% of Total / % Change	Palo Alto	California Statewide	S.F. Bay Area	Sacramento Valley	Central Valley	South Coast	Inland Empire	North Coast
General Retail	27.4 / 3.4	29.3 / 0.0	26.1 / -1.6	29.0 / 3.1	39.0 / 3.1	27.3 / -0.9	35.8 / 0.0	27.3 / -2.9
Food Products	19.0 / 5.5	21.6 / 0.4	22.9 / -0.3	17.1 / 0.9	14.9 / 0.2	23.8 / 0.8	18.3 / -1.1	19.0 / 2.5
Transportation	16.9 / -16.0	22.4 / -7.5	18.4 / -6.6	26.3 / -4.0	21.3 / -7.5	23.2 / -7.9	22.8 / -10.0	27.9 / -5.7
Business to Business	31.8 / -9.9	16.0 / -1.3	21.7 / 0.5	14.1 / -5.6	14.7 / 0.1	15.7 / -0.9	10.4 / -8.3	10.3 / -0.3
Misc/Other	4.9 / 35.5	10.7 / -2.8	10.9 / -4.8	13.4 / -1.4	10.0 / -6.7	10.0 / -0.8	12.8 / -5.5	15.6 / -1.7
Total	100.0 / -3.4	100.0 / -2.2	100.0 / -2.2	100.0 / -1.1	100.0 / -1.2	100.0 / -2.2	100.0 / -4.2	100.0 / -2.3
ECONOMIC SEGMENT ANALYSIS FOR YEAR ENDED 4th Quarter 2024								
	Palo Alto	California Statewide	S.F. Bay Area	Sacramento Valley	Central Valley	South Coast	Inland Empire	North Coast
Largest Segment	Leasing	Restaurants	Restaurants	Miscellaneous Retail	Miscellaneous Retail	Restaurants	Miscellaneous Retail	Restaurants
% of Total / % Change	19.6 / -12.6	15.8 / 1.0	17.2 / 0.6	12.4 / 13.0	17.4 / 10.0	17.7 / 1.2	18.9 / 4.3	12.2 / 4.1
2nd Largest Segment	Restaurants	Miscellaneous Retail	Miscellaneous Retail	Restaurants	Department Stores	Auto Sales - New	Restaurants	Department Stores
% of Total / % Change	17.2 / 5.7	11.6 / 5.9	10.2 / 3.1	11.7 / 0.4	10.9 / 0.4	11.8 / -8.8	12.0 / 0.6	11.3 / -2.9
3rd Largest Segment	Auto Sales - New	Auto Sales - New	Auto Sales - New	Auto Sales - New	Restaurants	Miscellaneous Retail	Auto Sales - New	Auto Sales - New
% of Total / % Change	13.2 / -18.0	10.7 / -7.9	8.8 / -7.4	11.1 / -5.7	10.2 / 1.4	9.5 / 4.8	10.8 / -7.0	10.8 / -5.1

Gross Historical Sales Tax Cash Receipts by Benchmark Year and Quarter (Before Adjustments)



Net Cash Receipts for Benchmark Year fourth Quarter 2024: \$34,442,860

*\*Benchmark year (BMY) is the sum of the current and 3 previous quarters (2024Q4 BMY is sum of 2024 Q4, 2024 Q3, 2024 Q2, 2024 Q1)*



# City of Palo Alto

## County Pool Results

The California sales tax system is referred to as a 'sales and use tax' system which covers both sales tax and 'use tax'. The County Pool revenues largely reflect use tax from qualifying transactions that do not involve a California based point of sale. Businesses report their use tax quarterly based on business activity conducted throughout the county. The County Pool is distributed each quarter based upon a formula where the jurisdiction's quarterly percentage is based upon its total sales tax receipts for the quarter as a percentage of all sales tax receipts for all jurisdictions within the county. Thus, if local business activity (sales tax receipts) within Palo Alto increases in the quarter relative to the rest of the county, then the Palo Alto County pool percentage also will increase for the quarter compared to the rest of the county. The total county pool is multiplied by the city's quarterly percentage to determine the jurisdiction share each quarter.

In the fourth quarter of 2024, cash receipts for the overall County Pool increased by 28.2% from the same quarter in the prior year. A significant reason for the increase in the County Pool this quarter was due to a large misallocation adjustment in 2023Q4, so most of the growth in 2024Q4 was the result of comparing back to an unusually low quarter in the year prior. The City's share of the County Pool decreased to 11.9%. The City's revenues from the County Pool increased from \$1,638,965 in 2023Q4 to \$1,834,044 in 2024Q4.

	2022Q1	2022Q2	2022Q3	2022Q4	2023Q1	2023Q2	2023Q3	2023Q4	2024Q1	2024Q2	2024Q3	2024Q4	Quarter Over Quarter
Total County Pool	25,393,878	25,989,159	28,701,701	29,548,556	24,937,663	27,690,772	22,345,960	24,427,230	25,411,165	25,387,888	23,265,567	31,312,972	28.2%
Jurisdiction Share	1,533,345	1,426,551	1,683,544	1,817,421	1,499,631	1,755,562	1,489,193	1,638,965	1,523,986	1,611,681	1,377,891	1,834,044	11.9%
Jurisdiction % of Total	6.0%	5.5%	5.9%	6.2%	6.0%	6.3%	6.7%	6.7%	6.0%	6.3%	5.9%	5.9%	

