

CITY OF MOORPARK

SALES TAX UPDATE

1Q 2021 (JANUARY - MARCH)



MOORPARK

TOTAL: \$ 1,081,231

13.3%
1Q2021



13.0%
COUNTY

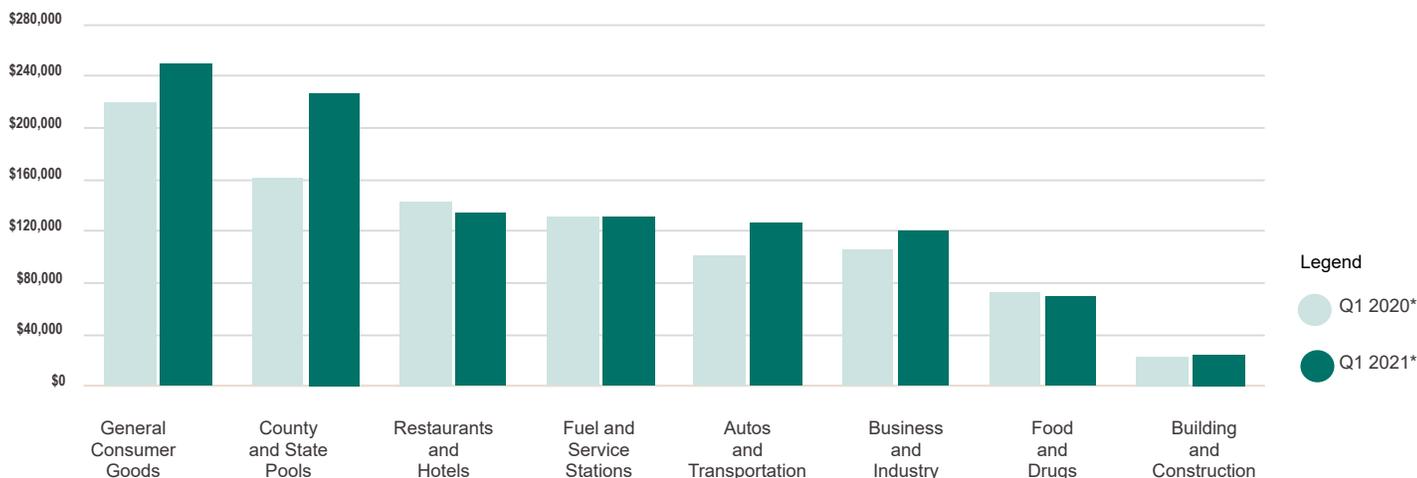


9.5%
STATE



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

SALES TAX BY MAJOR BUSINESS GROUP



CITY OF MOORPARK HIGHLIGHTS

Moorpark's receipts from January through March were 36.7% above the first sales period in 2020. However, due to the deferral of tax payments a year ago this comparison was temporarily exaggerated. Excluding reporting aberrations, actual sales were up 13.3%.

Greater distribution of the Covid-19 vaccine, reopening of the economy and initial pandemic impacts reflected in the comparison period, all contributed to the city experiencing strong overall growth.

Brick and mortar general consumer retailers saw steady improvement with multiple categories helping lift results. Similar to the statewide trend, high demand and low inventory has begun to increase the per unit price helping boost sales tax generated by auto-transportation merchants.

The recent addition of new vendors and improved activity over last year was largely responsible for the growth from business-industry.

Gains from the countywide use tax pool continues to be a bright spot. With more online purchases being made and a greater number of out-of-state retailers collecting and remitting local sales tax, the City's share grew 40% compared to a year ago.

As expected, restaurants that usually depend on indoor services like casual dining establishments continue to be hindered.

Net of aberrations, taxable sales for all of Ventura County grew 13.0% over the comparable time period; the Southern California region was up 9.0%.



TOP 25 PRODUCERS

- 76
- Campus Plaza Shell
- Dick's Sporting Goods
- In N Out Burger
- Kahoots Pet Store
- Kohls
- McDonalds
- Michaels
- Moorpark 76
- Moorpark Chevron
- Moorpark Petroleum
- Pentair Pool Products
- QEP
- 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

