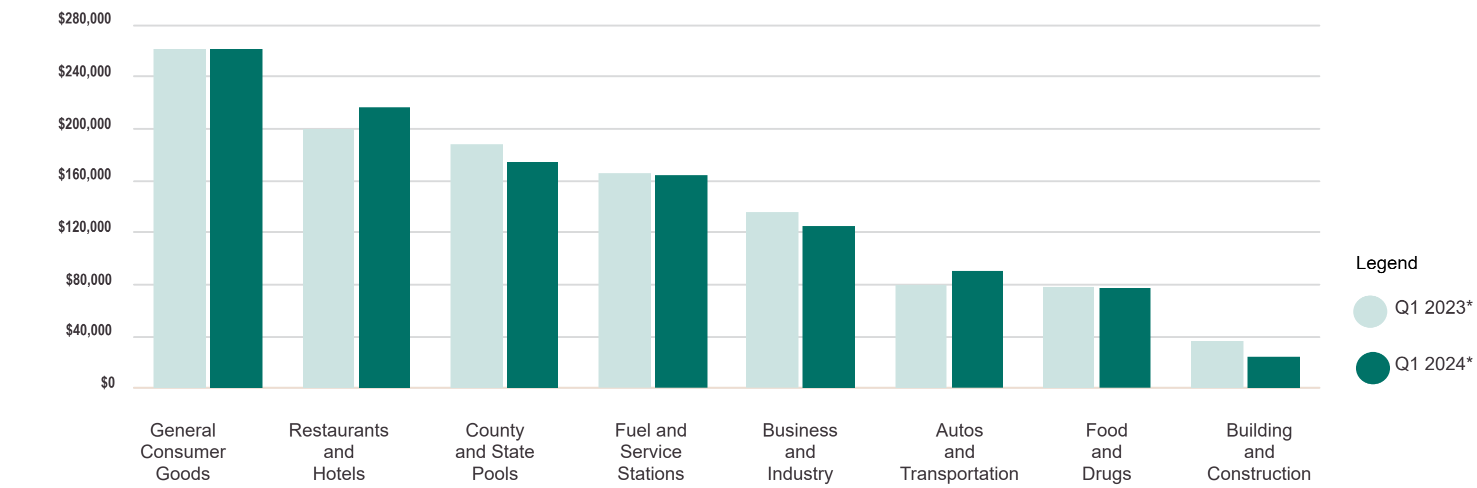
CITY OF MOORPARK
SALES TAX UPDATE
1Q 2024 (JANUARY - MARCH)

MOORPARK	-1.3%	2.6%	-0.3%
TOTAL: $ 1,131,353	1Q2024	COUNTY	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 6.2% below the first sales period in 2023. Excluding reporting aberrations, actual sales were down 1.3%.

Various economic factors, such as higher interest rates for mortgages, financed purchases and credit cards, are causing consumers to limit discretionary purchases and focus on essential needs. Spiking insurance and utility expenses are also contributing to slowing household spending and a soft outlook for Fiscal Year 2023-2024. Next year should see moderate growth across most major industry groups. Consumer confidence and the Fed's action regarding interest rates will influence future spending.

The City experienced the largest decline from building-construction, including plumbing/electrical. The forecast for this group projects two more fairly flat quarters, followed by anticipated growth starting in the fourth quarter of 2024. Returns from business-industry, service stations, food-drugs, and the state and county pools were also down.

Restaurant foot traffic has decelerated in response to rising prices. Consumers are opting to dine out less often, and the costs for ingredients, labor, and operational overhead has had a negative impact on profit margins. In spite of these factors indicating a slowing down of this sector, leisure/entertainment, casual/fast casual dining, and quick service restaurants realized a boost.

Receipts from auto repair and specialty stores were also up and combined to offset the overall net quarterly loss.

Net of aberrations, taxable sales for all of Ventura County grew 2.6% over the comparable time period; the Southern California region was flat.

TOP 25 PRODUCERS

7 Eleven
76
Arco
Campus Plaza Shell
Command Performance Catering
In N Out Burger
Kahoots Pet Store
Kohls
Lucky Strike Moorpark
McDonald's
Moorpark 76
Moorpark Chevron
Pentair Pool Products
Pool & Electrical Products
Ralphs
Simi Rv Sales
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 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.

