

THE EDGE

THE ECONOMIC DEVELOPMENT GROWTH ENTERPRISE



CITY OF SAN MATEO AT A GLANCE

We are strategically located at the crossroads of three major freeways which provide a link with San Francisco to the north, San Jose to the south, Half Moon Bay to the west and the East Bay to the east.

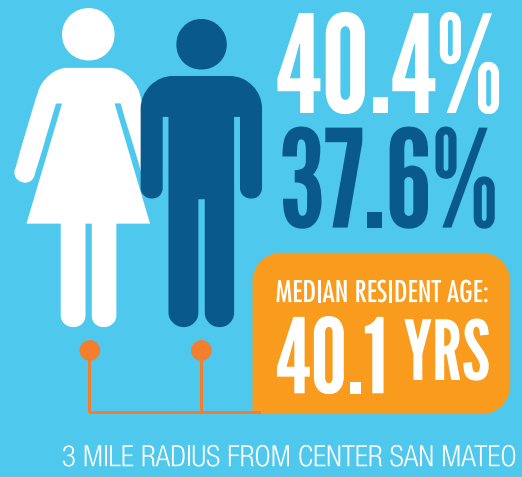
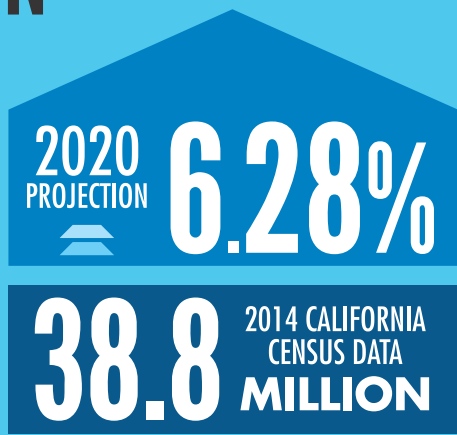
We boast a great diverse business base, beautiful neighborhoods and parks, colleges and universities within a 30 mile radius, three major airports within a 30 mile radius, excellent public transportation and a mild climate.

Right Here In San Mateo!

OUR POPULATION

2014 UNITED STATES CENSUS BUREAU

SAN MATEO	102,893
FOSTER CITY	32,754
BURLINGAME	30,298
BELMONT	27,073
HILLSBOROUGH	11,413



2015

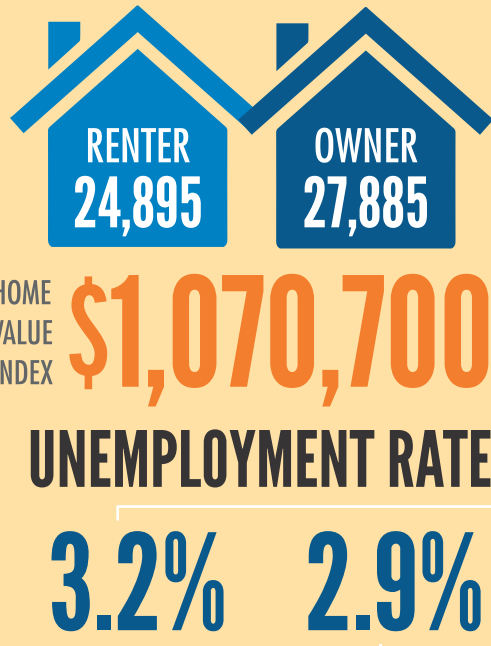
HOUSEHOLD INCOME

\$127,851
AVERAGE

\$95,960
MEDIAN

HOUSEHOLDS BY HOUSEHOLD INCOME:

<\$25,000	5,459
\$25,000 - \$50,000	7,496
\$50,000 - \$75,000	7,220
\$75,000 - \$100,000	7,412
\$100,000 - \$125,000	4,971
\$125,000 - \$150,000	4,369
\$150,000 - \$200,000	5,829
\$200,000+	10,023



LABOR WORKFORCE

SAN MATEO COUNTY	
Labor Force	446,700
Employment	433,100
CITY OF SAN MATEO	
Labor Force	63,000
Employment	61,200

Labor Market Information Division

EDGE Executive Committee: Alicia Petrakis, Co-Owner/Chef Three Restaurant; Steve Parker, Barulich Dugoni Law Group; Alan Talansky, EBL&S Development
 EDGE Team: Linda Asbury, Advisor; Danny Cruey, Danchire; Karen Louie, Consultant
 Contact Us: linda@theedgesm.org 1 (650) 753-3943 www.theedgesm.org Hero City at Draper University