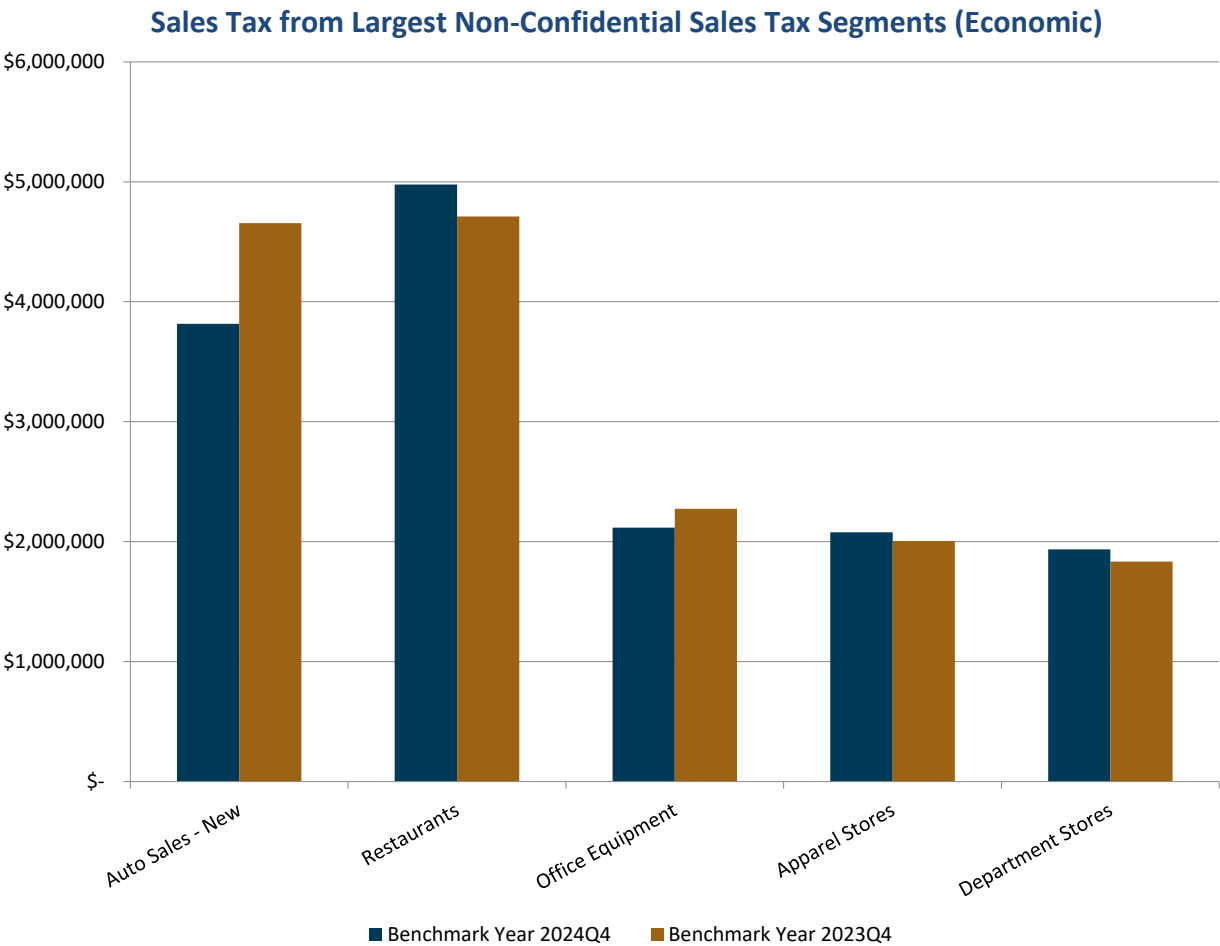
## TOP 25 SALES/USE TAX CONTRIBUTORS

The following list identifies Palo Alto's Top 25 Sales/Use Tax contributors. The list is in alphabetical order and represents the year ended fourth quarter of 2024. The Top 25 Sales/Use Tax contributors generate 58.7% of Palo Alto's total sales and use tax revenue.

Anderson Honda  
Apple Stores  
Arco AM/PM Mini Marts  
Audi Palo Alto  
Bloomingdale's  
Hermes  
HP Enterprise Services  
Louis Vuitton  
Macy's Department Store

Magnussen's Toyota  
Neiman Marcus  
Nordstrom Department Store  
Restoration Hardware  
Richemont  
Sephora  
Shell Service Stations  
Shreve & Co.

Stanford Health Care  
Tesla  
Tesla Lease Trust  
Tiffany & Company  
Union 76 Service Stations  
Varian Medical Systems  
Volvo Cars Palo Alto  
Wilkes Bashford



# City of Palo Alto

## Historical Analysis by Calendar Quarter

Economic Category	%	2024Q4	2024Q3	2024Q2	2024Q1	2023Q4	2023Q3	2023Q2	2023Q1	2022Q4	2022Q3	2022Q2
Business To Business	25.3%	2,352,638	2,228,773	2,366,493	2,149,237	2,343,293	2,943,907	2,683,293	2,135,883	2,490,368	2,067,771	2,118,344
Miscellaneous/Other	13.8%	1,284,493	1,682,849	1,595,196	1,951,428	1,870,170	1,546,096	1,302,322	1,517,005	1,597,816	1,724,861	1,701,538
General Retail	26.5%	2,466,315	1,828,014	2,044,006	1,739,261	2,315,882	1,834,297	2,017,885	1,640,927	2,305,038	1,802,777	1,920,316
Food Products	15.6%	1,448,644	1,349,524	1,394,270	1,288,207	1,348,051	1,277,173	1,349,926	1,195,458	1,260,287	1,230,824	1,227,240
Subtotal Economic (Local Business)	81.3%	7,552,090	7,089,160	7,399,964	7,128,134	7,877,395	7,601,473	7,353,426	6,489,274	7,653,508	6,826,234	6,967,438
Net Pools & Adjustments	18.7%	1,737,280	1,033,269	1,359,165	1,143,798	1,867,172	1,986,175	2,084,763	1,586,938	1,935,580	1,862,181	686,044
Total Cash Receipts	100.0%	9,289,370	8,122,429	8,759,129	8,271,932	9,744,567	9,587,647	9,438,189	8,076,212	9,589,088	8,688,414	7,653,481

