

CITY OF MOORPARK

SALES TAX UPDATE

1Q 2025 (JANUARY - MARCH)



MOORPARK

TOTAL: \$ 1,184,616

8.0%
1Q2025



1.7%
COUNTY

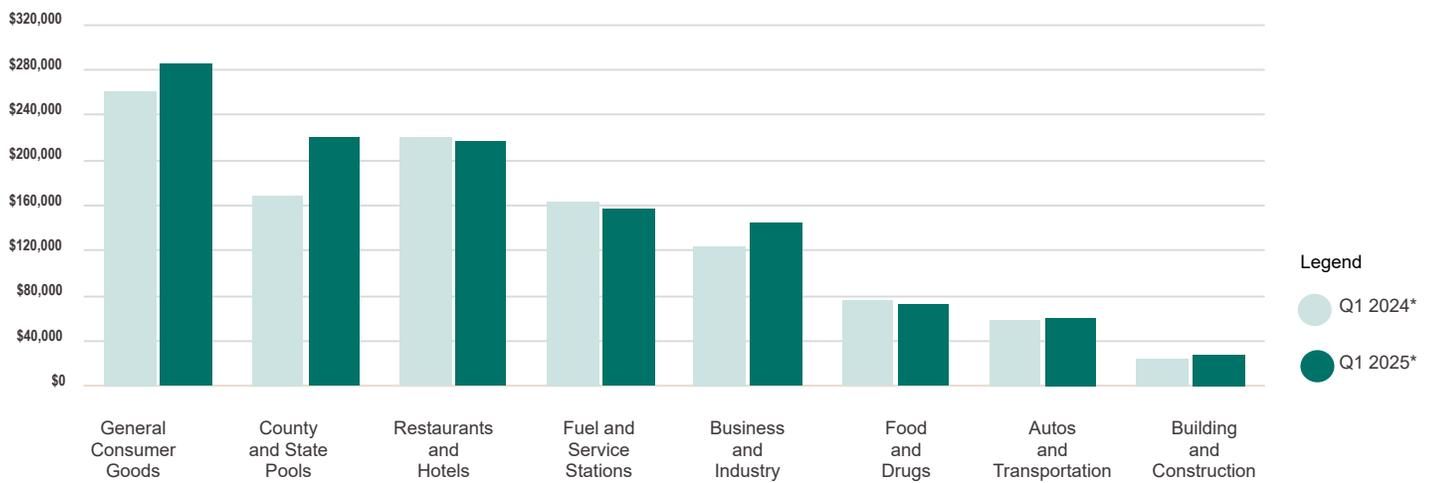


0.3%
STATE



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

SALES TAX BY MAJOR BUSINESS GROUP



CITY OF MOORPARK HIGHLIGHTS

Moorpark's receipts from January through March were 17.2% above the first sales period in 2024. Excluding reporting aberrations, actual sales were up 8.0%.

Tariffs continue to be a topic of discussion but have not yet had a strong impact on price increases. The economy is showing mixed signals. Inflation, though still elevated, has cooled but is still a concern as food and fuel prices remain high. Consumer sentiment and job growth suggest continued expansion, but at a slower pace. World events are also beginning to be of concern to the consumers.

General consumer goods did well due in part to new outlets, but other sub-sectors such as electronics, specialty stores, and department stores assisted in the increase. Business-industry posted significant gains in multiple sectors

as businesses continued to purchase capital items.

Fuel-service stations continued to be negatively impacted by the volatile oil market and lower fuel pricing, such that the sector was down 3.9%. Restaurants have begun to feel the pullback as the high menu pricing has caused diners to make decisions on how many times to eat out while also looking for value deals while dining out.

The County's share of the countywide use tax pool increased 29.9% when compared to the same period in the prior year due to the strong quarterly performance.

Net of aberrations, taxable sales for all of Ventura County grew 1.7% over the comparable time period; the Southern California region was flat.



TOP 25 PRODUCERS

- 7 Eleven
- 76
- Arco
- Command Performance Catering
- Conserve Fuel
- Dick's Sporting Goods
- In N Out Burger
- Joyful Pets
- Kohls
- McDonald's
- 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 for January through March 2025 increased by 0.34% compared to the same quarter in 2024, after adjusting for accounting anomalies. While this modest growth may signal the end of an eight-quarter decline, it could be temporary, as the broader economy remains on the edge between recovery and further slowdown.

