

CITY OF POWAY

SALES TAX UPDATE

1Q 2021 (JANUARY - MARCH)



POWAY

TOTAL: \$ 3,557,534

5.8%
1Q2021



7.4%
COUNTY

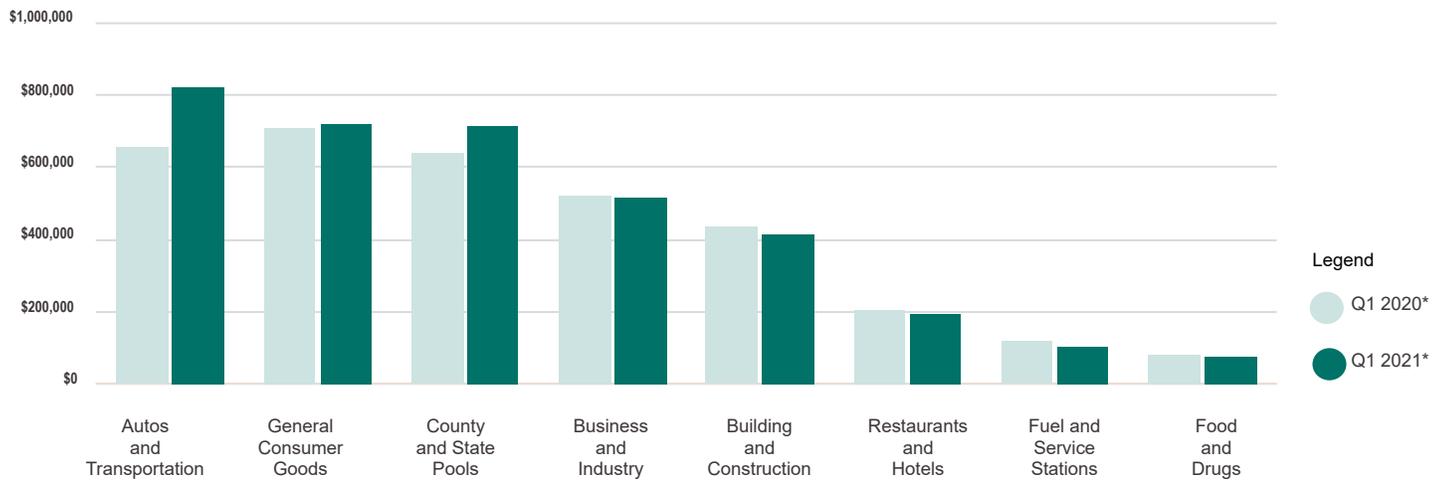


9.5%
STATE



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

SALES TAX BY MAJOR BUSINESS GROUP



CITY OF POWAY HIGHLIGHTS

Poway's receipts from January through March were 19.5% above the first sales period in 2020. Adjusting for reporting aberrations, which included numerous tax payment delays last year at the beginning of the pandemic, actual sales were up 5.8%.

New car sales surged 32%, close to the 33% statewide trend, as consumers with money to spend appear to be in a near-buying frenzy after a year of ascetic pandemic living.

Receipts from the San Diego County use-tax pool grew 12% with continued strong growth in internet sales, as the use-tax pool is where much of the tax revenue from online purchases is apportioned. The booming housing market also propelled the sale of building materials to a 20% increase.

Net of aberrations, taxable sales for all of San Diego County grew 7.4% over the comparable time period; the Southern California region was up 9.0%.



TOP 25 PRODUCERS

Circle K
Costco
Digitalpro
EPC Power Corp
Ferguson Enterprises
General Atomics Aeronautical
Home Depot
Home Goods
Honda Lease Trust
Kohls
Lowe's
Maintex
Mossy Nissan
Perry Ford of Poway
Poway Chrysler Dodge Jeep Ram
Poway Honda
Poway Hyundai
Poway Powersports

Scion of Poway Toyota of Poway
Stater Bros
Sysco Food Services
Target
United Oil
Walmart Supercenter
Willscot



STATEWIDE RESULTS

The local one cent sales and use tax from sales occurring January through March, was 9.5% higher than the same quarter one year ago after factoring for accounting anomalies and back payments from previous quarters.