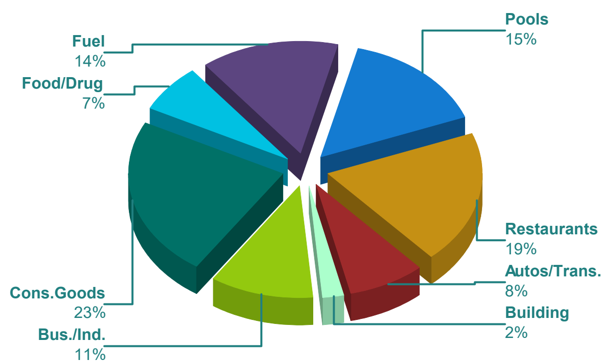
During this post-holiday shopping period, general consumer goods experienced a soft rebound with very modest 0.5% growth. Although retailers selling gas were hurt by fuel prices, it did not stop family apparel and department stores from lifting revenues.

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
Moorpark This Quarter*



*ADJUSTED FOR ECONOMIC DATA

TOP NON-CONFIDENTIAL BUSINESS TYPES

Moorpark Business Type	Q1 '24	Change	County Change	HdL State Change
Service Stations	163,451	-1.3%	1.4%	-0.8%
Casual Dining	81,280	3.2%	2.4%	2.3%
Quick-Service Restaurants	78,733	1.8%	2.9%	2.7%
Grocery Stores	46,688	0.3%	4.1%	2.8%
Fast-Casual Restaurants	25,147	6.2%	0.7%	2.3%
Specialty Stores	23,708	8.1%	-3.3%	-2.3%
Garden/Agricultural Supplies	23,036	2.2%	-1.7%	2.5%
Home Furnishings	15,720	9.1%	-6.3%	-6.5%
Plumbing/Electrical Supplies	15,407	-17.7%	-3.2%	-4.7%
Auto Repair Shops	14,411	14.7%	6.0%	-1.9%

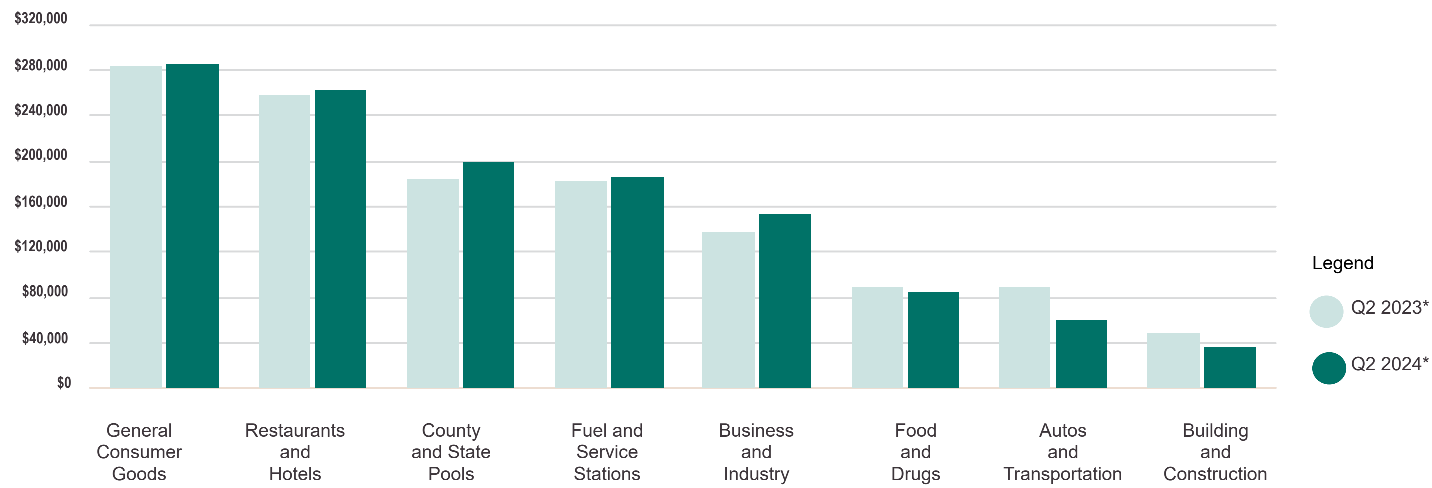
**Allocation aberrations have been adjusted to reflect sales activity*

CITY OF MOORPARK
SALES TAX UPDATE
2Q 2024 (APRIL - JUNE)

MOORPARK	-0.1%	-0.1%	-0.7%
TOTAL: $ 1,268,453	2Q2024	COUNTY	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 3.7% above the second sales period in 2023. Excluding reporting aberrations, actual sales were flat.

