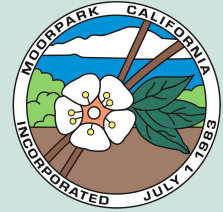


CITY OF MOORPARK

SALES TAX UPDATE

4Q 2021 (OCTOBER - DECEMBER)



MOORPARK

TOTAL: \$ 1,355,995

14.8%
4Q2021



7.3%
COUNTY

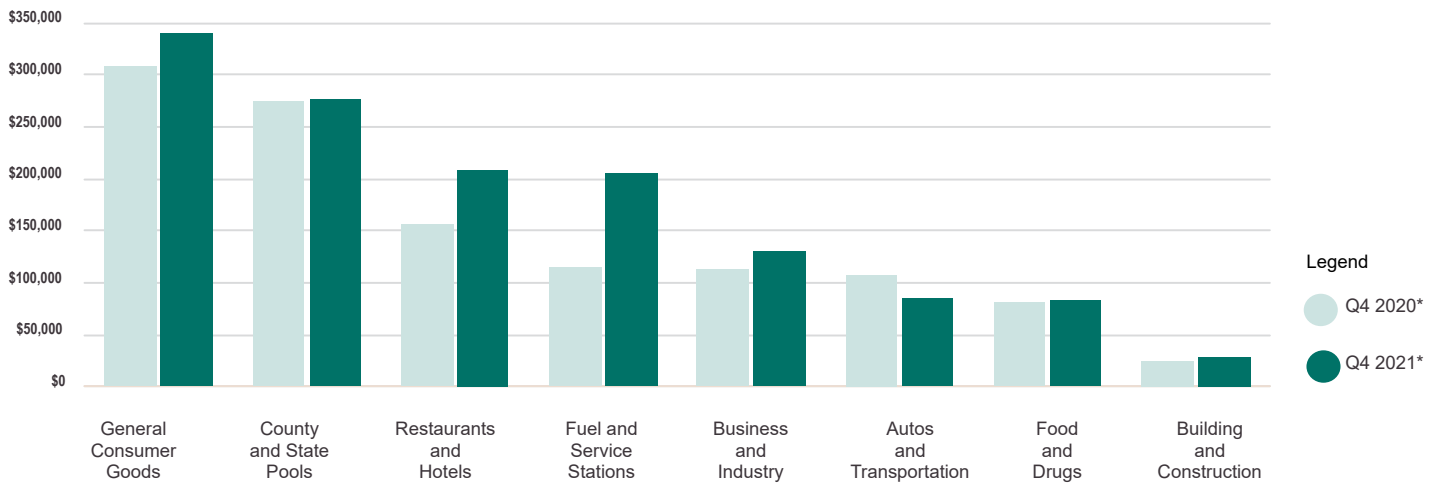


15.6%
STATE



*Allocation aberrations have been adjusted to reflect sales activity

SALES TAX BY MAJOR BUSINESS GROUP



CITY OF MOORPARK HIGHLIGHTS

Moorpark's receipts from October through December were 22.8% above the fourth sales period in 2020. Excluding reporting aberrations, actual sales were up 14.8%.

Recovery from last year's pandemic impacts on sales taxes was evident with gains in multiple industry groups. Despite news of variants, brick and mortar retailers delivered a positive holiday experience to boost sales in general consumer goods. The City's share in the countywide pool dipped compared to last year, driven by taxpayer reporting changes and weaker online sales. However, e-commerce and the pools remain a solid source of local revenue.

Rising menu prices didn't deter the gains in restaurant receipts. Casual dining boomed as people once again enjoyed

dining out which may have contributed to reduced food-drug shopping. Quick service restaurant sales grew at a slower pace as they were not as impacted with the prior restrictions. The higher price of gasoline at the pump along with improved consumption factored into another quarter of double-digit gains.

Both the business-industry and building-construction sectors posted gains. Conversely unlike the rest of the state reporting continued growth in the autos-transportation group, the City experienced a decline in sales activity.

Net of aberrations, taxable sales for all of Ventura County grew 7.3% over the comparable time period; the Southern California region was up 17.4%.



