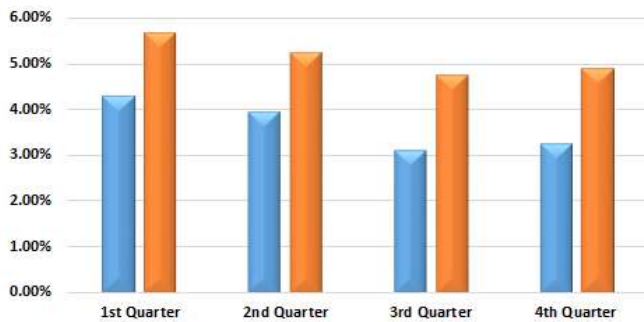




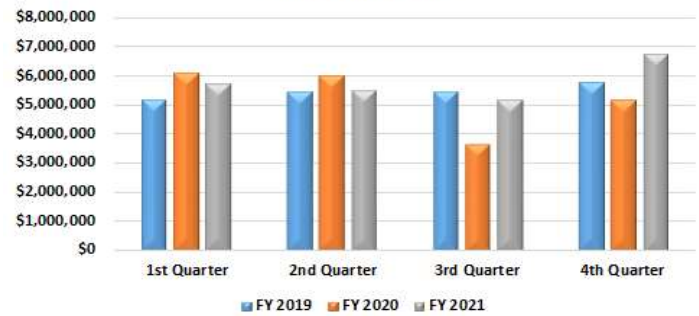
Interim Recovery Plan - Performance Metrics Quarterly Report

As of 10/14/2021

Commercial Retail Vacancy Rate



Sales Tax Revenue



Metric	July 2018- June 2019 Fiscal Year 2019	July 2020- June 2021 Fiscal Year 2021	% Change Between Fiscal Years	Previous % Change Between Fiscal Years (Q3/FY 2019 YTD vs. Q3/FY 2021 YTD)	Notes:
Business Licenses Issued	354	174	-50.85%	-39.90%	
Average Downtown Retail Commercial Vacancy Rate	3.28%	4.93%	+1.65%	+1.63%	This metric has shifted to focus on the Downtown retail vacancy rate as staff determined that the data is more reliable.
Business Closures Reported A. Closures Reported B. Utility Terminations	A. 484 B. 85	A. 182 B. 95	A. -62.40% B. +11.76%	A. -59.17% B. +21.43%	A. The number of discontinued business licenses is only what is reported to us by business owners. The data does not account for the potential business owners who do not report to the City that they are closing. B. Thus, we are also using data from Santa Cruz Municipal Utilities to see if there is data that sheds different light in this area. We assume that utilities are a more proactive approach since business owners terminate service once the business closes to avoid ongoing fees.
Number of Permits Issued A. Planning Applications B. Building Permits	A. 456 B. 1675	A. 192 B. 1475	A. -57.89% B. -11.94%	A. -62.81% B. -11.65%	
Total Valuation of Building Permits Issued	\$121,247,340	\$112,599,816	-7.13%	-53.24%	These permits capture (most) residential, commercial and industrial construction activity => overall investment.
Transient Occupancy Tax (TOT) Revenue	\$10,713,923	\$8,736,773	-18.45%	-25.34%	
Sales Tax Revenue	\$21,941,725	\$23,251,423	5.97%	2.09%	Change in the State's timing of distribution may have impacted this data.
Admission Tax Revenue	\$2,646,694	\$658,525	-75.12%	-96.01%	
General Fund Reserve	\$19,229,433	\$13,974,360	-27.33%	ANNUAL	FY 2019 is actual year-end fund balance. FY 2021 is budgeted year-end fund balance.
General Fund Capital Maintenance Budget	\$1,560,628	\$2,000,000	+28.15%	ANNUAL	Numbers are adopted budget.
Maintenance of Parks and Open Space - Labor Hours per Acre for Fiscal Year A. Budgeted B. Actual	A. 73.38 B. 69.71	A. 69.77 B. 60.15	A. -4.92% B. -13.71%	A. -4.92% B. -13.71%	Since Shelter-in-Place orders have been issued, parks and open space usage has surged. So, while usage has increased, maintenance budgeted and actually done has decreased. Parks and Rec is currently working on a process to further refine the actual hours.
Maintenance of Recreational Facilities - Labor Hours per 1,000 square feet for Fiscal Year A. Budgeted B. Actual	A. 99.54 B. Actual Not Available	A. 99.54 B. Actual Not Available	A. 0.00% B. Not Available	A. 0.00% B. Not Available	Parks and Rec is currently working on a process to measure actual hours.