Inflation has begun to moderate to 2.5% annually, and with a proposed Fed rate cut of 0.5%, the hope is to begin growing the economy without a looming threat of new inflation. However, consumers continue to feel the burden of increased pricing in most sectors of society with non-essential purchases being placed on hold.

Business-industry, still a strong sector, experienced growth in drugs/chemicals, heavy industrial, and transportation as the sector was up 10.6%. Restaurants maintained a positive growth trend, even as menu pricing continued to climb due to labor and food costs.

Autos-transportation fell the most this quarter as consumers have slowed the purchase of high-cost items due to different economic factors including pricing and financing costs. Building-construction has been impacted by the higher interest rates as homeowners pullback on improvement projects. The potential lowering of the Fed rates may help boost the sector in the next year.

Fuel-service stations increased as pricing spiked during the quarter. General consumer goods have been impacted by inflationary pricing and high credit card debt held by shoppers.

The City's share of the countywide use tax pool increased 8.0% when compared to the same period in the prior year.

Net of aberrations, taxable sales for all of Ventura County were flat over the comparable time period; the Southern California region was down 0.5%.

TOP 25 PRODUCERS

- 7 Eleven
- 76
- Aqua Flo Supply
- Arco
- Command Performance Catering
- Conserve Fuel
- In N Out Burger
- Kohls
- McDonald's
- Moorpark 76
- Moorpark Chevron
- Pentair Pool Products
- Peter Lars
- Pool & Electrical Products
- Pool Supply 4 Less
- Ralphs
- Simi Rv Sales
- Simi Valley Harley Davidson
- Target
- Testequity
- TJ Maxx
- Tractor Supply
- Vons
- Warehouse Discount Center
- Wood Ranch

STATEWIDE RESULTS

California's local one cent sales and use tax receipts during the months of April through June were 0.6% lower than the same quarter one year ago after adjusting for accounting anomalies. The calendar year second quarter is traditionally the beginning of the summer spending season; however, returns were relatively flat when compared to a year ago. For many California agencies, this also marks the end of the 2023-24 fiscal year, where statewide sales tax revenues were down 1.3% from the 2022-23 fiscal year.

Consistent with recent trends, auto-transportation receipts fell 6.2% - the largest sector decline this quarter. Sustained high interest rates, tightened credit standards, and increased cost of insurance all converged to impact returns. While inventory-levels for many dealerships have rebounded, it's only proving to create downward pressure on prices, further constraining receipts.

Summer weather usually marks fruitful periods for building-construction, however as property owners struggle to access equity for improvements, year-over-year receipts declined. The price of lumber and other materials are now more affordable, but new projects have been sidelined by developers until financing and mortgage costs drop further.

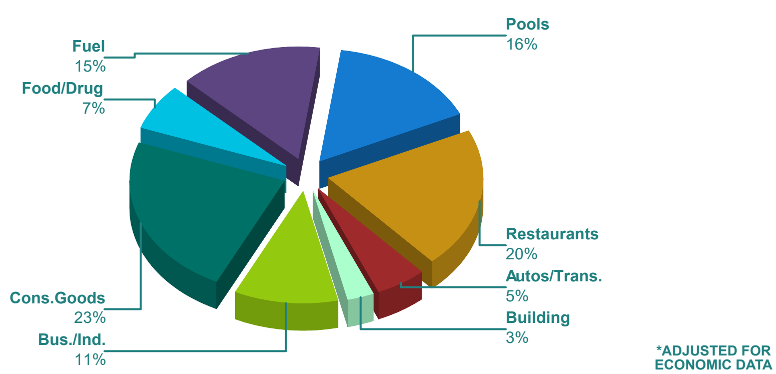
Similarly, as the price of consumer goods has cooled with moderate inflation rates, returns from multiple merchants have curtailed. Men's and women's apparel, home furnishings, electronic-appliance and specialty stores could not escape the change in shopper's preferences for lower priced items from large brick-and-mortar retailers like discount department stores.

