



City Council Staff Report

From: City Manager

Report Type: **INFORMATION REPORTS**

Lead Department: **Administrative Services**

Meeting Date: **August 10, 2026**

Report #:2512-5701

TITLE

Sales Tax Digest Summary for Q1 2026 (January - March). CEQA Status - Not a project.

ANALYSIS

This report transmits information regarding the City of Palo Alto's sales tax receipts for the first quarter (January - March) of 2026. Highlights from the report are included below. Detailed discussion and data can be found in the Sales Tax Digest (Attachment A).

Regional and statewide sales tax - Benchmark Year (Attachment A, pg. 2):

- Palo Alto: increased by 0.2%
- San Francisco Bay Area: increased by 0.5%
- California statewide: decreased by 2.7%

City's most significant activity – Benchmark Year (Attachment A, pg. 1):

- Business Services: increased by \$1.8 million, or 422.0%; represents 8.0% of sales tax revenue (excluding county pool).
- Miscellaneous Retail: increased by \$0.8 million, or 29.7%; represents 11.7% of sales tax revenue (excluding county pool).

Overall, the benchmark year results reflect mixed performance across industry segments rather than broad-based growth. Strong performance in the Business Services and General Retail segments helped offset declines in the Leasing and New Auto Sales segments, resulting in relatively flat overall local sales tax performance. The Business Services segment includes a diverse range of industries, and year-over-year results may fluctuate as the mix of taxable business activity changes.

County Pool – 2026Q1 compared to 2025Q1 (Attachment A, pg. 4)

- Total County Pool: Increased by 8.8% or \$2.4 million, from \$27.3 million to \$29.7 million
- Total Jurisdiction Share:
 - Percent of County Pool increased by 60 basis points, from 6.1% to 6.7%

- Total share increased \$0.3 million, from \$1.7 million to \$2.0 million

Over the most recent four quarters, the City received approximately \$8.1 million from the County Pool, representing about 22% of the City's total sales tax revenue of \$36.6 million during that period. Preliminary review indicates that recent growth may be attributable, in part, to the reallocation of certain large online retailer transactions into the county pool and other allocation adjustments. County Pool details are limited, making it difficult to determine the extent to which these factors contributed to the increase or whether the higher allocation levels represent a one-time occurrence or an ongoing trend. Staff will continue to monitor future allocations and trends.

ENVIRONMENTAL REVIEW

This item is not a project as defined by the California Environmental Quality Act (CEQA) because the sales tax digest summary report is for informational purposes only with no action required by the Council.

ATTACHMENTS

Attachment A: 2026 Q1 Sales Tax Digest Summary

APPROVED BY:

Lauren Lai, Administrative Services Director

City of Palo Alto
Sales Tax Digest Summary
Collections through May 2026
Sales January through March 2026 (2026Q1)

California Overview

For the year ending in the first quarter of 2026, cash receipts increased 2.7% statewide and S.F. Bay Area increased 5.0% in the same period. However, when adjusted for non-period-related payments, the overall economic sales tax activity for the year ending in the first quarter of 2026 decreased by 2.7% statewide and increased by 0.5% in S.F. Bay Area.

City of Palo Alto

For the year ending in the first quarter of 2026, sales tax cash receipts for the city increased by 7.1% 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 first quarter of 2026 increased by 0.2%. The primary drivers of Palo Alto's sales tax increase were Business Services and Miscellaneous Retail. On an economic basis, Business Services sales tax revenue increased by 422.0%, representing 8.0% of the city's total sales tax for the year ending in the first quarter of 2026. Miscellaneous Retail increased by 29.7% over the same period, contributing 11.7% to the total sales tax revenue.

Same quarter sales tax cash receipts increased by 1.9% in California from Q1 2025 to Q1 2026. Palo Alto citywide sales tax cash receipts increased by 11.0% over the Q1 2025 to Q1 2026 period. The key contributor to the Palo Alto increase on a cash basis during this period was the Business Services segment. According to the California New Car Dealers Association, registrations are projected to decline to around 1.74 million units in 2026, with first quarter registrations decreasing by 8.9% compared to Q1 2025.

Regional Overview

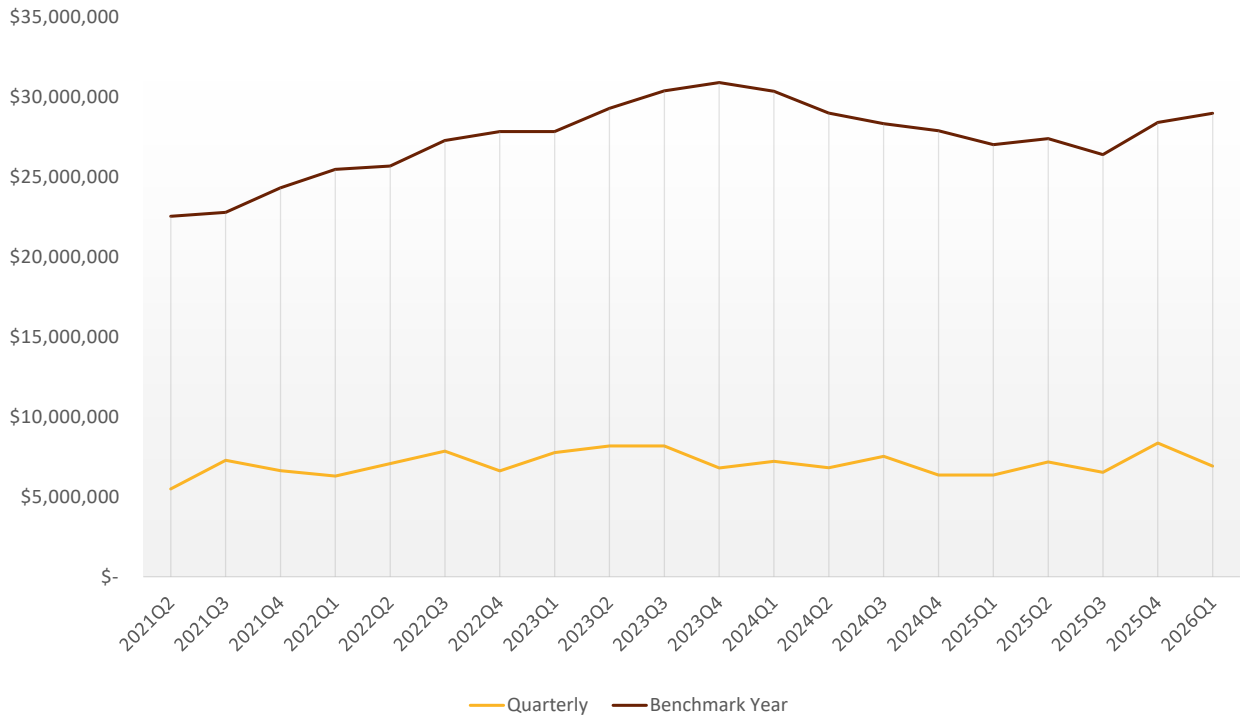
The chart on page two shows adjusted economic benchmark year amounts, which shows the year ended first quarter of 2026 compared to the year ended first quarter of 2025 (benchmark years are rolling annual comparisons through the current quarter). The divergence in growth rates between California and Palo Alto is attributed to the stronger overall performance of sales tax generating businesses statewide compared to those operating in Palo Alto.

