

**Table 12**  
Variables We Considered for Our Selection of Six Local Jurisdictions

						FACTORS FOR SELECTION		
LOCAL JURISDICTION	TOTAL NUMBER OF ACTIVE ANNUAL AND PROVISIONAL STATE LICENSES (2022)	TOTAL POPULATION	POPULATION PER STATE LICENSE	TOTAL SALES BY JURISDICTION*	QUARTERLY SALES PER CAPITA	SIZE AND LOCATION	POPULATION RELATIVE TO NUMBER OF STATE LICENSES OR SALES PER CAPITA	TYPE OF PERMITTING PROCESS
Fresno	11	544,510	49,501	Not Available	Not Available	Large city in the central region of the State	High population-to-license ratio	Limited and competitive permitting process with procedures adopted by the city manager.†
Monterey County	532	107,540	202	\$17,748,310	\$165	Medium-sized county in central area of the State	Low population-to-license ratio	Ordinance does not limit number of permits. Grants the application as long as the applicant has complied with specified requirements.
Sacramento	334	525,040	1,572	62,791,869	120	Large city in the northern region of the State	High sales per capita	Retail permits are only offered in a limited capacity.
San Diego	80	1,381,610	17,270	51,427,358	37	Large city in the southern region of the State	High population-to-license ratio	Limited permitting process that involves a hearing before a hearing officer.
Santa Barbara County	2,052	137,900	67	16,355,410	119	Medium-sized county in the southern region of the State	Low population-to-licenses ratio	Ordinance limits the maximum number of retail permits and limits other permit types by acreage. Issues permit as long as there are no grounds for denial.
South Lake Tahoe	5	21,410	4,282	4,181,777	195	Small city in the northern region of the State	High sales per capita	Limited and competitive permitting process using scoring process. No longer offering licenses.

Source: DCC, California Department Tax and Fee Administration, U.S. Census Bureau, and local jurisdictions' ordinances.

\* County data is for the fourth quarter of 2022, and city data is for the first quarter of 2023.

† Local jurisdiction does not limit permits for testing laboratories.