Restaurants experienced only a modest gain of 0.7%. As AB 1228 is enacted – state law increasing California's minimum wage at designated eateries – third party data reports that foot traffic to all such establishments decreased during this same time period. Not only are diners selecting less expensive places to eat, but many may have been pushed to limit their frequency to dine out.

Multiple of sectors experienced mild growth including allocations from the countywide use tax pool and the business-industrial group, both benefiting from online shopping, and fuel-service stations as drivers continue to hit the road even as gas prices remain elevated.

Halfway through the current calendar year, revenue trends remain slightly lower than a year ago overall. Although the Federal Reserve recently reduced the Fed Funds Rate helping temper the cost of financing, personal consumption forecasts remain insipid through the remainder of 2024. Consumers are more likely to wait for greater improvement of household economic conditions before extending themselves again, inspiring the next sales tax growth cycle.

REVENUE BY BUSINESS GROUP
Moorpark This Fiscal Year*



TOP NON-CONFIDENTIAL BUSINESS TYPES

Moorpark Business Type	Q2 '24*	Change	County Change	HdL State Change
Service Stations	185.6	2.2% ↑	3.5% ↑	2.3% ↑
Quick-Service Restaurants	85.6	6.2% ↑	2.5% ↑	1.2% ↑
Casual Dining	81.7	-2.4% ↓	0.7% ↑	0.7% ↑
Grocery Stores	53.2	-1.3% ↓	1.8% ↑	1.6% ↑
Specialty Stores	29.9	-1.0% ↓	-4.5% ↓	-4.6% ↓
Fast-Casual Restaurants	27.0	7.7% ↑	1.8% ↑	3.2% ↑
Garden/Agricultural Supplies	25.9	2.4% ↑	-5.2% ↓	-6.9% ↓
Plumbing/Electrical Supplies	23.3	-13.9% ↓	-4.9% ↓	-4.0% ↓
Convenience Stores/Liquor	13.9	5.1% ↑	0.9% ↑	-0.5% ↓
Drug Stores	13.6	-8.2% ↓	-8.2% ↓	-10.3% ↓

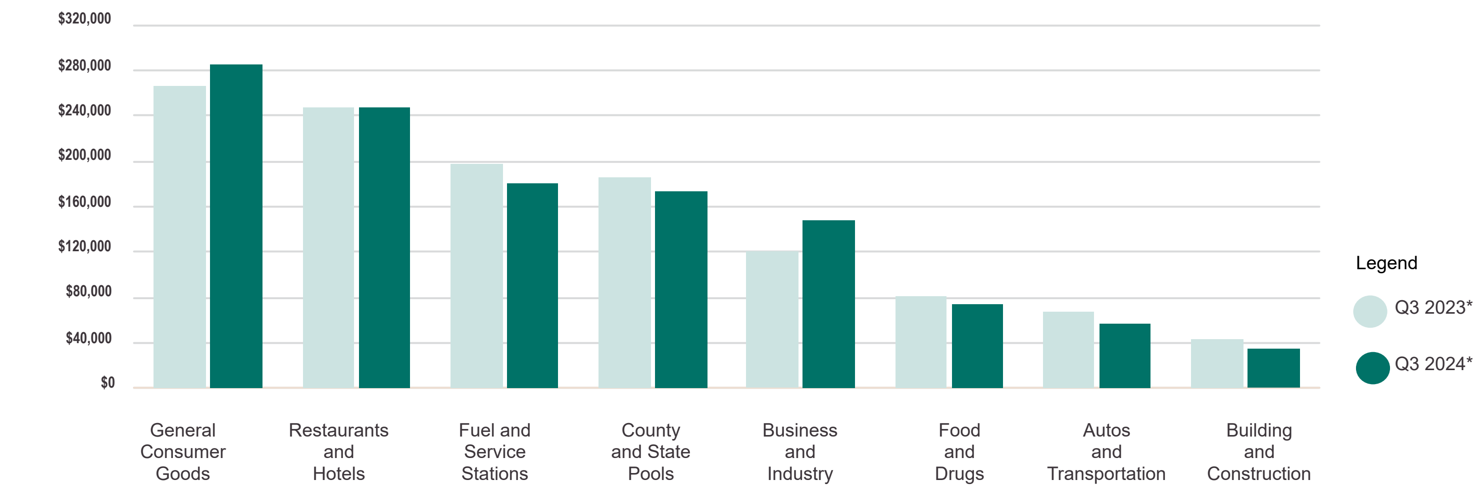
Allocation aberrations have been adjusted to reflect sales activity *In thousands of dollars*

