

# City retailers gained in 3rd quarter

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**WATSONVILLE** — Taxable sales in the city rose 6.3 percent to \$77.1 million in the third quarter of 1995, when Gottschalks department store opened downtown, the state Board of Equalization reported this week.

The increase over the third quarter of 1994 "is pretty significant, looking at where we've been," said Bob Dwyer, executive director of the Pajaro Valley Chamber of Commerce. "Somebody is spending money somewhere."

The sales boosted what has been a generally flat economy in the Pajaro Valley in the '90s.

"We're seeing effects of the slow economic turnaround (nationally) hitting parts of California, including the Central Coast," Dwyer said.

Watsonville's increase was above

the statewide increase of 5.8 percent, but below Santa Cruz County's third-quarter increase of 9.5 percent, to \$511 million.

Watsonville sales in the general merchandise store category, which includes Gottschalks, rose from \$5,082,000 in third-quarter 1994 to \$5,187,000. Totals for individual stores are not made public.

Gottschalks opened in late August, with just a little over a month to go in the quarter, in the building that had been vacant since Ford's went out of business in 1993.

Increased sales were posted by clothing stores, drug stores, restaurants and bars, building materials and service stations.

Decreases were generally slim. They include the categories of food stores, furniture and appliance stores, auto dealers and liquor stores.

## 1995 3rd quarter sales

### City of Watsonville

Figures in thousands of dollars

	1995	1994
Clothing stores	2,247	2,134
Gen. merchandise	5,187	5,082
Drug stores	3,138	2,861
Food stores	4,945	4,959
Liquor stores	966	1,039
Restaurants, bars	8,341	7,805
Furn., appliances	1,037	1,134
Build. & farm supplies	8,572	8,479
Auto dealers and parts	10,658	10,596
Service stations	4,950	3,836
Other retail	13,153	11,867
<b>Retail total</b>	<b>63,194</b>	<b>59,792</b>
All other outlets	13,962	12,782
<b>Total all outlets</b>	<b>77,156</b>	<b>72,574</b>

Source: Board of Equalization