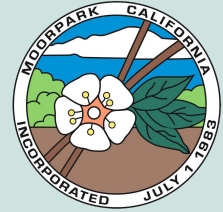


CITY OF MOORPARK

SALES TAX UPDATE

2Q 2021 (APRIL - JUNE)



MOORPARK

TOTAL: \$ 1,260,124

34.6%
2Q2021



37.2%
COUNTY

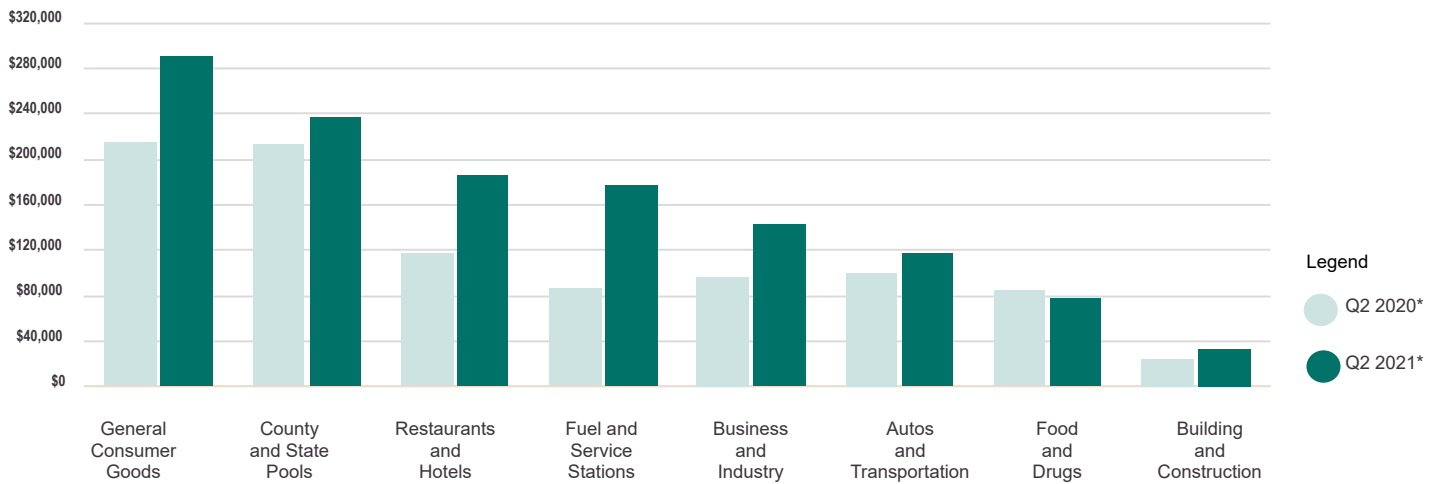


37.3%
STATE



*Allocation aberrations have been adjusted to reflect sales activity

SALES TAX BY MAJOR BUSINESS GROUP



CITY OF MOORPARK HIGHLIGHTS

Moorpark's receipts from April through June were 21.5% above the second sales period in 2020. Excluding reporting aberrations, actual sales were up 34.6%.

The Southern California region continues to emerge from COVID-19. The two industries that were hit the hardest during the pandemic were fuel and service stations and restaurants and hotels. Since consumers were required to stay home a significant portion of the time during the first two quarters of 2020, travel was stagnant and dining out was not popular. Hotels and restaurants, general consumer stores, and schools were shut down most of 2nd quarter 2020. Shelter-in-place required more people to work from their homes and kids received their education online, which reduced the need to use vehicles and purchase fuel.

One year later, demand for fuel was solid, and the sales tax associated increased significantly. Kids are back in school, many people have returned to working at the office, and consumers are dining out again. This resulted in a positive burst of casual dining, leisure/entertainment and quick service dining activity.

Strong returns were also realized from sporting goods, light industrial/printers, autos-transportation, building-construction, and the state and county pools. Receipts from food and drugs, home furnishings, and specialty stores were down, which partially offset the overall gain.

Net of aberrations, taxable sales for all of Ventura County grew 37.2% over the comparable time period; the Southern California region was up 40.3%.



TOP 25 PRODUCERS

- 76
- Campus Plaza Shell
- Command Performance Catering
- Dick's Sporting Goods
- In N Out Burger
- Kahoots Pet Store
- Kohls
- McDonalds
- Moorpark 76
- Moorpark Chevron
- Moorpark Petroleum
- Pentair Pool Products
- QEP Company
- Ralphs
- Shell
- Simi Valley Harley Davidson
- Smart & Final
- Target
- Testequity
- TJ Maxx
- Tom Lindstrom RV
- Tractor Supply
- Vons
- Warehouse Discount Center
- Wood Ranch



STATEWIDE RESULTS

The local one cent sales and use tax from sales occurring April through June, was 37% higher than the same quarter one year ago after factoring for accounting anomalies and back payments from previous quarters.