CITY OF MOORPARK
SALES TAX UPDATE
3Q 2024 (JULY - SEPTEMBER)

MOORPARK	-0.9%	-0.7%	-2.3%
TOTAL: $ 1,199,790	3Q2024	COUNTY	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 6.2% below the third sales period in 2023. Excluding reporting aberrations, actual sales were down 0.9%.

Consumers and businesses continued to deal with tight credit conditions in a higher interest rate environment. The Federal Reserve has begun cutting its benchmark rate to ease borrowing costs affecting mortgages, car loans and credit cards.

Outpacing statewide trends, general consumer goods had strong performance from specialty and home furnishings stores. After multiple quarters of shoppers spending patterns being more cautious, this was a welcome turnaround. Business-industrial sales soared from multiple segments, including a newer business that started reporting in the group.

Service station receipts slid down with lower consumption and crude oil pricing more stable. While consumers may appreciate the lower prices to fill-up for a tank of gas, it means reduced tax revenues. Another quarter with lower sales reported from the automotive sector as consumers continued to postpone high dollar purchases, put off by monthly payments and elevating financing rates.

Price-weary patrons pushed back on multiple menu price increases and visiting casual dining spots less, while the restaurant group dipped modestly. Building-construction returns were dreary with lower activity from the high levels seen a couple years ago.

Net of aberrations, taxable sales for all of Ventura County declined 0.7% over the comparable time period; the Southern California region was down 2.3%.

TOP 25 PRODUCERS

7 Eleven
76
Aqua Flo Supply
Arco
Command Performance Catering
Conserve Fuel
In N Out Burger
Kohls
McDonald's
Moorpark 76
Moorpark Chevron
Pentair Pool Products
Peter Lars
Pool & Electrical Products
Ralphs
Simi Rv Sales
Simi Valley Harley Davidson
Smart & Final
Target
Testequity
TJ Maxx
Tractor Supply
Vons
Warehouse Discount Center
Wood Ranch

STATEWIDE RESULTS

California's local one cent sales and use tax receipts during the months of July through September were 2.3% lower than the same quarter one year ago after adjusting for accounting anomalies. The calendar year third quarter traditionally is noted for pleasant weather and statewide tourism; however, taxes fell when compared to a year ago. As such, it also means a weak start of the 2024-25 fiscal year for many California agencies.

Once again, autos-transportation receipts took a hit and declined 4.8%. This period marks the seventh consecutive quarter of downturn for the sector. While used autos returns and leasing activity have improved, revenues from new car sales struggled due to sustained high interest rates, tightened credit standards, and increased cost of auto insurance. As such, inventories for many dealers remain elevated, applying downward pressure on prices and growth into 2025.

The summer season is usually an advantageous time for home repairs and construction work, however, this industry is also struggling with high consumer interest rates and limited access to equity for homeowners. New projects remain sidelined as developers await more favorable investment conditions.

Brick-and-mortar general consumer retailers pulled back 3.8% - worsened by lower gas prices. Consumers appear more interested in lower priced/discounted items vs higher priced/luxury goods, forcing merchants to again consider inventory needs. Additionally, competition from online merchants is as fierce as ever, as shoppers look for greater value. With holiday shopping around the corner, local store expectations remain soft.

Fuel generating taxpayers had a rough quarter; a combination of consumption declines and falling fuel prices thrust comparisons down by 13%. Further contraction of national drug store locations coupled with the steady fall from cannabis merchants dating back to 2021, caused a decrease of 2.8% in the food-drugs category. Expect similar percentage declines for the upcoming end of 2024 quarter.

