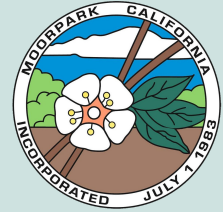


# CITY OF MOORPARK

## SALES TAX UPDATE

### 2Q 2022 (APRIL - JUNE)



**MOORPARK**

TOTAL: \$ 1,429,324

11.9%  
2Q2022



7.4%  
COUNTY

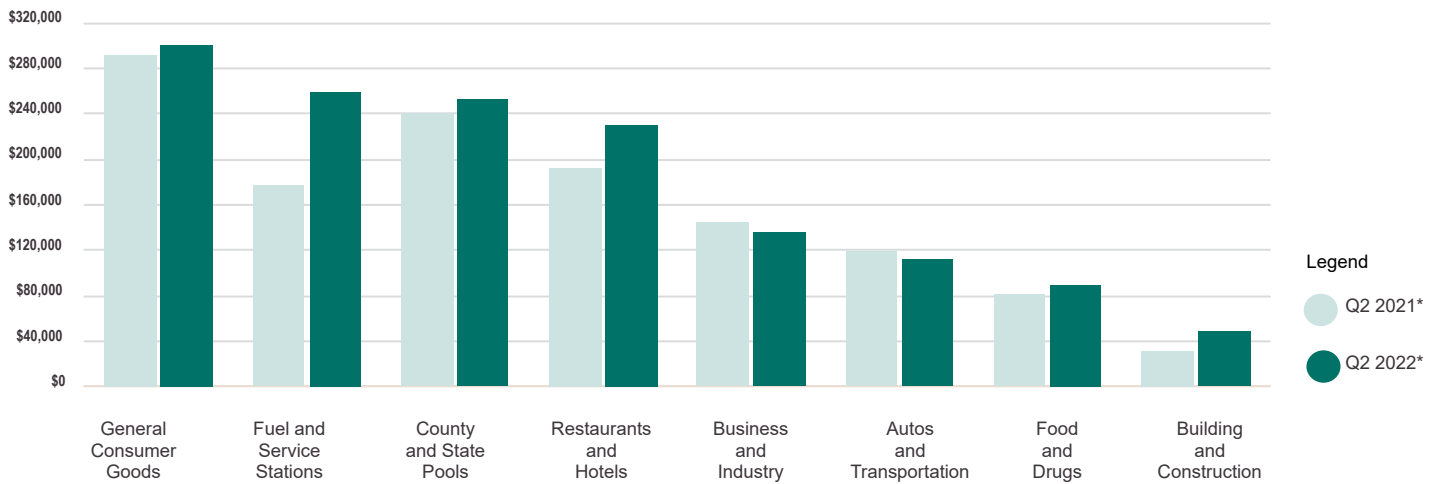


10.1%  
STATE



*\*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 7.2% above the second sales period in 2021. Excluding reporting aberrations, actual sales were up 11.9%.

General consumer sales rose modestly as inflation impacted pricing at retailers. A store closure also impacted the results. News reports note consumer confidence is diminishing and with retail inventory at high levels, there could be heavy discounting in the future. Modest ecommerce sales increased the City's share in the countywide pool propelled by gains in the business-industry group.

Spikes in the global cost of crude oil resulted in higher gas prices locally boosting receipts for the fuel group. Prices at the pump have risen steadily, and with congestion on the highways from more travelers and commuters, service stations reported another

quarter of strong sales.

Consumers are still seeking out restaurant experiences despite rising menu prices. Patrons continued to enjoy frequenting casual eateries, quick service and fast casual restaurants, including a recently added outlet as a way to socialize or celebrate special occasions.

The building-construction sectors posted strong receipts helped by the addition of a recently opened business in plumbing/electrical supplies. Unlike regional and statewide results, business-industry group sales declined.

Net of aberrations, taxable sales for all of Ventura County grew 7.4% over the comparable time period; the Southern California region was up 11.1%.