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

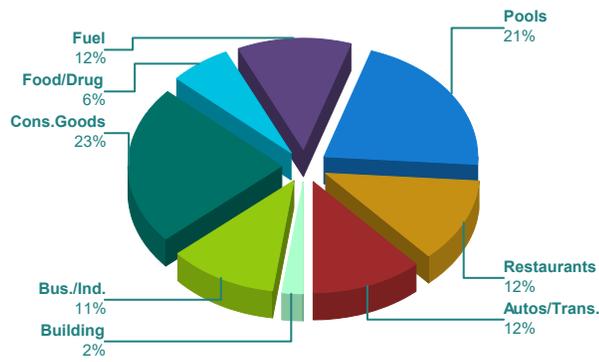
taxpayer to determine where merchandise was inventoried at the time orders were made. Therefore, rather than apportion sales to the county pool representing where the merchandise was shipped, goods held in California facilities required allocations be made to the agency where the warehouse resides. With 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 Moorpark This Quarter*



*ADJUSTED FOR ECONOMIC DATA

TOP NON-CONFIDENTIAL BUSINESS TYPES

Moorpark Business Type	Q1 '21	Change	County Change	HdL State Change
Service Stations	130,625	0.0%	-5.3%	-3.9%
Quick-Service Restaurants	64,348	5.5%	7.3%	1.1%
Casual Dining	44,371	-18.3%	-14.2%	-18.9%
Grocery Stores	41,471	-2.0%	-7.8%	-6.2%
Specialty Stores	22,602	21.4%	6.7%	9.0%
Light Industrial/Printers	22,341	23.2%	2.2%	-1.6%
Fast-Casual Restaurants	17,077	11.7%	4.8%	1.2%
Home Furnishings	13,167	-7.3%	25.4%	19.3%
Drug Stores	12,935	-16.1%	-13.7%	-15.2%
Convenience Stores/Liquor	11,690	14.9%	11.1%	10.6%

*Allocation aberrations have been adjusted to reflect sales activity

CITY OF MOORPARK

SALES TAX UPDATE

2Q 2021 (APRIL - JUNE)



MOORPARK

TOTAL: \$ 1,260,124

34.6%
2Q2021



37.2%
COUNTY

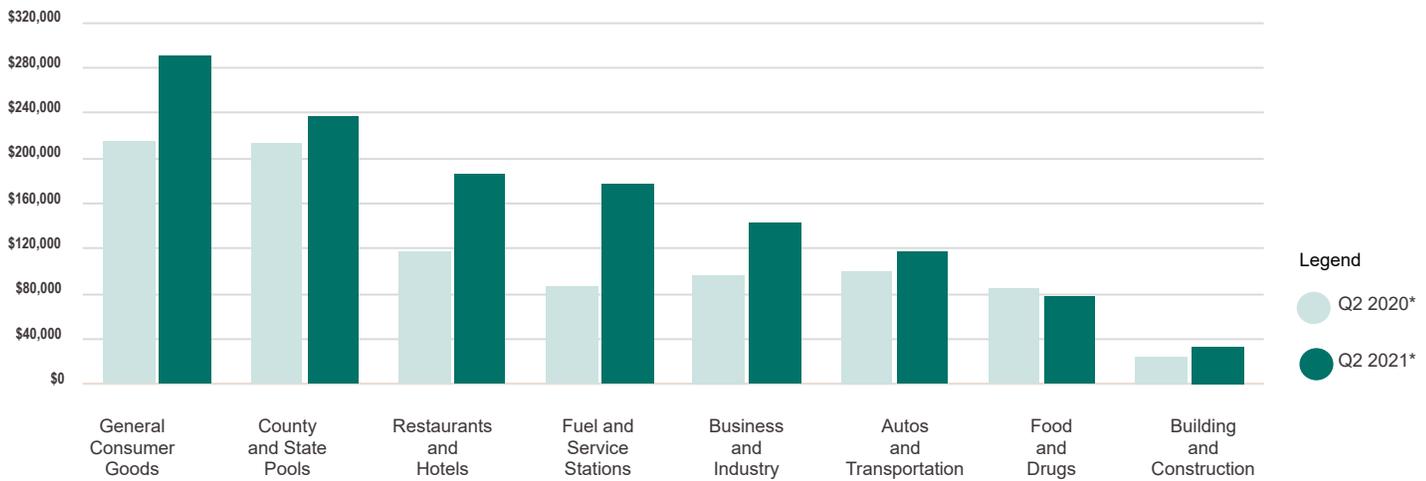


37.3%
STATE



**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 21.5% above the second sales period in 2020. Excluding reporting aberrations, actual sales were up 34.6%.

