

Q4 2019



Culver City Sales Tax *Update*

First Quarter Receipts for Fourth Quarter Sales (October - December 2019)

Culver City In Brief

Culver City's receipts from October through December were 14.9% above the fourth sales period in 2018. Excluding reporting aberrations, actual sales were up 8.1%.

The City experienced strong winter sales activity by both new auto dealers and leasing activity, while a one-time allocation temporarily spiked the business and industry sector.

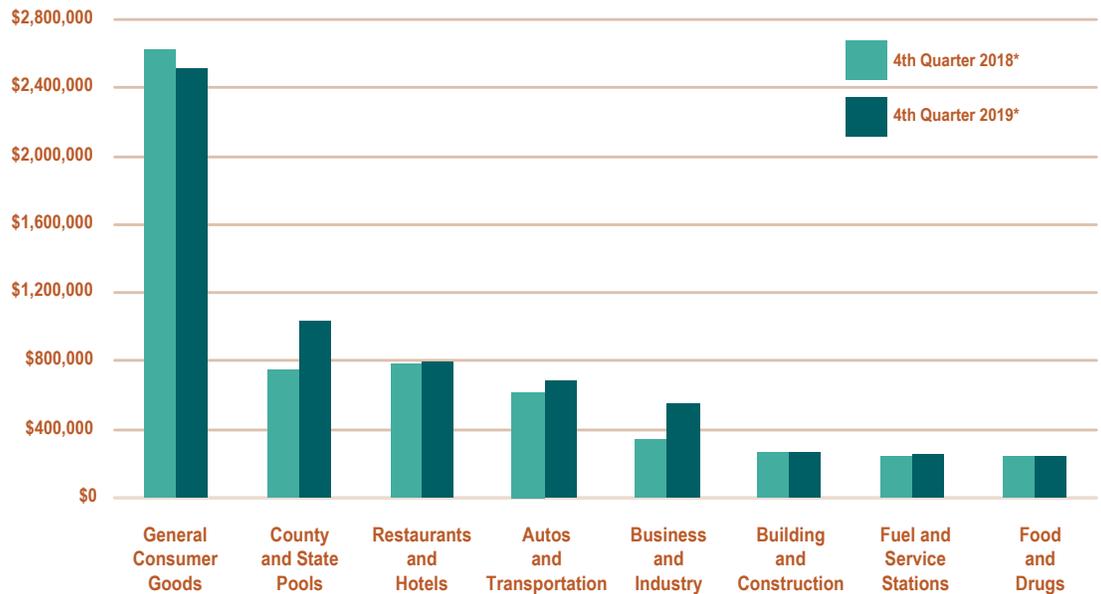
These local point of sale improvements combined with increased taxes collected for online purchases of items shipped into the region compared to last year, boosted allocations from the countywide use tax pool, further contributing to the positive outcome.

However, weak holiday shopping results from multiple general consumer categories including women's apparel, home furnishings and electronic-appliance stores, partially offset the overall gain.

The City's voter approved transaction tax Measure Y generated \$2,884,951 and Measure C generated \$1,428,388.

Net of aberrations, taxable sales for all of Los Angeles County grew 3.8% over the comparable time period; the Southern California region was up 4.4%.

SALES TAX BY MAJOR BUSINESS GROUP



*Allocation aberrations have been adjusted to reflect sales activity

TOP 25 PRODUCERS

IN ALPHABETICAL ORDER

Arco	Nordstrom Rack
Best Buy	Rite Aid
Costco	Ross
Culver City Honda	Shell
Culver City Toyota	Target
Culver City Volvo Cars	TJ Maxx
Foot Locker	Trader Joes
Goat	VCFS Auto Leasing Company
Hajoca	Verizon Wireless
JC Penney	Victoria's Secret
Juliens Auctions	Vons
Macys	Wolfgang Puck
Marshalls	Catering & Events

REVENUE COMPARISON

Two Quarters – Fiscal Year To Date (Q3 to Q4)

	2018-19	2019-20
Point-of-Sale	\$9,887,022	\$9,883,337
County Pool	1,391,356	1,785,397
State Pool	4,948	4,465
Gross Receipts	\$11,283,327	\$11,673,199
Measure Y	\$5,495,780	\$5,391,903
Measure C	\$0	\$2,660,273

California Overall

Statewide sales and use tax receipts from 2019's fourth quarter were 4.2% higher than last year's holiday quarter after factoring for accounting anomalies.

