



MEDIA RELEASE

Santa Barbara's Sales Tax and Transient Occupancy Tax Growth Continues

SANTA BARBARA, CA – January 22, 2015

Sales Tax Results for the Quarter Ended September 30, 2014

Santa Barbara received \$5.5 million in sales tax for the quarter ended September 30, 2014, representing the first sales tax quarter of the current fiscal year. Since sales tax is received quarterly from the State and one quarter in arrears, the first full sales tax payment of each fiscal year is not received until December. Sales tax growth for the September quarter was 6.9% higher than receipts in the same quarter of last fiscal year.

Sales tax results for the December quarter, including sales during the holiday shopping season, will be available in March 2015.

The Sales Tax table can be viewed [here](#).

Transient Occupancy Tax Grows 16.9% in November and 11.1% in December

Transient Occupancy Tax (TOT) collected in November 2014 was 16.9% above the amount collected in November 2013, with one fewer weekend day this year. In addition, TOT collected in December 2014 was 11.1% above the amount collected in December 2013. TOT continues its strong growth, posting overall growth of 12% through December. Good weather continues to be a factor in these strong results, but it is also due to hotels coming back on line after major renovations. Year-to-date, over \$9.9 million in TOT has been collected. The fiscal year 2015 TOT budgeted is \$17,641,400, which is 4.9% higher than fiscal year 2014.

The Transient Occupancy Tax table can be viewed [here](#).

Previous Revenue News releases can be viewed here:

http://www.santabarbaraca.gov/gov/depts/finance/budget/revenue_news.asp

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**City of Santa Barbara
SALES TAX**

Quarter Ended	FY 2012	Change Prior Yr	FY 2013	Change Prior Yr	FY 2014	Change Prior Yr	FY 2015	Change Prior Yr	
Sep 30	4,797,256	8.4%	5,045,256	5.2%	5,210,484	3.3%	5,570,216	6.9%	
Dec 31	4,931,326	9.7%	5,126,847	4.0%	5,489,331	7.1%			
Mar 31	4,382,961	10.8%	4,651,142	6.1%	4,866,059	4.6%			
Jun 30	5,014,843	6.6%	4,938,809	-1.5%	5,385,864	9.1%			
Totals	\$ 19,126,387	8.8%	\$ 19,762,055	3.3%	\$ 20,951,739	6.0%	\$ 5,570,216		
							FY 2015 Adopted	\$ 21,347,400	1.9%

City of Santa Barbara
TRANSIENT OCCUPANCY TAXES

Month	FY 2012	Change Prior Yr	FY 2013	Change Prior Yr	FY 2014	Change Prior Yr	FY 2015	Change Prior Yr
July	\$ 1,763,206	12.2%	\$ 1,820,520	3.3%	\$ 2,050,097	12.6%	\$ 2,165,781	5.6%
Aug	1,697,686	6.7%	1,832,581	7.9%	2,069,170	12.9%	2,325,106	12.4%
Sept	1,255,217	8.7%	1,379,110	9.9%	1,510,334	9.5%	1,626,983	7.7%
Oct	1,126,506	6.4%	1,208,010	7.2%	1,283,718	6.3%	1,617,359	26.0%
Nov	845,583	12.3%	895,132	5.9%	1,036,437	15.8%	1,212,104	16.9%
Dec	709,979	8.9%	790,368	11.3%	930,596	17.7%	1,033,873	11.1%
Jan	774,725	11.9%	801,431	3.4%	1,004,235	25.3%		
Feb	831,055	11.9%	827,924	-0.4%	1,051,136	27.0%		
Mar	950,142	15.2%	1,058,332	11.4%	1,236,237	16.8%		
April	1,128,073	6.4%	1,182,635	4.8%	1,459,691	23.4%		
May	1,168,811	6.9%	1,327,776	13.6%	1,515,832	14.2%		
June	1,410,718	11.5%	1,552,103	10.0%	1,674,511	7.9%		
FY Total	\$ 13,661,699	9.7%	\$ 14,675,922	7.4%	16,821,995	14.6%	\$ 9,981,206	12.4%
Adopted Budget							\$ 17,641,400	4.9%
Beginning in January 2001, an additional 2% is credited to Creeks/Clean Water (Measure B).								