Regional Overview Chart (Economic)

BENCHMARK YEAR 2026Q1 COMPARED TO BENCHMARK YEAR 2025Q1

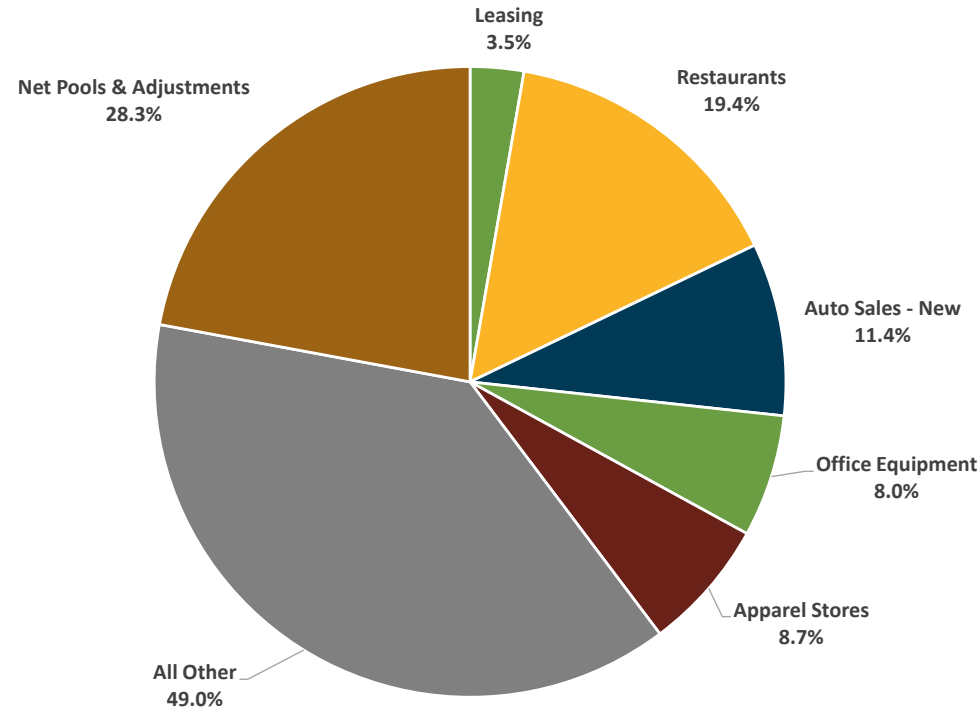
ECONOMIC CATEGORY ANALYSIS FOR YEAR ENDED 1st Quarter 2026									
% of Total / % Change	Palo Alto	California Statewide	S.F. Bay Area	Sacramento Valley	Central Valley	South Coast	Inland Empire	North Coast	Central Coast
General Retail	35.2 / 12.8	30.1 / -0.2	27.0 / 2.7	31.9 / 1.7	38.4 / -19.2	28.4 / 3.9	36.9 / 1.8	28.0 / 1.4	25.8 / -61.7
Food Products	21.3 / 6.8	22.4 / -0.5	24.2 / 3.5	15.0 / -18.9	15.1 / -13.4	24.2 / 0.9	18.8 / 1.1	19.9 / 2.0	30.1 / -51.6
Transportation	14.8 / -7.6	21.2 / -7.4	21.6 / -6.2	24.4 / -12.6	20.6 / -21.9	15.7 / -0.2	21.8 / -3.8	27.1 / -5.1	24.1 / -62.1
Business to Business	23.2 / -17.0	15.8 / -2.2	17.6 / -4.7	13.7 / -9.8	16.1 / -10.0	21.8 / -5.0	10.5 / 0.3	10.5 / 3.6	8.1 / -54.0
Misc/Other	4.7 / 16.6	10.5 / -4.5	11.3 / 1.7	12.2 / 0.0	9.9 / -21.1	9.9 / -1.2	12.0 / -6.6	15.0 / -2.9	11.8 / -37.2
Total	100.0 / 0.2	100.0 / -2.7	100.0 / 0.5	100.0 / -6.6	100.0 / -18.6	100.0 / 0.0	100.0 / -0.8	100.0 / -1.0	100.0 / -56.5
ECONOMIC SEGMENT ANALYSIS FOR YEAR ENDED 1st Quarter 2026									
	Palo Alto	California Statewide	S.F. Bay Area	Sacramento Valley	Central Valley	South Coast	Inland Empire	North Coast	Central Coast
Largest Segment	Leasing	Restaurants	Restaurants	Miscellaneous Retail	Miscellaneous Retail	Restaurants	Miscellaneous Retail	Restaurants	Restaurants
% of Total / % Change	19.3 / -10.6	16.5 / 0.3	18.4 / 5.0	14.5 / 10.8	18.7 / -14.5	18.2 / 1.6	19.5 / 2.1	12.9 / 2.3	17.9 / -37.9
2nd Largest Segment	Restaurants	Miscellaneous Retail	Miscellaneous Retail	Restaurants	Department Stores	Auto Sales - New	Restaurants	Department Stores	Auto Sales - New
% of Total / % Change	17.4 / 6.7	12.8 / 5.9	11.5 / 11.1	12.2 / -2.5	11.3 / -14.6	11.4 / -2.6	12.5 / 2.2	11.3 / -0.4	14.7 / -47.6
3rd Largest Segment	Auto Sales - New	Auto Sales - New	Miscellaneous Retail	Auto Sales - New	Restaurants	Miscellaneous Retail	Auto Sales - New	Auto Sales - New	Food Markets
% of Total / % Change	11.9 / -28.1	10.5 / -4.2	8.5 / -3.0	11.6 / -1.0	9.9 / -21.6	10.9 / 12.9	10.9 / 1.2	10.7 / -2.8	8.8 / -26.8

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



Net Cash Receipts for Benchmark Year First Quarter 2026: \$36,577,575

**Benchmark year (BMY) is the sum of the current and 3 previous quarters (2026Q1 BMY is sum of 2026 Q1, 2025 Q4, 2025 Q3, 2025 Q2)*



County Pool Results

The California sales tax system is known as a "sales and use tax" system. County Pool revenues primarily reflect the use tax generated from transactions that do not involve a physical point of sale within California. Businesses report their use tax quarterly, based on activity conducted throughout the county. The County Pool is distributed each quarter based on a proportional formula. A jurisdiction's quarterly percentage is determined by dividing its total gross sales tax receipts for the quarter by the total gross sales tax receipts of all jurisdictions within the county. Consequently, if Palo Alto's gross sales tax receipts increase relative to the rest of the county during a quarter, the city's share of the total County Pool will also increase. This quarterly percentage is multiplied by the total countywide pool to determine the jurisdiction's quarterly County pool revenue.