### TOP 25 PRODUCERS

- 76
- Campus Plaza Shell
- Command Performance Catering
- In N Out Burger
- Kahoots Pet Store
- Kohls
- McDonalds
- Moorpark 76
- Moorpark Chevron
- Moorpark Petroleum
- Pentair Pool Products
- Peter Lars
- Pool & Electrical Products
- 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 for sales occurring April through June was 10% higher than the same quarter one year ago after adjusting for accounting anomalies and back payments from previous quarters. These returns mark the sixth consecutive quarter of double-digit growth since the pandemic periods in 2020, with the July-June 2022 fiscal year up 15%.

Commuters returning to offices combined with the Russia-Ukraine conflict continuing to put upward pressure on oil prices and left Californians facing the highest average price per gallon on record resulting in fuel and service station receipts 42% higher than last year. While statewide fuel consumption still trails 2019 levels, local gas prices are expected to remain high until after the summer blend period.

Led by consumer’s desire to dine out, a steady rise in tourism and business travel, higher menu prices and great weather, the restaurant sector continues to flourish. Theme parks, entertainment venues and hotels showed the strongest growth with casual dining establishments remaining solid, a trend likely to remain through 2022.

The automobile sector experienced modest gains for new car dealers and rental car vendors, however sales of used autos and leasing activity has begun to cool. Brands prioritizing full electric and hybrid models still appear to be the most attractive with consumers, however increased financing rates may cause even their activity to dampen. Tight inventories that contributed to dramatic price increases over the last 18 months are also showing signs of loosening as newer models are released

in greater numbers.

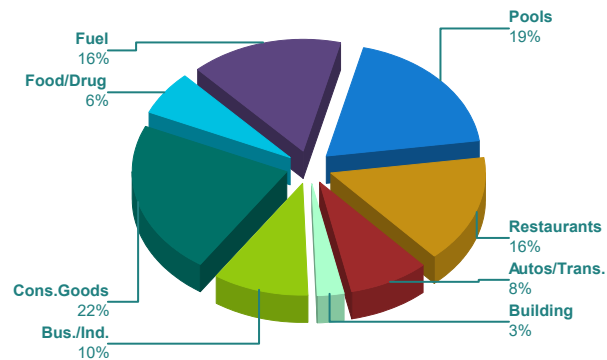
General consumer goods categories saw steady returns largely propped up by retailers also selling fuel. In comparison with the prior year when consumers were buying merchandise at a record pace, the current returns from apparel and jewelry stores grew moderately with home furnishings showing a slight decrease.

With new housing starts accelerating and residential and commercial property values rising, construction contractors remain busy. Lumber prices have softened from prior year highs leaving material suppliers with modest gains, however electrical, plumbing and energy

suppliers boosted building sector results. Increased investment in capital equipment remains an important area of growth for county pool allocations, especially as online spending for general consumer goods begins to flatten as consumers return to in-store shopping.

Overall, higher priced goods through periods of consistent demand have led to economic inflation. The Federal Reserve Board’s recent actions to curb inflation are anticipated to put downward pressure on auto sales, building materials and financed general consumer goods, resulting in slower growth by year end and into 2023.

**REVENUE BY BUSINESS GROUP**  
Moorpark This Fiscal Year\*



\*ADJUSTED FOR ECONOMIC DATA

**TOP NON-CONFIDENTIAL BUSINESS TYPES**

Moorpark Business Type	Q2 '22*	Change	County Change	HdL State Change
Service Stations	259.5	47.2% ↑	35.0% ↑	36.4% ↑
Quick-Service Restaurants	80.0	4.9% ↑	5.3% ↑	5.2% ↑
Casual Dining	71.1	5.9% ↑	8.2% ↑	17.2% ↑
Grocery Stores	52.5	10.5% ↑	5.8% ↑	5.3% ↑
Light Industrial/Printers	24.1	-3.7% ↓	23.1% ↑	11.7% ↑
Fast-Casual Restaurants	23.5	21.2% ↑	9.1% ↑	7.9% ↑
Specialty Stores	23.0	4.1% ↑	4.2% ↑	4.2% ↑
Convenience Stores/Liquor	15.2	10.2% ↑	-0.6% ↓	-0.3% ↓
Drug Stores	15.2	7.0% ↑	4.6% ↑	4.7% ↑
Home Furnishings	15.1	12.7% ↑	-0.7% ↓	-4.5% ↓

\*Allocation aberrations have been adjusted to reflect sales activity

\*In thousands of dollars