The first quarter is traditionally the lowest sales tax-generating period of the year, often influenced by seasonal weather and post-holiday consumer behavior.

Notably, the autos-transportation and building-construction sectors—both of which had been dragging down statewide results over the past two years—showed the strongest rebounds this quarter. In the autos sector, used car sales and leasing activity led the recovery. Consumers are increasingly opting for more affordable vehicles and shorter-term commitments, moving away from high-end purchases. In construction, pent-up demand for repairs and improvements, especially in weather-affected and wildfire-damaged areas like Southern California, drove strong sales for building material suppliers.

Other segments generating modest growth included business-industry and countywide use tax pools, largely due to continued strength in online sales. Sales of goods already in California before purchase are reported under business-industry fulfillment centers. Goods shipped from outside the state are reported under county pools, based on the destination of the out-of-state shipment. Online shopping remains a preferred option for value-conscious consumers, contributing significantly to tax receipts in these categories.

Calendar year 2024 saw a decline in fuel-

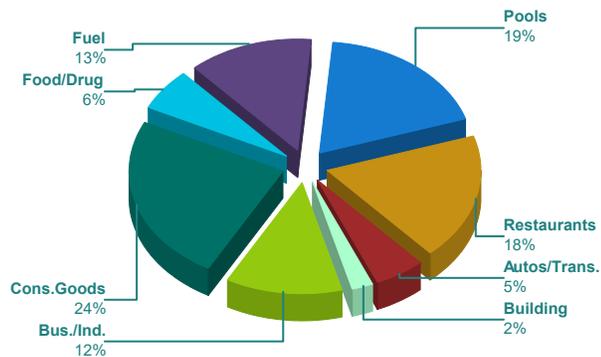
related tax receipts due to lower global crude oil prices—a trend that continued into 1Q 2025. Fuel-related returns dropped by 5%. This decline also affected general consumer goods, as large retailers that sell fuel typically report all sales under a single taxpayer ID. As a result, brick-and-mortar merchants such as post-holiday family apparel stores, winter sporting goods vendors and closures of variety stores contributed to weaker performance.

Although food-drugs is the smallest of the eight tax groupings, it was significant that cannabis returns continued a downturn trend that has been ongoing for over two years. Bankruptcies, customer shopping

alternatives and oversaturation of retail footprint diminished taxes coming from drug stores.

As 2025 begins, sales tax returns remain modest, reflecting broader economic volatility. Key factors influencing our outlook include: ongoing national tariff and trade negotiations and decisions on the federal funds rate - which directly affect consumer interest rates. Recent Middle East conflicts, which temporarily spiked crude oil prices and threatened local gas prices during the summer, will be a short-term concern. In summary, “uncertainty” remains the most accurate descriptor of California’s current and future economic climate.

REVENUE BY BUSINESS GROUP Moorpark This Quarter*



*ADJUSTED FOR ECONOMIC DATA

TOP NON-CONFIDENTIAL BUSINESS TYPES

Moorpark Business Type	Q1 '25	Change	County Change	HdL State Change
Service Stations	157,036	-3.9% ↓	-4.7% ↓	-5.8% ↓
Quick-Service Restaurants	82,212	2.0% ↑	0.6% ↑	-0.9% ↓
Casual Dining	79,936	-5.6% ↓	3.3% ↑	1.3% ↑
Grocery Stores	46,556	-0.3% ↓	-0.9% ↓	-0.8% ↓
Fast-Casual Restaurants	31,120	23.7% ↑	0.6% ↑	-0.3% ↓
Garden/Agricultural Supplies	24,196	5.0% ↑	3.4% ↑	0.3% ↑
Specialty Stores	23,986	1.0% ↑	-0.2% ↓	-0.6% ↓
Plumbing/Electrical Supplies	14,745	-4.1% ↓	-9.5% ↓	1.7% ↑
Auto Repair Shops	13,947	-4.3% ↓	-7.1% ↓	-5.1% ↓
Convenience Stores/Liquor	12,738	5.7% ↑	-2.5% ↓	-2.2% ↓