Although statewide tourism appears to have improved over 2023, revenue from restaurants experienced only a modest gain of 0.7%, which included a dramatic drop from fine dining establishments – consistent with spending trends in other sectors. State mandated minimum wage requirements remained a challenge, with higher menu prices reducing patron visits.

These sluggish results solidify 2024 as a down year. Recent reductions to the Fed Funds Rate aren't considered to help until later in 2025. Agencies should expect fiscal year 2024-25 sales taxes to stay flat or decline slightly as sluggish economic conditions leave consumers cautious in their spending patterns, especially for big ticket items and discretionary products.

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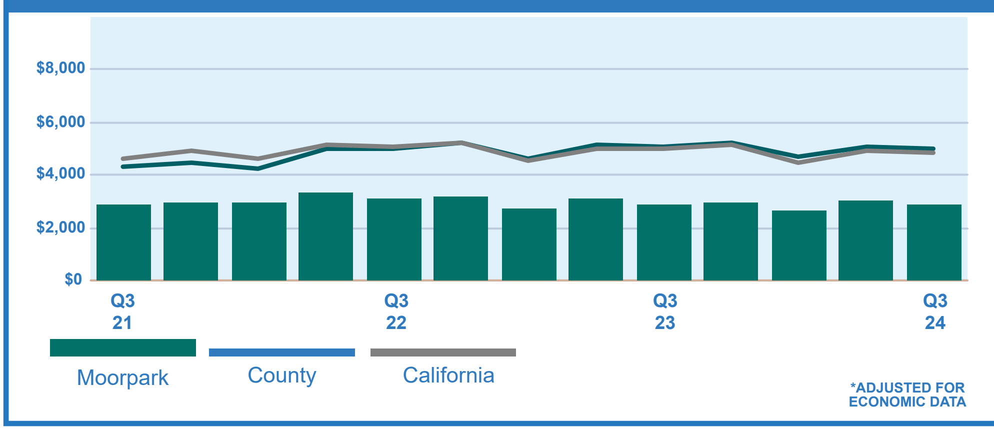
SALES PER CAPITA*



TOP NON-CONFIDENTIAL BUSINESS TYPES

Moorpark Business Type	Q3 '24*	Change	County Change	HdL State Change
Service Stations	180.6	-8.7%	-10.6%	-12.8%
Quick-Service Restaurants	83.3	2.3%	0.3%	1.1%
Casual Dining	76.6	-5.5%	1.4%	1.1%
Grocery Stores	48.1	1.6%	2.7%	1.4%
Fast-Casual Restaurants	28.6	15.7%	1.7%	2.0%
Specialty Stores	26.4	19.5%	-4.8%	-2.9%
Garden/Agricultural Supplies	22.3	0.8%	2.2%	-7.8%
Plumbing/Electrical Supplies	21.5	-18.4%	3.1%	-3.1%
Auto Repair Shops	14.9	1.5%	-6.4%	-2.5%
Home Furnishings	14.3	8.0%	-1.7%	-6.5%