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ANNUAL CONSUMER SPENDING

WITHIN 3 MILE RADIUS FROM CENTER SAN MATEO

AGGREGATE (in thousands)	*2016	2020
TOTAL APPAREL	100,168	112,932
Women's Apparel	42,297	47,825
Men's Apparel	22,747	25,687
Girl's Apparel	6,937	7,852
Boy's Apparel	4,636	5,216
Infant Apparel	3,879	4,230
Footwear	19,672	22,123
TOTAL ENTERTAINMENT, HOBBIES & PETS	137,657	150,282
Entertainment	31,257	34,139
Audio & Visual Equipment/Service	57,431	62,776
Reading Materials	8,426	9,154
Hobbies, Pets, Toys	40,543	44,213
TOTAL FOOD & ALCOHOL	471,147	546,073
Food at Home	238,661	277,977
Food Away From Home	198,124	229,988
Alcoholic Beverages	34,363	38,108
TOTAL HOUSEHOLD	311,034	342,053
House Maintenance & Repair	42,236	46,428
Household Equipment & Furnishings	114,270	124,050
Household Operations	107,314	119,280
Housing Costs	47,214	52,297
TOTAL TRANSPORTATION & MAINTENANCE	548,462	547,924
Vehicle Purchases	174,574	206,624
Vehicle Expenses	23,472	28,217
Gasoline	229,689	172,034
Transportation	61,538	73,664
Automotive Repair & Maintenance	59,189	67,385
TOTAL HEALTH CARE	88,740	106,285
Medical Services	54,080	64,525
Prescription Drugs	25,646	31,037
Medical Supplies	9,015	10,724
TOTAL EDUCATION & DAY CARE	160,935	188,714
Education	96,652	118,125
Fees & Admissions	64,283	70,589

2016 Total \$1,951,224 
 *Projected Spending **2020 Increase 9.98%**

BUSINESS EMPLOYMENT

WITHIN 3 MILE RADIUS FROM CENTER SAN MATEO

Retail	1,171	13,445
Wholesale	255	2,216
Hospitality & Food Service	504	8,931
Real Estate, Renting, Leasing	507	3,726
Finance & Insurance	740	17,386
Information	193	2,502
Scientific & Technology Services	1,228	8,538
Management of Companies	2	38
Health Care & Social Assistance	1,379	8,692
Education Services	173	3,992
Public Sales & Administration	108	4,645
Arts, Recreation & Entertainment	134	1,045
Utilities	5	134
Admin & Waste Management	389	4,807
Construction	579	3,007
Manufacturing	182	3,910
Agriculture, Mining, Fishing	7	23
Other Services	1,002	4,095

#BUSINESSES
8,558

#EMPLOYEES
91,132

(Resource 2015 Analysis & Result)

THE CITY OF SAN MATEO

BUSINESS PLAN 2015 -2016



TOTAL FUNDING SOURCES

- 17% Sewer Bond Proceeds
- 14% City Property Tax & Assessment
- 14% Sewer Fees
- 13% Sales Tax
- 9% Other Taxes*
- 8% Sewer Loan Proceeds
- 6% Other Revenue***
- 6% Other User Fees**
- 4% Property Tax in Lieu of VLF
- 3% Federal, State & Other Agencies
- 2% Recreation Fees
- 2% Interest Income, Leases, Rent in Lieu
- 2% Licenses, Permits & Franchises



*Other Taxes include Property Transfer Tax, Hotel Tax and Pari-Mutuel Tax.

**Other User Fees include Library, Golf, Solid Waste surcharge/fee, Fire Fees and all Impact Fees.

***Other Revenue includes Indirect Charges, Fines and Forfeitures, One-Time Revenue, and Other Misc. Revenue

TOTAL EXPENDITURES BY FUND (ALL FUNDS)

* Other Funds include: Advance Planning, Golf, Grants, Solid Waste, CDBG, City Housing, Home, Construction Services, Fire Prevention, and Downtown Parking and Security



GENERAL FUND OPERATING BUDGET SOURCES

- 29% Property Tax
- 26% Sales Tax
- 11% Other Revenue
- 9% Property Tax in Lieu of VLF
- 8% Transfer Tax
- 6% Hotel Tax
- 5% Business License
- 4% Park & Recreation/Library
- 1% Gas Tax
- 1% AB26 RDA Property Tax



- Police 34%
- Fire 21%
- Parks & Recreation 14%
- General Mgmt 9%
- Public Works 6%
- Library 6%
- Policy Develop 5%
- Community Develop 3%
- Operating Reserve 1%
- Liability Insurance 1%

*Other Revenue includes Franchise Fees, Interest Income, Pari-Mutuel, Fines & Forfeitures, Indirect Costs, Rent from Sewer Fund, Golf In Lieu, VLF, and Other Misc. Revenue

GENERAL FUND OPERATING BUDGET BY FUNCTION