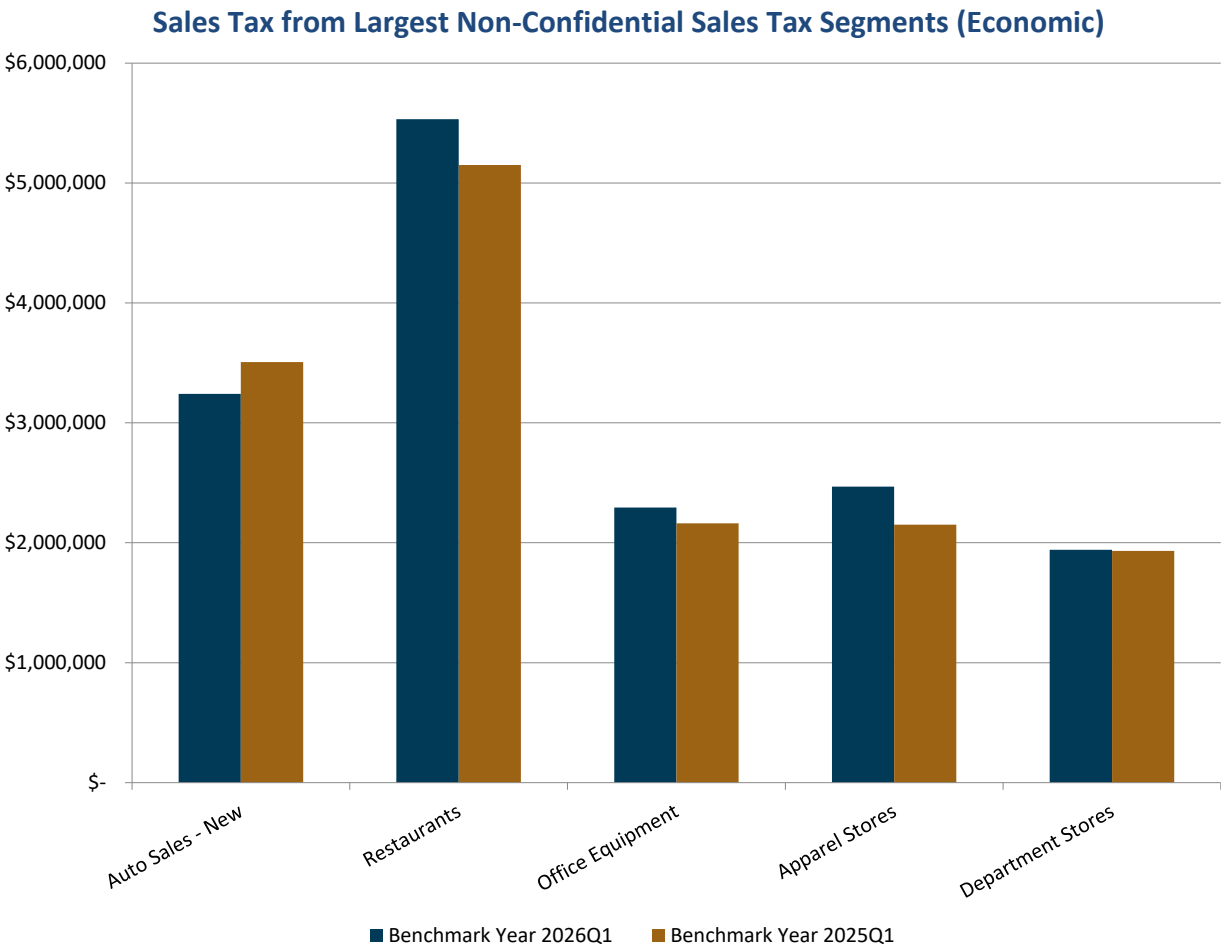
In the first quarter of 2026, cash receipts for the overall County Pool increased by 8.8% from the same quarter in the prior year. The City's share of the Countywide Pool increased to 6.7%. The City's revenues from the County Pool increased from \$1,673,551 in 2025Q1 to \$1,995,583 in 2026Q1.

	2023Q2	2023Q3	2023Q4	2024Q1	2024Q2	2024Q3	2024Q4	2025Q1	2025Q2	2025Q3	2025Q4	2026Q1	Quarter Over Quarter
Total County Pool	27,690,772	22,345,960	24,427,230	25,411,165	25,387,888	23,265,567	31,312,972	27,268,380	27,503,817	28,287,141	38,540,707	29,657,590	8.8%
Jurisdiction Share	1,755,562	1,489,193	1,638,965	1,523,986	1,611,681	1,377,891	1,834,044	1,673,551	1,685,234	1,595,260	2,571,498	1,995,583	19.2%
Jurisdiction % of Total	6.3%	6.7%	6.7%	6.0%	6.3%	5.9%	5.9%	6.1%	6.1%	5.6%	6.7%	6.7%	

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 in the first quarter of 2026. The Top 25 Sales/Use Tax contributors generate 51.4% of Palo Alto's total sales and use tax revenue.

Anderson Honda	Lucile Packard Children's Hospital	Shreve & Co.
Apple Stores	Macy's Department Store	Stanford Health Care
Audi Palo Alto	Magnussen Toyota	Tesla
Cartier	Mercedes Benz of Palo Alto	Tesla Lease Trust
Govberg	Neiman Marcus	Tiffany & Company
Hermes	Nordstrom Department Store	Varian Medical Systems
HP Enterprise Services	Restoration Hardware	Volvo Cars Palo Alto
JP Morgan Chase Bank	Shell Service Stations	Wilkes Bashford
Louis Vuitton		



City of Palo Alto

Historical Analysis by Calendar Quarter

Economic Category	%	2026Q1	2025Q4	2025Q3	2025Q2	2025Q1	2024Q4	2024Q3	2024Q2	2024Q1	2023Q4	2023Q3
Business To Business	18.7%	1,657,595	1,887,386	1,446,306	1,829,261	2,584,832	2,352,638	2,228,773	2,366,493	2,149,237	2,343,293	2,943,907
Miscellaneous/Other	14.7%	1,301,134	1,559,981	1,731,803	1,504,679	1,542,138	1,284,493	1,682,849	1,595,196	1,951,428	1,870,170	1,546,096
General Retail	26.1%	2,312,415	2,867,257	2,128,953	2,096,092	1,813,504	2,466,315	1,828,014	2,044,006	1,739,261	2,315,882	1,834,297
Food Products	17.1%	1,513,060	1,553,055	1,458,554	1,514,585	1,396,065	1,448,644	1,349,524	1,394,270	1,288,207	1,348,051	1,277,173
Subtotal Economic (Local Business)	76.7%	6,784,203	7,867,679	6,765,615	6,944,617	7,336,539	7,552,090	7,089,160	7,399,964	7,128,134	7,877,395	7,601,473
Net Pools & Adjustments	23.3%	2,063,978	2,992,086	1,302,731	1,856,667	633,409	1,737,280	1,033,269	1,359,165	1,143,798	1,867,172	1,986,175
Total Cash Receipts	100.0%	8,848,181	10,859,764	8,068,346	8,801,284	7,969,948	9,289,370	8,122,429	8,759,129	8,271,932	9,744,567	9,587,647

