

# CITY OF OXNARD

## SALES TAX UPDATE

### 2Q 2021 (APRIL - JUNE)



#### OXNARD

TOTAL: \$ 10,180,856

33.2%  
2Q2021



37.2%  
COUNTY

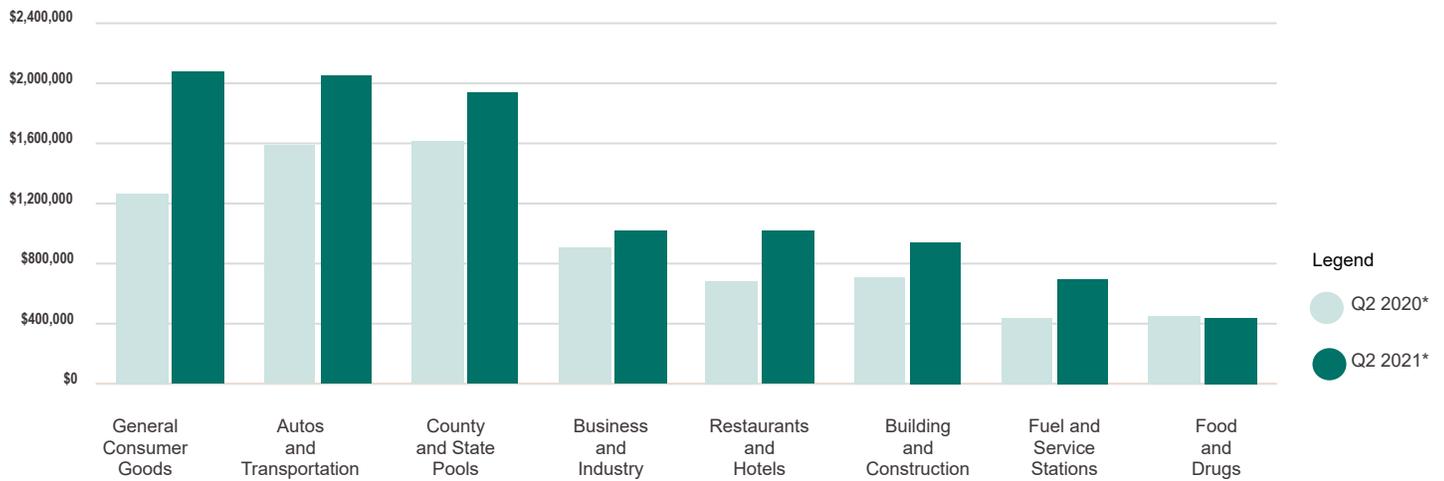


37.3%  
STATE



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

#### SALES TAX BY MAJOR BUSINESS GROUP



#### Measure O

TOTAL: \$4,386,557

28.0%



#### Measure E

TOTAL: \$12,546,206



#### CITY OF OXNARD HIGHLIGHTS

Oxnard's receipts from April through June were 30.6% above the second sales period in 2020. Excluding reporting aberrations, actual sales were up 33.2%.

The City experienced outstanding performance in the general consumer goods group with more brick and mortar retailers open and customers ready to spend to refresh wardrobes through apparel purchases or invest in electronic/appliance acquisitions.

The reopening of the economy led to superb growth in the restaurants and hotels sector with gains for the first time in six quarters. Casual eateries saw increases with customers eager to dine-

in again and higher capacity handling the demand. Consumers continue to value the convenience of e-commerce shopping options with more online purchases being made contributing to this quarter's gains.

Voter approved Measure O, the half-cent transaction tax, benefited with the increase in vehicles purchased-registered in the City, increased dining activity, and robust retail sales, particularly for apparel.

In its inaugural period of collection, Measure E, the voter approved transaction tax, reaped the rewards of the economic recovery.



#### TOP 25 PRODUCERS

Alexander GMC/Cadillac/Hyundai  
Best Buy  
Carmax  
CNC Associates  
Coastline Equipment  
Costco  
DCH Audi of Oxnard  
DCH Honda of Oxnard  
Diversified Panel Systems  
Dixieline  
Food 4 Less  
Home Depot  
Lexus Of Oxnard  
Lowe's

Macvalley Oil Company  
Mercedes Benz Of Oxnard  
Quinn CAT Company  
Ross  
Sams Club  
Sysco Ventura  
Target  
Team Nissan  
Toyota of Oxnard  
Vista Ford Lincoln Of Oxnard  
Walmart Supercenter



## 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 2<sup>nd</sup> 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.

## SALES TAX RATE BREAKDOWN

**9.25%**

State General Fund	3.9375%
City/County General Fund (Bradley-Burns)	1.0000%
Oxnard Vital Services Transactions and Use Tax (OXND)	0.5000%
Oxnard 911 Safety Transactions Tax (OXST)	1.5000%
County Public Safety (Prop 172)	0.5000%
County Realignment (Mental Health/Welfare/Public Safety)	1.5625%
Countywide Transportation Fund	0.2500%

**Tax Rate Effective April 01, 2021**
**9.2500%**

## TOP NON-CONFIDENTIAL BUSINESS TYPES

Oxnard Business Type	Q2 '21*	Change	County Change	HdL State Change
New Motor Vehicle Dealers	1,337.4	29.0% ↑	46.0% ↑	55.9% ↑
Discount Dept Stores	961.6	29.6% ↑	28.3% ↑	20.3% ↑
Building Materials	618.6	24.3% ↑	17.4% ↑	21.7% ↑
Service Stations	530.2	55.7% ↑	82.3% ↑	73.9% ↑
Quick-Service Restaurants	447.6	20.8% ↑	22.0% ↑	28.8% ↑
Casual Dining	438.8	94.2% ↑	93.1% ↑	130.3% ↑
Warehse/Farm/Const. Equip.	280.4	7.2% ↑	10.2% ↑	8.2% ↑
Grocery Stores	278.5	-1.6% ↓	-4.2% ↓	-0.9% ↓
Home Furnishings	241.2	134.7% ↑	105.9% ↑	88.5% ↑
Electronics/Appliance Stores	218.4	83.6% ↑	91.4% ↑	52.7% ↑

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