

MEMORANDUM

Advisors in:

Real Estate
Affordable Housing
Economic Development

To: Reed Moulds

Sand Hill Property Company

SAN FRANCISCO
A. JERRY KEYSER
TIMOTHY C. KELLY
DEBBIE M. KERN

Debbie Kern, Vice President

Date:

From:

September 7, 2018

LOS ANGELES

David Doezema

Subject: Fiscal Impact Analysis of the Vallco Town Center SB 35 Project

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In accordance with your request for an evaluation of the fiscal impacts of converting the existing Vallco Mall to residential and other uses, as required by General Plan Policy L4-8.1, Keyser Marston Associates, Inc. (KMA) has evaluated the fiscal impacts that would be generated by the redevelopment of Vallco with the land use plan contained in the Vallco Town Center SB 35 Application. The analysis is presented in the attached set of tables. As shown in Table 2, the net fiscal benefits of the SB 35 program significantly exceed the benefits generated by the existing Vallco Shopping Mall in FY 2015/16. Redeveloping the Mall with the SB 35 Vallco Town Center program will generate:

- An annual fiscal surplus of \$4.1 million to the City's General Fund, which exceeds the estimated surplus generated by the Vallco Mall in 2015 by \$3.1 million per year.
- 2. \$15.9 million of new construction-related tax revenue to the City's General Fund, which only occurs if the Mall is redeveloped with the SB 35 program.
- 3. \$40.2 million of net new annual property tax revenues to local jurisdictions as a result of the Vallco Town Center SB 35 project, including:
 - \$16.6 million of additional annual property tax revenues to elementary and high school districts;
 - \$5.5 million of additional annual property tax revenues to Santa Clara County;
 and
 - \$6.1 million of additional annual property tax revenues to the Central Fire Protection District.

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Table 1 Vallco Town Center SB 35 Land Use Program Vallco SB 35 Development Program Cupertino, CA

Land Use		Vallco Redevelopment	
Residential Units	Num. Units	Avg. Unit Size (net sf)	% of Units
For Sale: Market Rate ¹	580	1,761	24%
For Rent: Market Rate ¹	621	1,137	26%
BMR Studio Rentals - VL Income	268	398	11%
BMR 1 Bedroom Rentals - VL Income	92	542	4%
BMR Studio Rentals - Low Income	626	398	26%
BMR 1 Bedroom Rentals - Low Income	215	542	9%
Total Rental Apartments	1,822	674	76%
For Sale	580	1,761	24%
Total Units	2,402	937	
Non-Residential		Sg. Ft.	
Retail ²			
Restaurants	@ 40%	160,000	
Shops	@ 60%	240,000	
5.14.5	2 3 3 7 7	400,000	
Office		1,810,000	
Total Non Residential		2,210,000	

¹ Distribution of market rate units between for-sale units and for-rent units is an estimate.

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 $^{^{\}rm 2}$ Distribution of retail space between restaurants and shops is an estimate.

Table 2
Summary of Estimated Annual Fiscal Impacts to the City of Cupertino General Fund Vallco SB 35 Development Program

9/7/2018 Cupertino, CA Condition in **Net New Total Impact** Summary of **Net General Fund Impact Upon Buildout Annual Impact** 2015/16 % Total % Total % Total **Annual Direct General Fund Revenues** Table Sales and Use Tax 5 \$1,648,000 26.8% \$976,000 86.4% \$2,624,000 36.1% **Property Taxes** 4 \$2,329,000 37.9% \$113,000 10.0% \$2,442,000 33.6% **Property Tax In-Lieu of MVLF** 4 \$1,322,000 21.5% \$0 0.0% \$1,322,000 18.2% 6 **Utility User Tax** \$359,000 5.8% \$16,000 1.4% \$375,000 5.2% Franchise Fees 6 \$341,000 5.5% \$15,000 1.3% \$356,000 4.9% **Business License Tax** 7 \$17,000 0.3% \$7,000 0.6% \$24,000 0.3% 6 Fines. Forfeitures and Other Fees \$69,000 1.1% \$3.000 0.3% \$72,000 1.0% **Property Transfer Tax** 4 \$60,000 1.0% \$0 0.0% \$60,000 0.8% 100.0% \$1,130,000 100.0% 100.0% **Total Direct GF Revenues** \$6,145,000 \$7,275,000 **Annual General Fund Expenditures** Table 10 \$1,372,000 40.4% \$62,000 40.5% \$1,434,000 40.4% Public Works¹ 10 23.0% 23.0% Law Enforcement \$782,000 \$35,000 22.9% \$817,000 **Transfers Out** 10 \$618,000 18.2% \$646,000 18.2% \$28,000 18.3% **Recreation Services** 10 \$375,000 11.0% \$392,000 11.0% \$17,000 11.1% Administration 10 \$139,000 4.1% \$6,000 3.9% \$145,000 4.1% **Administrative Services** 10 \$87,000 2.6% \$4,000 2.6% \$91,000 2.6% 10 \$24,000 0.7% 0.7% 0.7% **Councils and Commissions** \$1.000 \$25,000 10 -\$1,000 0.0% 0.0% 0.0% **Public Affairs** \$0 -\$1,000 **Community Development** 10 0.0% \$0 0.0% 0.0% **Total GF Expenditures** \$3,396,000 100.0% \$153,000 100.0% \$3,549,000 100.0% **Net Annual Direct GF Revenue** \$2,749,000 \$977,000 \$3,726,000 **Additional Annual Indirect** Condition In **Net New Total Impact General Fund Revenues Annual Impact** 2015/16 **Upon Buildout** Table Sales Tax: Resident Spending 8 \$318,000 83.5% \$0 0.0% \$318,000 82.6% 8 0.3% 1.3% Sales Tax: Retail Employee Spending \$1,000 \$4,000 100.0% \$5,000 Sales Tax: Office Employee Spending 8 \$62,000 16.3% \$0 0.0% \$62,000 16.1% **Total Indirect GF Revenues** \$381,000 100.0% \$4,000 100.0% \$385,000 100.0% Net Annual Dir. and Indir. GF Rev. \$3,130,000 \$981,000 \$4,111,000 **Condition In One-Time General Fund Revenues Net New One Time Total Impact Upon Buildout** from Construction **Construction Revenue** 2015/16 Table 0.0% Use Tax/ Constr. Materials 8 \$6,511,000 41.0% \$0 \$6,511,000 41.0% **Construction Tax** 8 \$8,891,000 56.0% \$0 0.0% \$8,891,000 56.0% Property Transfer Tax (mkt. for-sale units 8 \$477,000 3.0% \$0 0.0% \$477,000 3.0%

\$15,879,000

100.0%

\$0

0.0%

\$15,879,000

100.0%

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Total Construction Impacts

¹ Excludes costs of maintaining new infrastructure, pending information from the applicant.

