



The above graph compares **per capita** sales tax generated from targeted retail categories against countywide averages. A **retail surplus** suggests the community is capturing its local market for that category of goods plus attracting shoppers from outside the jurisdiction. A **retail gap** suggests the possibility that residents may have a greater demand for products in the specific category than is being satisfied by local businesses. The information is provided only as a **starting point** in identifying potential sources of sales tax loss and should not automatically be interpreted as an expansion or leveraging opportunity without more detailed analysis and assessment.

CITY OF PICO RIVERA

PER CAPITA SALES TAX SURPLUS/GAP COMPARISON - FISCAL YEAR 2011-12

Retail Category	Per Cap Sales Capture (+) or Gap (-)	Sales Tax Deviation	Typical Sales Per Sq Ft by Retail Type	Approx Sq Ft to Close Gap
Discount Dept Stores	\$1,170	\$739,198	\$475	n/a
Lumber/Building Materials	384	242,571	300	n/a
Office Supplies/Furniture	137	86,622	225	n/a
Restaurants No Alcohol	73	46,258	650	n/a
Variety Stores	11	6,841	100	n/a
Drug Stores	11	6,715	350	n/a
Grocery Stores Beer/Wine	2	1,465	175	n/a
General Merchandise	(7)	(4,662)	100	5,000
Florist Shops	(9)	(5,464)	150	4,000
Service Stations	(10)	(6,342)	n/a	n/a
Photographic Equipment	(14)	(8,894)	Insufficient data	Insufficient data
Package Liquor Stores	(15)	(9,766)	Insufficient data	Insufficient data
Men's Apparel	(17)	(10,606)	225	5,000
Restaurants Beer And Wine	(21)	(13,493)	575	2,000
Paint/Glass/Wallpaper	(25)	(15,621)	250	6,000
Art/Gift/Novelty Stores	(26)	(16,392)	150	11,000
Music Stores	(32)	(20,511)	200	10,000
Hardware Stores	(39)	(24,446)	225	11,000
Family Apparel	(41)	(25,943)	375	7,000
Jewelry Stores	(43)	(26,910)	500	5,000
Sporting Goods/Bike Stores	(49)	(30,662)	225	14,000
Stationery/Book Stores	(51)	(31,963)	200	16,000
Shoe Stores	(51)	(32,279)	200	16,000
Grocery Stores Liquor	(101)	(64,002)	110	58,000
Women's Apparel	(140)	(88,486)	375	24,000
Home Furnishings	(146)	(92,320)	175	53,000
Electronics/Appliance Stores	(223)	(141,155)	500	28,000
Restaurants Liquor	(239)	(151,148)	575	26,000
Specialty Stores	(247)	(156,221)	175	89,000
Department Stores	(355)	(224,455)	175	128,000

Average sales per square foot are based on HdL's overview of average statewide chain store sales. The square footage needed to close the gap is only on approximation and specific demand will vary with regional and local market conditions and individual retailers.