*Allocation aberrations have been adjusted to reflect sales activity

CITY OF MOORPARK

SALES TAX UPDATE

2Q 2025 (APRIL - JUNE)



MOORPARK

TOTAL: \$ 1,264,535

-0.7%

2Q2025



1.2%

COUNTY



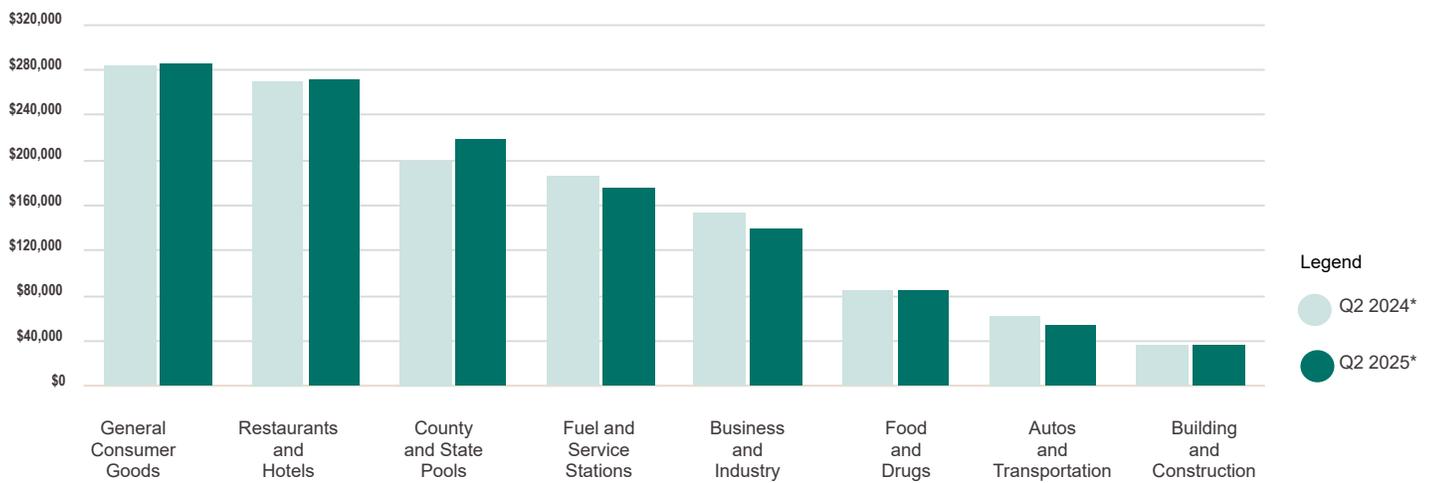
0.5%

STATE



*Allocation aberrations have been adjusted to reflect sales activity

SALES TAX BY MAJOR BUSINESS GROUP



CITY OF MOORPARK HIGHLIGHTS

Moorpark's receipts from April through June were 3.2% above the second sales period in 2024. Excluding reporting aberrations, actual sales were down 0.7%.

Uncertainty amidst proposed tariffs led to market volatility during the quarter as the news changed frequently related to timing and future economic growth. Consumer confidence further eroded to the lowest level in recent years resulting in reduced spending in multiple categories.

Service station sales continued to slide down with reduced consumption as more people have moved to more fuel-efficient or alternative vehicles. Spending plummeted in the automotive group as high prices and interest rates influence large purchases. After several quarters of strong growth, business-

industrial investments suffered from weaker demand.

Shoppers powered e-commerce to solid gains with general merchandise and electronics sales and private party vehicle transactions and boosted the City's allocation from the use tax pool. General consumer goods rose slightly as many feel they get better discounts online.

Seeking to stretch dollars, patrons preferred quick service and fast casual restaurants for a modest gain in the group. A recent industry survey revealed may consider eating out a luxury in the current economy, and have changed their dining frequency.

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



TOP 25 PRODUCERS

- 7 Eleven
- 76
- Aqua Flo Supply
- Arco
- Command Performance
- Catering
- Conserve Fuel
- Cornerstone Photography
- In N Out Burger
- Kohls
- Mcdonalds
- Moorpark Chevron
- Moorpark Country Club
- Pentair Pool Products
- 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 one-cent local sales and use tax receipts rose 0.6% in Q2 compared to the same period last year, after adjusting for accounting anomalies. While only modest growth, it is the second consecutive quarter experiencing positive results following an extended timeline of declines. This period is traditionally met with improved weather with the beginning of summer activity.