Table 3
Population, Household, Employment, and Resident Equivalent Estimates
Vallco SB 35 Development Program
Cupertino, CA

Vallco Redevelopment **Demographic Measure Population** per HH¹ Units Studios 2.3% vacant 2 1057 1,033 1.00 2.3% vacant 2 One Bedrooms 2.00 555 1,084 2.3% vacant 2 Two Bedrooms 3.00 265 777 Three Bedrooms 2.3% vacant 2 4.00 262 1,024 2.3% vacant 2 Four Bedrooms 203 992 5.00 2.3% vacant 2 Co-Housing - 5 Beds 5.00 50 244 6 Bedrooms 6.00 10 2.3% vacant 2 59 2.3% vacant 2 **Total Population** 2.22 2402 5,212 **Employment Upon Buildout** Retail 200 sf/empl^3 5% vacant3 Restaurants 760 350 sf/empl^3 **Shops** 5% vacant3 651 1,411 200 sf/empl^3 5% vacant³ 8.417 Office **Total Employment** 9,828 Less (Existing Employment)⁴ (1,109)**Net New Employment** 8,719 **Gross Resident Equivalents** Residents 5.212 3,276 **Emplyment** 0.33 per emp **Gross Resident Equivalents** 8,488 Less Existing Resident Equivalents 0.33 per emp -370 **Net New Resident Equivalents** 8,119 **Net New Households** 2,347 2.22 per HH 5,212 residents

9/7/2018

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¹ Reflects assumed household size equal to the number of bedrooms plus one.

² Source: ESRI Total Residential Population

³ KMA estimate.

⁴ Table 20

Table 4
Annual General Fund Property Tax, Property Tax In-Lieu of Motor Vehicle License Fees, and Property Transfer Tax Revenues
Vallco SB 35 Development Program
Cupertino, CA

Condition in Summary of **Net New Total Impact Net General Fund Impact Annual Impact** 2015/16 **Upon Buildout Property Taxes** Table Assessed Value 13,14 \$4,017,489,125 \$195,426,475 \$4,212,915,600 Base Ad Valorem Property Tax - % of AV 11 1.00% 1.00% 1.00% City GF Share of Ad Valorem Property Tax 5.80% 5.80% 5.80% 11 **Annual Property Tax to General Fund** \$113,269 \$2,441,795 \$2,328,526 **Property Tax In Lieu of MVLF** Growth in Assessed Value \$4,017,489,125 Growth in VLF Revenue per \$1,000 increase in AV 11 \$0.33 Annual Property Tax in lieu of MVLF Revenue \$1,322,296 **Property Transfer Taxes** Assessed Value of Market Rate For Sale Units 13 \$868,173,000 0 \$868,173,000 Property Transfer Tax Rate Per \$1,000 of AV 11 \$0.55 \$0.55 \$0.55 **Estimated Turnover Rate** \$0.13 \$0.13 \$0.13 11 **Annual Property Transfer Taxes** \$59,686,894 \$0 \$59,686,894

9/7/2018

Table 5
Annual City General Fund Sales and Use Tax Revenues
Vallco SB 35 Development Program
Cupertino, CA

		Net New Annual Impact		tion in 5/16	Total li Upon B	-
	Table					
On-Site Taxable Sales					Per sf	
Retail/Restaurant Taxable Sales	1,11				\$475	\$190,000,000
Office Taxable Sales	1,11				\$40	\$72,400,000
Total						\$262,400,000
City Sales Tax Rate	11				0.01	
Annual Direct City Sales/Use Tax Revenue	11	\$1,648,415	Table 11	\$975,585		\$2,624,000
Indirect/Off-site Taxable Sales			Per hhld/Emp.		Per hhld/Emp.	
Residents	3,11	\$31,777,905	\$13,541	\$0	\$13,541	\$31,777,905
Retail Employees	3,11	\$100,304	\$332	\$368,312	\$332	\$468,616
Office Employees	3,11	\$6,167,878	\$733	\$ -	\$733	\$6,167,878
Total		\$38,046,087		\$368,312		\$38,414,399
City Sales Tax Rate	11		0.01		0.01	
Annual Indirect City Sales/Use Tax Revenue		\$380,461		\$3,683		\$384,144
Total Annual City Sales/Use Tax Revenue		\$2,028,876		\$979,268		\$3,008,144

Table 6
Annual Franchise, Utility User Taxes, and Fines and Forfeitures and Other Fees Vallco SB 35 Development Program Cupertino, CA

		Net New Annual Impact	Condition in 2015/16	Total Impact Upon Buildout
	<u>Table</u>			
Number of Residents	3	5,212	0	5,212
Number of Resident Equivalents	3,20	8,119	370	8,488
Franchise Fees				
Per Resident Equivalent	11		\$42.01	\$42.01
Total		\$341,023	\$15,528	\$356,551
Utility User Tax				
Per Resident Equivalent	11		\$44.22	\$44.22
Total		\$358,972	\$16,345	\$375,317
Fines, Forfeitures, and Other Fees				
Per Resident - Animal Licenses	11		\$0.37	\$0.37
Per Resident Equivalent	11		\$8.29	\$8.29
Animal Licenses		\$1,947	\$0	\$1,947
Other		\$67,307	\$3,065	\$70,372
Total		\$69,255	\$3,065	\$72,319

Table 7 Annual Business License Tax Revenues Vallco SB 35 Development Program Cupertino, CA

