



Goleta's Economic Outlook

City of Goleta

May 21, 2010

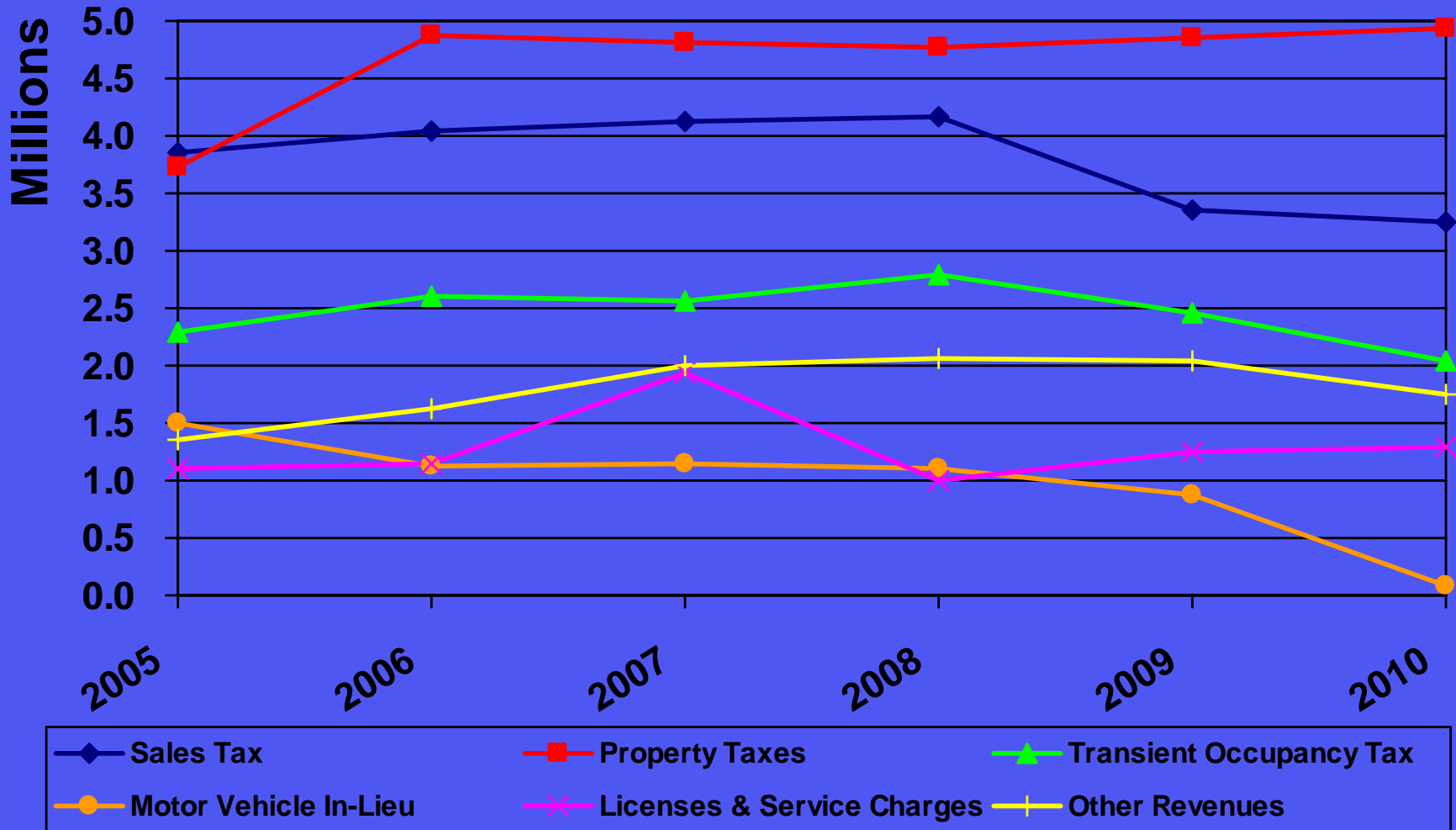


Major Sources of Revenue

- Property Tax
- Sales Tax
- Transient Occupancy Tax
- Licenses & Service Charges
- Miscellaneous