TOP 25 PRODUCERS

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



STATEWIDE RESULTS

California’s local one cent sales and use tax receipts for sales during the months of October through December were 15% higher than the same quarter one year ago after adjusting for accounting anomalies. A holiday shopping quarter, the most consequential sales period of the year, and the strong result was a boon to local agencies across the State. Consumers spent freely as the economy continued its rebound from the pandemic and as robust labor demand reduced unemployment and drove up wages.

Brick and mortar retailers did exceptionally well as many shoppers returned to physical stores rather than shopping online as the COVID crisis waned. This was especially true for traditional department stores that have long been among the weakest categories in retail. Discount department stores, particularly those selling gas, family and women’s apparel and jewelry merchants also experienced strong sales. Many retailers are now generating revenue that is nearly as much, or even higher, than pre-pandemic levels.

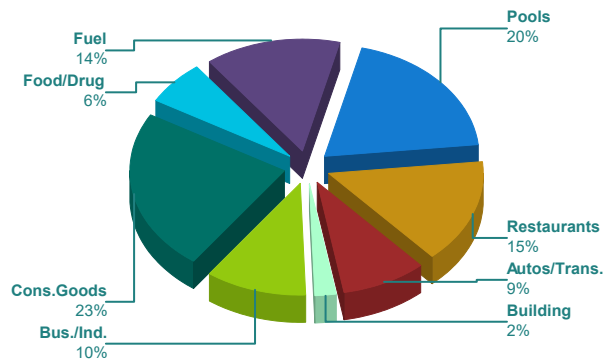
Sales by new and used car dealers were also much higher than a year ago. The inventory shortage has resulted in higher prices that have more than offset the decline in unit volume in terms of revenue generation for most dealerships. Restaurants and hotels were only moderately lower than last quarter, with both periods being the highest in the State’s history. Increased menu prices coupled with robust demand to dine out are largely responsible for these gains. These are impressive results for a sector that does not yet include the positive impact that will occur later this year as international travel steadily increases at major airports. Conference business, an important revenue component for many hotels, is also still in the early stages of recovery.

Building material suppliers and contractors were steady as growing residential and commercial property values boosted demand, particularly in the Southern California, Sacramento and San Joaquin Valley regions. Although anticipated interest rate increases by the Federal Reserve could dampen the short-term outlook for this sector, industry experts believe limited selling activity will inspire increased upgrades and improvements by existing owners. With demand remaining tight and calls for more affordable housing throughout the state, the long-term outlook remains positive.

The fourth quarter, the final sales period of calendar year 2021, exhibited a 20% rebound

in tax receipts compared to calendar year 2020. General consumer goods, restaurants, fuel and auto-transportation industries were the largest contributors to this improvement. However, the future growth rate for statewide sales tax revenue is expected to slow markedly. Retail activity has now moved past the easy year-over-year comparison quarters in 2021 versus the depths of the pandemic bottom the year before. Additional headwinds going into 2022 include surging inflation, a dramatic jump in the global price of crude oil due to Russia’s war in Ukraine and corresponding monetary tightening by the Federal Reserve. This is expected to result in weakening consumer sentiment and continued, but decelerating, sales tax growth into 2023.

REVENUE BY BUSINESS GROUP Moorpark This Calendar Year*



*ADJUSTED FOR ECONOMIC DATA

TOP NON-CONFIDENTIAL BUSINESS TYPES

Moorpark Business Type	Q4 '21*	Change	County Change	HdL State Change
Service Stations	205.7	78.0% ↑	56.6% ↑	53.8% ↑
Quick-Service Restaurants	74.9	8.3% ↑	8.4% ↑	12.1% ↑
Casual Dining	68.7	30.9% ↑	46.9% ↑	66.4% ↑
Grocery Stores	47.0	-6.4% ↓	-1.5% ↓	0.6% ↑
Light Industrial/Printers	24.9	-3.2% ↓	1.2% ↑	8.3% ↑
Fast-Casual Restaurants	20.7	22.3% ↑	17.7% ↑	16.7% ↑
Specialty Stores	19.8	-4.7% ↓	7.7% ↑	18.8% ↑
Drug Stores	16.4	8.5% ↑	5.1% ↑	7.9% ↑
Home Furnishings	15.4	9.6% ↑	0.4% ↑	6.4% ↑
Convenience Stores/Liquor	15.0	7.2% ↑	1.4% ↑	2.1% ↑

*Allocation aberrations have been adjusted to reflect sales activity

*In thousands of dollars