	Te	enants in 2014/15	
	Entertainment/	Department	Other Retail/
	<u>Fitness</u>	<u>Stores</u>	Restaurants
Measure			
Number of Businesses ¹	4	4	47
Total Sq Ft ²	208,000	496,000	194,000
2015 Occupancy (Estimated) 3	100%	77%	77%
Number of Businesses Adjusted ⁴	4	3	36
Occupied Sq Ft	208,000	379,807	148,553
Net Occupied Sq Ft	208,000	379,807	148,553
Per Active Business ⁴	52,000	124,000	4,000
Business License Tax			
Fee Rates ⁶			
Base Fee Per Business	\$282	\$144	\$144
Additional Fee	\$0.000	\$0.000	\$0.000
Estimated License Fees			
Business Fee	\$1,128	\$441	\$5,183
PSF Fee	\$0	\$0	\$0
	\$1,128	\$441	\$5,183
Estimated Existing Business Lice	ense Tax Contributio	n	\$7,000
		Buildout	

	Buildout		
_	Retail	Office	Residential
<u>Measure</u>			
Square Feet	400,000	1,810,000	
Units			1,822
Vacancy Rate	5%	5%	
Avg. Size of Tenant	8,163	300,000	
Est. Number of Businesses	47	6	
Business License Tax			
Fee Rates ⁶			
Base Fee Per Business	\$144	\$144	\$187
Per every unit more than 4			\$12.95
Estimated License Fees			
Business Fee	\$6,768	\$825	\$187
Additional Fee			\$23,543
Future, Upon Buildout	\$6,768	\$825	\$23,730
Net New			\$16,730

Source: County Assessor Office, Vallco Shopping Center website, Cupertino Municipal Code

¹Reported on Vallco Shopping Center website.

² Based on reported square feet for entertainment and department store uses. Remaining retail/restaurant uses implied from total existing square footage.

³ Entertainment uses assumed to be fully occupied. Remaining occupancy rates adjusted to reflect average occupancy rate of 82% reported for 2009-2014.

⁴ Assumes reduction in occupancy results in a proportional reduction in number of businesses.

⁵ KMA assumption. Business tax applied to usable building area.

⁶ Chapter 5.04 of Cupertino Municipal Code. See Table 11.

Table 8
One-time General Fund Revenue from Construction
Vallco SB 35 Developmentn Program
Cupertino, CA

Estimated Materials Cost Subject to Use Tax ¹ City Use Tax Revenue from Construction	1.00% <i>tax</i>	\$651,065,000	\$6,510,650
Construction Tax Residential Commercial Total	\$747.88 per du ² \$3.21 per sf ²	_	\$1,796,408 \$7,094,100 \$8,890,508
One time Property Transfer Tax (Market Rate	\$477,495 ³		
Total One-Time General Fund Revenues from	Construction	=	\$15,878,653

¹ Table 11.

² Table 1 and 11.

³ Table 11 and 13.

Table 9
Annual Property Tax Revenue Accruing to Other Jurisdictions
Vallco SB 35 Development Program
Cupertino, CA

Annual Property Taxes ¹	Net Impact Plan Area	Existing Condition Plan Area	Gross Impact Plan Area
Annual Property Tax (1%) to All Jurisdictions	\$40,174,891	\$1,954,265	\$42,129,156
Proprerty Tax to Districts Covered in the Analysis			
City of Cupertino Property Tax	\$2,328,526	\$113,269	\$2,441,795
Cupertino Union Elementatry ²	\$9,924,609	\$482,772	\$10,407,381
Fremont Union High	\$6,702,381	\$326,030	\$7,028,412
	\$18,955,516	\$922,071	\$19,877,587
Net Taxes to Other Jurisdictions ³			
Central Fire Protection District	\$6,110,151	\$297,222	\$6,407,373
Santa Clara County	\$5,491,063	\$267,107	\$5,758,170
Educational Revenue Augmentation Fund	\$3,404,690	\$165,618	\$3,570,308
Foothill-DeAnza Community College	\$2,558,562	\$124,459	\$2,683,020
County School Service	\$1,248,377	\$60,726	\$1,309,103
Santa Clara County Library	\$1,029,481	\$50,078	\$1,079,559
Midpeninsula Regional Open Space District	\$625,511	\$30,427	\$655,938
Santa Clara Valley Water District North Central Zone	\$364,299	\$17,721	\$382,020
Santa Clara County Importation Water-Misc. District	\$196,382	\$9,553	\$205,935
Bay Area Air Quality Management District	\$74,315	\$3,615	\$77,930
Santa Clara Valley Water District North Central Zone	\$65,923	\$3,207	\$69,130
Santa Clara Valley Water District West Zone 4	\$50,620	\$2,462	\$53,082
Total	\$21,219,375	\$1,032,194	\$22,251,569

¹ Based on Plan Area assessed value, Table 13.

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² CUSD is a "revenue limit" district; additional property taxes will not impact total operating budget.

³ See Table 17 for property tax allocation factors.

Table 10
Annual Incremental City of Cupertino General Fund Service Costs
In Comparison With Service Costs of Existing Vallco Mall
Vallco SB 35 Development Program
Cupertino CA

 Cupertino, CA
 9/7/2018

General Fund		Vallco Redevelopment	Existing Vallco Mall
		net new	existing
	net new/existing residents ¹	5,212	0
	net new/existing employees ¹	8,719	1,109
	net new/existing resident equivs ¹	8,118	366
	adjusted resident equivs	8,118	366
	Estimating Factors ² 2017		
Council and Commissions	\$2.93 /res eq	\$23,770	\$1,072
Administration	\$17.12 /res eq	\$138,960	\$6,264
Law Enforcement	\$96.33 /res eq	\$782,034	\$35,253
Public Affairs	-\$0.10 /res eq	-\$794	-\$36
Administrative Services	\$10.77 /res eq	\$87,468	\$3,943
Recreation Services	\$46.15 /res eq	\$374,644	\$16,889
Community Development	\$0.00 /res eq	\$0	\$0
Public Works ³	\$169.06 /res eq	\$1,372,449	\$61,869
Transfers Out	\$76.15 /res eq	\$618,192	\$27,868
Total General Fund Expenditures		\$3,396,724	\$153,121

¹ See Table 3.

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² See Table 12.

³ Excludes costs of maintaining new infrastructure.