The Southern California region continues to emerge from COVID-19. The two industries that were hit the hardest during the pandemic were fuel and service stations and restaurants and hotels. Since consumers were required to stay home a significant portion of the time during the first two quarters of 2020, travel was stagnant and dining out was not popular. Hotels and restaurants, general consumer stores, and schools were shut down most of 2nd quarter 2020. Shelter-in-place required more people to work from their homes and kids received their education online, which reduced the need to use vehicles and purchase fuel.

One year later, demand for fuel was solid, and the sales tax associated increased significantly. Kids are back in school, many people have returned to working at the office, and consumers are dining out again. This resulted in a positive burst of casual dining, leisure/entertainment and quick service dining activity.

Strong returns were also realized from sporting goods, light industrial/printers, autos-transportation, building-construction, and the state and county pools. Receipts from food and drugs, home furnishings, and specialty stores were down, which partially offset the overall gain.

Net of aberrations, taxable sales for all of Ventura County grew 37.2% over the comparable time period; the Southern California region was up 40.3%.



TOP 25 PRODUCERS

- 76
- Campus Plaza Shell
- Command Performance Catering
- Dick's Sporting Goods
- In N Out Burger
- Kahoots Pet Store
- Kohls
- McDonalds
- Moorpark 76
- Moorpark Chevron
- Moorpark Petroleum
- Pentair Pool Products
- QEP Company
- 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

The local one cent sales and use tax from sales occurring April through June, was 37% higher than the same quarter one year ago after factoring for accounting anomalies and back payments from previous quarters.

The 2nd quarter of 2020 was the most adversely impacted sales tax period related to the Covid-19 pandemic and Shelter-In-Place directive issued by Governor Newsom. The 2Q21 comparison quarter of 2Q20 was the lowest since 2Q14 due to indoor dining restrictions at most restaurants; non-essential brick and mortar store closures; and employee remote/work from home options which significantly reduced commuting traffic and fuel sales. Therefore, similar to the 1st quarter 2020 comparison, dramatic percentage gains for 2Q21 were anticipated and materialized.

Up to this point through California's recovery, we've seen some regions experience stronger gains than others. However, with the latest data and the depths of declines in the comparison period, statewide most regions saw very similar growth.

Within the results, prolonged gains by the auto-transportation and building-construction industries generated higher receipts. Although the explosion of sales by new and used car dealers has come as welcome relief, the latest news of inventories being stretched thin due to the micro processing chip issues earlier in the year may result in a headwind into 2022. Conversely for the building-construction group, as housing prices in many markets increased over the last year, sustained available homeowner and investor equity is in place for the foreseeable future. Receipts from general consumer goods marked a steady and expected come back, led by family apparel, jewelry and home furnishing stores. When combined with solid greater economic trends, this is a welcome

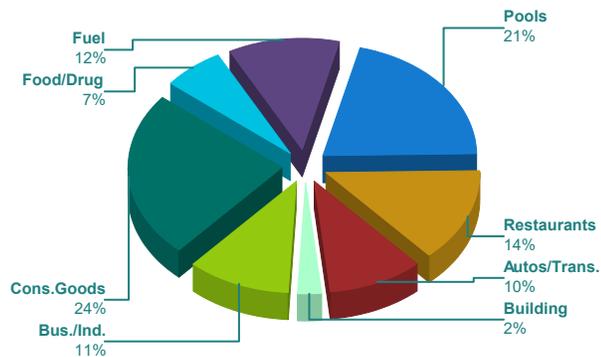
sign for many companies as a lead up to the normal holiday shopping period later this calendar year.

As consumers flock back into retail locations and with AB 147 fully implemented, growth from the county use tax pools - largely enhanced by out-of-state online sales activity - returned to more traditional gains of 9%. These results also included the reallocation of tax dollars previously distributed through the countywide pools to specific local jurisdictions that operate in-state fulfillment centers. Thus, the business and industry category, where fulfillment centers, medical-biotech vendors and garden-agricultural supplies are shown, jumped 26%.

In June, many restaurants reopened indoor dining. Given consumer desires to eat out and beautiful spring weather, all categories experienced a strong, much-needed rebound. However, labor shortages and a rise in menu prices continue to be a concern.

Looking ahead, sustained sales tax growth is still anticipated through the end of the 2021 calendar year. Inflationary effects are showing up in the cost of many taxable products. Pent up demand for travel and experiences, the return of commuters with more costly fuel, and labor shortages having upward pressure on prices may begin to consume more disposable income and tighten growth by the start of 2022.