Economic Segment	%	2026Q1	2025Q4	2025Q3	2025Q2	2025Q1	2024Q4	2024Q3	2024Q2	2024Q1	2023Q4	2023Q3
Miscellaneous/Other	20.4%	1,808,989	3,256,544	3,034,581	3,294,198	4,175,255	3,939,826	4,070,462	4,102,841	4,114,784	4,409,850	4,635,983
Restaurants	16.0%	1,414,531	1,412,846	1,328,254	1,376,526	1,268,403	1,307,103	1,222,917	1,259,885	1,162,863	1,214,598	1,154,189
Miscellaneous Retail	12.3%	1,086,027	958,245	652,655	602,137	529,255	717,726	512,154	582,600	489,040	689,939	480,649
Apparel Stores	9.1%	807,094	725,551	517,728	534,216	455,466	633,554	480,138	531,926	440,402	586,863	478,973
Department Stores	6.6%	581,270	581,270	472,934	503,087	406,470	570,391	432,925	501,499	411,345	549,893	435,388
Service Stations	2.0%	172,958	156,885	183,776	183,941	187,356	187,487	201,591	226,411	198,584	214,900	229,911
Food Markets	1.4%	122,754	118,688	109,640	118,511	107,424	117,774	111,242	114,071	107,031	112,372	103,251
Business Services	8.9%	790,580	657,651	466,047	332,000	206,909	78,229	57,730	80,732	204,085	98,980	83,130
Subtotal Economic (Local Business)	76.7%	6,784,203	7,867,679	6,765,615	6,944,617	7,336,539	7,552,090	7,089,160	7,399,964	7,128,134	7,877,395	7,601,473
Net Pools & Adjustments	23.3%	2,063,978	2,992,086	1,302,731	1,856,667	633,409	1,737,280	1,033,269	1,359,165	1,143,798	1,867,172	1,986,175
Total Cash Receipts	100.0%	8,848,181	10,859,764	8,068,346	8,801,284	7,969,948	9,289,370	8,122,429	8,759,129	8,271,932	9,744,567	9,587,647

The chart above shows the categories and segments in quarterly economic-based 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 2017Q1 to 2026Q1

Economic Category	%	2026Q1	2025Q1	2024Q1	2023Q1	2022Q1	2021Q1	2020Q1	2019Q1	2018Q1	2017Q1
Business To Business	18.1%	6,620,097	7,974,492	10,028,952	9,522,565	7,585,836	7,569,553	8,136,987	6,870,341	5,718,987	4,986,753
Miscellaneous/Other	15.8%	5,765,393	5,868,298	7,241,369	6,021,645	6,585,297	5,930,718	6,873,241	8,280,213	6,550,120	6,321,980
General Retail	27.5%	10,041,136	8,899,929	7,960,731	7,780,875	7,457,250	4,379,589	7,424,879	8,201,828	8,138,165	8,656,005
Food Products	16.6%	6,072,518	5,687,346	5,312,541	4,971,875	4,076,087	2,409,718	4,778,562	4,869,761	4,709,078	4,644,442
Subtotal Economic (Local Business)	77.9%	28,499,144	28,430,065	30,543,592	28,296,960	25,704,470	20,289,578	27,213,669	28,222,144	25,116,350	24,609,180
Net Pools & Adjustments	22.1%	8,078,431	5,710,811	6,498,742	5,710,235	5,648,197	6,191,100	5,598,849	6,935,015	3,727,133	4,721,113
Total	100.0%	36,577,575	34,140,876	37,042,335	34,007,195	31,352,667	26,480,678	32,812,518	35,157,159	28,843,483	29,330,293

Economic Segment	%	2026Q1	2025Q1	2024Q1	2023Q1	2022Q1	2021Q1	2020Q1	2019Q1	2018Q1	2017Q1
Miscellaneous/Other	32.2%	11,782,259	14,932,885	18,016,302	16,570,065	14,919,631	14,209,804	16,004,647	16,156,028	13,941,770	12,614,827
Restaurants	15.1%	5,531,314	5,149,954	4,794,131	4,440,964	3,590,971	1,995,268	4,219,380	4,285,736	4,146,912	4,105,029
Miscellaneous Retail	9.1%	3,326,353	2,564,827	2,192,695	1,989,096	2,325,798	1,451,949	1,748,872	1,847,130	1,849,861	2,697,559
Apparel Stores	6.7%	2,467,174	2,150,907	2,012,709	1,830,782	1,511,507	807,464	1,700,695	1,910,114	1,822,843	1,752,315
Department Stores	5.3%	1,941,045	1,931,216	1,889,166	1,771,222	1,667,397	769,134	1,684,162	1,932,093	2,054,945	2,099,831
Service Stations	2.0%	721,565	806,702	863,509	899,601	724,684	412,493	691,181	693,763	136,028	132,110
Business Services	6.2%	2,270,903	435,044	332,072	370,375	581,689	319,054	717,710	940,162	682,192	738,701
Food Markets	1.3%	458,531	458,531	443,008	424,856	382,793	324,413	447,022	457,119	481,799	468,808
Subtotal Economic (Local Business)	77.9%	28,499,144	28,430,065	30,543,592	28,296,960	25,704,470	20,289,578	27,213,669	28,222,144	25,116,350	24,609,180
Net Pools & Adjustments	22.1%	8,078,431	5,710,811	6,498,742	5,710,235	5,648,197	6,191,100	5,598,849	6,935,015	3,727,133	4,721,113
Total	100.0%	36,577,575	34,140,876	37,042,335	34,007,195	31,352,667	26,480,678	32,812,518	35,157,159	28,843,483	29,330,293

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 (2026Q1 BMY is sum of 2026 Q1, 2025 Q4, 2025 Q3, 2025 Q2).

City of Palo Alto

Quarterly Analysis by Sales Tax Category: Change from 2025Q1 to 2026Q1 (Economic)