Direct General Fund Revenues

Froperty Tax In-Lieu of MVLF \$3,135,617 property tax based revenues 2004-05 ^{3, 4} \$9,526,841,379 2004-05 gross AV ^{3, 4} \$0.33 per \$1,000 in AV growth 1.00% of taxable sales ⁵ I. Retail/Restaurant Space \$500 taxable sales PSF ⁶ 5% vacancy ⁷ \$475 net taxable sales PSF II. Office Space \$40 taxable sales PSF ⁹
\$9,526,841,379 2004-05 gross AV ^{3, 4} \$0.33 per \$1,000 in AV growth 1.00% of taxable sales ⁵ I. Retail/Restaurant Space \$500 taxable sales PSF ⁶ 5% vacancy ⁷ \$475 net taxable sales PSF
Sales Tax 1.00% of taxable sales 1. Retail/Restaurant Space \$500 taxable sales PSF 6 5% vacancy 7 \$475 net taxable sales PSF
I. Retail/Restaurant Space \$500 taxable sales PSF ⁶ 5% vacancy ⁷ \$475 net taxable sales PSF
5% vacancy ⁷ \$475 net taxable sales PSF
\$475 net taxable sales PSF
II. Office Space \$40 taxable sales PSF ⁹
m omeo opaco
III. Existing Sales Tax Revenue \$975,585 Existing Taxable Sales at Vallco Mall ¹²
Utility Users Tax \$3,200,000 citywide revenues in FY 2017/18 13
72,372 resident equivalents ¹⁴
\$44.22 per resident equivalent
Franchise Fees \$3,040,000 citywide revenues in FY 2017/18 15
72,372 resident equivalents ⁷
\$42.01 per resident equivalent
Property Transfer Tax \$0.55 City transfer tax rate per \$1,000 AV 15
12.5% estimated annual ownership residential turnover ⁷
0% estimated annual commercial turnover ⁷
Charges for Services \$0 citywide revenues in FY 2017/18 13
72,372 resident equivalents ¹⁴
\$0.00 per resident equivalent
Fines and Forfeitures \$600,000 citywide revenues in FY 2017/18 13
72,372 resident equivalents ¹⁴
\$8.29 per resident equivalent
Gas Tax \$0 citywide revenues in FY 2017/18 ¹³
64,234 residents ¹⁴
\$0.00 per resident

Other License Fees (Animal License)	\$24,000 citywide revenues in FY 2015/16 ¹³ 64,234 residents ¹⁴ \$0.37 per resident
Indirect General Fund Revenues	
Sales Tax from Indirect Sales	1% of taxable sales ⁵
I. Resident Retail Spending	\$140,900 estimated household income ²¹ 21% income spent on taxable sales ²² 50% Cupertino caputure rate ²³ 10% Cupertino spending within the project ⁷ \$13,541 annual other Cupertino spending per household
II. Retail/Other Employee Spending including Building Services	\$678 annual spending per employee ²⁴ 70% Cupertino capture ²³ 30% employee Cupertino spending within the project ⁷ \$332 annual other Cupertino spending per employee
III. Office Employee Retail Spending	\$1,495 annual spending per employee ²⁴ 70% Cupertino capture ²³ 30% employee Cupertino spending within the project ⁷ \$733 annual other Cupertino spending per employee

One-Time General Fund Impacts During Construction

O	4:	T	D	
Construc	tıon	IAY	Reven	Пe

I. Residential \$747.88 per unit ²⁶
II. Office and Retail \$3.21 per sf ²⁶

Construction Use Tax Revenues 1% City Use Tax Rate 5

I. Vallco \$2,170,217,942 Estimated hard costs ²⁷

60% Estimated materials cost 7

50% Estimated share with Cupertino as point of sale ²⁸ \$651,065,000 Estimated Materials Purchases Subject to Use Tax

Property Transfer Tax \$0.55 City transfer tax rate per \$1,000 AV ¹⁵

- ¹ As established by Proposition 13 (1978), excluding voter-approvated debt rates.
- ² Property Tax Allocation Factor for Tax Rate Area 013-301, FY 2015/16. Santa Clara County Controller-Treasurer. See Table A-17.
- ³ Per SB 1096, growth of property tax in lieu of VLF is proportional to growth in AV since 2004/05. Before 2004/05, VLF was distributed proportion to population.
- ⁴ VLF distribution in 2004/05 per the California State Controller's Office.
- ⁵ The City of Cupertino receives 1% of the total 8.75% sales tax collected on taxable sales, per the City of Cupertino Adopted Budget Fis Year 2015-16.
- ⁶ Based on taxable sales for Valley Fair Shopping Mall (\$506 per square foot), Santana Row (\$467 per square foot), and Stanford Shopping Center (\$464 per square foot), derived from City of Palo Alto Sales Tax Digest Q4 2014, City of Palo Alto Office of the City Auditor, June 2015.
- ⁷ KMA assumption.
- 8 Based on average revenue per screen and share of total revenue attributable to concessions as reported in 2014 10-k financial reports Cinemark and AMC Entertainment.
- ⁹ Per Elections Code 9212 Report on Initiative Amending Cupertino's General Plan, prepared by Seifel Consultling (2016), taxable B-to-E sales range from \$37 to \$53 per square foot in Cupertino (excluding Apple). KMA's analysis of State Board of Equalization data suggest that the countywide average is lower, at approximately \$30 per square foot.
- ¹⁰ Based on reported sales performance of café at Bay Club. Assumes sales would be similar at a smaller fitness facility.
- 11 California State BOE and HVS Hotel Market Update (2015). Reduced by 25% to account for limited commercial offer at property.
- 12 City of Cupertino sales tax data.
- ¹³ See Table 21.
- ¹⁴ See Table 19.
- ¹⁵ Chapter 3.04 of City of Cupertino Municipal Code.
- ¹⁶ Chapter 5.04 of Cupertino Municipal Code.
- ¹⁷ Assumes 180,000 sf entertainment uses will consist of three existing entertainment tenants.
- ²¹ Table 18
- 22 Retail expenditure potential as percentage of aggregate income, reported by ESRI Business Analyst in its Retail MarketPlace Profile (2015) for Cupertino. Figure excludes non-store retail and auto dealerships.
- ²³ KMA conservatively assumes City will capture 70% of resident/employee expenditure potential. Based on a retail leakage analysis usir 2013 BOE sales tax data, Cupertino exhibits a surplus in all retail categories except for Miscellaneous Retail.
- ²⁴ Based on weekly employee restaurant spending in the vicinity of the workplace, as reported in the ICSC report, "Office Worker Retail Spending in a Digital Age" (2012), for suburban workers, assuming 50 weeks at work per year. It has been assumed that retail and building services employees will spend in the same range as clerical office workers. Figures adjusted to 2015 using national CPI.
- ²⁶ Section 3.32.030 of Cupertino Municipal Code.
- ²⁷ Cost estimate based on unit cost estimates prepared by Economic and Planning Systems.
- ²⁸ For purposes of this analysis it has been assumed that 50% of materials costs will generate "use tax" revenue to the City of Cupertino general and sub-contractors designating the job site in Cupertino as the "point of sale" for the materials.
- ²⁹ Marshall and Swift construction costs (2015) for full service hotel.

