



## MEDIA RELEASE

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### FOR IMMEDIATE RELEASE

## Chowchilla Sales Tax Revenue Grows

**Chowchilla, CA – December 19, 2016**

The City of Chowchilla is pleased with the latest sales tax revenue report from MuniServices, a private company used by cities to measure sales tax generation. Chowchilla's sales tax revenue grew by 3.1% from the second quarter of 2015 to the second quarter of 2016. In comparison, the Central Valley overall saw only a 1.3% growth in sales tax revenue. Mayor Gaumnitz summed it up simply as, "Being business friendly pays off -- and our Council and staff see no limit to the opportunities ahead."

Leading the charge in this growth was sales of building materials coming in at 17.9%, compared to the Central Valley at 4.4%. This is in part a response to the City's strong incentives designed to stimulate home construction. Retail sales in Chowchilla grew at 7.4%, compared to 2.9% valleywide. This too has been a sector targeted with incentives, including the City's vacant building program and downtown business incentives, as well as aggressive recruitment of new businesses at retail trade shows. Pulling the city's numbers down were transportation, which contracted by 3.4% due to falling gas prices, and business to business, which declined by 7.2%.

In comparison, the City of Madera saw a 0.1% growth in sales tax revenue. Among its closest neighbors who use MuniServices, the Merced County cities of Los Banos and Atwater both saw sales tax revenue contract by 2.3% and 1.8% respectively. The City of Fresno led the pack in Fresno County with a growth of 3.8% and while Sanger pulled up the rear with a reduction of 15.2% in sales tax revenue.

Over the next year, Chowchilla will increase its focus on expanding the bottomline. This includes aggressively pursuing new opportunities at retailer trade shows, the Site Selectors convention, and processor trade shows; strategic partnering in its industrial area; and encouraging more homebuilders to come to Chowchilla.

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