	General Retail	Food Products	Transportation	Business to Business	Misc/Other	2026/1 Total	2025/1 Total	% Chg	Largest Gain	Second Largest Gain	Largest Decline	Second Largest Decline
Campbell	6.3%	3.7%	2.5%	0.2%	-4.7%	2,380,777	2,340,349	1.7%	Restaurants	Florist/Nursery	Health & Government	Electronic Equipment
Cupertino	5.2%	2.3%	-11.5%	-7.6%	4.0%	5,340,474	(5,290,228)	-200.9%	Office Equipment	Electronic Equipment	Department Stores	Food Markets
Gilroy	-1.1%	4.6%	-8.0%	0.3%	0.9%	3,857,666	3,693,647	4.4%	Auto Sales - New	Department Stores	Heavy Industry	Auto Sales - Used
Los Altos	32.4%	3.8%	-3.2%	-35.5%	16.5%	565,604	547,040	3.4%	Recreation Products	Miscellaneous Retail	Electronic Equipment	Drug Stores
Los Gatos	4.1%	-5.0%	-7.5%	-29.3%	40.3%	1,287,080	1,395,748	-7.8%	Miscellaneous Retail	Service Stations	Furniture/Appliance	Auto Sales - New
Milpitas	27.1%	8.1%	-6.8%	22.3%	32.6%	6,330,197	5,874,739	7.8%	Auto Sales - New	Bldg.Matls-Whsle	Electronic Equipment	Leasing
Morgan Hill	-1.0%	3.9%	-6.2%	3.4%	13.9%	2,353,877	2,268,025	3.8%	Bldg.Matls-Whsle	Restaurants	Light Industry	Business Services
Mountain View	2.1%	4.2%	13.6%	-4.2%	16.0%	4,167,277	4,054,455	2.8%	Auto Sales - New	Auto Parts/Repair	Restaurants	Auto Sales - Used
Palo Alto	8.8%	4.8%	19.3%	11.2%	-6.1%	6,784,665	6,179,799	9.8%	Business Services	Miscellaneous Retail	Furniture/Appliance	Auto Sales - New
San Jose	7.3%	4.7%	-3.9%	-1.4%	5.6%	52,928,245	50,825,140	4.1%	Office Equipment	Light Industry	Business Services	Auto Sales - New
Santa Clara	6.6%	-3.4%	2.9%	42.0%	22.8%	16,229,019	15,824,474	2.6%	I.T. Infrastructure	Restaurants	Light Industry	Office Equipment
County of Santa Clara	38.9%	0.9%	-28.3%	6.4%	7.9%	1,026,795	966,601	6.2%	Bldg.Matls-Whsle	Light Industry	Heavy Industry	Health & Government
Saratoga	18.9%	2.8%	-3.7%	-17.9%	4.9%	246,014	233,923	5.2%	Restaurants	Miscellaneous Retail	Food Markets	Food Processing Eqp
Sunnyvale	-11.0%	0.9%	-25.0%	28.4%	-5.8%	8,219,412	8,490,483	-3.2%	Restaurants	Heavy Industry	Auto Sales - New	Business Services

Unlike the chart on page one which showed a 'benchmark year' through the first quarter of 2026, the chart above shows a comparison of one quarter only – first quarter of 2025 to first quarter of 2026. 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 2025Q1 to 2026Q1 (Economic)

California Avenue	% CHANGE QoQ	2026Q1 QE	2025Q1 QE	26Q1 % OF TOTAL	25Q1 % OF TOTAL
FOOD PRODUCTS	9.0%	115,339	105,795	68.6%	67.3%
GENERAL RETAIL	13.5%	19,157	16,875	11.4%	10.7%
ALL OTHER	-3.0%	33,598	34,637	20.0%	22.0%
TOTAL	6.9%	168,094	157,307	100.0%	100.0%

El Camino Real and Midtown	% CHANGE QoQ	2026Q1 QE	2025Q1 QE	26Q1 % OF TOTAL	25Q1 % OF TOTAL
ALL OTHER	1.2%	177,440	175,330	47.7%	47.9%
FOOD PRODUCTS	2.9%	160,466	155,970	43.1%	42.6%
GENERAL RETAIL	-2.0%	34,166	34,869	9.2%	9.5%
TOTAL	1.6%	372,072	366,168	100.0%	100.0%

Greater Downtown	% CHANGE QoQ	2026Q1 QE	2025Q1 QE	26Q1 % OF TOTAL	25Q1 % OF TOTAL
FOOD PRODUCTS	9.0%	574,826	527,387	66.4%	56.7%
GENERAL RETAIL	-33.6%	228,940	344,639	26.4%	37.0%
BUSINESS TO BUSINESS	-14.0%	32,583	37,883	3.8%	4.1%
TRANSPORTATION	55.1%	13,079	8,432	1.5%	0.9%
CONSTRUCTION	63.9%	9,743	5,943	1.1%	0.6%
MISCELLANEOUS	7.6%	7,027	6,529	0.8%	0.7%
TOTAL	-6.9%	866,199	930,813	100.0%	100.0%

Stanford Shopping Center	% CHANGE QoQ	2026Q1 QE	2025Q1 QE	26Q1 % OF TOTAL	25Q1 % OF TOTAL
GENERAL RETAIL	-1.9%	1,425,538	1,453,095	87.9%	88.5%
FOOD PRODUCTS	3.6%	195,734	188,894	12.1%	11.5%
ALL OTHER	-1.6%	421	428	0.0%	0.0%
TOTAL	-1.3%	1,621,693	1,642,416	100.0%	100.0%

City of Palo Alto

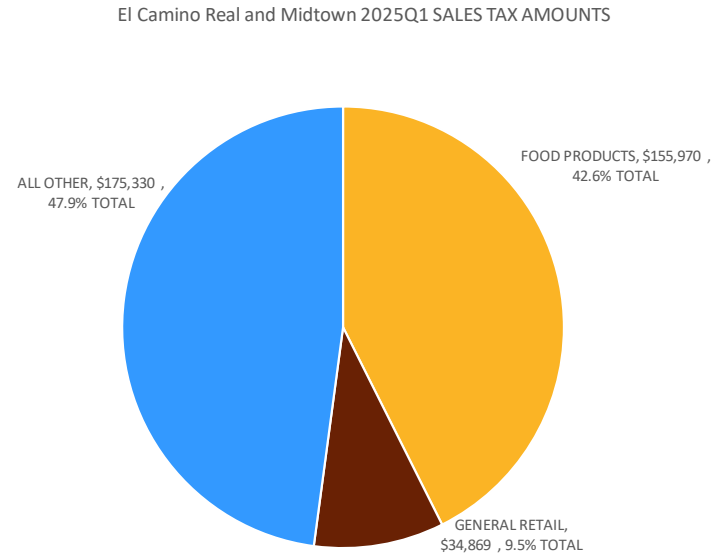
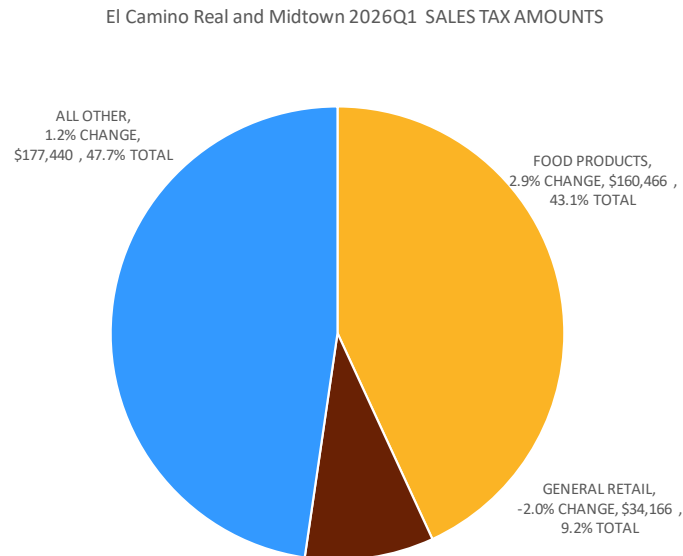
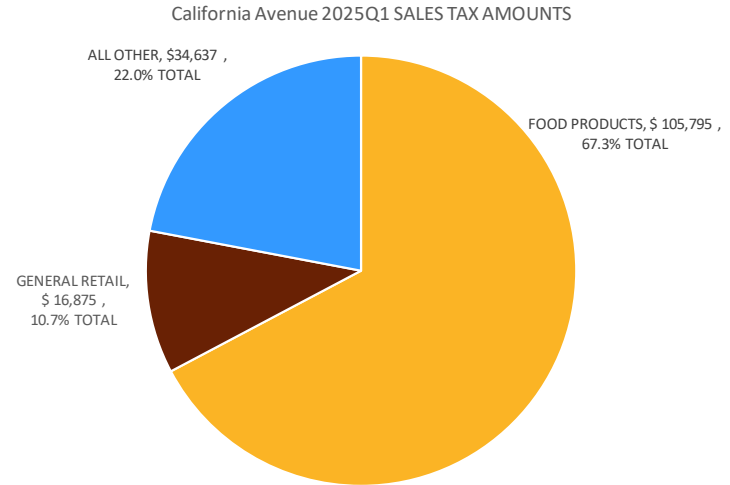
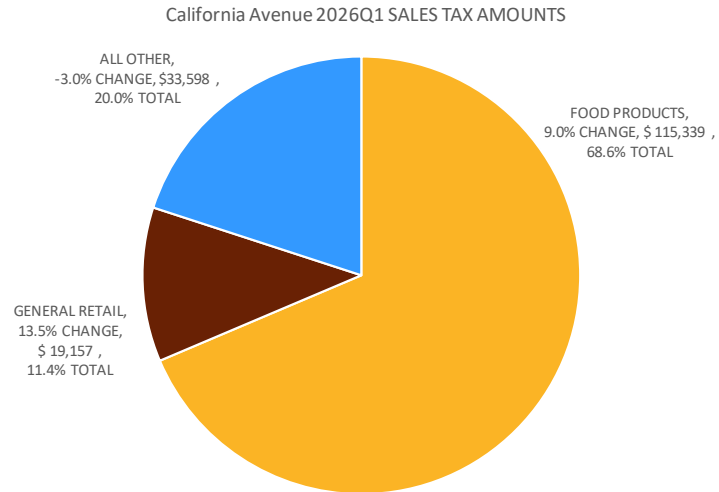
Town And Country Shopping Center	% CHANGE QoQ	2026Q1 QE	2025Q1 QE	26Q1 % OF TOTAL	25Q1 % OF TOTAL
FOOD PRODUCTS	16.2%	123,600	106,406	60.6%	61.5%
GENERAL RETAIL	10.4%	73,507	66,609	36.0%	38.5%
ALL OTHER	28749.4%	6,863	24	3.4%	0.0%
TOTAL	17.9%	203,970	173,039	100.0%	100.0%