General Fund

City Council and Commissions	\$847,628 Net Expenses in 2017/18 ¹ 25% Percent Variable Costs ² 72,372 Resident Equivalents ³
	\$2.93 Per Resident Equivalent
Administration ⁴	\$4,955,173 Net Expenses in 2017/18 ¹
	25% Percent Variable Costs ²
	72,372 Resident Equivalents ³
	\$17.12 Per Resident Equivalent
Law Enforcement	\$317,889 Average Cost Per Deputy 2012 ⁵
	10,000 Employees Per Deputy
	0.33 Employee-Resident Equivalent Factor
	3,300 Resident Equivalents Per Deputy
	\$96.33 Per Resident Equivalent
Public Affairs	(\$28,300) Net Expenses in 2017/18 ¹
	25% Percent Variable Costs ²
	72,372 Resident Equivalents ³
	-\$0.10 Per Resident Equivalent
Administrative Services	\$3,119,008 Net Expenses in 2017/18 ¹
	25% Percent Variable Costs ²
	72,372 Resident Equivalents ³
	\$10.77 Per Resident Equivalent
Recreation Service	\$5,138,221 Net Expenses in 2017/18 ¹
	65% Percent Variable Costs ²
	72,372 Resident Equivalents ³
	\$46.15 Per Resident Equivalent
Community Development	-\$3,387,502 Net Expenses in 2017/18 ¹
	0% Percent Variable Costs 6
	72,372 Resident Equivalents ³
	\$0.00 Per Resident Equivalent

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General Fund (continued)

Public Works \$18.823.076 Net Expenses in 2017/18 ¹

65% Percent Variable Costs ²
72,372 Resident Equivalents ³
\$169.06 Per Resident Equivalent

Maintenance of New Infra. data unavailable

Transfers Out ⁷ \$8,478,473 Net Expenses in 2017/18 ¹

65% Percent Variable Costs ²
72,372 Resident Equivalents ³
\$76.15 Per Resident Equivalent

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¹ See Table 22.

² A portion of each General Fund expense category is fixed, and does not vary regardless of the amount of development. The estimated percent of variable costs is based on the experiences of other cities.

³ See Table 19.

⁴ Includes City Manager, City Clerk and City Attorney.

⁵ Santa Clara County estimate used in 2013 Economic Impact Study of Apple Campus 2 prepared by KMA, escalated at 2% per year.

⁶ It is the goal of the Community Development Department to cover service costs with fees, per the City of Cupertino Finance Department. Limited net expenditures are assumed to be fixed costs.

Ongoing General Fund transfers to funds that provide City services, including stormwater program, pavement maintenance, compensated absence and retiree health.

Table 13
Buildout and Net New Assessed Property Value
Vallco SB 35 Development Program
Cupertino, CA

			Vallco
Secured Values			Redevelopment
Residential	#units	unit value, inc. land ¹	
For-Sale Market Rate	580	\$1,496,850	\$868,173,000
For- Rent Market Rate	621	\$943,716	\$586,047,776
BMR Studio Rentals - VL Income	268	\$0	\$0
BMR 1 Bedroom Rentals - VL Income	92	\$0	\$0
BMR Studio Rentals - Low Income	626	\$88,290	\$55,269,679
BMR 1 Bedroom Rentals - Low Income	215	\$120,234	\$25,850,401
			\$1,509,490,000
Non-Residential	<u>SF</u>	<u>value, inc. land ¹</u>	
Retail	400,000	\$903 psf	\$361,000,000
Office	1,810,000	\$1,236 psf	\$2,236,725,600
			\$2,597,725,600
Total Secured Assessed Value			\$4,107,215,600
Less (Existing AV) ²			(\$157,742,000)
Net New Secured Assessed Value			\$3,949,473,600
Unsecured Values			
		<u>unsecured AV</u>	
Retail Stores		\$30 psf	\$7,200,000
Restaurants		\$50 psf	\$8,000,000
Office		\$50 psf	\$90,500,000
Total Unsecured Assessed Value			\$105,700,000
Less (Existing AV) ²			(\$37,684,518)
Net New Unsecured Assessed Value			\$68,015,482
Total Assessed Value			
Total Assessed Value			\$4,212,915,600
Net New Assessed Value			\$4,017,489,082
Residential			\$1,509,490,000
Commercial			\$2,507,999,082

¹ Valuation estimates reflect per square foot valuation estimates prepared by City of Cupertino's consultant (EPS), adjusted for size of residential units.

Prepared by: Keyser Marston Associates, Inc.

Filename: \\SF-FS2\wp\19\19057\001\\SB 35-09 07 18; Tbl 13; KF

² Table 14.