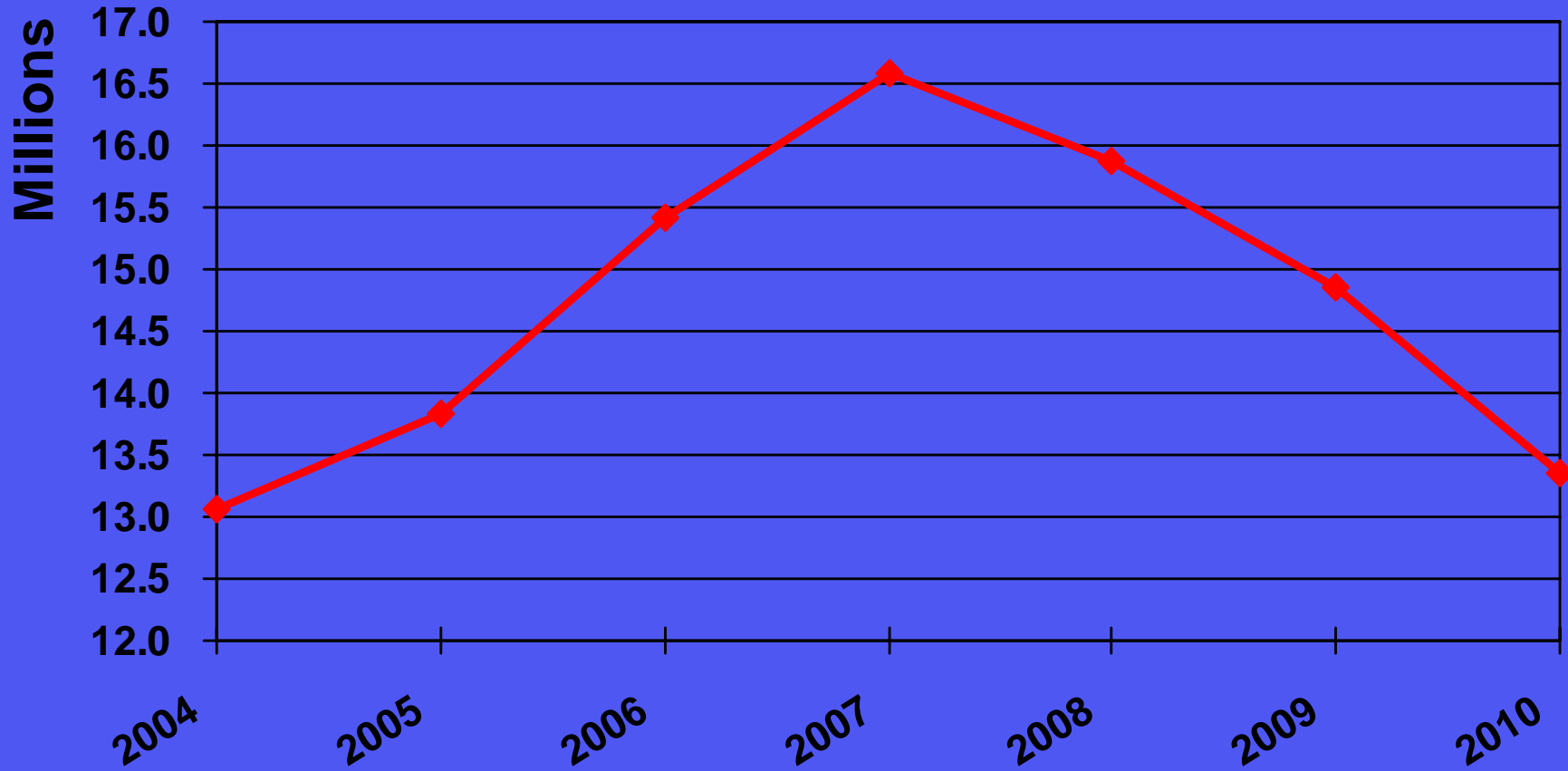


Revenue Trend by Category



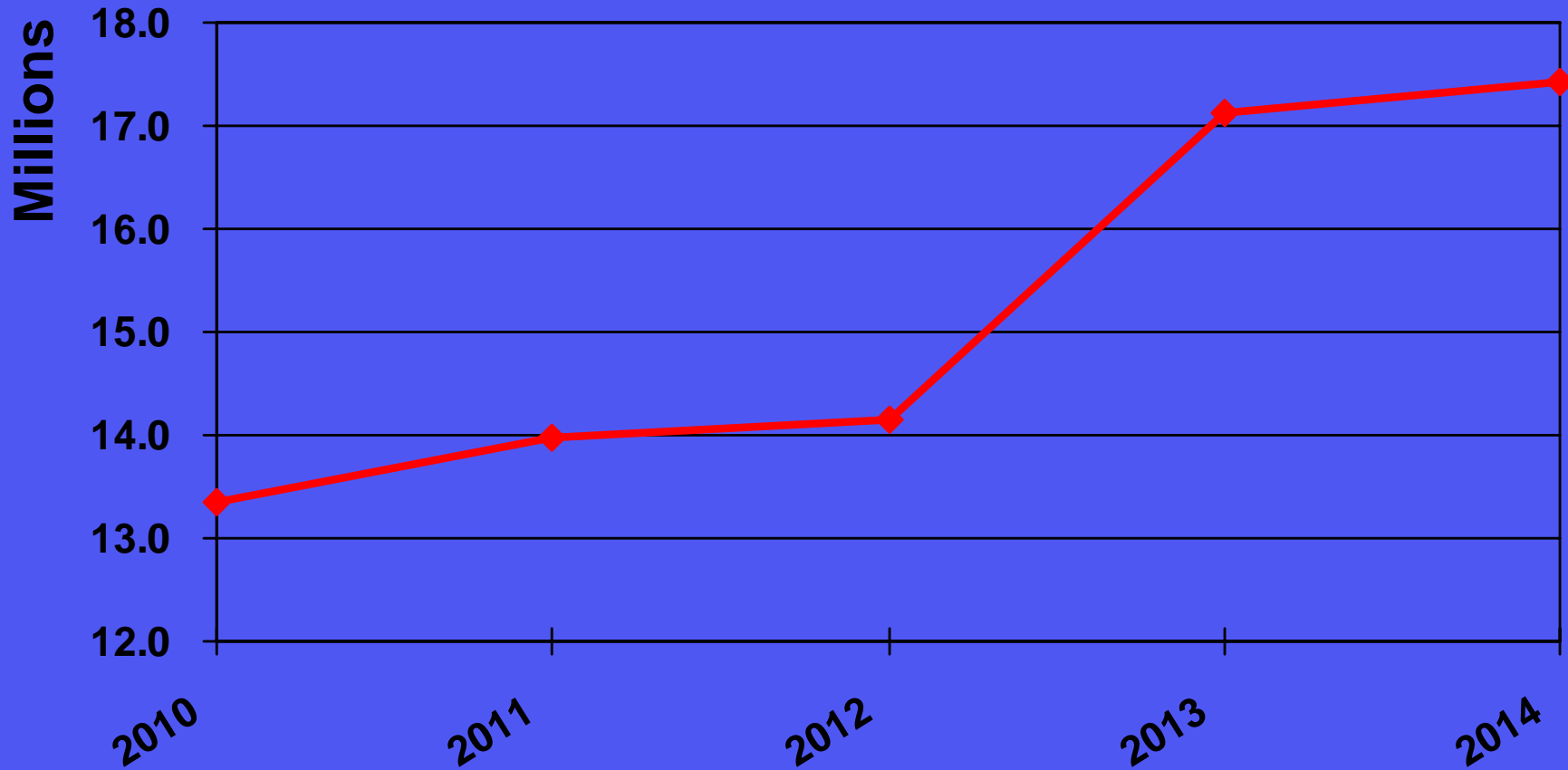


Total Revenues Trend



