

Q4 2012



West Hollywood Sales Tax *Update*

First Quarter Receipts for Fourth Quarter Sales (October - December 2012)

West Hollywood In Brief

Receipts for West Hollywood's October through December sales were 12.4% higher than the same quarter one year ago. Actual sales activity was up 13.2% when reporting aberrations were factored out.

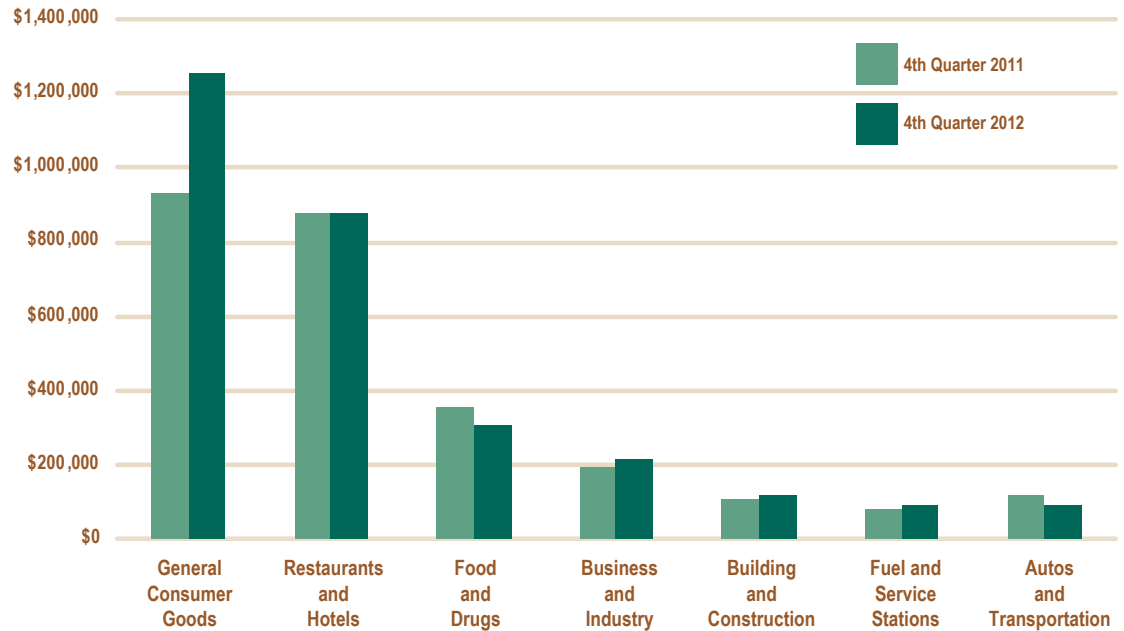
A onetime accounting adjustment that negatively impacted year-ago returns and exaggerated results from family apparel was primarily responsible for the current increase.

The city experienced a strong sales quarter for home furnishings and textiles/furnishings. Recent additions helped boost revenues from restaurants.

The gains were partially offset by a reporting aberration that caused the drop in grocery stores with liquor. Reporting problems depressed results from hotels with liquor. The city experienced a decline in sales from the autos and transportation sector.

Adjusted for aberrations, taxable sales for all of Los Angeles County increased 6.5% over the comparable time period, while the Southern California region as a whole was up 6.7%.

SALES TAX BY MAJOR BUSINESS GROUP



TOP 25 PRODUCERS In Alphabetical Order

Best Buy	Pavillions
BevMo	Shell
BOA Steakhouse	Soho House
Bristol Farms	Steinway & Sons
Ceconis	Sunset Tower & Tower Bar
Christian Louboutin	Target
CVS Pharmacy	Tesoro Refining and Marketing
Gelsons Market	The Abbey
Hornburg Jaguar	The London West Hollywood
House of Blues	Trader Joes
John Varvatos	Whole Foods Market
Koontz Hardware	
Maxfield Bleu	
Mondrian/Asian de Cuba/Sky Bar	

REVENUE COMPARISON

Three Quarters – Fiscal Year To Date

	2011-12	2012-13
Point-of-Sale	\$8,608,088	\$8,776,703
County Pool	958,777	1,052,921
State Pool	1,570	3,953
Gross Receipts	\$9,568,436	\$9,833,578
Less Triple Flip*	\$ (2,392,109)	\$ (2,458,394)

*Reimbursed from county compensation fund

Statewide Results

Statewide sales tax receipts for October through December sales were up 3.4%; however, net of onetime payment aberrations, actual sales increased 6.1% compared to the same sales period in 2011.

