

# CITY OF MONROVIA

## SALES TAX UPDATE

### 1Q 2024 (JANUARY - MARCH)



#### MONROVIA

TOTAL: \$ 2,775,685

-4.6%

1Q2024



-0.8%

COUNTY



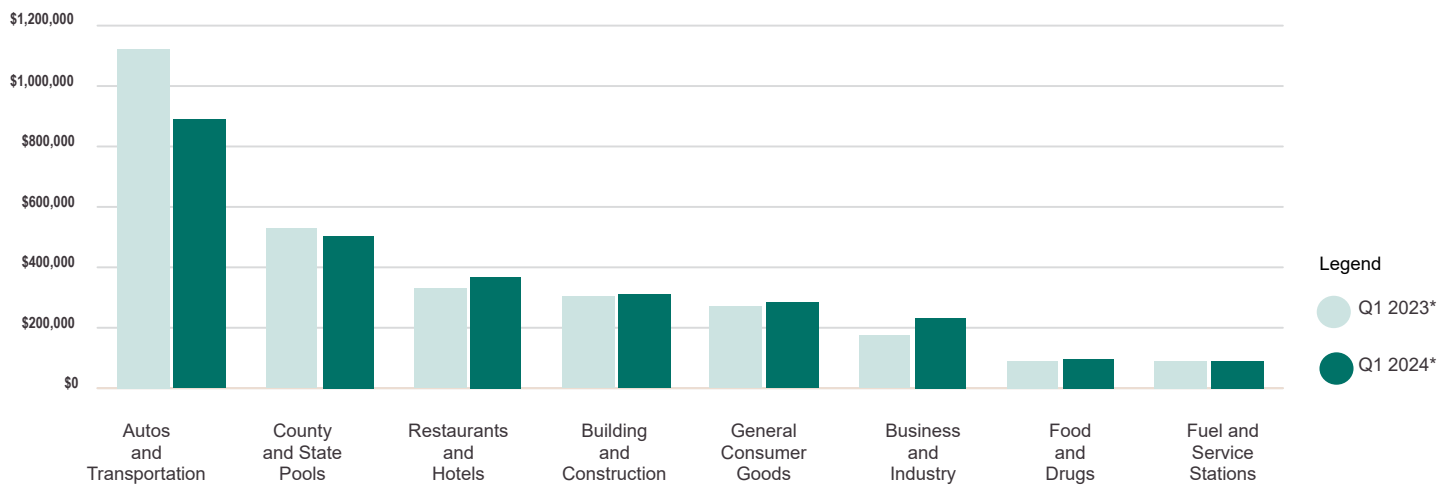
-0.3%

STATE



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

#### SALES TAX BY MAJOR BUSINESS GROUP



#### Measure K

TOTAL: \$1,612,427

↑ 4.5%



#### CITY OF MONROVIA HIGHLIGHTS

Monrovia's receipts from January through March were 5.5% below the first sales period in 2023. Excluding reporting aberrations, actual sales were down 4.6%.

Inflation continues to be a burden on most cities as the Fed's efforts to slow the rate of inflation have not had the impact that was initially expected.

Autos-transportation were negatively impacted by what is happening nationally, which is higher pricing and financing costs, as the sector was down -20.7%. Fuel-service stations were negatively impacted during the quarter, as oil and fuel pricing remained volatile

due to geopolitical issues and oil futures investors.

Restaurants-hotels posted significant gains due to the opening of new outlets, ending up 13.5%. Business-industry enjoyed one-time allocations which pushed the sector up to new levels.

Transaction and Use Tax Measure K generated 58.3% of the Bradley-Burns amount, led by growth from general consumer goods.

Net of aberrations, taxable sales for all of Los Angeles County declined 0.8% over the comparable time period; the Southern California region was flat.