Economic Segment	%	2024Q4	2024Q3	2024Q2	2024Q1	2023Q4	2023Q3	2023Q2	2023Q1	2022Q4	2022Q3	2022Q2
Miscellaneous/Other	42.4%	3,939,826	4,070,462	4,102,841	4,114,784	4,409,850	4,635,983	4,197,978	3,818,384	4,490,992	4,087,158	4,008,008
Restaurants	14.1%	1,307,103	1,222,917	1,259,885	1,162,863	1,214,598	1,154,189	1,214,502	1,073,621	1,114,637	1,102,248	1,093,944
Miscellaneous Retail	7.7%	717,726	512,154	582,600	489,040	689,939	480,649	512,077	448,322	545,797	381,616	479,710
Apparel Stores	6.8%	633,554	480,138	531,926	440,402	586,863	478,973	509,894	423,470	538,573	435,730	495,508
Department Stores	6.1%	570,391	432,925	501,499	411,345	549,893	435,388	492,374	356,626	533,032	423,601	454,349
Service Stations	2.0%	187,487	201,591	226,411	198,584	214,900	229,911	222,029	192,723	215,640	233,387	250,715
Food Markets	1.3%	117,774	111,242	114,071	107,031	112,372	103,251	111,465	101,978	116,810	99,811	104,253
Business Services	0.8%	78,229	57,730	80,732	204,085	98,980	83,130	93,106	74,150	98,027	62,683	80,950
Subtotal Economic (Local Business)	81.3%	7,552,090	7,089,160	7,399,964	7,128,134	7,877,395	7,601,473	7,353,426	6,489,274	7,653,508	6,826,234	6,967,438
Net Pools & Adjustments	18.7%	1,737,280	1,033,269	1,359,165	1,143,798	1,867,172	1,986,175	2,084,763	1,586,938	1,935,580	1,862,181	686,044
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The chart above shows the categories and segments in quarterly economic basis amounts. The total amount is the net cash receipts, and it was obtained by adding up the categories/segments with the “Net Pools & Adjustments” amount.

# City of Palo Alto

## Historical Analysis by Calendar BMY from 2015Q4 to 2024Q4

Economic Category	%	2024Q4	2023Q4	2022Q4	2021Q4	2020Q4	2019Q4	2018Q4	2017Q4	2016Q4	2015Q4
Business To Business	26.8%	9,232,044	10,069,198	9,470,030	7,429,716	7,892,339	8,552,385	6,449,047	5,784,574	5,070,338	4,816,050
Miscellaneous/Other	18.2%	6,283,279	6,663,630	6,544,315	6,808,975	5,644,772	7,305,572	7,675,512	6,512,034	6,341,684	5,870,766
General Retail	23.1%	7,950,414	7,767,128	7,695,732	6,884,490	4,446,793	7,707,933	8,242,149	8,243,228	8,405,459	8,004,603
Food Products	16.0%	5,508,041	5,184,711	4,799,545	3,653,946	2,792,288	4,927,015	4,836,530	4,691,143	4,623,448	4,477,229
Subtotal Economic (Local Business)	84.1%	28,973,777	29,684,668	28,509,623	24,777,127	20,776,192	28,492,905	27,203,238	25,230,978	24,440,930	23,168,648
Net Pools & Adjustments	15.9%	5,469,083	7,161,947	5,534,016	5,252,686	4,581,233	6,368,218	6,245,742	4,747,057	4,007,873	3,910,626
Total	100.0%	34,442,860	36,846,615	34,043,639	30,029,814	25,357,425	34,861,122	33,448,980	29,978,035	28,448,802	27,079,275

Economic Segment	%	2024Q4	2023Q4	2022Q4	2021Q4	2020Q4	2019Q4	2018Q4	2017Q4	2016Q4	2015Q4
Miscellaneous/Other	47.2%	16,259,943	17,457,055	17,021,481	14,955,112	14,224,570	16,848,675	15,322,569	13,781,407	12,398,374	11,601,638
Restaurants	14.4%	4,976,671	4,674,768	4,276,150	3,194,169	2,345,059	4,363,220	4,242,726	4,081,788	4,022,319	3,891,360
Miscellaneous Retail	6.2%	2,146,703	2,073,948	1,849,815	1,945,897	1,209,629	1,611,952	1,675,357	1,682,585	2,315,408	1,630,195
Apparel Stores	6.0%	2,076,930	2,008,961	1,866,535	1,610,034	1,005,415	1,912,604	1,979,846	1,741,358	1,659,929	1,657,179
Department Stores	5.6%	1,936,091	1,834,276	1,781,739	1,536,282	777,559	1,795,157	1,980,754	2,066,909	2,143,430	2,366,679
Service Stations	2.4%	816,790	865,278	892,331	645,596	436,436	700,254	697,083	613,070	551,153	644,027
Business Services	0.9%	308,397	338,309	408,864	526,824	420,433	817,597	834,834	759,131	843,203	872,811
Food Markets	1.3%	452,253	432,073	412,708	363,213	357,092	443,446	470,070	504,729	507,114	504,759
Subtotal Economic (Local Business)	84.1%	28,973,777	29,684,668	28,509,623	24,777,127	20,776,192	28,492,905	27,203,238	25,230,978	24,440,930	23,168,648
Net Pools & Adjustments	15.9%	5,469,083	7,161,947	5,534,016	5,252,686	4,581,233	6,368,218	6,245,742	4,747,057	4,007,873	3,910,626
Total	100.0%	34,442,860	36,846,615	34,043,639	30,029,814	25,357,425	34,861,122	33,448,980	29,978,035	28,448,802	27,079,275

The chart above shows the categories and segments in benchmark year economic basis amounts. The total amount is the net cash receipts, and it was obtained by adding up the categories/segments with the “Net Pools & Adjustments” amount. Benchmark year (BMY) is the sum of the current and 3 previous quarters (2024Q4 BMY is sum of 2024 Q4, 2024 Q3, 2024 Q2, 2024 Q1).