Table 14
FY 2014/15 Vallco Shopping Mall Assessed Property Value Vallco SB 35 Development Program
Cupertino, CA

Cupertino, CA 9/7/2018

Vallco SB 35 Development Program

Existing Facilities FY 2014-2015

		Secured	Unsecured	Combined
APN ¹	Owner/Use	Taxable Value ²	Taxable Value ³	Taxable Value
I. Town Center	/Community Park Project			
316-20-080	Sears Roebuck And Co	\$29,071,525	\$17,278,899	\$46,350,424
316-20-081	Sears Roebuck And Co	\$16,557,577		\$16,557,577
316-20-082	Sears Roebuck And Co	\$1,284,910	\$6,854	\$1,291,764
316-20-094	JC Penney Properties Inc	\$14,451,745	\$3,259,332	\$17,711,077
316-20-095	JC Penney Properties Inc	\$6,215,185		\$6,215,185
316-20-099	Vallco Shopping Mall LLC	\$3,151,816	\$331,073	\$3,482,889
316-20-100	Vallco Shopping Mall LLC	\$18,260,478	\$10,324,872	\$28,585,350
316-20-101	Vallco Shopping Mall LLC	\$10,684,900	\$5,059,280	\$15,744,180
316-20-103	(Lease Parcel Only) AMC	\$17,903,198		\$17,903,198
316-20-104	Vallco Shopping Mall LLC	\$3,184,565	\$143,259	\$3,327,824
316-20-105	Vallco Shopping Mall LLC	\$6,918,162		\$6,918,162
316-20-106	Vallco Shopping Mall LLC	\$7,397,697	\$10,250	\$7,407,947
316-20-107	Vallco Shopping Mall LLC	\$22,660,199	\$1,270,699	\$23,930,898
Total, Town	Center/Comm. Park	\$157,741,957	\$37,684,518	\$195,426,475
IV. Total Basel	ine (Included)	\$157,741,957	\$37,684,518	\$195,426,475

Source: RealQuest, County Assessor Office

Prepared by: Keyser Marston Associates, Inc.

Filename: \\SF-FS2\wp\19\19057\001\\SB 35-09 07 18; Tbl 14; KF

¹ APNs and acreages reflect current data from the County Assessor's office and reflect the property for purposes of calculating assessed value.

² See Table 15 for detail.

³ Includes retail tenants. In certain cases, the designated APN does not reflect the exact location of retail tenants within the project. For example, the situs of unsecured property owned by AMC is assigned to APN 316-20-100.

⁴ Block 13 (containing previously approved hotel project) excluded from fiscal impact anlaysis.

Table 15
Detail on FY 2014/15 Vallco Shopping Mall Assessed Secured Property Value Vallco SB 35 Development Program Cupertino, CA

Existing Facilities FY 2014/15

			_		Secured T	ax Value	
APN ¹	Owner/Use	Land SF	Building SF	<u>Land</u>	<u>Improvement</u>	<u>Total</u>	<u>Taxable</u>
I. Town Center	Community Park Project						
316-20-080	Sears Roebuck And Co	540,580	264,629	\$2,456,116	\$24,443,590	\$26,899,706	\$29,071,525
316-20-081	Sears Roebuck And Co	190,793	95,613	\$9,572,021	\$6,985,556	\$16,557,577	\$16,557,577
316-20-082	Sears Roebuck And Co	0	15,556	\$147,820	\$1,137,090	\$1,284,910	\$1,284,910
316-20-094	JC Penney Properties Inc	434,293	202,360	\$3,698,818	\$10,752,927	\$14,451,745	\$14,451,745
316-20-095	JC Penney Properties Inc	118,048	0	\$6,215,185	\$0	\$6,215,185	\$6,215,185
316-20-099	Vallco Shopping Mall LLC	39,204	10,330	\$2,064,076	\$1,087,740	\$3,151,816	\$3,151,816
316-20-100	Vallco Shopping Mall LLC	146,797	88,869	\$7,724,230	\$10,536,248	\$18,260,478	\$18,260,478
316-20-101	Vallco Shopping Mall LLC	199,529	176,962	\$843,297	\$9,841,603	\$10,684,900	\$10,684,900
316-20-103	(Lease Parcel Only) AMC	0	81,065	\$1,419,644	\$16,483,554	\$17,903,198	\$17,903,198
316-20-104	Vallco Shopping Mall LLC	47,045	8,960	\$2,476,954	\$707,611	\$3,184,565	\$3,184,565
316-20-105	Vallco Shopping Mall LLC	29,621	49,553	\$1,552,637	\$5,365,525	\$6,918,162	\$6,918,162
316-20-106	Vallco Shopping Mall LLC	140,699	0	\$7,397,697	\$0	\$7,397,697	\$7,397,697
316-20-107	Vallco Shopping Mall LLC	287,383	208,778	\$14,184,238	\$8,475,961	\$22,660,199	\$22,660,199
Total, Town (Center/Comm. Park	2,173,992	1,202,675	\$59,752,733	\$95,817,405	\$155,570,138	\$157,741,957
		49.9	Acres				
IV. Total Baseli	ne (Included)				\$95,817,405	\$155,570,138	\$157,741,957

Source: RealQuest

Prepared by: Keyser Marston Associates, Inc.

Filename: \\SF-FS2\wp\19\19057\001\SB 35-09 07 18; Tbl 15; KF

¹APNs and acreages reflect current data from the County Assessor's office and reflect the property for purposes of calculating assessed value. The acreages do not coincide precisely with the site area that the City will be using for purposes of calculating density. The City's calculation of site acreage is 51.424 acres, which includes portions of the perimeter road.

Table 16
Detail on FY 2014/15 Vallco Shopping Mall Assessed Unsecured Property Value Vallco SB 35 Development Program
Cupertino CA

Cupertino, CA 9/7/2018

Existing Facilities FY 14/15 and 15/16

1 1 1 -1 /10 and 10/10							
	Sample	Estimated	Estimated Unsecured Values Unsecured V	Unsecured Values		red Values PSF	
	<u>Size</u>	Sq Ft	FY 15/16	FY 14/15	FY 15/16	FY 14/15	
Select Retail Tenants ¹							
Entertainment	4	208,000	\$20,039,224	\$21,879,430	\$96	\$105	
Retail Stores	7	506,898	\$6,428,592	\$7,210,214	\$13	\$14	
In-line retail ²	4	11,350	\$409,202	\$385,427	\$36	\$34	
Department Store	3	495,548	\$6,019,390	\$6,824,787	\$12	\$14	
Restaurant	8	65,297	\$5,099,250	\$5,584,832	\$78	\$86	
Total Sample	26	780,195	\$31,567,066	\$34,674,476	\$40	\$44	
Total Existing Project		1,202,675	\$32,666,586	\$37,684,518	\$27	\$31	

Source: County Assessor Office, news reports, retailer websites.

Prepared by: Keyser Marston Associates, Inc.

Filename: \\SF-FS2\wp\19\19057\001\\SB 35-09 07 18; Tbl 16; KF

¹ KMA categorized a sample of contributors to unsecured AV and relied on news reports and retailer websites to determine their square footage.