The Shelter-In-Place directive began one year ago which had the impact of immediate store and restaurant closures combined with remote/work from home options for employees which significantly reduced commuting traffic and fuel sales. When comparing to current period data, percentage gains are more dramatic. Furthermore, this pandemic dynamic combined with the Governor’s first Executive Order of last spring allowing for deferral of sales tax remittances explained why non-adjusted cash results were actually up 33%.

These initial recovery gains were not the same everywhere. Inland regions like Sacramento, San Joaquin Valley, Sierras, Far North and the Inland Empire area of Southern California performed much stronger than the Bay Area, Central Coast and metro areas of Southern California.

Within the results, solid performance by the auto-transportation and building-construction industries really helped push receipts higher. Weak inventories and scarcity for products increased the taxable price of vehicles (new & used), RV’s, boats and lumber which appeared to be a major driving force for these improved returns. Even though e-commerce sales activity continued to rise, brick and mortar general consumer retailers also showed solid improvement of 11% statewide.

An expected change occurred this quarter as a portion of use tax dollars previously distributed through the countywide pools was redirected to specific local jurisdictions. Changes in business structure required a

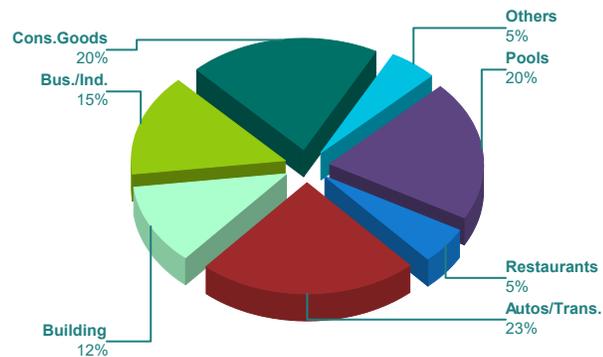
taxpayer to determine where merchandise was inventoried at the time orders were made. Therefore, rather than apportion sales to the county pool representing where the merchandise was shipped, goods held in California facilities required allocations be made to the agency where the warehouse resides. With this modification, the business and industry category jumped 18% inclusive of steady gains by fulfillment centers, medical-biotech and garden-agricultural suppliers. Even after the change noted, county pools surged 18% which demonstrated consumers continued desire to make purchases online.

Although indoor dining was available in many counties, the recovery for restaurants

and hotels still lagged other major categories. Similarly, while commuters and travelers slowly began returning to the road, the rebound for gas stations and jet fuel is trailing as well. Both sectors are expected to see revenues climb in the coming quarters as commuters and summer tourism heats up.

Looking ahead, sustained growth is anticipated through the end of the 2021 calendar year. As a mild head wind, pent up demand for travel and experiences may begin shifting consumer dollars away from taxable goods; this behavior modification could have a positive outcome for tourist areas within the state.

REVENUE BY BUSINESS GROUP Poway This Quarter*



*ADJUSTED FOR ECONOMIC DATA

TOP NON-CONFIDENTIAL BUSINESS TYPES

Poway Business Type	Q1 '21*	Change	County Change	HdL State Change
New Motor Vehicle Dealers	631.4	31.9% ↑	32.3% ↑	33.2% ↑
Building Materials	215.3	27.4% ↑	15.9% ↑	19.0% ↑
Service Stations	105.2	-11.0% ↓	-1.5% ↓	-4.0% ↓
Quick-Service Restaurants	87.6	2.7% ↑	2.7% ↑	1.1% ↑
Casual Dining	73.8	-7.8% ↓	-18.3% ↓	-18.9% ↓
Light Industrial/Printers	48.8	16.1% ↑	-3.0% ↓	-1.6% ↓
Home Furnishings	45.5	41.0% ↑	17.1% ↑	19.3% ↑
Auto Lease	44.9	-6.4% ↓	-3.8% ↓	-1.1% ↓
Contractors	44.5	-21.8% ↓	7.4% ↑	3.6% ↑
Grocery Stores	43.4	-12.7% ↓	-6.2% ↓	-6.2% ↓

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*In thousands of dollars