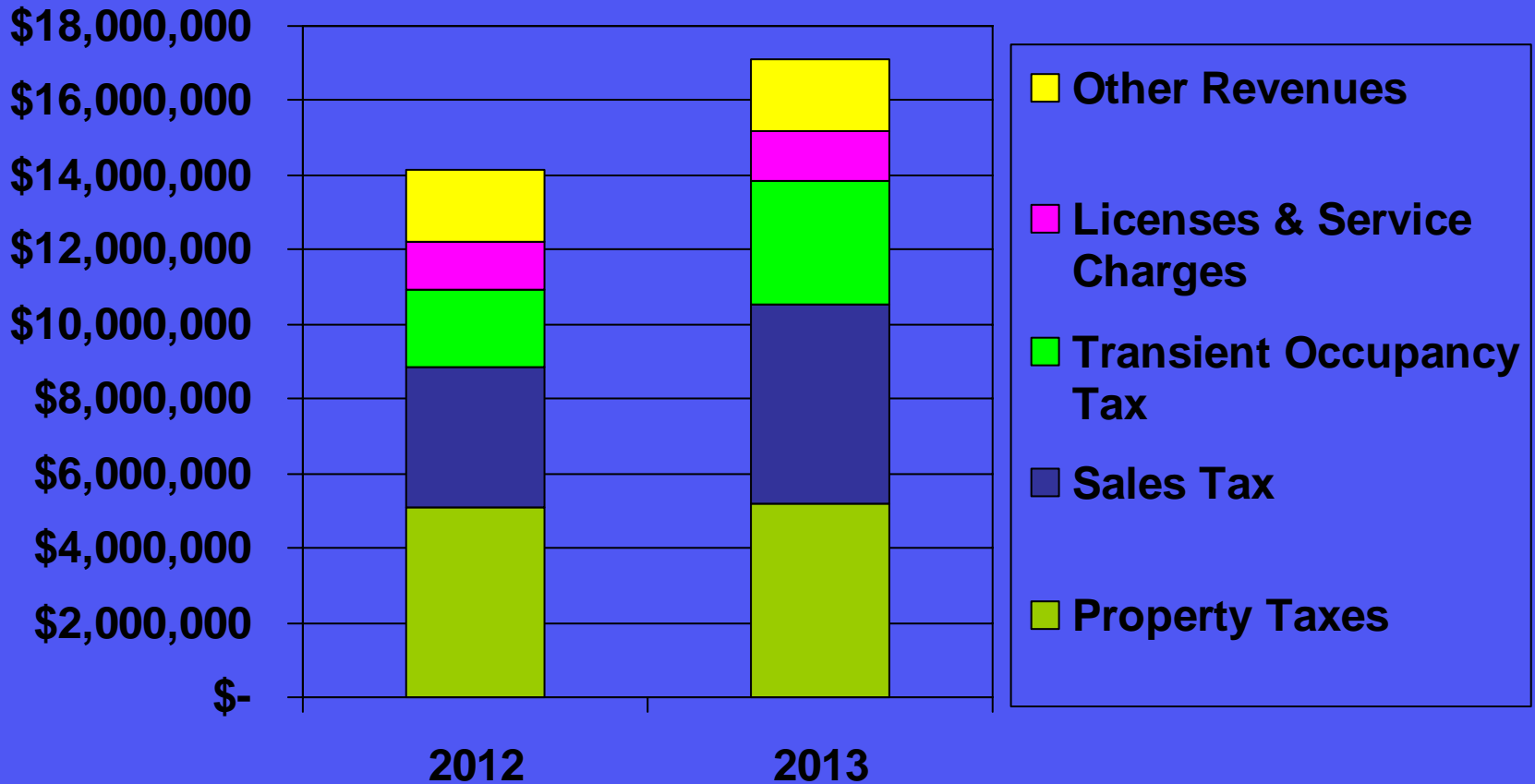


Projected Revenues Through FY 2014





Revenue Projections After RNA Mitigation Ends

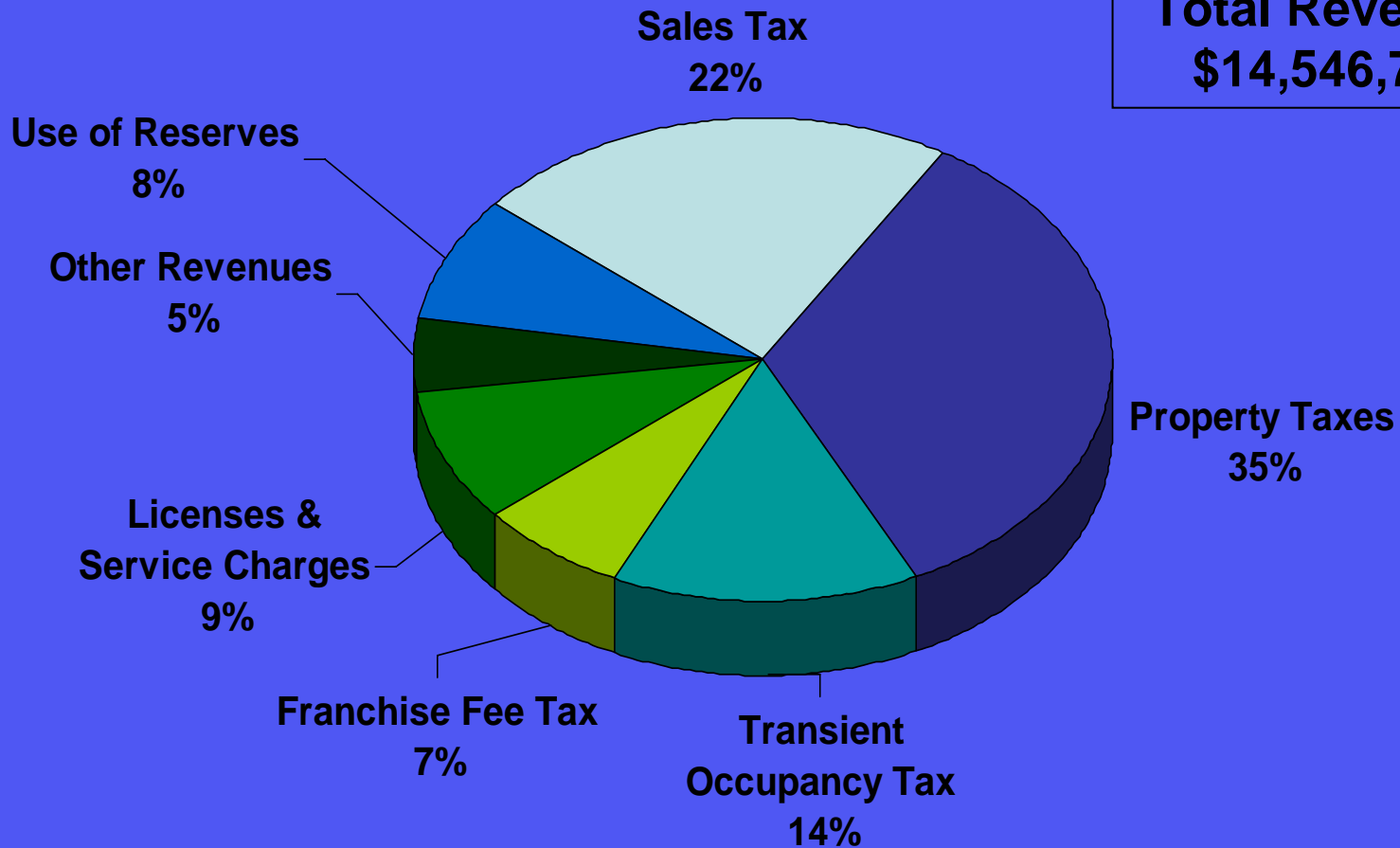