#### TOP 25 PRODUCERS

- |                                  |  |
|----------------------------------|--|
| 76                               | Myrtle Chevron                             |
| ABC Supply Co                    | Ross                                       |
| BMW & Mini of Monrovia           | Sierra Chevrolet of Monrovia               |
| Bodyworks Equipment              | Sierra Chrysler Dodge Jeep Ram of Monrovia |
| Chevron                          | Sierra Honda of Monrovia                   |
| Chick Fil A                      | Sierra Infiniti of Monrovia                |
| Financial Services Vehicle Trust | Sierra Subaru of Monrovia                  |
| Hirsch Pipe & Supply Co          | Superior Pool Products                     |
| Home Depot                       | TJ Maxx                                    |
| Kohls                            | Trader Joe's                               |
| Letsgetchecked                   | Vons                                       |
| Living Spaces Furniture          |  |
| Lowes                            |  |
| Marshalls                        |  |



**STATEWIDE RESULTS**

California’s local one cent sales and use tax receipts during the months of January through March were 0.2% lower than the same quarter one year ago after adjusting for accounting anomalies. The calendar year first quarter is traditionally the lowest sales tax generating period; however, returns were more on par with the comparison period.

One of the only sectors continuing to display declines was autos-transportation. High interest rates created more expensive long-term financing costs. Combined with a dramatic cost of insurance coverage rate spike, this group declined 7.5%.

Fuel and service stations was the other sector with a drop over last year. As California drivers embark on summer travel, they’ll do so with slightly elevated gas prices versus 2023, probably yielding the final period of negative results for the category heading into 2025.

During this post-holiday shopping period, general consumer goods experienced a soft rebound with very modest 0.5% growth. Although retailers selling gas were hurt by fuel prices, it did not stop family apparel and department stores from lifting revenues.

Restaurant activity contributed constant growth of 2.1%. Only fine dining establishments remain hindered as more affordable menus are preferred. Also, it appears some eateries made operational changes while implementing AB 1228; however, there isn’t enough data

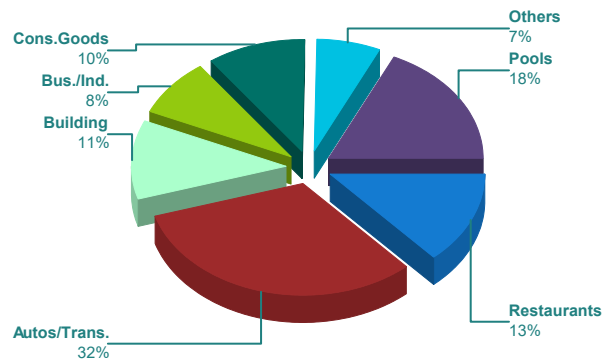
yet to understand if this new bill impacted revenue.

Seemingly dramatic one-time events helped boost business-industry, as investments in office supplies-furniture and energy projects were a significant reason for 3.6% gains this quarter. Additionally, strong fulfillment center direct payments demonstrated sustained logistical expansion. When coupled with improved returns via the countywide use tax pools, customers demonstrated e-commerce preferences for obtaining various goods. Overall

pool allocations improved 1.6%.

Statewide, 2024 begins in a more positive fashion compared to the recent trends of 2023. Buoyed 1st quarter results may signify ‘the floor’ helping ease tax revenue concerns while awaiting the next growth cycle. The Federal Reserve and their position with the Fed Funds Rate remains the most probable component between economic stagnation or spring-boarding consumer spending. Tourism and local travel in the coming summer period could further inspire confidence.

**REVENUE BY BUSINESS GROUP**  
Monrovia This Quarter\*



\*ADJUSTED FOR ECONOMIC DATA

**TOP NON-CONFIDENTIAL BUSINESS TYPES**

Monrovia Business Type	Q1 '24*	Change	County Change	HdL State Change
New Motor Vehicle Dealers	661.5	-25.1% ↓	-5.8% ↓	-10.7% ↓
Building Materials	258.6	-0.7% ↓	-0.7% ↓	-0.7% ↓
Casual Dining	171.0	6.1% ↑	2.1% ↑	2.3% ↑
Auto Lease	154.5	-1.3% ↓	1.1% ↑	4.3% ↑
Quick-Service Restaurants	144.8	29.5% ↑	1.8% ↑	2.7% ↑
Family Apparel	109.2	16.1% ↑	7.5% ↑	7.4% ↑
Service Stations	88.1	-2.5% ↓	-0.4% ↓	-0.8% ↓
Grocery Stores	67.0	12.6% ↑	4.6% ↑	2.8% ↑
Fast-Casual Restaurants	40.6	2.5% ↑	-0.7% ↓	2.3% ↑
Specialty Stores	40.6	-25.2% ↓	-0.5% ↓	-2.3% ↓

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\*In thousands of dollars