The 2nd quarter of 2020 was the most adversely impacted sales tax period related to the Covid-19 pandemic and Shelter-In-Place directive issued by Governor Newsom. The 2Q21 comparison quarter of 2Q20 was the lowest since 2Q14 due to indoor dining restrictions at most restaurants; non-essential brick and mortar store closures; and employee remote/work from home options which significantly reduced commuting traffic and fuel sales. Therefore, similar to the 1st quarter 2020 comparison, dramatic percentage gains for 2Q21 were anticipated and materialized.

Up to this point through California's recovery, we've seen some regions experience stronger gains than others. However, with the latest data and the depths of declines in the comparison period, statewide most regions saw very similar growth.

Within the results, prolonged gains by the auto-transportation and building-construction industries generated higher receipts. Although the explosion of sales by new and used car dealers has come as welcome relief, the latest news of inventories being stretched thin due to the micro processing chip issues earlier in the year may result in a headwind into 2022. Conversely for the building-construction group, as housing prices in many markets increased over the last year, sustained available homeowner and investor equity is in place for the foreseeable future. Receipts from general consumer goods marked a steady and expected come back, led by family apparel, jewelry and home furnishing stores. When combined with solid greater economic trends, this is a welcome

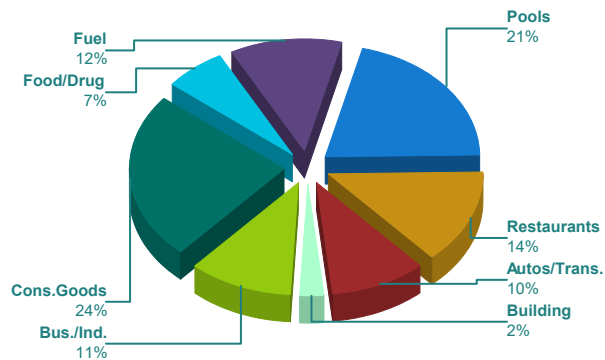
sign for many companies as a lead up to the normal holiday shopping period later this calendar year.

As consumers flock back into retail locations and with AB 147 fully implemented, growth from the county use tax pools - largely enhanced by out-of-state online sales activity - returned to more traditional gains of 9%. These results also included the reallocation of tax dollars previously distributed through the countywide pools to specific local jurisdictions that operate in-state fulfillment centers. Thus, the business and industry category, where fulfillment centers, medical-biotech vendors and garden-agricultural supplies are shown, jumped 26%.

In June, many restaurants reopened indoor dining. Given consumer desires to eat out and beautiful spring weather, all categories experienced a strong, much-needed rebound. However, labor shortages and a rise in menu prices continue to be a concern.

Looking ahead, sustained sales tax growth is still anticipated through the end of the 2021 calendar year. Inflationary effects are showing up in the cost of many taxable products. Pent up demand for travel and experiences, the return of commuters with more costly fuel, and labor shortages having upward pressure on prices may begin to consume more disposable income and tighten growth by the start of 2022.

REVENUE BY BUSINESS GROUP Moorpark This Fiscal Year*



*ADJUSTED FOR ECONOMIC DATA

TOP NON-CONFIDENTIAL BUSINESS TYPES

Moorpark Business Type	Q2 '21*	Change	County Change	HdL State Change
Service Stations	176.2	105.4% ↑	82.3% ↑	73.9% ↑
Quick-Service Restaurants	69.8	21.8% ↑	22.0% ↑	28.8% ↑
Casual Dining	69.3	58.7% ↑	93.1% ↑	130.3% ↑
Grocery Stores	47.5	-11.2% ↓	-4.2% ↓	-0.9% ↓
Leisure/Entertainment	26.3	na	234.6% ↑	385.4% ↑
Light Industrial/Printers	23.2	45.6% ↑	0.2% ↑	19.6% ↑
Specialty Stores	21.8	-23.3% ↓	62.9% ↑	67.8% ↑
Fast-Casual Restaurants	19.4	35.9% ↑	39.6% ↑	43.8% ↑
Sporting Goods/Bike Stores	18.4	114.1% ↑	24.0% ↑	35.8% ↑
Drug Stores	14.2	-5.4% ↓	-1.4% ↓	-0.4% ↓

*Allocation aberrations have been adjusted to reflect sales activity

*In thousands of dollars