Sources of Revenue

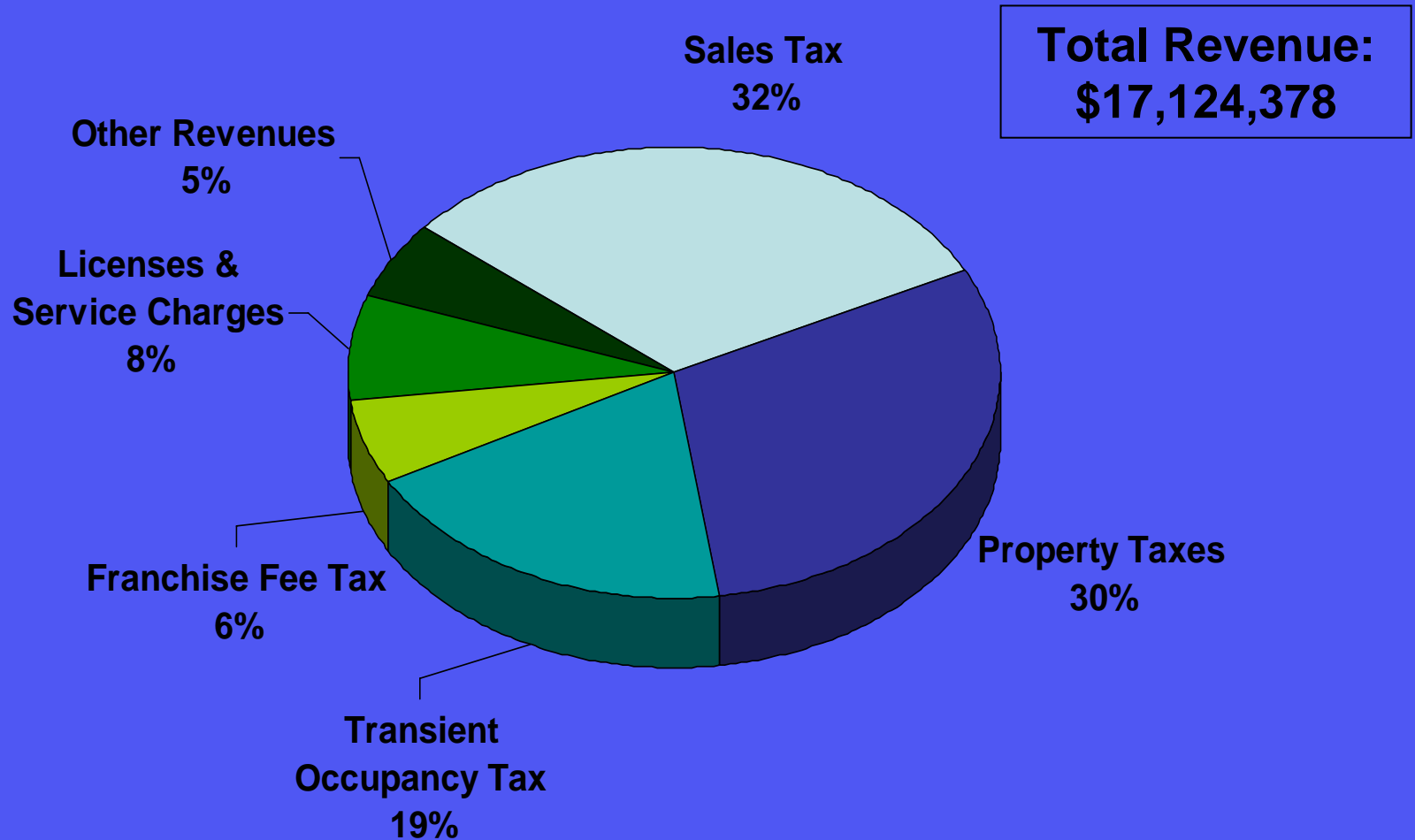
Fiscal Year 2010

Total Revenue:
\$14,546,758



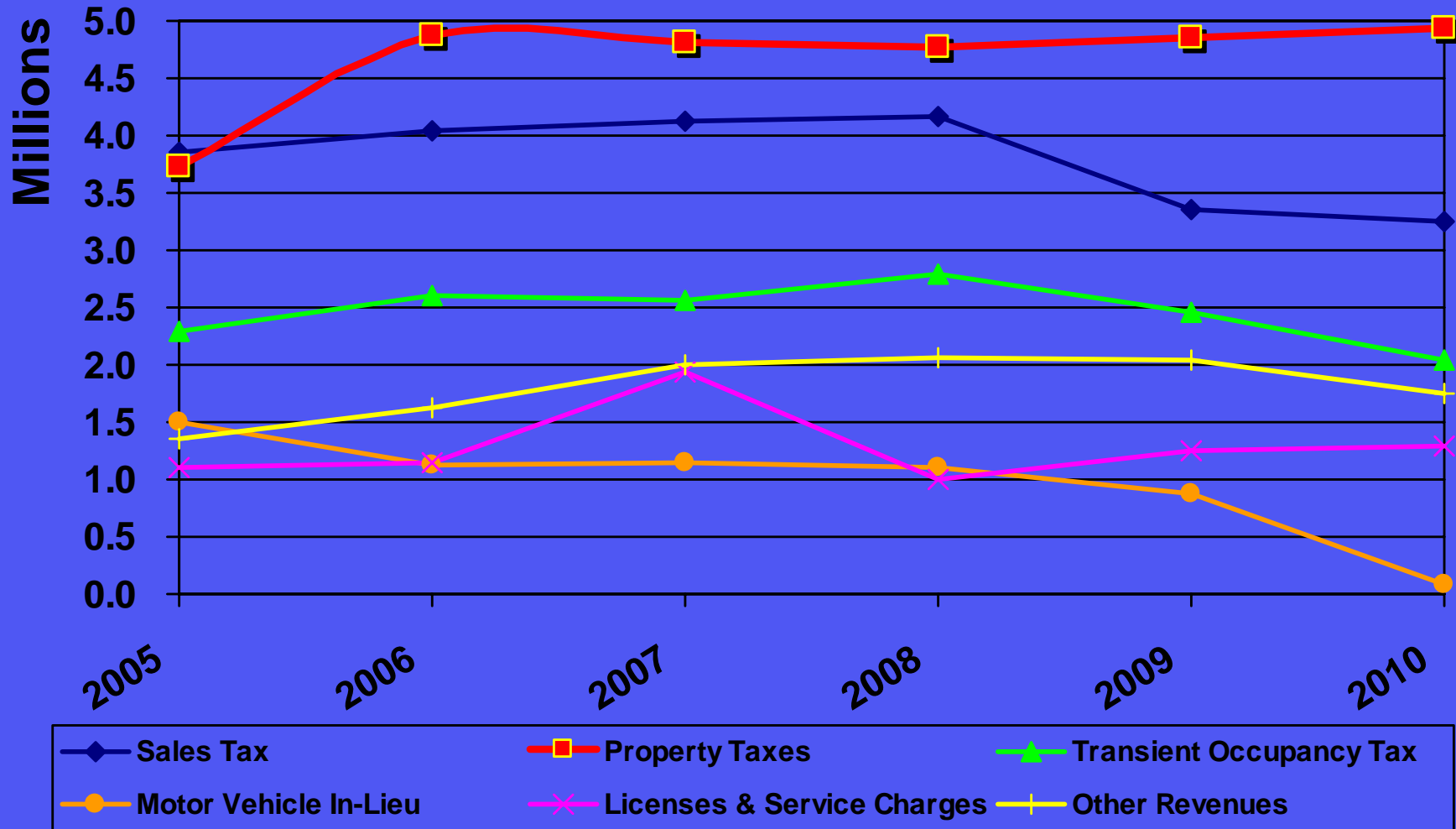