Steady gains in both business-industry and countywide use tax pools were driven by strong online sales, reflecting shopper's willingness and ability to spend. Whether pulled from inventory within California or shipped from outside the state, demand for goods by value-conscious shoppers prevailed. Other notable upticks came from purchases of office and electrical equipment.

Increased tax receipts from restaurants also demonstrated diners continued desire to eat out. Even amongst higher menu prices and tip fatigue, casual dining establishments generated the largest lift. While this is a good sign for the coming summer season, underlying data shows that disposal personal income – a key driver of restaurant sales – is growing at a slower pace than prior years, possibly signaling softer tax growth on the horizon.

The two sectors primed to take advantage of upcoming interest rate changes, autos-transportation and building-construction, only experienced lackluster returns this period. New auto sales declined, offsetting gains in used vehicles and leasing, while building material sales remained unchanged from a year ago. However, aging vehicles and deferred home improvements remain a potential catalyst driving demand in the near term.

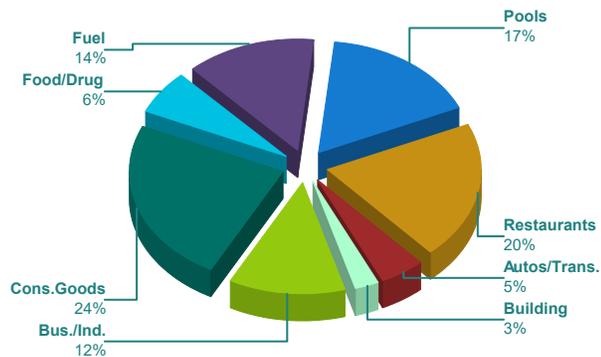
Balancing the positive results, revenue from fuel and service stations declined for the ninth time in ten quarters, primarily due to West Texas Intermediate (WTI) low crude oil prices. As the global economy and development remains tempered, so has the demand for oil, leaving prices relatively low. While this dampens sales taxes, lower fuel costs during peak travel months may boost spending in other segments.

Traditional retailers saw a 1% decline, with specialty, sporting goods, and department stores underperforming compared to year ago totals. Inflation and tariffs continue to pressure consumer spending and retailer margins, prompting reevaluation of physical

store investments by regional and national companies alike.

The September reduction in the federal funds rate, noting the possibility of more in early 2026, leaves optimism regarding future financing and accessing equity opportunities for some consumers. However, national tariff/trade talks remain a vital piece of the inflation/higher prices story with the potential of diminishing spending power. So sluggish calendar year 2025 continues with only modest expansion expected braced against the ever-changing larger economic trends.

REVENUE BY BUSINESS GROUP Moorpark This Fiscal Year*



*ADJUSTED FOR ECONOMIC DATA

TOP NON-CONFIDENTIAL BUSINESS TYPES

Moorpark Business Type	Q2 '25*	Change	County Change	HdL State Change
Service Stations	174.9	-5.8% ↓	-10.0% ↓	-9.4% ↓
Casual Dining	87.4	0.0% ↑	1.9% ↑	1.4% ↑
Quick-Service Restaurants	87.0	0.9% ↑	1.8% ↑	-0.7% ↓
Grocery Stores	57.5	8.2% ↑	0.8% ↑	-0.1% ↓
Specialty Stores	30.8	2.5% ↑	-2.8% ↓	-4.2% ↓
Fast-Casual Restaurants	30.8	14.0% ↑	-1.1% ↓	-1.5% ↓
Garden/Agricultural Supplies	25.0	-3.6% ↓	9.5% ↑	-8.4% ↓
Plumbing/Electrical Supplies	21.3	-8.4% ↓	-6.5% ↓	1.4% ↑
Leisure/Entertainment	16.1	9.5% ↑	10.4% ↑	4.1% ↑
Convenience Stores/Liquor	14.2	1.8% ↑	-1.0% ↓	-2.6% ↓