The increase came from the acceleration in online shopping which generated huge gains in the countywide use tax pools for merchandise shipped from out-of-state and from California based fulfillment warehouses in those cases where the warehouse is also point-of-sale. This segment was further boosted by the first full quarter of California's implementation of the Wayfair vs South Dakota ruling that requires out-of-state retailers to collect and remit sales tax on merchandise sold to California customers. The ruling has led to an increase in sales tax receipts of roughly \$2.95 per capita while also producing double digit gains for in-state online fulfillment centers.

In contrast, soft sales and closeouts resulted in a decline in almost every category of brick-and-mortar spending during the holiday season while new cannabis retailers helped boost what would have been a soft quarter for the food-drug group. Most other sales categories including new cars and business-industrial purchases were also down. Restaurant group gains were modest compared to previous quarters.

Overall, the rise in county pool receipts offset what would have been otherwise, a flat or depressed quarter for most jurisdictions.

Covid-19

The coronavirus impact will first be seen in next quarter's data reflecting January through March sales. Based on recovery rates being reported in some Asian countries, the virus's disruption of supply chains will be deepest in the first and second quarter and largely resolved by mid-summer. However, recovery from social distancing and home confinements could take longer

with the deepest tax declines expected in the restaurant/hospitality, travel/transportation and brick-and-mortar retail segments. Layoffs and furloughs are also expected to reduce purchases of new cars and other high cost durable goods. The losses from the state's high-tech innovation industries may be more modest while the food-drug and online retail groups could exhibit increases.

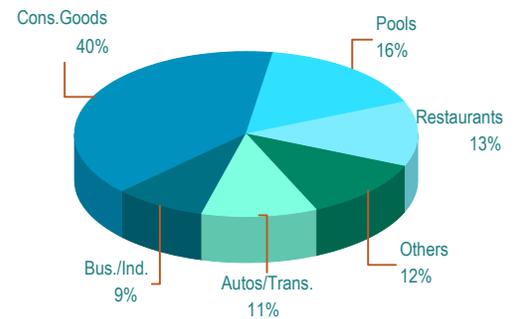
Assuming that the virus is largest contained by the end of September, HdL's economic scenario projects that tax declines will bottom out in the first quarter of 2021 but with only moderate gains for several quarters after. Data from previous downturns suggests that the return to previous spending is not immediate and often evolves. Businesses emerge with ways to operate with fewer employees and more moderate capital investment. Consumers take time to fully get back to previous levels of leisure travel, dining and spending and may permanently transfer to newly discovered services, activities and/or online retail options.

SALES PER CAPITA*



*Allocation aberrations have been adjusted to reflect sales activity

REVENUE BY BUSINESS GROUP
Culver City This Quarter*



*Allocation aberrations have been adjusted to reflect sales activity

CULVER CITY TOP 15 BUSINESS TYPES**

Business Type	*In thousands of dollars			
	Culver City Q4 '19*	Change	County Change	HdL State Change
Auto Lease	134.6	24.2%	1.3%	3.2%
Casual Dining	362.1	1.6%	4.3%	3.8%
Department Stores	— CONFIDENTIAL —	—	0.2%	-4.8%
Discount Dept Stores	— CONFIDENTIAL —	—	3.8%	3.6%
Electronics/Appliance Stores	324.6	-5.3%	-6.1%	-6.6%
Family Apparel	256.7	4.8%	-1.2%	1.3%
Fast-Casual Restaurants	142.3	-4.9%	1.6%	4.3%
Fulfillment Centers	— CONFIDENTIAL —	—	25.2%	49.9%
Grocery Stores	148.2	0.9%	0.7%	1.3%
New Motor Vehicle Dealers	462.3	8.3%	-0.9%	-3.4%
Plumbing/Electrical Supplies	109.5	-0.8%	4.7%	-0.6%
Quick-Service Restaurants	165.7	-3.6%	0.6%	1.9%
Service Stations	254.7	4.5%	-0.1%	0.2%
Shoe Stores	138.6	-6.9%	-2.6%	-0.3%
Specialty Stores	189.4	-3.9%	-1.0%	-3.8%
Total All Accounts	5,318.5	3.7%	0.2%	0.2%
County & State Pool Allocation	1,032.4	38.4%	26.7%	26.7%
Gross Receipts	6,350.9	8.1%	3.8%	4.2%

** Accounting aberrations such as late payments, fund transfers, and audit adjustments have been adjusted to reflect the quarter in which the sales occurred.