REVENUE BY BUSINESS GROUP Moorpark This Fiscal Year*



*ADJUSTED FOR ECONOMIC DATA

TOP NON-CONFIDENTIAL BUSINESS TYPES

Moorpark Business Type	Q2 '21*	Change	County Change	HdL State Change
Service Stations	176.2	105.4% ↑	82.3% ↑	73.9% ↑
Quick-Service Restaurants	69.8	21.8% ↑	22.0% ↑	28.8% ↑
Casual Dining	69.3	58.7% ↑	93.1% ↑	130.3% ↑
Grocery Stores	47.5	-11.2% ↓	-4.2% ↓	-0.9% ↓
Leisure/Entertainment	26.3	na	234.6% ↑	385.4% ↑
Light Industrial/Printers	23.2	45.6% ↑	0.2% ↑	19.6% ↑
Specialty Stores	21.8	-23.3% ↓	62.9% ↑	67.8% ↑
Fast-Casual Restaurants	19.4	35.9% ↑	39.6% ↑	43.8% ↑
Sporting Goods/Bike Stores	18.4	114.1% ↑	24.0% ↑	35.8% ↑
Drug Stores	14.2	-5.4% ↓	-1.4% ↓	-0.4% ↓

*Allocation aberrations have been adjusted to reflect sales activity

*In thousands of dollars

CITY OF MOORPARK

SALES TAX UPDATE

3Q 2021 (JULY - SEPTEMBER)



MOORPARK

TOTAL: \$ 1,265,173

12.4%
3Q2021



14.7%
COUNTY

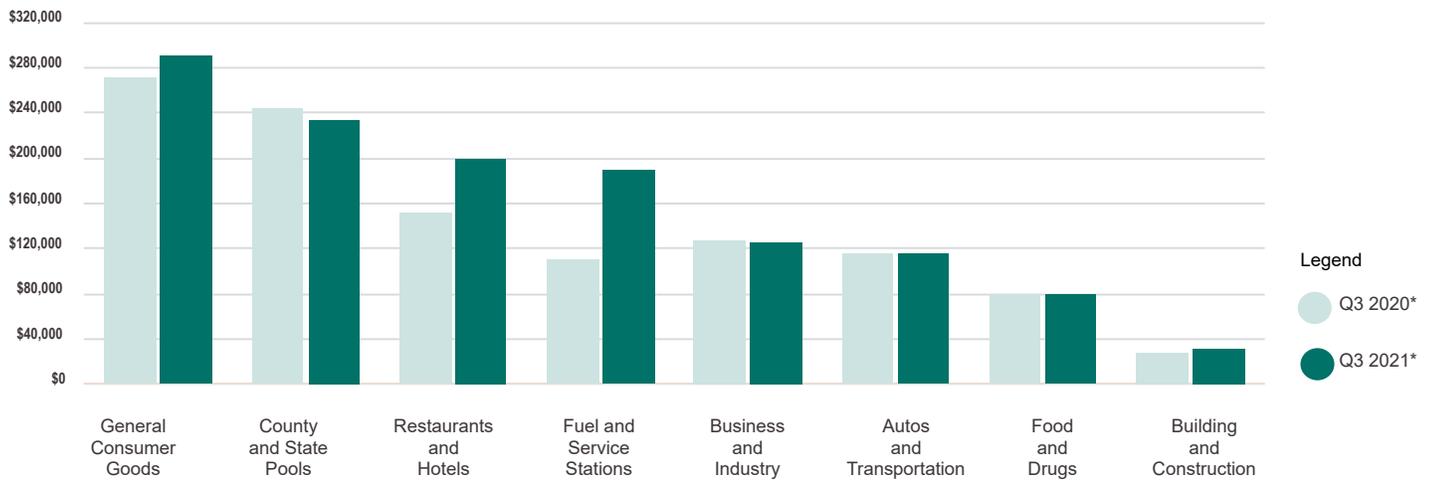


18.3%
STATE



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

SALES TAX BY MAJOR BUSINESS GROUP



CITY OF MOORPARK HIGHLIGHTS

Moorpark's receipts from July through September were 11.6% above the third sales period in 2020. Excluding reporting aberrations, actual sales were up 12.4%.

This strong percentage gain signifies the continued rebound from the pandemic impacts of a year ago.

With minimal mask requirements and continued pent up demand to eat out, receipts from casual and quick-service restaurants were only surpassed by amounts reported last quarter in the City's history. An increased number of summer travelers and commuters brought about a lack of supply having upward pressure on gas prices resulting in stellar gains from service stations.