*Allocation aberrations have been adjusted to reflect sales activity

*In thousands of dollars

CITY OF MOORPARK

SALES TAX UPDATE

3Q 2025 (JULY - SEPTEMBER)



MOORPARK

TOTAL: \$ 1,286,214

7.2%
3Q2025



3.9%
COUNTY

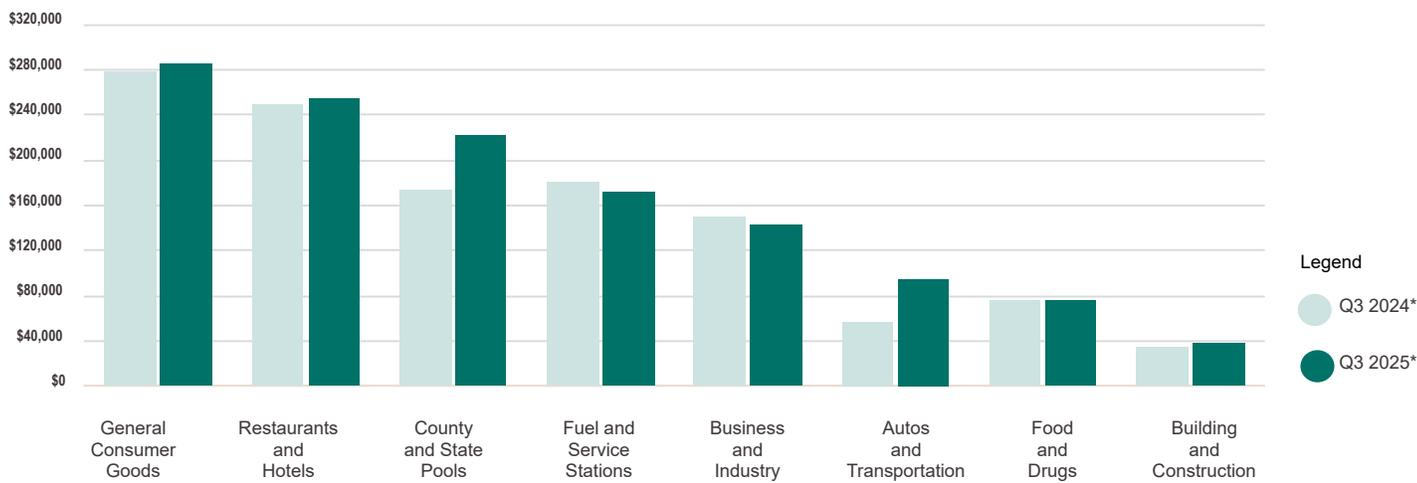


1.9%
STATE



*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 15.5% above the third sales period in 2024. Excluding reporting aberrations, actual sales were up 7.2%.

Inflation eased following multiple Federal Reserve rate cuts, but consumer confidence remains fragile due to tariff uncertainty and cooling housing and labor markets. Spending continues, though consumers are prioritizing essentials and value while waiting for greater economic stability.

The largest boost came from autos-transportation. Auto sales declined after federal EV tax credits expired, and elevated prices and tariffs are expected to suppress demand through 2026. Rate cuts, pent-up demand, and an aging vehicle fleet should support modest revenue growth next year. Beyond 2026, sales are expected to normalize

as consumers adapt to higher prices and benefit from lower financing costs.

Returns from casual, fast casual, quick service dining, leisure/entertainment, plumbing/electrical supplies, grocery stores and the state and county pools were also up.

The City's general consumer goods sector, including home furnishings increased, and at the same time statewide, retail sales expanded 4.1%, led by ecommerce and supported by steady spending in apparel, furnishings, and jewelry. Brick-and-mortar growth was modest, and big box retailers were flat. Wage growth continues to support spending, though lower-income households remain price-sensitive. Mild growth is expected to continue.



TOP 25 PRODUCERS

- 7 Eleven
- 76
- Aqua Flo Supply
- Arco
- Command Performance Catering
- Conserv Fuel
- Cornerstone Photography
- In N Out Burger
- Kohls
- McDonalds
- 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 for July through September were 1.9% higher than the same quarter last year, after adjusting for accounting anomalies. While growth appears modest, calendar year 2025 remains on pace to rebound following two years of declines. Combined with second-quarter activity, the summer period posted a 1% improvement over the 2024 season.