Sources of Revenue After Mit Period FY 2013



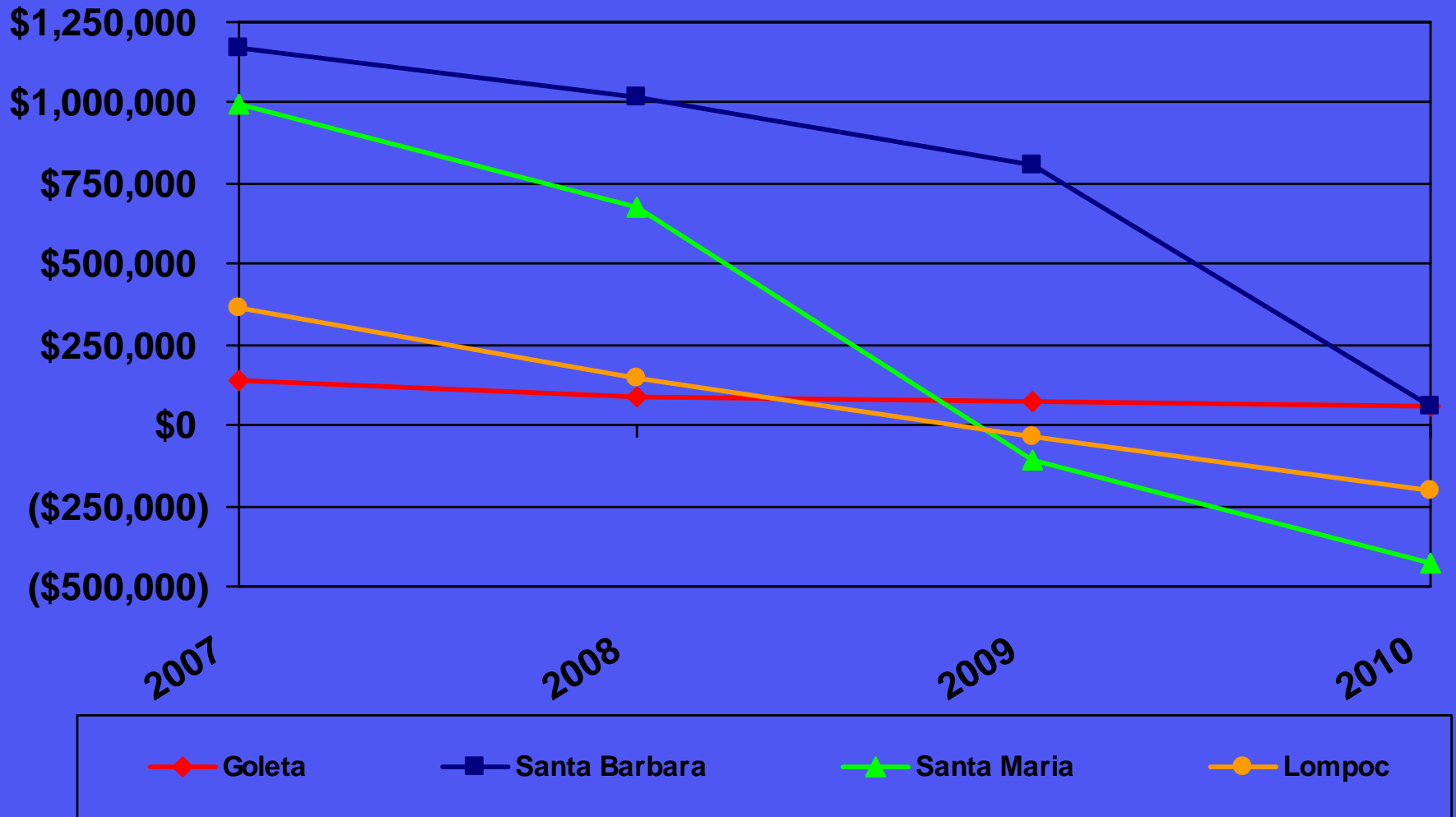


Revenue Trend by Category



