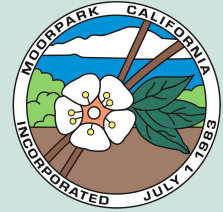


# CITY OF MOORPARK

## SALES TAX UPDATE

### 3Q 2021 (JULY - SEPTEMBER)



**MOORPARK**

TOTAL: \$ 1,265,173

12.4%  
3Q2021



14.7%  
COUNTY

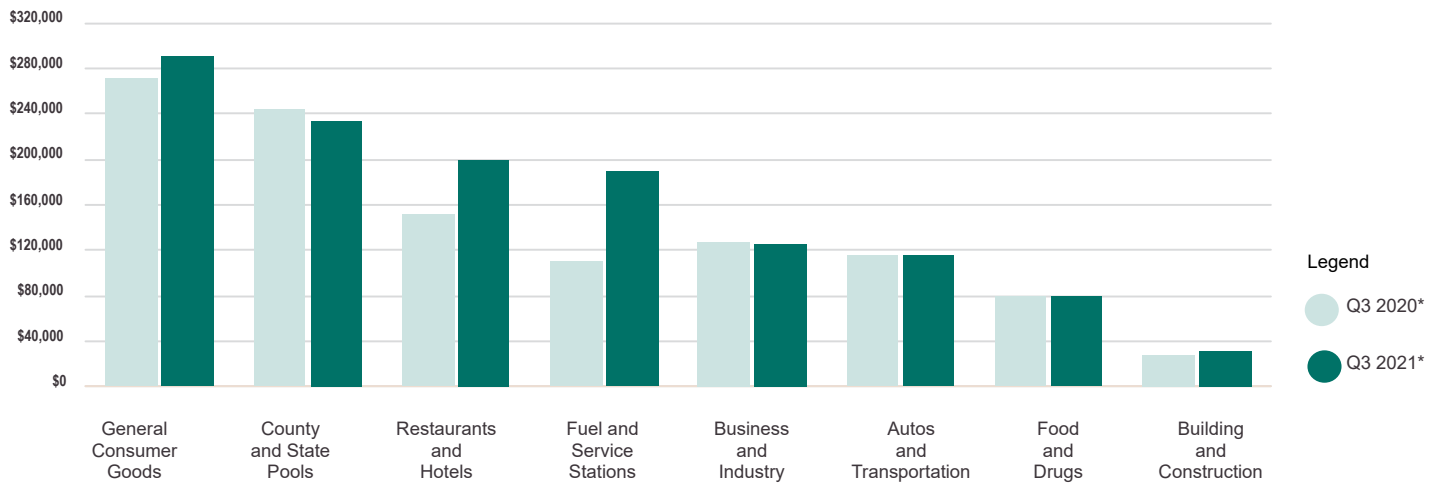


18.3%  
STATE



*\*Allocation aberrations have been adjusted to reflect sales activity*

### SALES TAX BY MAJOR BUSINESS GROUP



### CITY OF MOORPARK HIGHLIGHTS

Moorpark's receipts from July through September were 11.6% above the third sales period in 2020. Excluding reporting aberrations, actual sales were up 12.4%.

This strong percentage gain signifies the continued rebound from the pandemic impacts of a year ago.

With minimal mask requirements and continued pent up demand to eat out, receipts from casual and quick-service restaurants were only surpassed by amounts reported last quarter in the City's history. An increased number of summer travelers and commuters brought about a lack of supply having upward pressure on gas prices resulting in stellar gains from service stations.

Returns from general consumer brick-and-mortar retailers remain steady as locals are able to access storefronts with

no capacity restrictions, while receipts from building-construction suppliers rose during this summer period with a solid housing market, still rather low interest rate environment and increased cost of lumber having an impact.

However, the City's allocation from the countywide use tax pool decreased 4% due to a softening of online purchases from out-of-state vendors compared to the shutdown periods a year ago, and a return of spending in other communities providing them a greater portion of the pool overall.

Net of aberrations, taxable sales for all of Ventura County grew 14.7% over the comparable time period; the Southern California region was up 19.9%.



### 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

Local one cent sales and use tax receipts for sales occurring July through September were 18% higher than the same quarter one year ago after adjusting for accounting anomalies and back payments from previous quarters. These aberrations had been much greater than normal in the last two years as the Governor’s Executive Orders allowed businesses to defer some sales tax payments as a supportive measure during the pandemic. This program has now expired, and merchant remittances are more consistent, making cash receipts more reflective of underlying economic activity.