# City of Palo Alto

## Quarterly Analysis by Sales Tax Category: Change from 2023Q4 to 2024Q4 (Economic)

	General Retail	Food Products	Transportation	Business to Business	Misc/Other	2024/4 Total	2023/4 Total	% Chg	Largest Gain	Second Largest Gain	Largest Decline	Second Largest Decline
Campbell	-2.3%	3.9%	-11.1%	-19.8%	-4.2%	2,618,865	2,766,901	-5.4%	Restaurants	Miscellaneous Retail	Light Industry	Service Stations
Cupertino	11.4%	4.0%	-10.7%	-6.1%	50.4%	10,027,465	10,506,360	-4.6%	Miscellaneous Retail	Restaurants	Office Equipment	Light Industry
Gilroy	-2.9%	4.7%	-15.4%	-8.3%	1.6%	4,544,040	4,839,644	-6.1%	Restaurants	Leasing	Auto Sales - New	Misc. Vehicle Sales
Los Altos	-0.9%	0.7%	-8.3%	25.2%	15.5%	666,496	658,520	1.2%	Electronic Equipment	Light Industry	Office Equipment	Service Stations
Los Gatos	6.2%	-4.2%	-14.9%	10.2%	46.3%	1,466,714	1,488,636	-1.5%	Leasing	Miscellaneous Retail	Auto Sales - New	Restaurants
Milpitas	-8.0%	-0.3%	-3.0%	48.9%	-4.5%	6,562,815	5,974,111	9.9%	Office Equipment	Electronic Equipment	Miscellaneous Retail	Service Stations
Morgan Hill	-11.0%	-1.0%	-6.3%	-8.0%	-6.6%	2,510,912	2,659,582	-5.6%	Heavy Industry	Business Services	Service Stations	Light Industry
Mountain View	-10.8%	3.6%	-0.7%	-37.7%	-32.3%	4,378,979	4,744,477	-7.7%	Restaurants	Auto Parts/Repair	Office Equipment	Miscellaneous Retail
Palo Alto	10.6%	5.8%	-47.6%	-6.3%	34.3%	7,566,145	8,089,423	-6.5%	Miscellaneous Retail	Restaurants	Auto Sales - New	Leasing
San Jose	-0.5%	1.7%	-16.3%	9.2%	2.4%	50,521,151	51,169,054	-1.3%	Office Equipment	Electronic Equipment	Auto Sales - New	Service Stations
Santa Clara	-3.0%	7.0%	4.9%	54.2%	15.4%	15,923,339	12,597,725	26.4%	Office Equipment	I.T. Infrastructure	Electronic Equipment	Service Stations
County of Santa Clara	-27.8%	6.4%	-34.0%	-11.6%	-9.3%	1,158,496	1,284,388	-9.8%	Restaurants	Electronic Equipment	Miscellaneous Retail	Light Industry
Saratoga	4.5%	-0.7%	-13.6%	-31.7%	-4.2%	269,181	279,555	-3.7%	Miscellaneous Retail	Restaurants	Service Stations	Food Markets
Sunnyvale	-6.8%	2.9%	-4.5%	10.9%	-18.8%	8,917,955	8,827,376	1.0%	Business Services	Light Industry	Miscellaneous Retail	Office Equipment

Unlike the chart on page one which showed a 'benchmark year' through the fourth quarter of 2024, the chart above shows a comparison of one quarter only – fourth quarter of 2024 to fourth quarter of 2023. This chart is for local 'brick and mortar' businesses, and it excludes county pools and adjustments.

# City of Palo Alto

## City of Palo Alto Geo Areas & Citywide Chart Data: Change from 2023Q4 to 2024Q4 (Economic)

California Avenue	% CHANGE QoQ	2024Q4 QE	2023Q4 QE	24Q4 % OF TOTAL	23Q4 % OF TOTAL
FOOD PRODUCTS	11.9%	107,132	95,772	65.2%	60.0%
GENERAL RETAIL	-2.0%	20,766	21,185	12.6%	13.3%
ALL OTHER	-14.6%	36,330	42,561	22.1%	26.7%
<b>TOTAL</b>	<b>3.0%</b>	<b>164,228</b>	<b>159,517</b>	<b>100.0%</b>	<b>100.0%</b>

El Camino Real and Midtown	% CHANGE QoQ	2024Q4 QE	2023Q4 QE	24Q4 % OF TOTAL	23Q4 % OF TOTAL
FOOD PRODUCTS	0.6%	161,420	160,406	41.7%	28.4%
GENERAL RETAIL	-3.4%	38,938	40,326	10.1%	7.2%
ALL OTHER	-48.5%	186,882	363,214	48.3%	64.4%
<b>TOTAL</b>	<b>-31.3%</b>	<b>387,240</b>	<b>563,946</b>	<b>100.0%</b>	<b>100.0%</b>

Greater Downtown	% CHANGE QoQ	2024Q4 QE	2023Q4 QE	24Q4 % OF TOTAL	23Q4 % OF TOTAL
FOOD PRODUCTS	2.0%	563,025	551,742	60.8%	60.7%
GENERAL RETAIL	6.8%	292,069	273,351	31.5%	30.1%
BUSINESS TO BUSINESS	47.0%	48,077	32,713	5.2%	3.6%
CONSTRUCTION	-72.9%	11,007	40,615	1.2%	4.5%
MISCELLANEOUS	13.0%	8,292	7,340	0.9%	0.8%
TRANSPORTATION	3.6%	3,356	3,240	0.4%	0.4%
<b>TOTAL</b>	<b>1.9%</b>	<b>925,826</b>	<b>909,002</b>	<b>100.0%</b>	<b>100.0%</b>

Stanford Shopping Center	% CHANGE QoQ	2024Q4 QE	2023Q4 QE	24Q4 % OF TOTAL	23Q4 % OF TOTAL
GENERAL RETAIL	-2.5%	1,647,638	1,690,418	88.3%	75.1%
FOOD PRODUCTS	-0.3%	164,670	165,234	8.8%	7.3%
ALL OTHER	-86.2%	54,324	394,381	2.9%	17.5%
<b>TOTAL</b>	<b>-17.0%</b>	<b>1,866,631</b>	<b>2,250,033</b>	<b>100.0%</b>	<b>100.0%</b>