Returns from general consumer brick-and-mortar retailers remain steady as locals are able to access storefronts with

no capacity restrictions, while receipts from building-construction suppliers rose during this summer period with a solid housing market, still rather low interest rate environment and increased cost of lumber having an impact.

However, the City's allocation from the countywide use tax pool decreased 4% due to a softening of online purchases from out-of-state vendors compared to the shutdown periods a year ago, and a return of spending in other communities providing them a greater portion of the pool overall.

Net of aberrations, taxable sales for all of Ventura County grew 14.7% over the comparable time period; the Southern California region was up 19.9%.



TOP 25 PRODUCERS

- 76
- Campus Plaza Shell
- Command Performance Catering
- Dick's Sporting Goods
- In N Out Burger
- Kahoots Pet Store
- Kohls
- McDonalds
- Moorpark 76
- Moorpark Chevron
- Moorpark Petroleum
- Pentair Pool Products
- QEP Company
- 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 receipts for sales occurring July through September were 18% higher than the same quarter one year ago after adjusting for accounting anomalies and back payments from previous quarters. These aberrations had been much greater than normal in the last two years as the Governor’s Executive Orders allowed businesses to defer some sales tax payments as a supportive measure during the pandemic. This program has now expired, and merchant remittances are more consistent, making cash receipts more reflective of underlying economic activity.

The prior year comparison quarter was the start of the pandemic recovery, and the strong growth enjoyed since continued with the recent results.

Surprisingly, one of the stronger sectors has been restaurants and hotels. Originally forecasted to take an extended amount of time to recover, statewide sales tax generated during the summer months exceeded amounts from pre-pandemic 2019. Even with the availability of indoor and outdoor dining, pent up demand resulted in long wait times to enjoy local culinary experiences. When combined with increasing restaurant tabs as the cost of food and staff wages surge, sales tax remittances are expected to continue growing. Additionally, while the industry awaits the return of foreign tourism in metropolitan areas, strong domestic travel has helped varied regions around the state especially Southern California and the Central Coast.

Receipts from general consumer goods marked a steady recovery, led by apparel retailers, jewelry, electronic/appliance and specialty outlets. Discount department stores, especially those selling gas, helped exemplify the strength of brick-and-mortar

merchants. Gains from the countywide use tax pools however, slowed to 2% compared to the high-water mark last year, which had been boosted by new tax collecting requirements imposed under AB 147 for online retailers. All things considered, when combined with positive economic trends, these are a welcome sign leading up to the holiday shopping period.

Although car dealers had expressed concerns about inventory shortages due to supply chain disruptions and computer chip shortages earlier in the year, the sale of new and used vehicles posted solid gains regardless. Higher property values and good weather contributed to strong building

materials and contractor returns. As commuting workers and travelers returned to the road with increased gas prices, fuel and service stations also experienced a dramatic recovery.

Overall growth is expected to continue through the end of the 2021 calendar year. Possible headwinds into 2022 include: pent up demand for travel and experiences shifting spending away from taxable goods; higher prices for fuel, merchandise and services displacing more of consumer’s disposable income; and expected interest rate hikes resulting in more costly financing for automobiles, homes, and consumer loans.

SALES PER CAPITA*



TOP NON-CONFIDENTIAL BUSINESS TYPES

Moorpark Business Type	Q3 '21*	Change	County Change	HdL State Change
Service Stations	189.7	72.8% ↑	59.2% ↑	53.6% ↑
Quick-Service Restaurants	73.4	12.6% ↑	10.0% ↑	13.5% ↑
Casual Dining	67.9	37.5% ↑	47.1% ↑	68.4% ↑
Grocery Stores	44.6	-7.3% ↓	-2.2% ↓	-0.2% ↓
Specialty Stores	22.9	-12.9% ↓	17.7% ↑	21.4% ↑
Light Industrial/Printers	21.6	-11.2% ↓	29.0% ↑	11.9% ↑
Fast-Casual Restaurants	20.1	0.4% ↑	18.2% ↑	18.9% ↑
Sporting Goods/Bike Stores	17.8	26.9% ↑	-2.6% ↓	2.3% ↑
Convenience Stores/Liquor	15.1	2.8% ↑	1.5% ↑	-0.3% ↓
Drug Stores	14.9	4.4% ↑	3.0% ↑	5.1% ↑

*Allocation aberrations have been adjusted to reflect sales activity

*In thousands of dollars

CITY OF MOORPARK

SALES TAX UPDATE

4Q 2021 (OCTOBER - DECEMBER)