All Other Geos Combined	% CHANGE QoQ	2026Q1 QE	2025Q1 QE	26Q1 % OF TOTAL	25Q1 % OF TOTAL
GENERAL RETAIL	-6.9%	1,841,072	1,977,756	37.1%	30.0%
FOOD PRODUCTS	4.9%	1,268,421	1,208,930	25.5%	18.3%
TRANSPORTATION	-14.8%	928,829	1,090,059	18.7%	16.5%
BUSINESS TO BUSINESS	-64.4%	793,111	859,690	16.0%	33.7%
MISCELLANEOUS	1.4%	73,333	72,356	1.5%	1.1%
CONSTRUCTION	142.2%	61,466	25,383	1.2%	0.4%
TOTAL	-24.8%	4,966,233	5,234,173	100.0%	100.0%

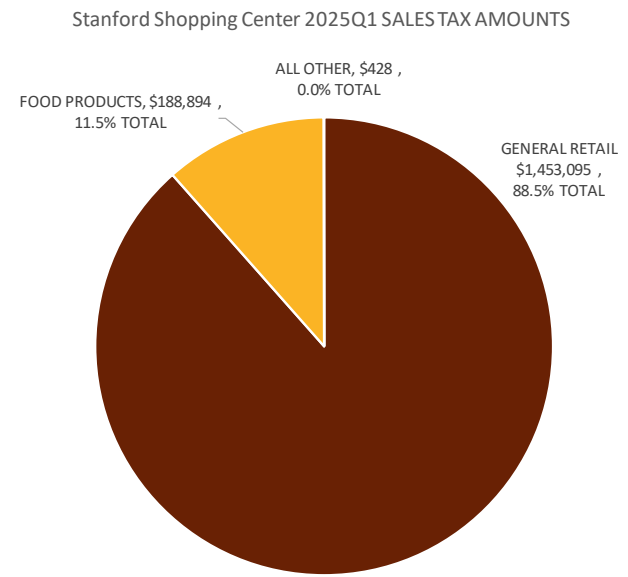
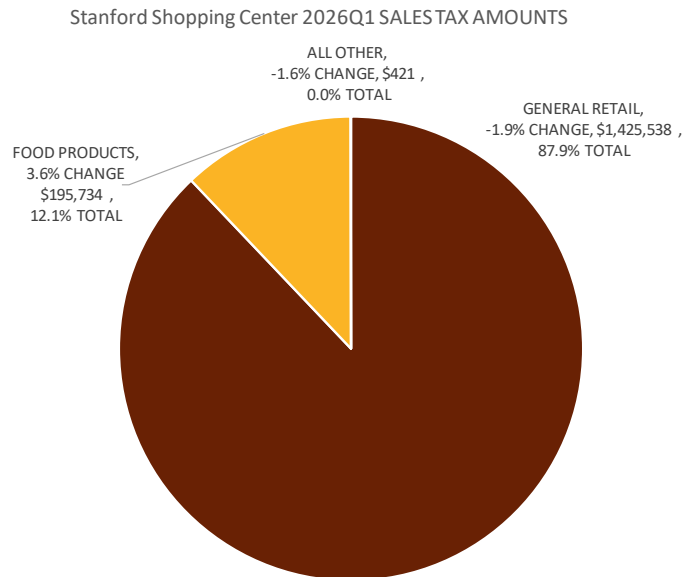
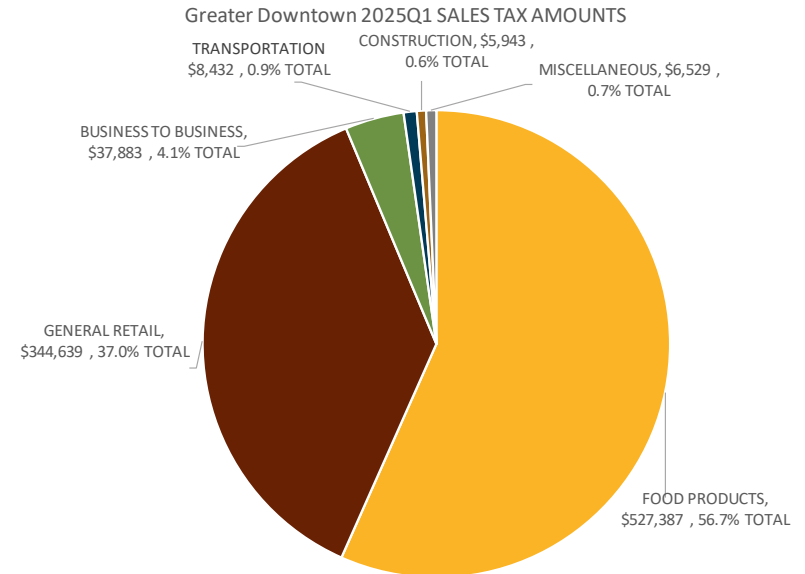
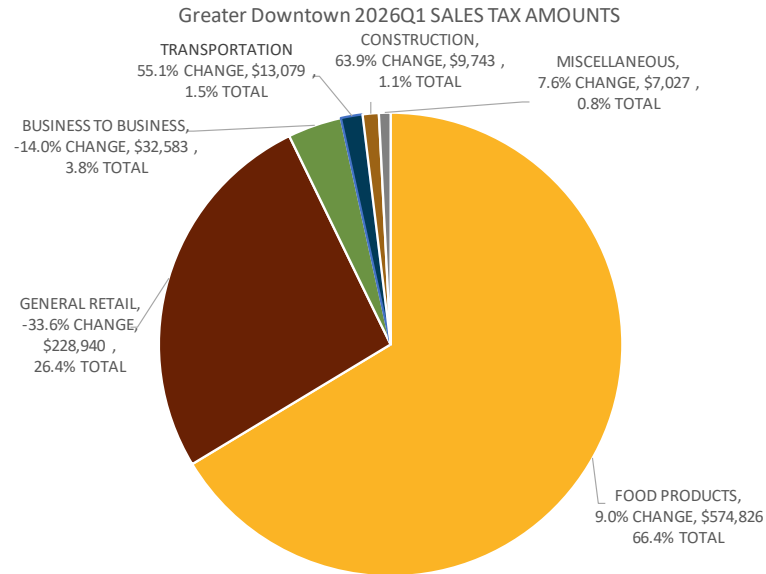
All Other Geo Area Totals with Balance of Jurisdiction					
Comparison 26Q1 & 25Q1	% CHANGE QoQ	2026Q1 QE	2025Q1 QE	26Q1 % OF TOTAL	25Q1 % OF TOTAL
Balance of Jurisdiction	-11.7%	1,734,206	1,964,429	34.9%	37.5%
Stanford Shopping Center	-1.3%	1,621,693	1,642,416	32.7%	31.4%
Greater Downtown	-6.9%	866,199	930,813	17.4%	17.8%
El Camino Real and Midtown	1.6%	372,072	366,168	7.5%	7.0%
Town And Country Shopping Center	17.9%	203,970	173,039	4.1%	3.3%
California Avenue	6.9%	168,094	157,307	3.4%	3.0%
TOTAL	-5.1%	4,966,233	5,234,173	100.0%	100.0%