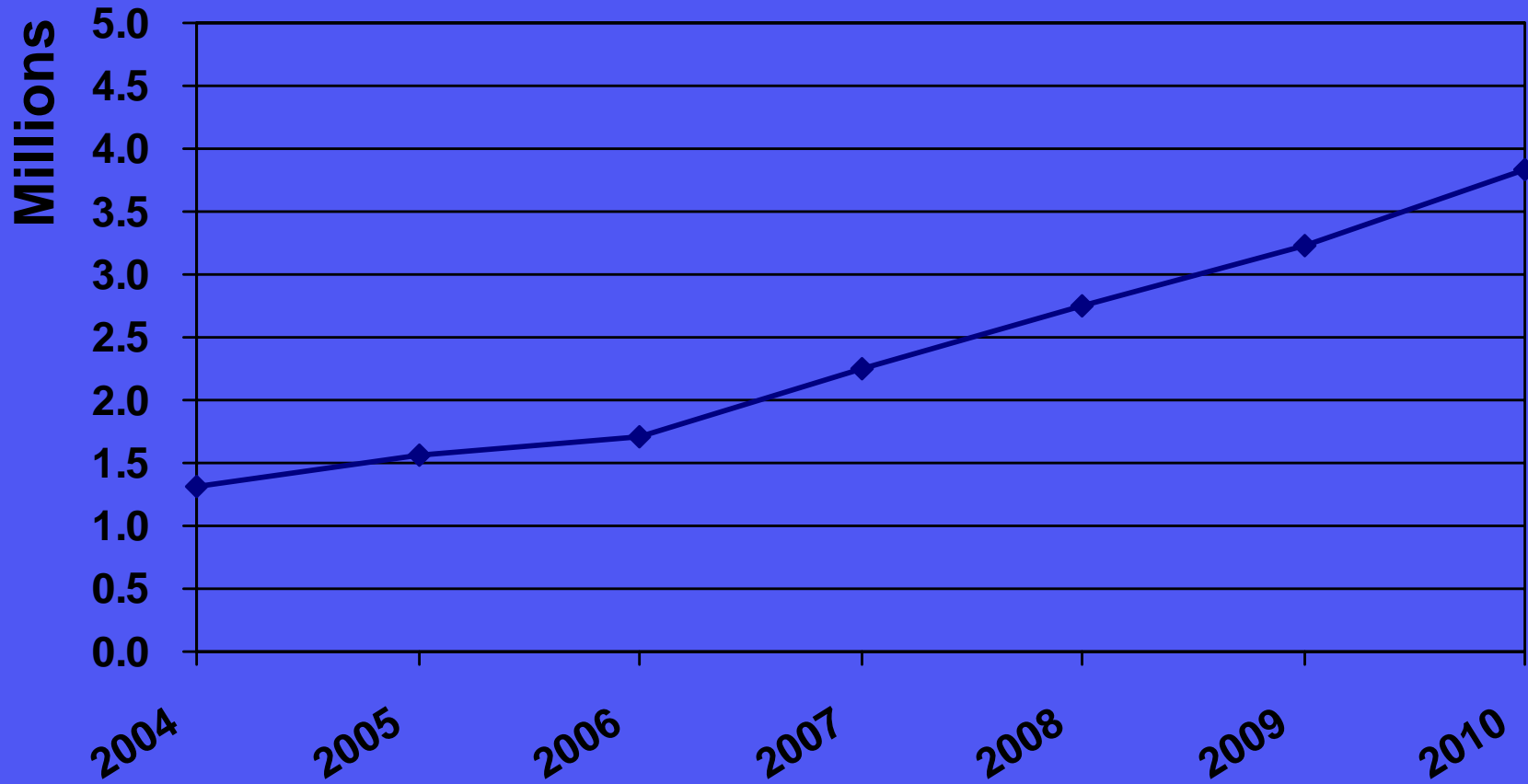


Incremental Growth in Property Taxes



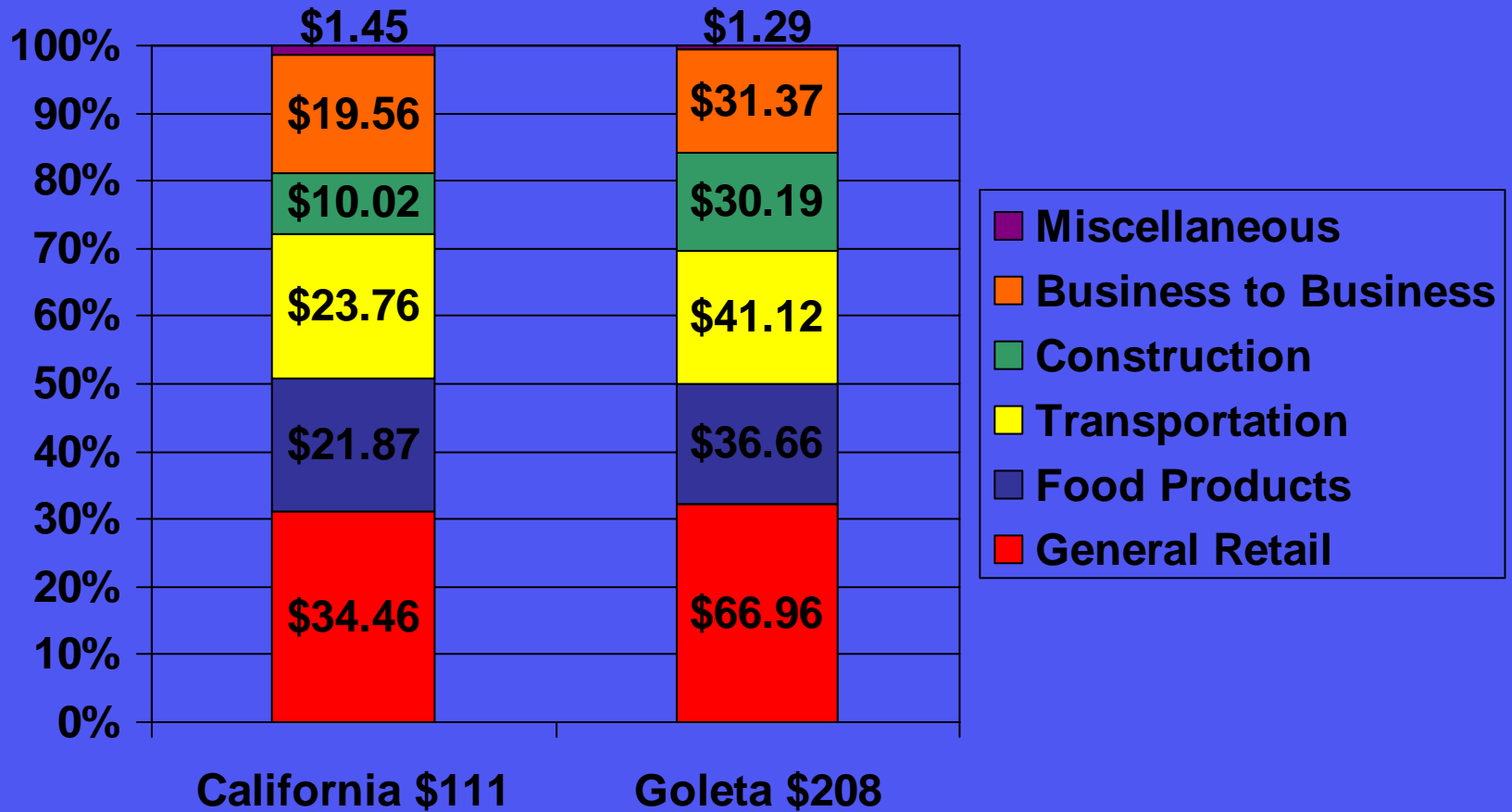


RDA Tax Increment Revenues