MOORPARK

TOTAL: \$ 1,355,995

14.8%
4Q2021



7.3%
COUNTY

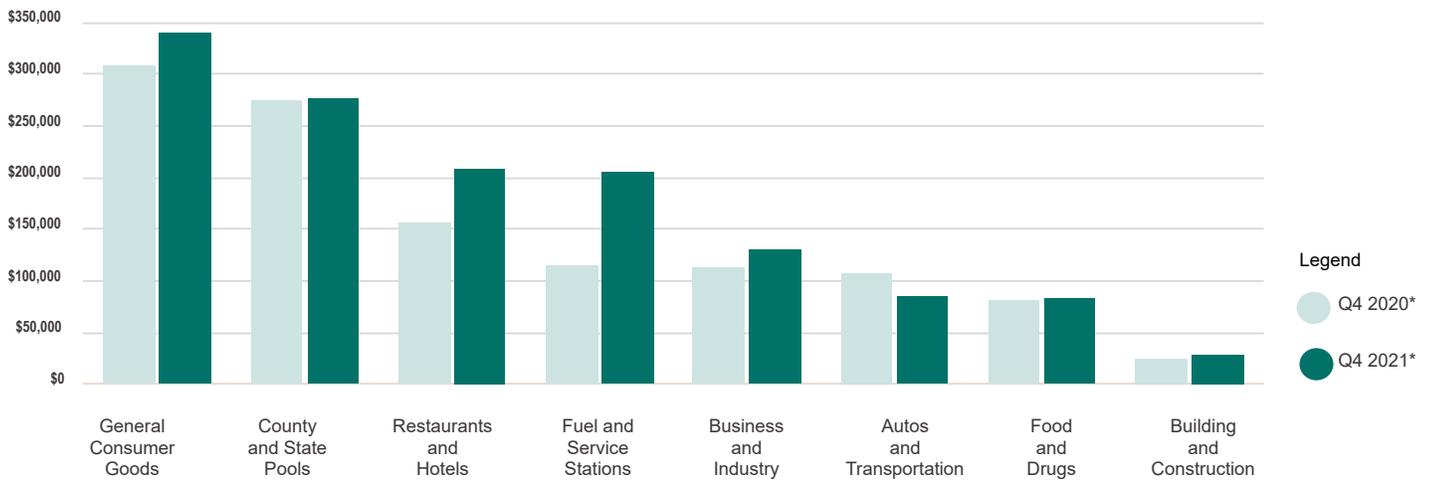


15.6%
STATE



*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.

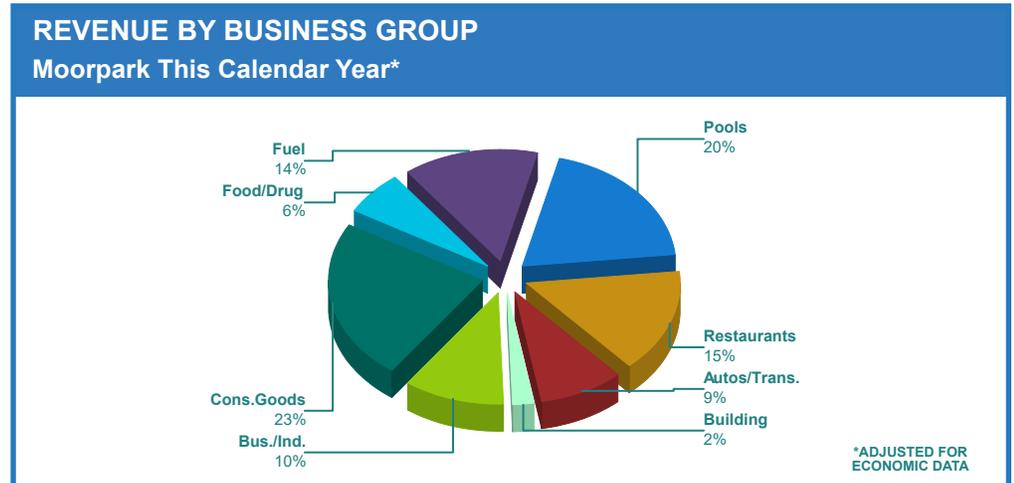
Brick and mortar retailers did exceptionally well as many shoppers returned to physical stores rather than shopping online as the COVID crisis waned. This was especially true for traditional department stores that have long been among the weakest categories in retail. Discount department stores, particularly 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.



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