Palo Alto citywide QE 26Q1 & 25Q1	% CHANGE QoQ	2026Q1 QE	2025Q1 QE	26Q1 % OF TOTAL	25Q1 % OF TOTAL
GENERAL RETAIL	7.8%	2,312,415	2,145,621	34.1%	34.7%
BUSINESS TO BUSINESS	45.3%	1,657,595	1,140,997	24.4%	18.5%
FOOD PRODUCTS	7.2%	1,513,060	1,410,933	22.3%	22.8%
TRANSPORTATION	-14.4%	936,669	1,093,645	13.8%	17.7%
MISCELLANEOUS	-16.8%	295,492	355,330	4.4%	5.7%
CONSTRUCTION	108.7%	69,435	33,274	1.0%	0.5%
TOTAL	9.8%	6,784,665	6,179,799	100.0%	100.0%

City of Palo Alto Geo Area Pie Charts

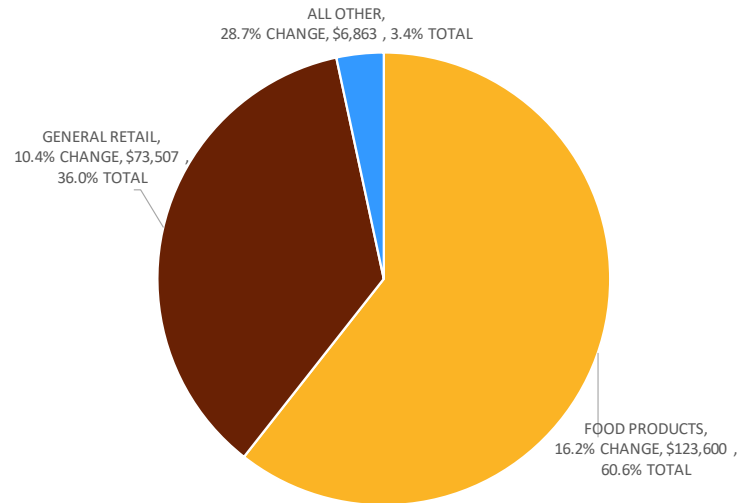


City of Palo Alto Geo Area Pie Charts

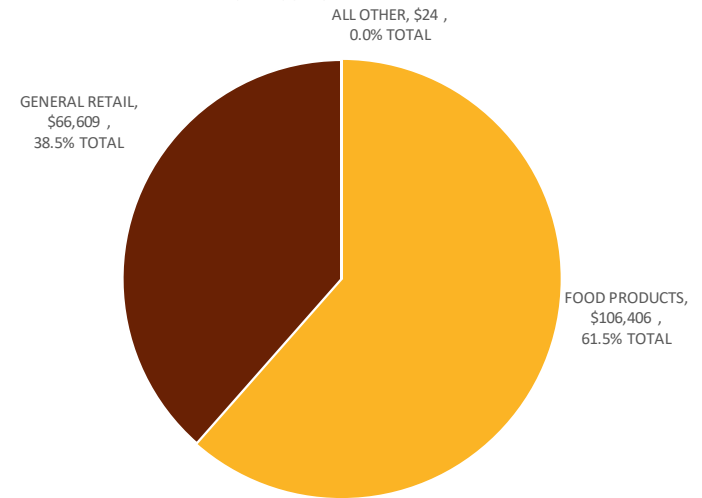


City of Palo Alto Geo Area Pie Charts

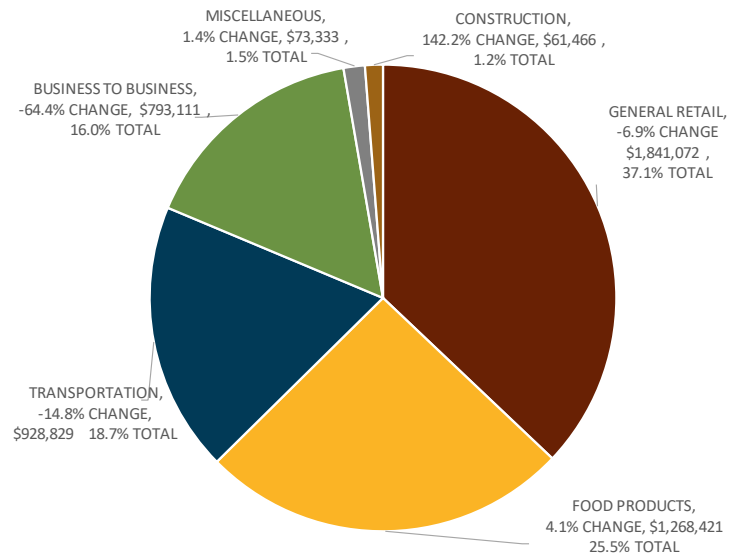
Town And Country Shopping Center 2026Q1 SALES TAX AMOUNTS