# City of Palo Alto

## City of Palo Alto Geo Areas & Citywide Chart Data: Change from 2023Q4 to 2024Q4 (Economic) Cont.

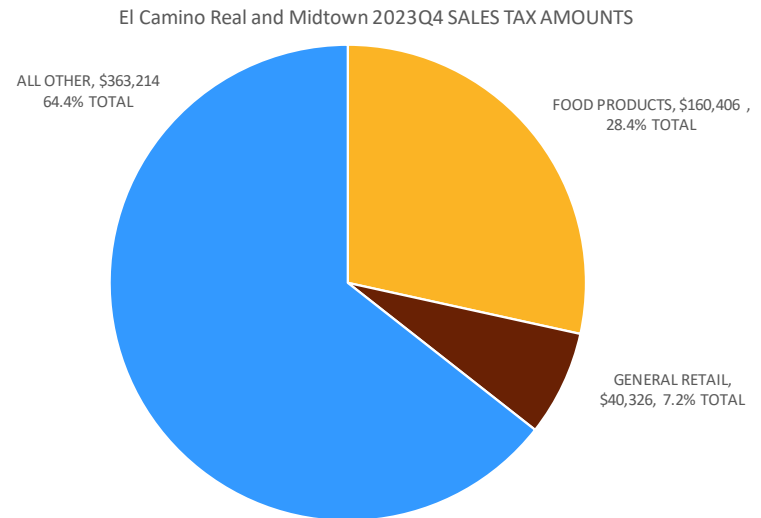
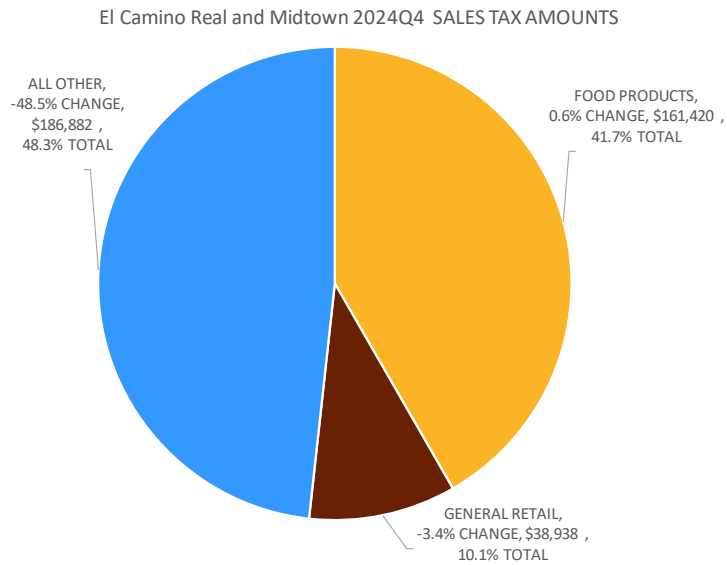
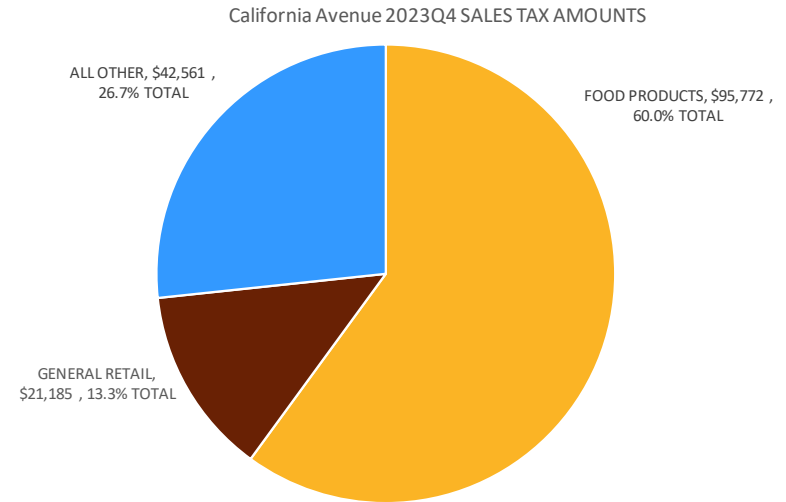
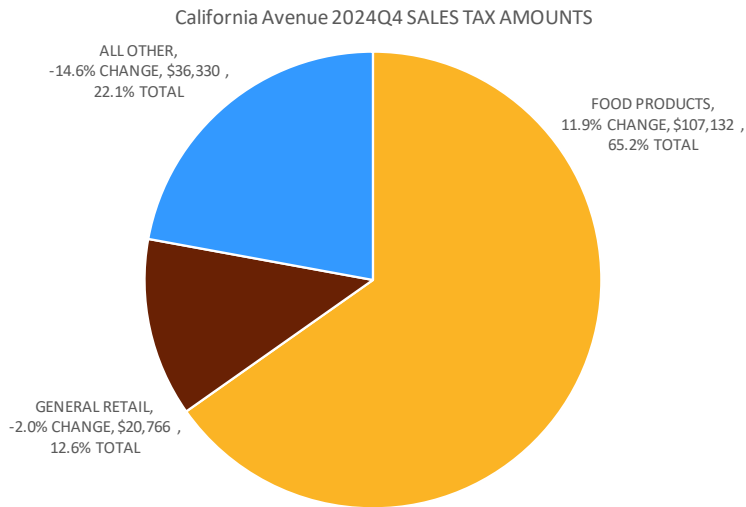
Town And Country Shopping Center	% CHANGE QoQ	2024Q4 QE	2023Q4 QE	24Q4 % OF TOTAL	23Q4 % OF TOTAL
FOOD PRODUCTS	-5.8%	107,279	113,934	57.0%	59.0%
GENERAL RETAIL	11.4%	80,029	71,823	42.6%	37.2%
ALL OTHER	-89.6%	763	7,326	0.4%	3.8%
<b>TOTAL</b>	<b>-2.6%</b>	<b>188,071</b>	<b>193,083</b>	<b>100.0%</b>	<b>100.0%</b>

All Other Geos combined with Balance of Jurisdiction	% CHANGE QoQ	2024Q4 QE	2023Q4 QE	24Q4 % OF TOTAL	23Q4 % OF TOTAL
BUSINESS TO BUSINESS	-5.3%	2,206,625	2,330,684	33.9%	31.4%
GENERAL RETAIL	-1.0%	2,138,011	2,159,234	32.8%	29.1%
FOOD PRODUCTS	1.5%	1,194,473	1,176,729	18.3%	15.8%
TRANSPORTATION	-47.7%	867,544	1,658,006	13.3%	22.3%
MISCELLANEOUS	84.4%	82,943	44,992	1.3%	0.6%
CONSTRUCTION	-53.1%	26,852	57,288	0.4%	0.8%
<b>TOTAL</b>	<b>-12.3%</b>	<b>6,516,448</b>	<b>7,426,932</b>	<b>100.0%</b>	<b>100.0%</b>

