

# CITY OF FULLERTON

## SALES TAX UPDATE

### 1Q 2021 (JANUARY - MARCH)



**FULLERTON**

TOTAL: \$ 5,543,144

6.8%  
1Q2021



7.2%  
COUNTY

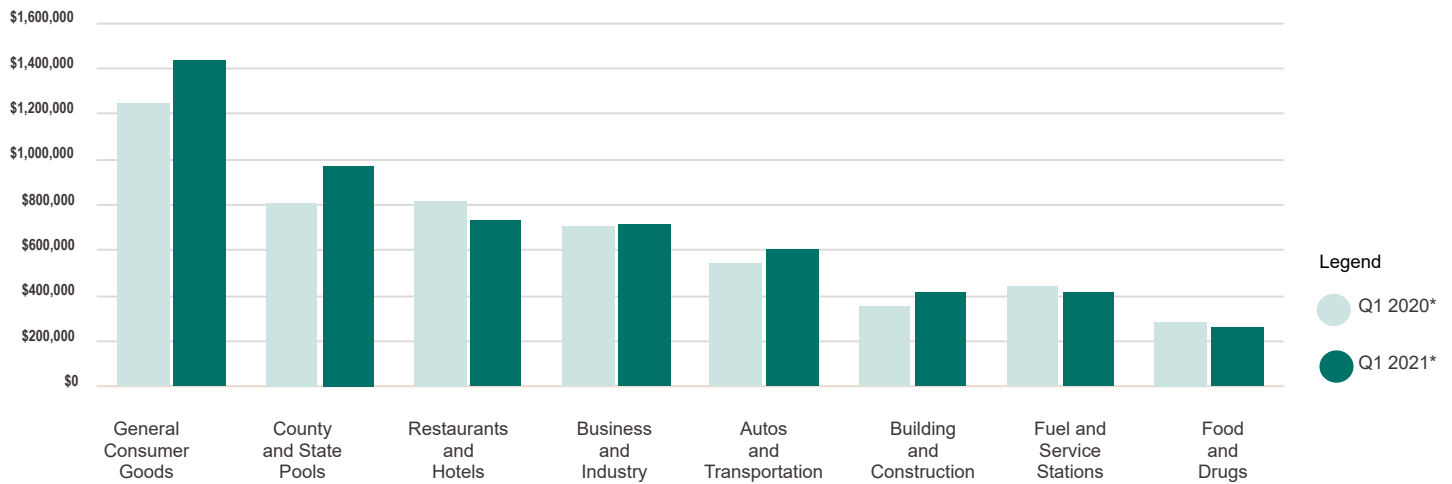


9.5%  
STATE



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

### SALES TAX BY MAJOR BUSINESS GROUP



### CITY OF FULLERTON HIGHLIGHTS

Fullerton's receipts from January through March were 32.9% above the first sales period in 2020. Adjusting for reporting aberrations, which included numerous tax payment delays at the beginning of the pandemic last year, actual sales were up 6.8%.

Jewelry stores and other general consumer goods retailers rebounded as most businesses were fully open after last year's closures and as shoppers felt safer to venture out of their homes with the rapid roll-out of effective vaccines.

Allocations from the Orange countywide use-tax pool increased 20% as the popularity of internet shopping continued unabated, even as the economy began to reopen. The recent relocation of a new business-industrial firm to Fullerton was also a positive.

Conversely, casual dining eateries were negatively impacted by the indoor dining restrictions in effect to combat the health crisis. Even still, the -15% drop outpaced the -19% statewide trend.

Net of aberrations, taxable sales for all of Orange County grew 7.2% over the comparable time period; the Southern California region was up 9.0%.



### TOP 25 PRODUCERS

- Albertsons
- Anderco
- Arco
- Auto Republic
- Best Buy
- Burlington
- Car Castle
- Chevron
- Costco
- Engineered Floors
- Floor & Decor
- Golden West Towing Equipment
- Happy Jewelry
- Home Depot
- McCoy & Mills Ford
- OC Auto Exchange
- Ocean Subaru of Fullerton
- One Source Distributors
- Opus Inspection
- Ralphs
- Rexel
- Sam's Club w/ Fuel
- Shell
- Target
- United Duralume Products



## 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.

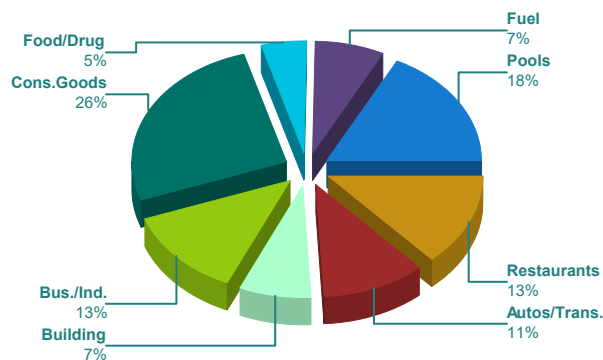
Although indoor dining was available in many counties, the recovery for restaurants

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

Fullerton This Quarter\*



\*ADJUSTED FOR ECONOMIC DATA

### TOP NON-CONFIDENTIAL BUSINESS TYPES

Fullerton Business Type	Q1 '21*	Change	County Change	HdL State Change
Service Stations	407.2	-7.6% ↓	-4.6% ↓	-4.1% ↓
Quick-Service Restaurants	347.7	2.7% ↑	1.1% ↑	1.0% ↑
Casual Dining	285.3	-15.0% ↓	-10.1% ↓	-18.9% ↓
Electronics/Appliance Stores	210.3	25.1% ↑	-5.2% ↓	9.0% ↑
Building Materials	198.2	20.1% ↑	17.5% ↑	18.9% ↑
Used Automotive Dealers	171.8	-7.1% ↓	3.2% ↑	10.3% ↑
Light Industrial/Printers	171.0	-8.6% ↓	-1.9% ↓	-1.6% ↓
Grocery Stores	161.3	-10.4% ↓	-6.8% ↓	-6.2% ↓
Contractors	109.3	20.3% ↑	1.9% ↑	3.7% ↑
Jewelry Stores	108.3	71.8% ↑	31.9% ↑	32.3% ↑

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\*In thousands of dollars