



MEDIA RELEASE

Tax Results for the City of Santa Barbara

SANTA BARBARA, CA – July 20, 2022

Sales Tax Results for the City of Santa Barbara – Quarter Ended March 31, 2022

The City of Santa Barbara received \$6.4 million in sales tax revenue during the quarter ended March 31, 2022, which is 18% above the same quarter last year. This increase is largely due to improved economic activity since last year, when the recovery from the COVID-19 pandemic was starting to gain steam. Other contributing factors are the effects of inflation and continued growth in online sales. The quarter ended March 31, 2022, reflects sustained economic activity that was not significantly impacted by the Covid-19 pandemic.

The March quarter is the third quarter of the City's fiscal year and the sales tax revenue budget for the fiscal year is \$23.2 million.

For additional information on recent sales tax results, see the attachments link below.

Transient Occupancy Tax Results for the City of Santa Barbara – Month Ended June 30, 2022

The City of Santa Barbara collected \$3.2 million in transient occupancy taxes (TOT) for June 2022. TOT revenues in June 2022 were about \$307,000 above June collections last year—which was impacted by Covid-19 restrictions and travel advisories. Compared to the pre-pandemic levels of June 2019, revenues were higher by 40%; however, this is largely due to increased average daily rates, which are 44% higher than June 2019.

The local travel industry's steady improvement in demand for rooms has continued into the summer season as more Covid-related restrictions have been lifted. As of June, occupancy levels have continued to stabilize around pre-pandemic levels. The City has collected \$31.7 million through June, the twelfth and last month in the City's fiscal year. The City's adopted TOT budget for all funds is \$23.4 million, of which \$19.5 million is budgeted in the General Fund.

The Transient Occupancy Tax table can be viewed on the attachments link below. The City's TOT tax rate is 12%. 10% goes to the City's General Fund and the remaining 2% goes to the Creeks/Clean Water Fund.

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City of Santa Barbara						
SALES TAX						
Quarter Ended	FY 2020	Change Prior Yr	FY 2021	Change Prior Yr	FY 2022	Change Prior Yr
Sep 30	6,365,916	-7.1%	5,920,315	-7.0%	7,270,487	22.8%
Dec 31	6,409,400	3.7%	5,615,712	-12.4%	7,400,797	31.8%
Mar 31	3,887,819	-27.5%	5,467,998	40.6%	6,441,636	17.8%
Jun 30	4,920,122	-15.0%	7,345,841	49.3%		
Totals	\$ 21,583,257	-10.8%	\$ 24,349,865	12.8%	\$ 21,112,920	24.2%
FY 22 Adopted					23,239,045	



City of Santa Barbara

TRANSIENT OCCUPANCY TAXES

Month	FY 2019	Change Prior Yr	FY 2020	Change Prior Yr	FY 2021	Change Prior Yr	FY 2022	Change Prior Yr
July	2,779,240	-1.6%	2,857,702	2.8%	1,445,070	-49.4%	3,716,336	157.2%
Aug	2,802,042	8.1%	2,861,526	2.1%	1,900,995	-33.6%	3,363,988	77.0%
Sept	2,224,130	-0.2%	2,341,544	5.3%	1,839,926	-21.4%	2,804,376	52.4%
Oct	1,959,196	-5.4%	2,117,575	8.1%	1,753,713	-17.2%	2,724,730	55.4%
Nov	1,631,221	7.6%	1,595,584	-2.2%	1,228,860	-23.0%	2,218,873	80.6%
Dec	1,418,494	40.2%	1,332,617	-6.1%	477,592	-64.2%	1,873,872	292.4%
Jan	1,230,949	-18.6%	1,307,590	6.2%	418,355	-68.0%	1,429,132	241.6%
Feb	1,368,667	-1.6%	1,498,973	9.5%	909,873	-39.3%	1,903,465	109.2%
Mar	1,726,147	3.7%	691,464	-59.9%	1,514,764	119.1%	2,652,382	75.1%
April	1,989,175	10.8%	134,011	-93.3%	2,135,744	1493.7%	3,029,018	41.8%
May	2,000,825	4.3%	407,975	-79.6%	2,284,251	459.9%	2,744,809	20.2%
June	2,291,466	7.9%	1,021,504	-55.4%	2,898,189	183.7%	3,205,527	10.6%
FY Total	23,421,551	3.4%	18,168,066	-22.4%	18,807,332	3.5%	31,666,507	68.4%
Adopted Budget							23,400,000	24.4%

The table above includes the 10% charge (credited to the General Fund) and the 2% charge (as adopted after passage of Measure B, credited to Creeks/Clean Water Fund).