

Escondido Geo-Area Sales Tax Analysis 2001 - 2007

(1% Gross Taxable Sales)

Geographic Area	2001	2002	2003	2004	2005	2006	2007	% Change '01 - '07	% Change '06 - '07
Westfield Shoppingtown North County	\$1,825,440	\$1,957,122	\$2,143,271	\$2,408,634	\$2,726,401	\$2,964,310	\$2,905,031	59.1%	-2.0%
Escondido Autopark	\$2,213,887	\$2,375,911	\$2,530,819	\$2,854,512	\$2,794,587	\$3,369,580	\$3,013,821	36.1%	-10.6%
Downtown Business Improvement District	\$577,816	\$690,114	\$837,413	\$1,077,409	\$1,332,867	\$1,411,996	\$1,339,732	131.9%	-5.1%
Escondido Promenade	\$1,008,011	\$1,095,084	\$1,203,032	\$1,180,373	\$1,243,639	\$1,263,254	\$1,245,671	23.6%	-1.4%
South Escondido Blvd. Corridor	\$68,180	\$82,889	\$96,233	\$102,054	\$121,506	\$134,105	\$124,508	82.6%	-7.2%
East Valley Commercial Corridor	\$1,389,554	\$1,543,359	\$1,715,844	\$1,917,005	\$1,956,810	\$2,183,462	\$2,020,138	45.4%	-7.5%
La Terraza / Gateway Area	\$388,932	\$445,664	\$593,705	\$795,178	\$872,184	\$997,968	\$983,911	153.0%	-1.4%
Mercado Plan Area	\$80,710	\$82,599	\$107,576	\$134,338	\$149,472	\$137,673	\$136,505	69.1%	-0.8%

Source: MuniServices LLC - STARS 2007 4th Quarter CD update

Past years figures may differ slightly from previous reports due to late reporting and adjustments

Compiled by the City of Escondido Economic Development Division 5/08

