

CITY OF MONROVIA

SALES TAX UPDATE

4Q 2021 (OCTOBER - DECEMBER)



MONROVIA

TOTAL: \$ 3,167,327

10.3%
4Q2021



16.9%
COUNTY

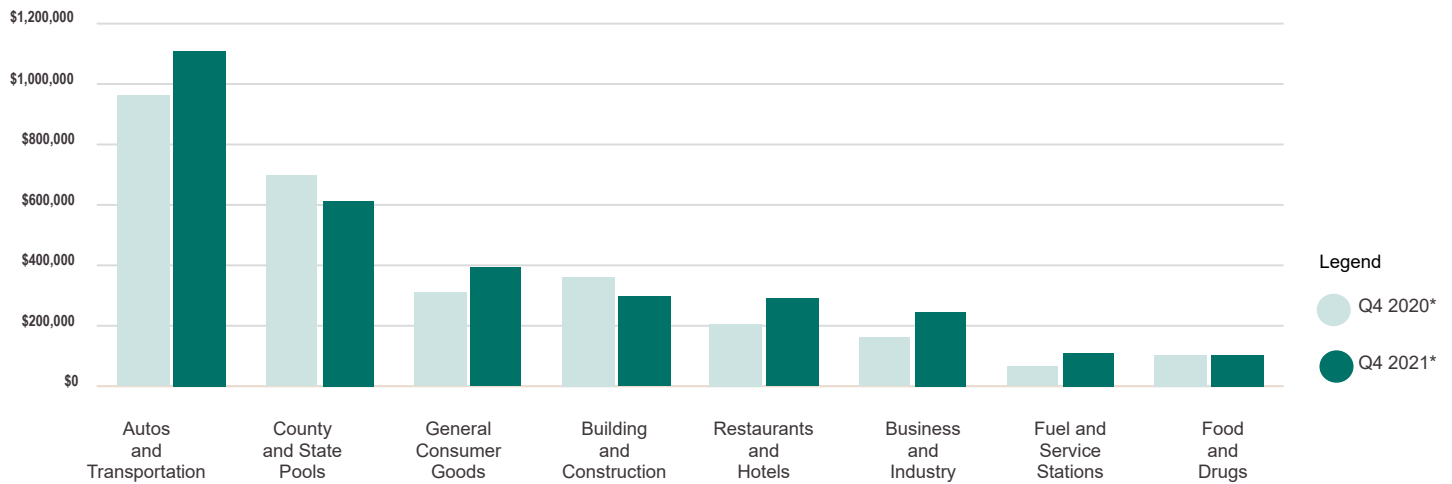


15.6%
STATE



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

SALES TAX BY MAJOR BUSINESS GROUP



Measure K

TOTAL: \$1,628,416

↑ 0.6%



CITY OF MONROVIA HIGHLIGHTS

Receipts from Monrovia's October through December sales were 14.8% higher than the same quarter last year. Actual activity increased 10.3% after accounting aberrations were factored out.

General consumer goods continued the rebound from the pandemic impacts of a year ago with strong returns from family apparel and other sectors boosting group returns 26%.

Brisk new vehicle sales and leasing helped drive autos-transportation results up 15%. Gains in business to business sales buoyed business-industry 52%.

Record prices at the pumps plus continued increase consumption jumped service station receipts 68% while dining area reopenings and continued pent up demand to eat out, boosted all restaurant categories 39%.

Voter-approved Measure K saw similar results with increases in most major business groups.

Net of aberrations, taxable sales for all of Los Angeles County grew 16.9% over the comparable time period; the Southern California region was up 17.4%.



TOP 25 PRODUCERS

- | | |
|----------------------------------|--|
| 76 | Marshall's |
| ABC Supply Co | Myrtle Chevron |
| BMW & Mini of Monrovia | Nissan Infiniti |
| Bodyworks Equipment Burlington | Ross |
| Chevron | Sierra Chevrolet Of Monrovia |
| Financial Services Vehicle Trust | Sierra Chrysler Dodge Jeep Ram of Monrovia |
| HGreg Infiniti Monrovia | Sierra Honda Chevrolet |
| Home Depot | Sierra Honda Of Monrovia |
| Interior Services | Sierra Subaru Of Monrovia |
| Jays Shell | TJ Maxx |
| Kimjem | Vons |
| Kohls | |
| Living Spaces Furniture | |



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.

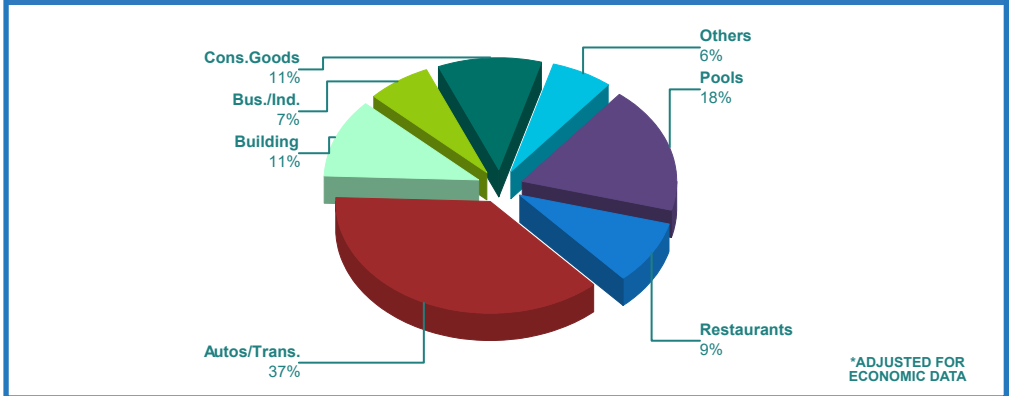
Sales by new and used car dealers were also much higher than a year ago. The inventory shortage has resulted in higher prices that have more than offset the decline in unit volume in terms of revenue generation for most dealerships. Restaurants and hotels were only moderately lower than last quarter, 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
Monrovia This Calendar Year*



TOP NON-CONFIDENTIAL BUSINESS TYPES

Monrovia Business Type	Q4 '21*	Change	County Change	HdL State Change
New Motor Vehicle Dealers	849.9	19.9% ↑	22.7% ↑	15.5% ↑
Building Materials	264.9	-19.2% ↓	3.3% ↑	2.3% ↑
Auto Lease	193.5	-1.8% ↓	-4.8% ↓	-4.7% ↓
Family Apparel	148.2	35.9% ↑	32.0% ↑	27.2% ↑
Casual Dining	145.5	87.9% ↑	80.5% ↑	66.4% ↑
Service Stations	109.6	67.6% ↑	60.4% ↑	53.8% ↑
Quick-Service Restaurants	101.3	3.6% ↑	13.9% ↑	12.1% ↑
Grocery Stores	69.4	1.3% ↑	0.1% ↑	0.6% ↑
Specialty Stores	52.2	32.4% ↑	18.5% ↑	18.7% ↑
Medical/Biotech	37.0	257.4% ↑	-26.0% ↓	-4.6% ↓

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