² In-line retailer category includes four formula retailers. Square footage based on average store sizes.

Table 17 **Property Tax Allocation Factors** Vallco SB 35 Development Program

Cupertino, CA 9/7/2018

FY 2015	/2016
---------	-------

		Post ERAF and
	Pre ERAF and TEA	TEA Allocation
Jursidiction	Allocation Factor	Factor
Santa Clara County	0.23950633	0.13667897
Santa Clara County Library	0.04304213	0.02562499
City of Cupertino	0.02236005	0.05795973
Cupertino Union Elementatry	0.24703511	0.24703511
Fremont Union High	0.16683011	0.16683011
Foothill-DeAnza Community College	0.06368559	0.06368559
County School Service	0.03107356	0.03107356
Central Fire Protection District	0.15091263	0.15208881
Midpeninsula Regional Open Space District	0.01556970	0.01556970
Santa Clara Valley Water District North Central Zone	0.00966858	0.00906782
Santa Clara Valley Water District North Central Zone	0.00178511	0.00164091
Bay Area Air Quality Management District	0.00184979	0.00184979
Santa Clara County Importation Water-Misc. District	0.00531209	0.00488819
Santa Clara Valley Water District West Zone 4	0.00136921	0.00125999
Total	1.00000000	0.91525328

Source: Santa Clara County Controller-Treasurer

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Table 18 Household Income of Vallco Town Center Project Residents Vallco SB 35 Development Program

Cupertino, CA 9/7/2018

Housing Units	Units ¹	Avg. Rent/	HH Income	3
For Sale: Market Rate1	567	\$1,496,850	\$257,133	
For Rent: Market Rate1	607	\$4,719	\$188,742	
BMR Units	1,173	\$1,503	\$60,120	
Weighted Average	2,347		\$140,900	

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¹ Unit count reduced by vacancy

² Affordable rents provided by Sand Hill Properties. Reflect 30% of HCD income limits by affordability level, adjusted for household size, and including utilities. Market rate rents reflect rents provided by City's consultant, Economic and Planning Systems.

³ Assumes 30% of income spent on housing.

Table 19 City of Cupertino Demographics, 2017 Vallco SB 35 Development Program Cupertino, CA

Demographic Measure		2017
Population ¹		64,234
Employment ¹		24,415
Day and Nighttime Population ²		88,649
Resident Equivalents	0.33 per employee	72,372

Source: ESRI Total Residential Population forecasts for 2017.
 Total population plus total employment.

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Table 20 Vallco Shopping Mall Employment, 2014 Vallco SB 35 Development Program Cupertino, CA

Demographics in 2014				Vallco Mall		
I. Existing Retail Employment (Base for Per Capita Revenue Estimates)						
Entertainment/Fitness	208,000 sf ¹	0% vacant ⁵	1,000 sf/empl ⁶	208		
Restaurants	80,000 sf ²	23% vacant ⁵	200 sf/empl ⁶	306		
Department Stores	496,000 sf ³	23% vacant ⁵	1,100 sf/empl ⁷	345		
In-Line Shops	114,000 sf ²	23% vacant ⁵	350 sf/empl ⁶	249		
Total Retail SF	898,000 sf ⁴	18% vacant	_	1,109		
II. Existing Resident Equivalents						
Resident Equivalents	1,109 emp		0.33 per empl	366		

¹ Based on square footage of movie theater, gym, ice rink, and bowling alley.

² KMA assumption based on total size of project.

³ Square footage of Macy's, JC Penney, and Sears.

⁴ Santa Clara County property assessor data, excluding parking.

⁵ Entertainment/fitness uses assumed to be fully occupied. Remaining occupancy rates adjusted to reflect average occupancy rate of 82% reported for 2009-2014.

⁶ KMA estimate of employment density based on past experience.

⁷ Based on employment density of Macy's and Sears at time of closure as reported in state layoff notices. Adjusted upward by 20% to account for employees not reflected in layoff notice.

Table 21 Summary of City of Cupertino General Fund Revenue Budget, FY 2017/18 $^{\rm 1}$ Vallco SB 35 Development Program Cupertino, CA

Revenue Category	FY 2017-18 Budget	Basis of KMA Projections
Included in the Analysis		
Taxes Property Tax (incl. In-Lieu of MVLF ²)	\$20,757,000	assessed value, City sh. of 1% tax
Sales and Use Tax Utility Users Tax	\$22,790,000 \$3,200,000	est. project sales, empl. and resid. spending resident equivalents
Franchise Fees Other Taxes (bus. lic., prop. transf., cxn.)	\$3,040,000 \$2,850,000 \$52,637,000	resident equivalents rates from Municipal Code applied to program
Intergovernmental	ΦO	non nocident
Gas Tax Animal License Fees	\$0 \$24,000 \$24,000	per resident per resident
Fines and Forfeitures	\$600,000	resident equivalents
Total Revenue Included	\$53,261,000	
Deducted from Service Costs		
Licenses and Permits - Insp. & Building Permits	\$2,121,000	deduct from Community Development
Additional Developer Deposits (410.401)	\$2,121,000	deduct from Community Development
Miscellaneous Revenue		
To Community Development To Recreation	\$80,699 \$3,801 \$84,500	deduct from Community Development deduct from Recreation
Other Financing Sources		
Transfer In Refundable Deposit Revenue Other Sources	\$2,000,000 \$210,000 \$0	deduct from Community Development deduct from Recreation
	\$2,210,000	
Charges for Services - Planning, Eng., and Eng.	•	de de et franz Communité Develon mont
Zoning and Planning Fees Engineering Fees	\$3,795,000 \$300,000	deduct from Community Development deduct from Public Works
Enterprise Service Fees General Service Fees	\$734,750 \$1,700	deduct from Recreation
	\$4,831,450	

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Table 21 Summary of City of Cupertino General Fund Revenue Budget, FY 2017/18 ¹ Vallco SB 35 Development Program Cupertino, CA