*Allocation aberrations have been adjusted to reflect sales activity

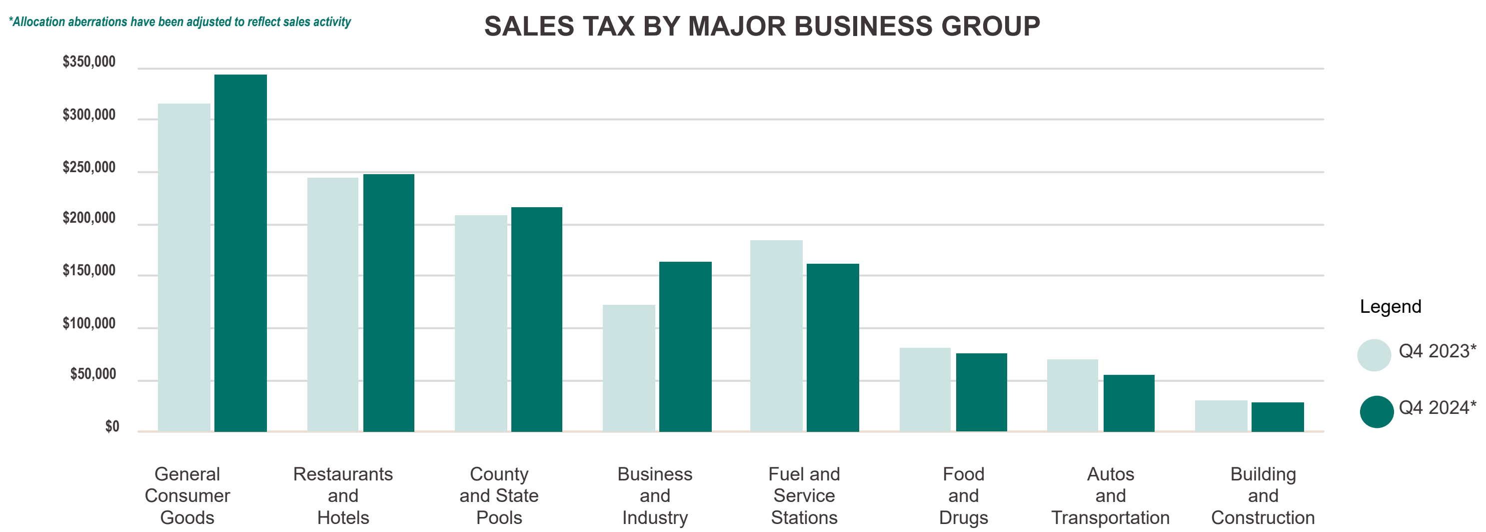
*In thousands of dollars

CITY OF MOORPARK

SALES TAX UPDATE

4Q 2024 (OCTOBER - DECEMBER)

MOORPARK	2.7%	1.2%	-1.1%
TOTAL: $ 1,292,113	4Q2024	COUNTY	STATE



CITY OF MOORPARK HIGHLIGHTS

Moorpark's receipts from October through December were 5.0% above the fourth sales period in 2023. Excluding reporting aberrations, actual sales were up 2.7%.

The overall forecast and economic outlook are shadowed with uncertainty. Constantly fluctuating tariff impositions and moving parts with national public policy leads to a slowing in capital investments. Other factors causing volatility include concerns with inflation, ongoing global events and uncertainty about the timing and frequency of federal fund interest rate reductions. Our overall statewide forecast has weakened in the short term and reflects limited growth in Fiscal Year 2025-2026.

In spite of a statewide decline for six consecutive quarters, the City experienced solid growth in general consumer goods, which is their top sector. Overall consumer spending increased by 1% during the holiday 2024 season. The overall outlook remains cloudy, with consumers expecting current policy decisions to spur inflation. The statewide forecast expects growth to be mild in Fiscal Year 2025-2026 driven by higher costs of goods relative to consumption.

Returns from quick service restaurants and the state and county pools were also up.

On the negative side, receipts from casual dining, service stations, autos-transportation, drug stores, and building-construction also declined compared to a year ago, which helped to offset the overall net quarterly gain.

Net of aberrations, taxable sales for all of Ventura County grew 1.2% over the comparable time period; the Southern California region was down 1.2%.

TOP 25 PRODUCERS

- 7 Eleven
- 76
- Arco
- Command Performance Catering
- Conserve Fuel
- Cornerstone Photography
- In N Out Burger
- Kohls
- McDonald's
- Michaels Arts & Crafts
- Moorpark 76
- Moorpark Chevron
- Pentair Pool Products
- Pool & Electrical Products
- Ralphs
- Simi Rv Sales
- Simi Valley Harley Davidson
- Smart & Final
- Target
- Testequity
- TJ Maxx
- Tractor Supply
- Vons
- Warehouse Discount Center
- Wood Ranch

STATEWIDE RESULTS

California's local one cent sales and use tax receipts during the months of October through December were 1.1% lower than the same quarter one year ago after adjusting for accounting anomalies. The fourth quarter is notably the highest sales tax generating period of the year but exhibited diminished year-over-year returns as consumers struggled with tariff concerns and pulling back on discretionary spending.

For the past eight quarters - two calendar years - statewide results have declined; led mostly by autos-transportation and building-construction suppressed activity due to the sustained high interest rate environment. Specifically, this quarter, as new and used car returns pulled back, only leasing activity improved likely representing buyers willingness to wait for more advantageous economic conditions before committing to long term obligations. Furthermore, building-construction drops spanned multiple categories including building materials, plumbing/electrical and contractors as property owners delay repairs and improvements until they're more comfortable tapping available equity.