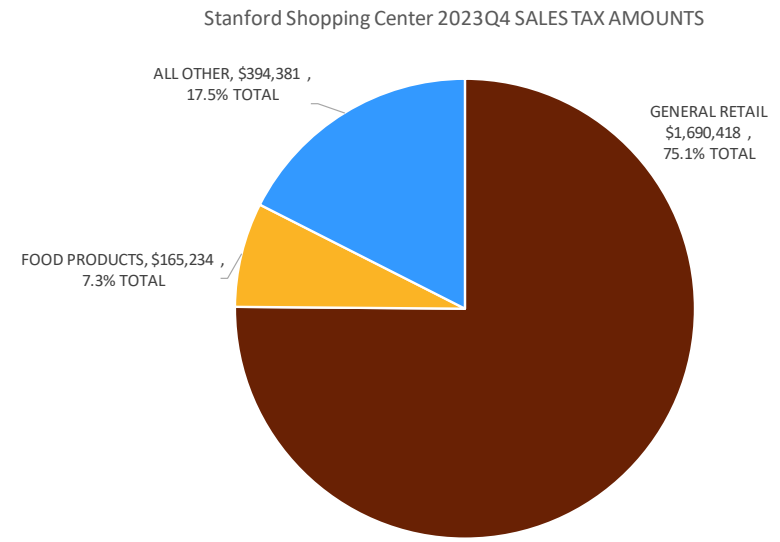
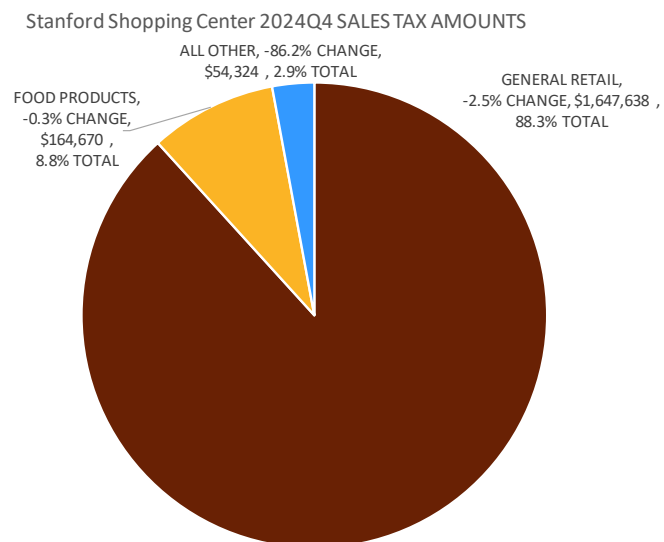
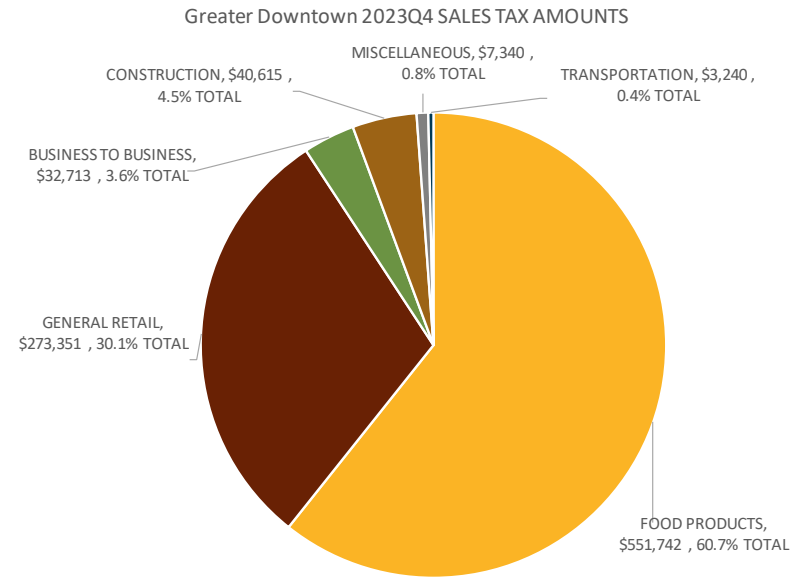
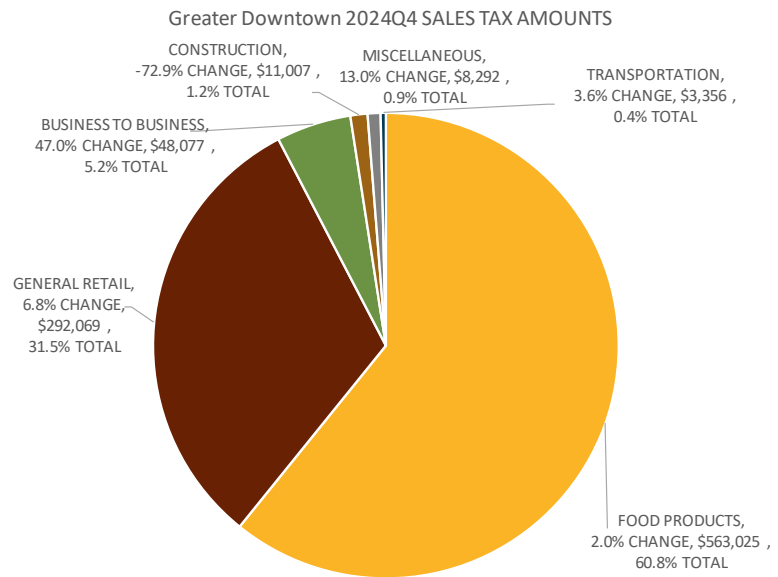
All Geo Areas Total Comparison 24Q4 & 23Q4	% CHANGE QoQ	2024Q4 QE	2023Q4 QE	24Q4 % OF TOTAL	23Q4 % OF TOTAL
Balance of Jurisdiction	-10.9%	2,984,452	3,351,352	45.8%	45.1%
Stanford Shopping Center	-17.0%	1,866,631	2,250,033	28.6%	30.3%
Greater Downtown	1.9%	925,826	909,002	14.2%	12.2%
El Camino Real and Midtown	-31.3%	387,240	563,946	5.9%	7.6%
Town And Country Shopping Center	-2.6%	188,071	193,083	2.9%	2.6%
California Avenue	3.0%	164,228	159,517	2.5%	2.1%
<b>TOTAL</b>	<b>-12.3%</b>	<b>6,516,448</b>	<b>7,426,932</b>	<b>100.0%</b>	<b>100.0%</b>

