



Office of the City Manager

November 6, 2017

To: Honorable Mayor and City Councilmembers

From: *DK* 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 an 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.

**Revenues by month (Last six months received)**

<b>February 2017</b>	\$124,062.55
<b>March 2017</b>	\$143,068.34
<b>April 2017</b>	\$171,464.78
<b>May 2017</b>	\$170,264.00
<b>June 2017</b>	\$130,054.97
<b>July 2017</b>	\$132,045.74

**Revenue Statistics**

<b>First taxable year, Mar. 2015 -.Feb.2016</b>	\$ 1,563,063.83
<b>Second taxable year, Mar. 2016 - Feb. 2017</b>	\$ 1,622,393.65
<b>Revenue to Date</b>	\$ 3,862,324.05
<b>2015 monthly average</b>	\$ 134,146.94
<b>2016 monthly average</b>	\$ 134,986.52
<b>2017 monthly average (to date)</b>	\$ 128,716.63
<b>Monthly average overall</b>	\$ 133,183.59
<b>Average number of tax filers per month 2015</b>	44
<b>Average number of tax filers per month 2016</b>	158
<b>Average number of tax filers per month 2017</b>	143

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Re: Sugar Sweetened Beverage Tax Revenues

cc: Jovan Grogan, Deputy City Manager  
Paul Buddenhagen, Director, Health Housing and Community Services (HHCS)  
Kelly Wallace, Deputy Director, HHCS  
Dr. Robert Benjamin, Interim Public Health Officer, HHCS  
Farimah Brown, City Attorney  
Ann-Marie Hogan, City Auditor  
Mark Numainville, City Clerk  
Henry Oyekanmi, Finance Director  
Matthai Chakko, Assistant to the City Manager