During this holiday shopping period, brick-and-mortar general retailers slumped 2.4%, further hindered by lower gas prices. Recent closures by merchants selling variety/low priced items and weaker returns from department stores were most impactful. As consumers appeared more interested in value/discounted items vs higher priced/luxury goods, overall statewide receipts revealed growth from online retailers by way of local returns through fulfillment centers and allocations via each county's use tax pool demonstrating a desire to spend, just more through different vendors which shifted local tax distributions.

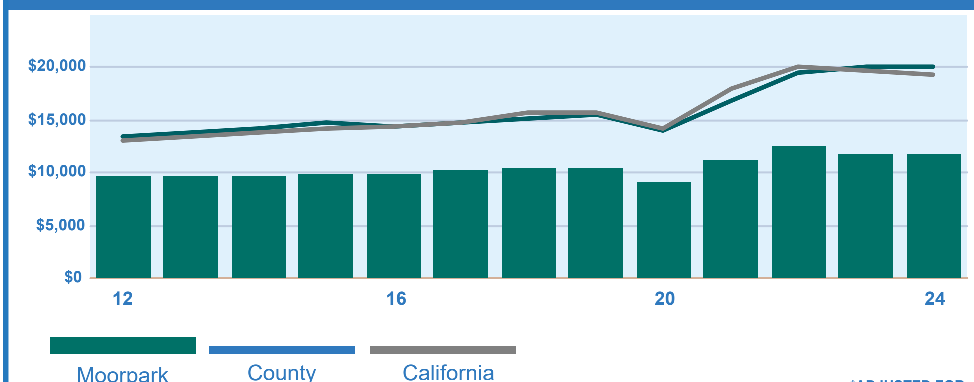
Fuel and service stations experienced a drop of 14% largely due to the decreased price of global crude oil. While this dynamic hurt the sector results, it did allow for more disposable income to be spent in other areas and does not appear to be changing in the near term.

Revenue from restaurants sustained a modest gain of 1.3%, with only a waning from fine dining establishments – consistent with spending trends in other sectors. As eateries try and balance higher menu prices and demand, a 'return to office' call by businesses could inspire future increased foot traffic for many venues in metropolitan centers.

The fourth quarter also marks the end of the calendar year. As expected 2024 was 1.2% lower than 2023 with most sectors taking a hit. Only restaurants, business-industry and allocations via the county use tax pools improved.

With national tariff discussions happening at the federal level, consumers start 2025 wondering if higher priced goods and difficult decisions are on the horizon. Also, the Federal Reserve Board hasn't signified any relief by way of lower interest rates leaving only minimal growth expectations to come. The theme of the current economic outlook is uncertainty.

SALES PER CAPITA*



*ADJUSTED FOR ECONOMIC DATA

TOP NON-CONFIDENTIAL BUSINESS TYPES

Moorpark Business Type	Q4 '24*	Change	County Change	HdL State Change
Service Stations	162.4	-12.2% ↓	-11.9% ↓	-13.0% ↓
Quick-Service Restaurants	87.0	5.2% ↑	1.0% ↑	1.7% ↑
Casual Dining	79.9	-1.4% ↓	2.6% ↑	1.9% ↑
Grocery Stores	48.6	0.6% ↑	-0.2% ↓	-0.9% ↓
Fast-Casual Restaurants	26.0	3.9% ↑	1.5% ↑	1.6% ↑
Specialty Stores	25.6	3.0% ↑	-3.3% ↓	-1.8% ↓
Garden/Agricultural Supplies	23.9	2.4% ↑	3.9% ↑	-4.4% ↓
Plumbing/Electrical Supplies	20.0	3.3% ↑	5.1% ↑	-1.0% ↓
Convenience Stores/Liquor	13.9	3.6% ↑	-2.4% ↓	-2.4% ↓
Leisure/Entertainment	13.2	3.4% ↑	4.6% ↑	2.0% ↑

*Allocation aberrations have been adjusted to reflect sales activity

*In thousands of dollars