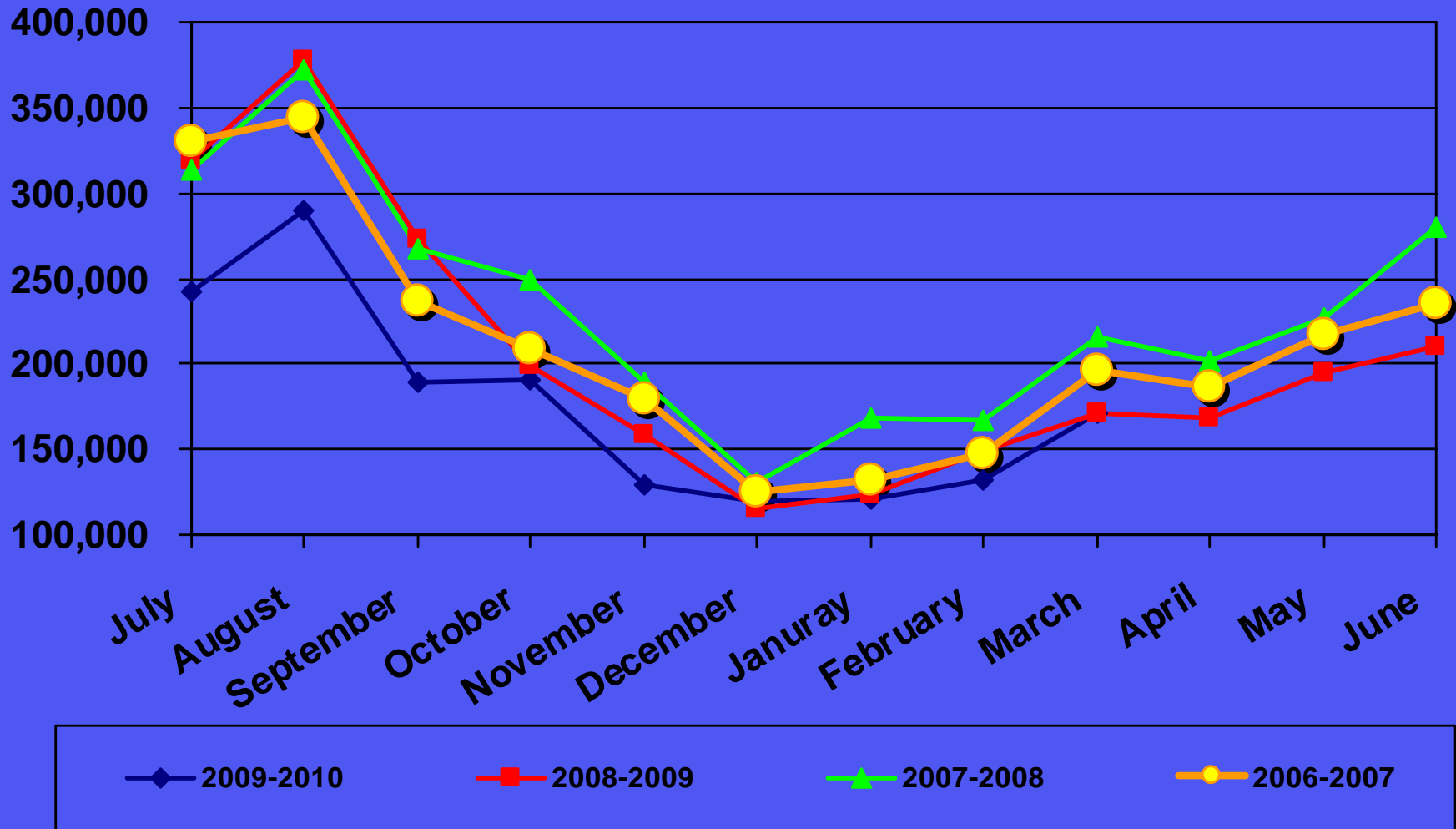


Per Capita Sales Tax Comparison Calendar Year 2009





Transient Occupancy Tax Revenues



Financial Recap

- FY 2007 was our peak
- Few bright spots since then
- Overall service levels maintained
- Goleta has seen some stability
- Opportunity abounds
- There is light ahead