Palo Alto citywide QE 24Q4 & 23Q4	% CHANGE QoQ	2024Q4 QE	2023Q4 QE	24Q4 % OF TOTAL	23Q4 % OF TOTAL
GENERAL RETAIL	10.6%	2,466,315	2,229,901	32.6%	27.6%
BUSINESS TO BUSINESS	-6.3%	2,352,638	2,510,308	31.1%	31.0%
FOOD PRODUCTS	5.8%	1,448,644	1,369,791	19.1%	16.9%
TRANSPORTATION	-47.6%	870,749	1,660,959	11.5%	20.5%
MISCELLANEOUS	20.8%	306,784	253,947	4.1%	3.1%
CONSTRUCTION	87.6%	121,015	64,517	1.6%	0.8%
<b>TOTAL</b>	<b>-6.5%</b>	<b>7,566,145</b>	<b>8,089,423</b>	<b>100.0%</b>	<b>100.0%</b>

## City of Palo Alto Geo Area Pie Charts

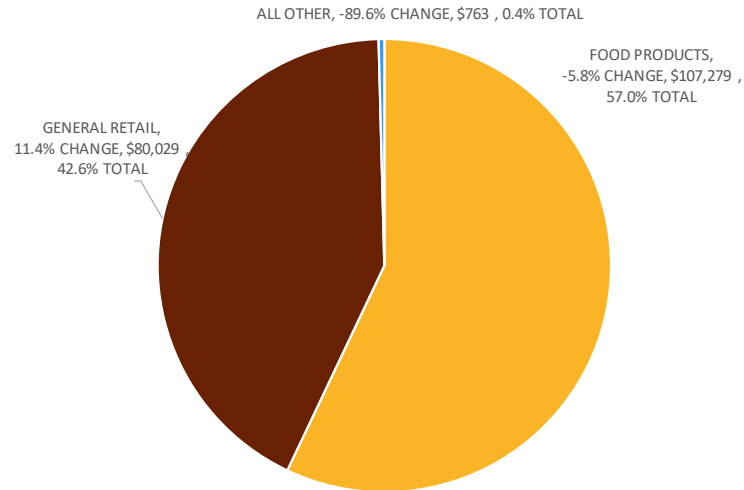


## City of Palo Alto Geo Areas Pie Charts

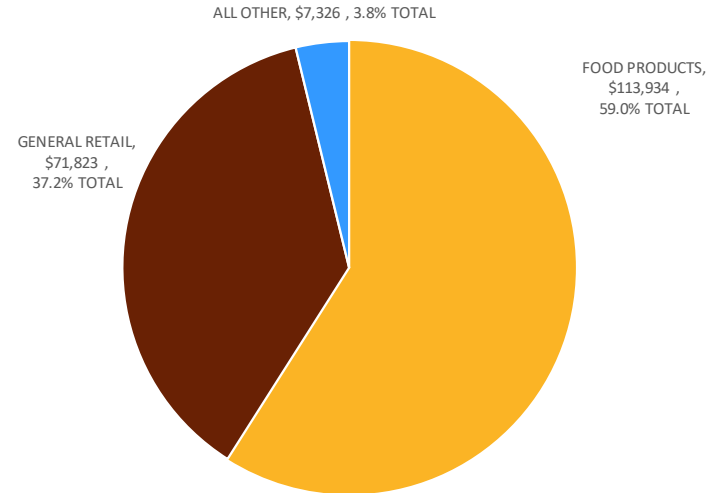


## City of Palo Alto Geo Area Pie Charts

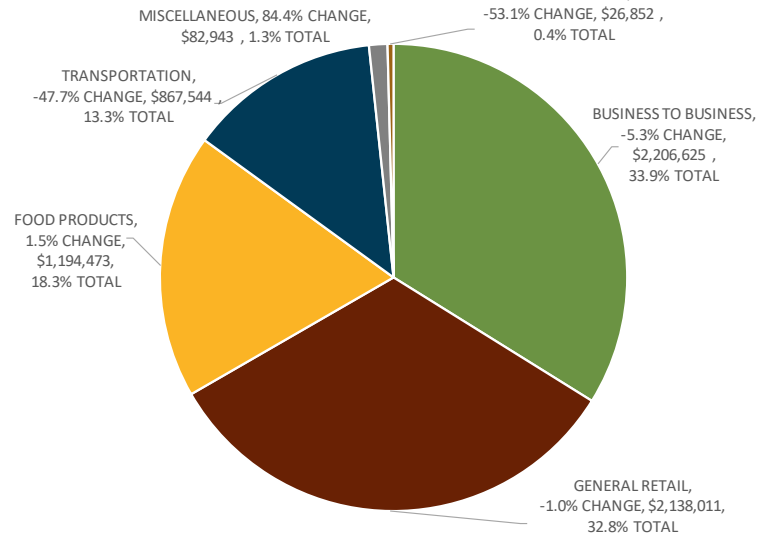
Town And Country Shopping Center 2024Q4 SALES TAX AMOUNTS



