



City of Fortuna Sales Tax *Update*

Second Quarter Receipts for First Quarter Sales (Jan-Mar 2011)

Q1
2011

Fortuna In Brief

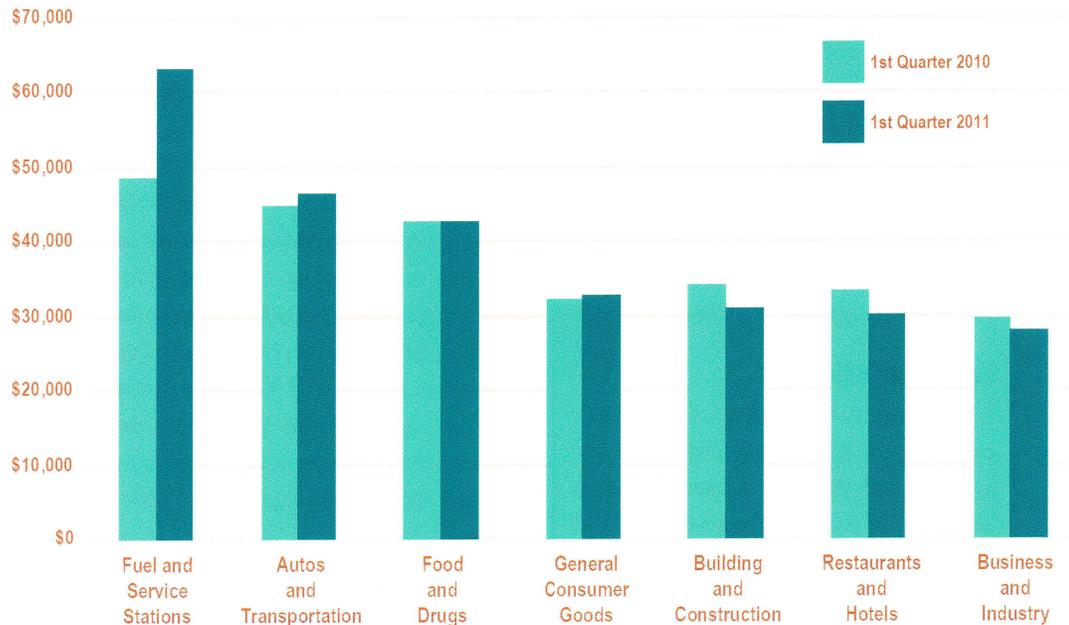
Receipts from Fortuna's January through March sales were 10.6% lower than the same quarter one year ago. Actual sales activity decreased 9.4% after accounting aberrations were factored out.

Onetime payments that temporarily inflated last year's allocation from the countywide use tax pool was primarily responsible for the overall decrease. Lower sales negatively impacted restaurant and building & construction returns.

The losses were partially offset by higher fuel prices positively impacting fuel & service stations while improving sales boosted autos & transportation.

Adjusted for reporting aberrations, sales and use tax receipts for all of Humboldt County decreased 6.9% from last year's comparable quarter while the Far North region as a whole, was up 1.1%.

SALES TAX BY MAJOR BUSINESS GROUP



TOP 25 PRODUCERS In Alphabetical Order

Ace Hardware & Garden	Kragen Auto Parts
Beverage Plus Foods	L & M Renner
Burger King	Les Schwab Tire Center
C Crane Company	McDonalds
Eel River Brewing	Mercer Fraser
Eel River Hydroponics	Northcoast Horticulture Supply
Forbusco Lumber	Peterson Tractor
Fortuna Chevron	Rays Food Place
Fortuna Ford Motors	Rite Aid
Fortuna Gas 4 Less	Rohnerville 76
Gary Crivellos Cars	Safeway
Hummel Tire & Wheel	Village Sport & Cycle
	Walgreens

REVENUE COMPARISON

Four Quarters – Fiscal Year To Date

	2009-10	2010-11
Point-of-Sale	\$1,186,351	\$1,260,492
County Pool	175,016	168,408
State Pool	1,074	608
Gross Receipts	\$1,362,441	\$1,429,508
Less Triple Flip*	\$(340,610)	\$(357,377)

*Reimbursed from county compensation fund