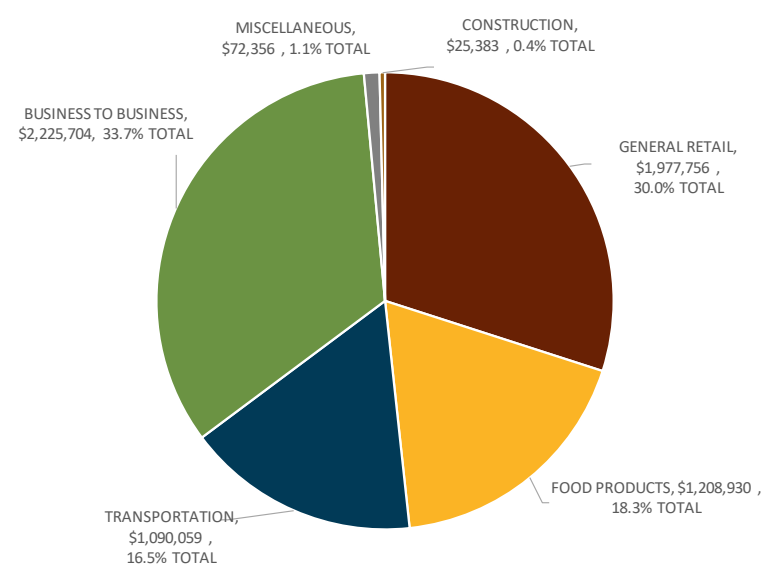
Town And Country Shopping Center 2025Q1 SALES TAX AMOUNTS



All Other Geos Combined 2026Q1 SALES TAX AMOUNTS

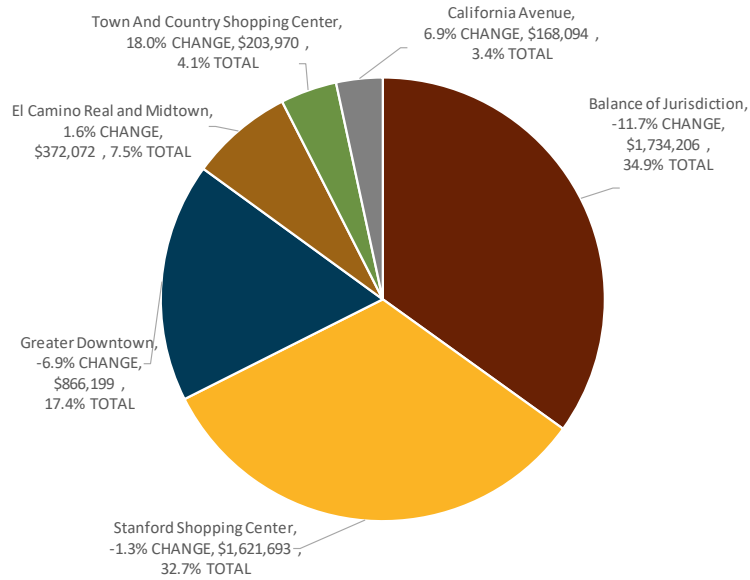


All Other Geos Combined 2025Q1 SALES TAX AMOUNTS

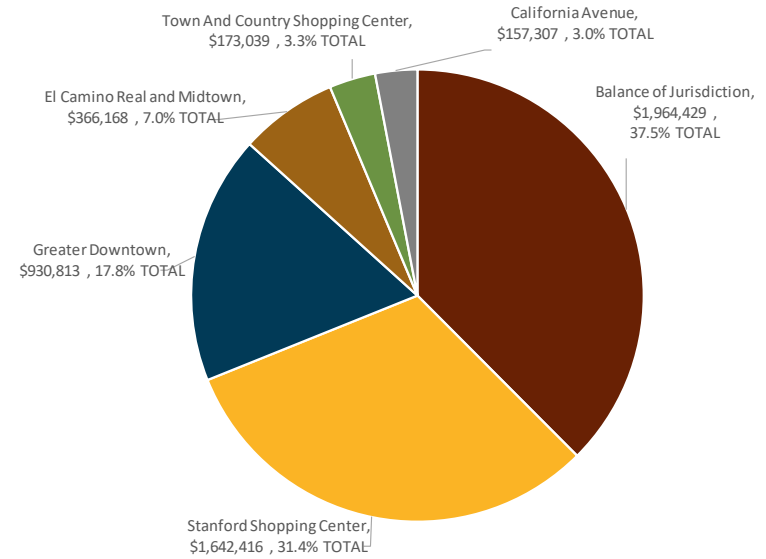


City of Palo Alto Geo Area & Citywide Pie Charts

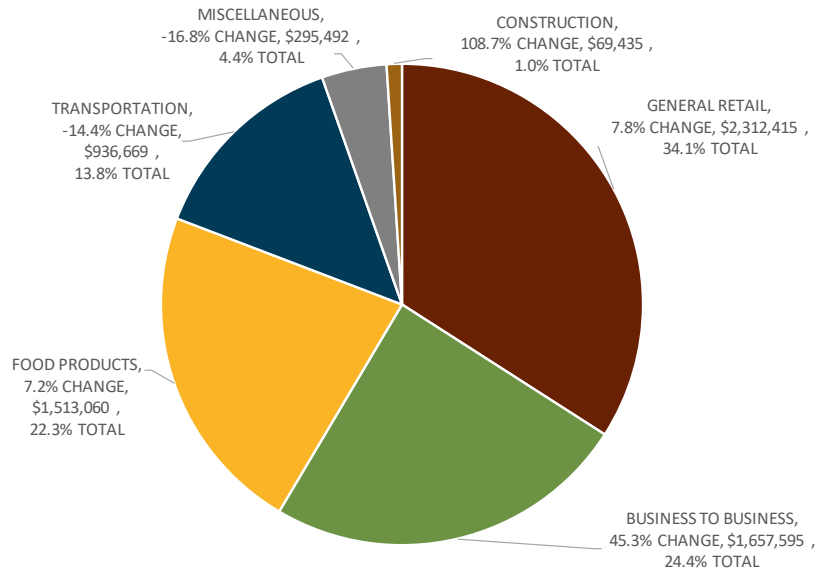
All Other Geo Area Totals with Balance of Jurisdiction
Comparison 2026Q1 SALES TAX AMOUNTS



All Other Geo Area Totals with Balance of Jurisdiction
Comparison 2025Q1 SALES TAX AMOUNTS



Palo Alto citywide 2026Q1 SALES TAX AMOUNTS



Palo Alto citywide 2025Q1 SALES TAX AMOUNTS