The prior year comparison quarter was the start of the pandemic recovery, and the strong growth enjoyed since continued with the recent results.

Surprisingly, one of the stronger sectors has been restaurants and hotels. Originally forecasted to take an extended amount of time to recover, statewide sales tax generated during the summer months exceeded amounts from pre-pandemic 2019. Even with the availability of indoor and outdoor dining, pent up demand resulted in long wait times to enjoy local culinary experiences. When combined with increasing restaurant tabs as the cost of food and staff wages surge, sales tax remittances are expected to continue growing. Additionally, while the industry awaits the return of foreign tourism in metropolitan areas, strong domestic travel has helped varied regions around the state especially Southern California and the Central Coast.

Receipts from general consumer goods marked a steady recovery, led by apparel retailers, jewelry, electronic/appliance and specialty outlets. Discount department stores, especially those selling gas, helped exemplify the strength of brick-and-mortar

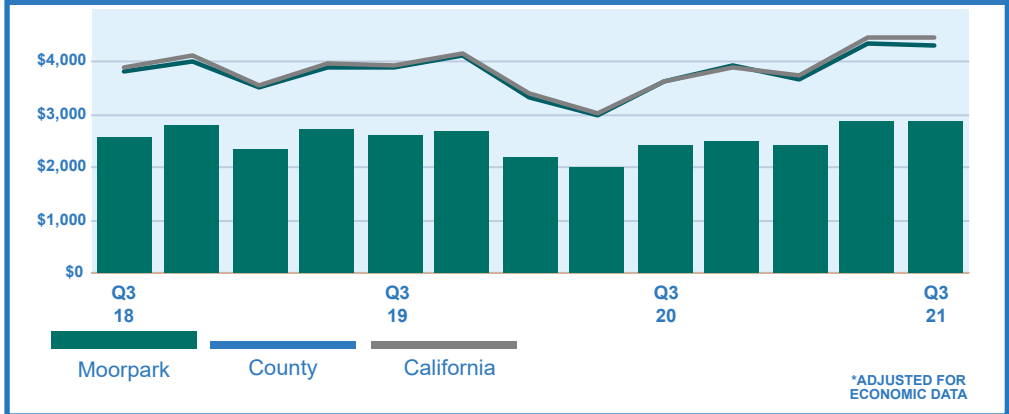
merchants. Gains from the countywide use tax pools however, slowed to 2% compared to the high-water mark last year, which had been boosted by new tax collecting requirements imposed under AB 147 for online retailers. All things considered, when combined with positive economic trends, these are a welcome sign leading up to the holiday shopping period.

Although car dealers had expressed concerns about inventory shortages due to supply chain disruptions and computer chip shortages earlier in the year, the sale of new and used vehicles posted solid gains regardless. Higher property values and good weather contributed to strong building

materials and contractor returns. As commuting workers and travelers returned to the road with increased gas prices, fuel and service stations also experienced a dramatic recovery.

Overall growth is expected to continue through the end of the 2021 calendar year. Possible headwinds into 2022 include: pent up demand for travel and experiences shifting spending away from taxable goods; higher prices for fuel, merchandise and services displacing more of consumer’s disposable income; and expected interest rate hikes resulting in more costly financing for automobiles, homes, and consumer loans.

### SALES PER CAPITA\*



### TOP NON-CONFIDENTIAL BUSINESS TYPES

Moorpark Business Type	Q3 '21*	Change	County Change	HdL State Change
Service Stations	189.7	72.8% ↑	59.2% ↑	53.6% ↑
Quick-Service Restaurants	73.4	12.6% ↑	10.0% ↑	13.5% ↑
Casual Dining	67.9	37.5% ↑	47.1% ↑	68.4% ↑
Grocery Stores	44.6	-7.3% ↓	-2.2% ↓	-0.2% ↓
Specialty Stores	22.9	-12.9% ↓	17.7% ↑	21.4% ↑
Light Industrial/Printers	21.6	-11.2% ↓	29.0% ↑	11.9% ↑
Fast-Casual Restaurants	20.1	0.4% ↑	18.2% ↑	18.9% ↑
Sporting Goods/Bike Stores	17.8	26.9% ↑	-2.6% ↓	2.3% ↑
Convenience Stores/Liquor	15.1	2.8% ↑	1.5% ↑	-0.3% ↓
Drug Stores	14.9	4.4% ↑	3.0% ↑	5.1% ↑

\*Allocation aberrations have been adjusted to reflect sales activity \*In thousands of dollars