The autos and transportation group, led by continued strong sales of new cars and light trucks, recorded another quarter of robust increases over prior year results and accounted for 26% of the adjusted statewide gain. For many general consumer goods retailers the holiday sales season can be the difference between a profit and a loss for the year. This group bested year-ago receipts by 4.3%. Business and industry totals again included tax receipts from a variety of alternative energy projects. Heavy industrial, office equipment and office supplies/furniture also contributed to the group's 5.3% increase. Restaurant dining remained popular as overall sales moved up 5.7%, with most of the increase going to full and quick-service operators. Higher prices at the pump bolstered returns for fuel and service stations which posted a 2.1% rise, even as gasoline consumption for the period trended down. Receipts for building and construction increased 5.3%, while food and drugs gained 1.5%. County use tax pool totals were buoyed by receipt of previously uncollected taxes on internet sales.

First Full Quarter for AB 155

AB 155 expanded the definition of nexus to include out-of-state sellers with statewide annual sales of \$1M or more and who have in-state affiliates providing services tied to those out-of-state sales. Effective September 15, 2012 companies meeting these criteria were required to collect California sales and use tax.

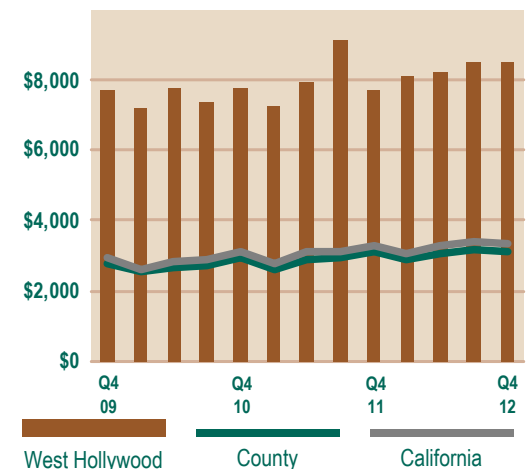
The 26 companies HdL has identified to date as falling under AB 155's criteria produced slightly over \$12M in local one-cent sales tax revenues in the fourth quarter of 2012. It is estimated that this will translate into annual revenues of about \$0.80 per capita. To date, the revenues are being allocated to all jurisdictions in California via the countywide use tax allocation pools. Each city and county receives its proportionate share of the pool based on its ratio of taxable sales.

Past deal making by high volume retailers suggests that new revenues could eventually be redirected to just a few agencies in exchange for sales tax rebates as more out-of-state companies decide where to locate their in-state distribution warehouses. Online sellers already located in the state have negotiated rebates as high as 85% of the local sales tax they collect.

S.336/HR.684, the Federal Marketplace Fairness Act, would provide

a uniform approach to allowing all states to require online and remote sellers to collect sales taxes. The bills are strongly supported by a coalition of national retailers and local governments but are opposed by eBay and anti-tax groups. Although the Sentate has adopted a resolution of support, the bills themselves have not been formally acted upon in either the Senate or House of Representatives.

SALES PER CAPITA



WEST HOLLYWOOD TOP 15 BUSINESS TYPES

Business Type	West Hollywood		County	HdL State
	Q4 '12*	Change	Change	Change
Discount Dept Stores	— CONFIDENTIAL —	—	4.1%	4.4%
Electronics/Appliance Stores	227.7	5.1%	4.5%	3.6%
Family Apparel	202.1	489.2%	7.1%	8.4%
Grocery Stores Beer/Wine	58.3	5.6%	2.9%	2.3%
Grocery Stores Liquor	120.8	-28.5%	-38.1%	-17.6%
Home Furnishings	238.0	18.3%	4.4%	6.6%
Hotels-Liquor	90.0	-20.1%	-28.8%	-16.0%
New Motor Vehicle Dealers	— CONFIDENTIAL —	—	14.4%	17.3%
Package Liquor Stores	57.5	5.9%	8.9%	6.7%
Restaurants Beer And Wine	106.6	4.5%	0.7%	-0.1%
Restaurants Liquor	581.8	1.5%	9.2%	8.1%
Restaurants No Alcohol	99.9	8.4%	5.7%	5.1%
Service Stations	93.7	15.9%	2.7%	2.8%
Specialty Stores	91.4	1.7%	-0.4%	0.0%
Textiles/Furnishings	139.6	20.4%	3.1%	4.2%
Total All Accounts	\$2,952.9	10.5%	1.4%	2.0%
County & State Pool Allocation	394.5	29.0%		
Gross Receipts	\$3,347.4	12.4%		<i>*In thousands</i>