Sustained consumer trends reflected a willingness to spend while remaining cost-conscious and prioritizing value. Online retailers, reporting to both business-industry and countywide use tax pools (depending on inventory location at purchase), recorded the strongest gains. This momentum extended to brick-and-mortar retailers, which also posted modest improvements. Seasonal “back-to-school” activity boosted men’s and family apparel along with shoe stores, lifting the General Goods sector and enhancing expectations for the upcoming holiday shopping period.

Tax receipts from restaurants edged higher, supported by households’ continued desire to eat out. Despite balancing higher menu prices, tip fatigue, and tighter margins, casual dining establishments generated the largest gains. Overall, summer performance appeared stable but lacked the tourism surge many had hoped for.

Offsetting positive results was a decline in revenue from fuel-service stations—marking the 10th out of the last 11 quarters with negative year-over-year change. This trend is largely tied to West Texas Intermediate (WTI) crude oil prices, which hit their lowest monthly levels since 2021. While lower gas prices may encourage spending in other categories, potential oil refinery closures in the coming year could keep per-gallon prices elevated.

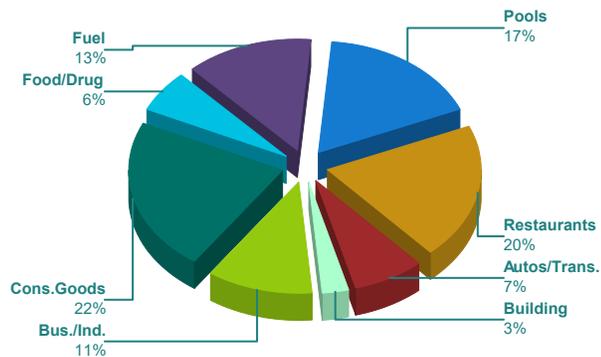
The food and drug sector continued its downward trend as grocers remitted fewer taxes, reflecting the challenge of generating taxable revenue amid rising food prices. Drug store filings have declined throughout the year, driven partly by increased access to medications through e-commerce platforms and a contraction in physical store footprints due to over-saturation and chain bankruptcies.

Two sectors poised to benefit from lower short-term interest rates—autos-transportation and building-construction—repeated a pattern of lackluster returns. A minor uptick came from new auto sales and leasing, while building material

suppliers struggled during the summer, likely creating pent-up demand for repairs and improvements ahead.

With the Federal Reserve considering additional rate changes in early 2026, optimism for improved consumer financing conditions and stronger sales tax receipts remains. As national tariff and trade talks ease, inflationary pressures will continue to shape spending behavior. For now, calendar year 2025 closes with sluggish but stable performance, awaiting broader economic shifts.

REVENUE BY BUSINESS GROUP Moorpark This Quarter*



*ADJUSTED FOR ECONOMIC DATA

TOP NON-CONFIDENTIAL BUSINESS TYPES

Moorpark Business Type	Q3 '25*	Change	County Change	HdL State Change
Service Stations	171.2	-5.2% ↓	-7.3% ↓	-5.0% ↓
Quick-Service Restaurants	87.0	1.8% ↑	0.4% ↑	-1.1% ↓
Casual Dining	78.1	0.5% ↑	1.6% ↑	2.0% ↑
Grocery Stores	49.8	3.7% ↑	-1.2% ↓	-2.0% ↓
Fast-Casual Restaurants	34.2	19.8% ↑	-6.1% ↓	-0.8% ↓
Specialty Stores	25.8	-1.3% ↓	-3.1% ↓	-2.0% ↓
Plumbing/Electrical Supplies	23.1	6.7% ↑	-9.9% ↓	-0.6% ↓
Garden/Agricultural Supplies	21.7	-2.7% ↓	2.5% ↑	-0.8% ↓
Convenience Stores/Liquor	14.6	2.3% ↑	-3.4% ↓	-1.5% ↓
Auto Repair Shops	14.6	-2.5% ↓	-4.4% ↓	-6.1% ↓

*Allocation aberrations have been adjusted to reflect sales activity

*In thousands of dollars