Revenue Category	FY 2017-18 Budget	Basis of KMA Projections
Other Service Charges		
Other Charges - Community Development	\$4,700,095	deduct from Community Development
Other Charges - Recreation	\$2,241,108	deduct from Recreation
Other Charges - Public Affairs	\$100,735	deduct from Public Affairs
Other Charges - Administration	\$512,724	deduct from Administration
Other Charges - Administrative Services	\$875,176	deduct from Administrative Services
Other Charges - Council and Commission	\$76,609	deduct from Council and Commission
•	\$8,506,447	
Intergovernmental - COPS Grant	\$100,000	deduct from Law Enforcement
Use of Money and Property - Facility Rentals		
Recreation Facility Rentals	\$1,507,090	deduct from Recreation
Public Works Facility Rentals	\$140,700	deduct from Public Works
	\$1,647,790	
Total Deducted from Service Costs	\$19,501,187	
Excluded from the Analysis		
Intergovernmental		
440-401 - Intergovernmental	\$0	independent of project
Other Intergovernmental	\$384,000	
Transient Occupancy Tax	\$6,708,000	independent of project
Use of Money and Property		
420-401 - Use of Money	\$0	independent of project
<u>Miscellaneous</u>		
Admin Fee (480.405)	\$141,460	
Total Excluded	\$7,233,460	
Total General Fund Revenue	\$79,995,647	

Source: City of Cupertino Adopted Budget Fiscal Year 2015-16, City of Cupertino Financial Data Transparency Portal.

Prepared by: Keyser Marston Associates, Inc.

Filename: \\SF-FS2\wp\19\19057\001\\SB 35-09 07 18; Tbl 21; KF

¹ For funding City departmental services.

² Per Cupertino's 2013/2014 Comprehensive Annual Financial Report, Property Tax was \$9.17 million and Property Tax In-Lieu of Motor Vehicle Fees was \$5.29 million.

Table 22 Summary of City of Cupertino General Fund Expenditures Budget, FY 2017/18 ¹ Vallco SB 35 Development Program Cupertino, CA 9/7/2018

Cupertino, CA	3/1/2010
	EV 2047/49
From any distance Onto many	FY 2017/18
Expenditure Category	Budget
Council and Commissions	
City Council	\$538,784
Commissions	\$385,453
	\$924,237
(Less) Other Service Charges	(\$76,609)
	\$847,628
Administration	
City Attorney	\$2,039,588
City Manager	\$2,743,041
City Clerk	\$685,268
·	\$5,467,897
(Less) Other Service Charges	(\$512,724)
	\$4,955,173
Law Enforcement	\$12,344,307
(Less) Intergovernmental - COPS Grant	(\$100,000)
	\$12,244,307
Public Affairs	
Public Affairs	\$72,435
Government Channel	\$0
	\$72,435
(Less) Other Service Charges	(\$100,735)
	(\$28,300)
Administrative Services	*
Human Resources	\$1,855,265
Finance	\$1,348,409
Adm Svcs Administration	\$790,510
	\$3,994,184
(Less) Other Service Charges	(\$875,176)
	\$3,119,008

Prepared by: Keyser Marston Associates, Inc. Filename: \\SF-FS2\wp\19\19057\001\SB 35-09 07 18; KF

Table 22 Summary of City of Cupertino General Fund Expenditures Budget, FY 2017/18 ¹ Vallco SB 35 Development Program Cupertino, CA 9/7/2018

Expenditure Category	FY 2017/18 Budget
Recreation and Community Services	
Facilities and Community Events	\$3,030,792
Senior Programs	\$3,007,191
Parks and Rec Admin	\$1,127,798
Youth and Teen Programs	\$1,219,650
Community Services	\$1,074,492
Sports and Fitness	\$165,047
	\$9,624,971
(Less) Miscellaneous Revenue	(\$3,801)
(Less) Enterprise Service Fees	(\$734,750)
(Less) Other Financing Sources	\$0
(Less) Other Service Charges	(\$2,241,108)
(Less) Recreation Facility Rentals	(\$1,507,090)
(====)	(\$4,486,750)
	\$5,138,221
Community Development	
Building	\$3,450,556
Planning	\$3,891,943
Planning & Community Development	\$154,300
Housing Services	\$22,494
	\$7,519,292
(Less) Licenses and Permits - Inspection and Building Permits	(\$2,121,000)
(Less) Licenses and Permits - Additional Developer Permits	\$0
(Less) Refundable Deposit Revenue	(\$210,000)
(Less) Zoning and Planning Fees	(\$3,795,000)
(Less) Miscellaneous Revenue	(\$80,699)
(Less) Other Service Charges	(\$4,700,095)
	(\$10,906,794)
Public Works	(\$3,387,502)
Grounds and Fleet	\$4,166,680
Facilities	\$3,327,067
Trees and Right of Way	\$3,146,213
Developmental Services	\$2,972,145
Transportation	\$1,839,518
Service Center	\$1,804,912
Streets	\$1,240,526
Administration	\$766,715
	\$19,263,776
(Less) Public Works Facility Rentals	(\$140,700)
(Less) Engineering Fees	(\$300,000)
(,,,,	(\$440,700)
	\$18,823,076

Prepared by: Keyser Marston Associates, Inc. Filename: \\SF-FS2\wp\19\19057\001\SB 35-09 07 18; KF

Table 22
Summary of City of Cupertino General Fund Expenditures Budget, FY 2017/18
Vallco SB 35 Development Program
Cupertino, CA
9/7/2018

- Caportino, Crt	07.720.0
Expenditure Category	FY 2017/18 Budget
Transfers Out ²	
Stormwater Program/ Non-Point Source	\$175,863
Pavement Maintenance	\$4,100,050
Recreation Enterprise Funds	\$2,233,858
Compensated Absence	\$601,341
Retiree Health	\$1,367,360
	\$8,478,473
Total Expenditures	\$67,689,572
Expenditures Net of Off-Setting Revenues	\$50,190,085
Transfer Expenditures Excluded	
Annual Debt Payment	\$6,079,758
Other Financing Uses	\$10,000
	\$6,089,758

Source: City of Cupertino Adopted Budget Fiscal Year 2015-16, City of Cupertino Financial Data Transparency Portal.

Prepared by: Keyser Marston Associates, Inc.

Filename: \\SF-FS2\wp\19\19057\001\SB 35-09 07 18; KF

¹ Cost recovery items (negative amounts) are from revenue items listed in Table 21.

² Ongoing General Fund transfers to funds that provide City services.