



Office of the City Manager

March 29, 2017

To: Honorable Mayor and City Councilmembers

From: *DWR* Dee Williams-Ridley, City Manager

SUBJECT: Sugar Sweetened Beverage Tax Revenues

As you know, in November 2014, Berkeley voters passed Measure D tax on sugar-sweetened beverages. The first month of tax implementation was in March 2015. Revenues for the most recent six months are below. In 2016, the City increased outreach to self-distributors, who are largely small businesses. This led to a large increase in the number of filers. The figures below reflect information about tax filing, but that does not necessarily reflect patterns of consumption for sugar-sweetened beverages.

By reporting revenues as they come in, the relatively small portion of overall revenue that come in as late payments are not necessarily reflected in these periodic reports to Council. However, for this report, staff reviewed all taxable periods since the implementation of the tax in March 2015. The summary data below encompasses all updates to past revenue figures.

Revenues by month (Last six months received)

August 2016	\$ 124,062.55
September 2016	\$ 143,068.34
October 2016	\$ 171,464.78
November 2016	\$ 124,571.88
December 2016	\$ 143,722.68
January 2017	\$ 95,973.10

Revenue Statistics

First taxable year, March 2015 - Feb. 2016	\$ 1,563,063.83
Revenue to Date	\$ 3,056,165.26
2015 monthly average	\$ 134,146.94
2016 monthly average (to date)	\$ 134,893.57
Average number of tax filers per month 2015	44
Average number of tax filers per month 2016	158

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Re: Sugar Sweetened Beverage Tax Revenues

cc: Jovan Grogan, Deputy City Manager
Dr. Robert Benjamin, Interim Public Health Officer
Paul Buddenhagen, Director, Health, Housing and Community Services
Zach Cowan, City Attorney
Ann-Marie Hogan, City Auditor
Mark Numainville, City Clerk
Henry Oyekanmi, Finance Director
Matthai Chakko, Assistant to the City Manager / Public Information Officer