

**CITY OF MONTEREY**  
**PRINCIPAL TAX GENERATORS**  
**June 30, 2004**

**PRINCIPAL SALES/USE TAX GENERATORS (1)**

<u>Taxpayer</u>	<u>Type of Business</u>
Bubba Gumps	Restaurant
EarlyChildhood	Retail Sales
Hyatt Hotels & Resorts	Lodging/Visitor Services
Longs Drug Stores	Retail Drug Sales
Macy's Department Store	Retail Sales
Mervyns Department Store	Retail Sales
Monterey Bay Aquarium & Book Store	Retail Sales, Ecotourism
Monterey Plaza Hotel	Lodging/Visitor Services
Safeway Stores	Retail Food Stores
Stahl Motor Mercedes-Benz	Auto Dealers New/Used

**PRINCIPAL TRANSIENT OCCUPANCY TAX GENERATORS (2)**

Casa Munras Garden Hotel  
Hilton Inn  
Hotel Pacific  
Hyatt Regency  
Monterey Bay Inn  
Monterey Beach Hotel  
Monterey Marriott Hotel  
Monterey Plaza Hotel  
Portola Plaza Hotel  
Spindrift Inn

Note: All tax generators are listed in alphabetical order

Sources: (1) MBIA MuniServices Company, Municipal Resource Consultants  
(2) City of Monterey Finance Department