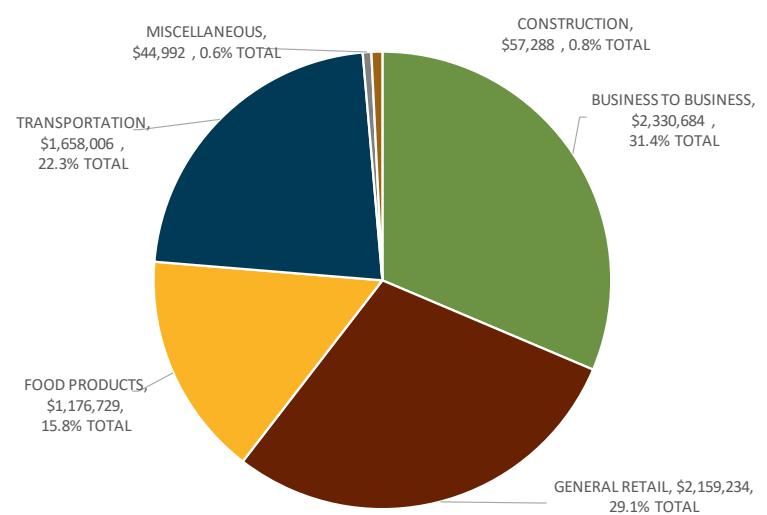
Town And Country Shopping Center 2023Q4 SALES TAX AMOUNTS



All Other Geos combined with Balance of Jurisdiction 2024Q4 SALES TAX AMOUNTS

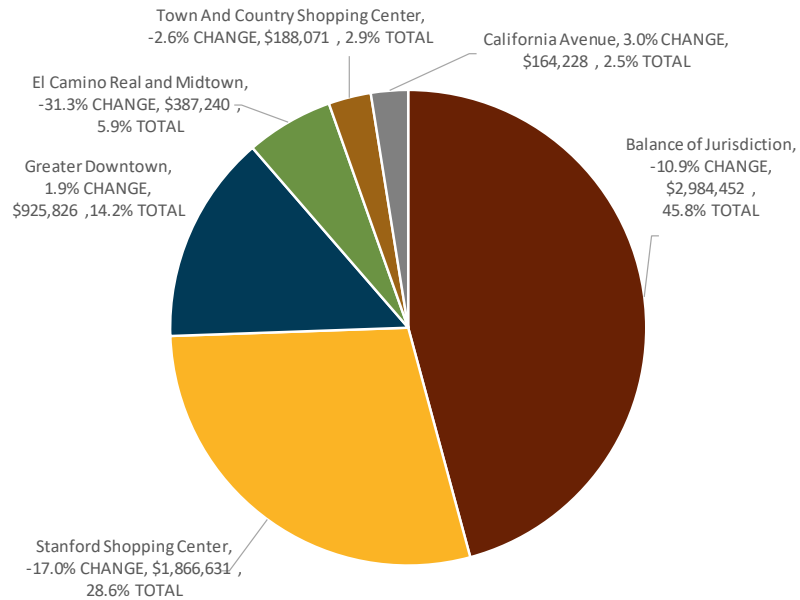


All Other Geos combined with Balance of Jurisdiction 2023Q4 SALES TAX AMOUNTS

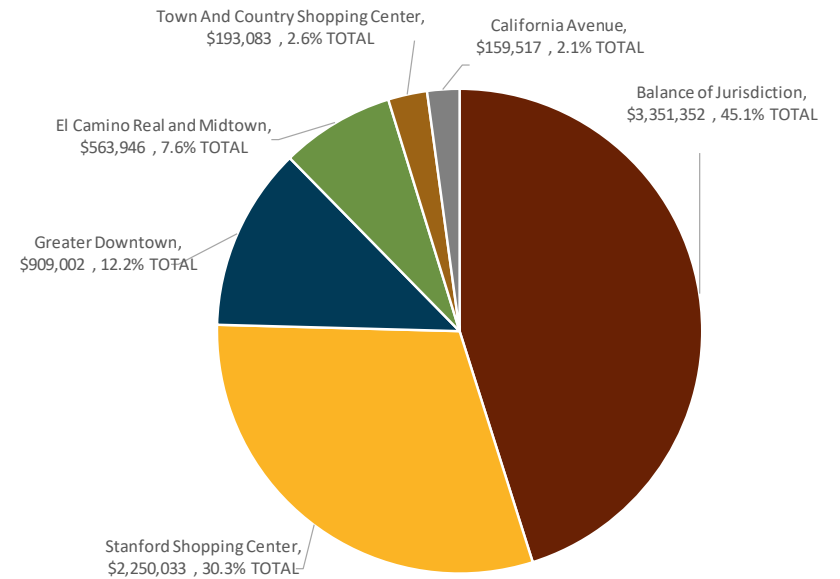


## City of Palo Alto Geo Area & Citywide Pie Charts

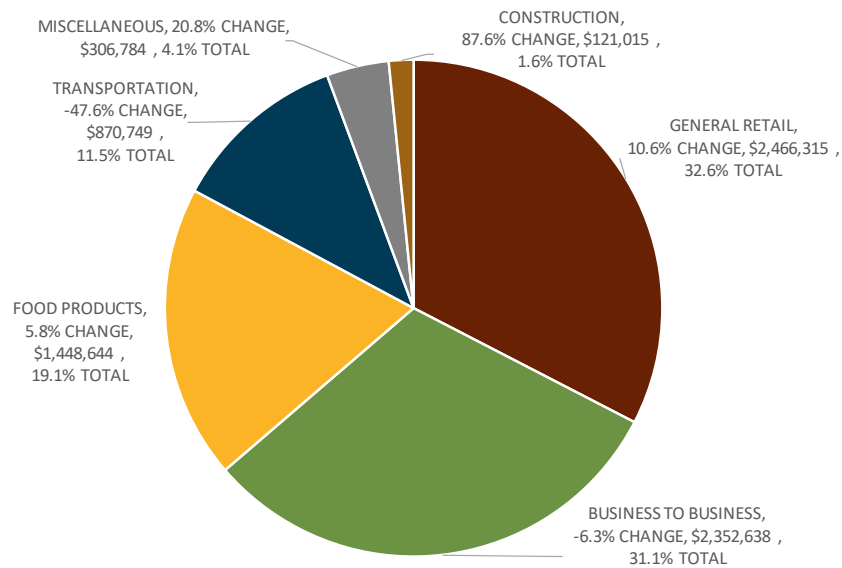
All Geo Area Totals 2024Q4 SALES TAX AMOUNTS



All Geo Area Totals 2023Q4 SALES TAX AMOUNTS



Palo Alto citywide 2024Q4 SALES TAX AMOUNTS



Palo Alto citywide 2023Q4 SALES TAX AMOUNTS

