# Q3 2019

# City of Pleasanton Sales Tax *Update*

*Fourth Quarter Receipts for Third Quarter Sales (July - September 2019)*

## Pleasanton In Brief

Pleasanton's receipts from July through September were 12.3% below the third sales period in 2018. However, this comparison is skewed due to the CDTFA's transition to a new reporting system in the prior year when additional payments were received by the City. Excluding reporting aberrations, actual sales were up 1.0%.

Overall results in autos and transportation was reduced by the 9% decline in new auto sales.

Most sectors in general consumer goods were down compared to a year ago. A store closeout contributed to the 17.5% drop in department stores while a recent opening boosted women's apparel.

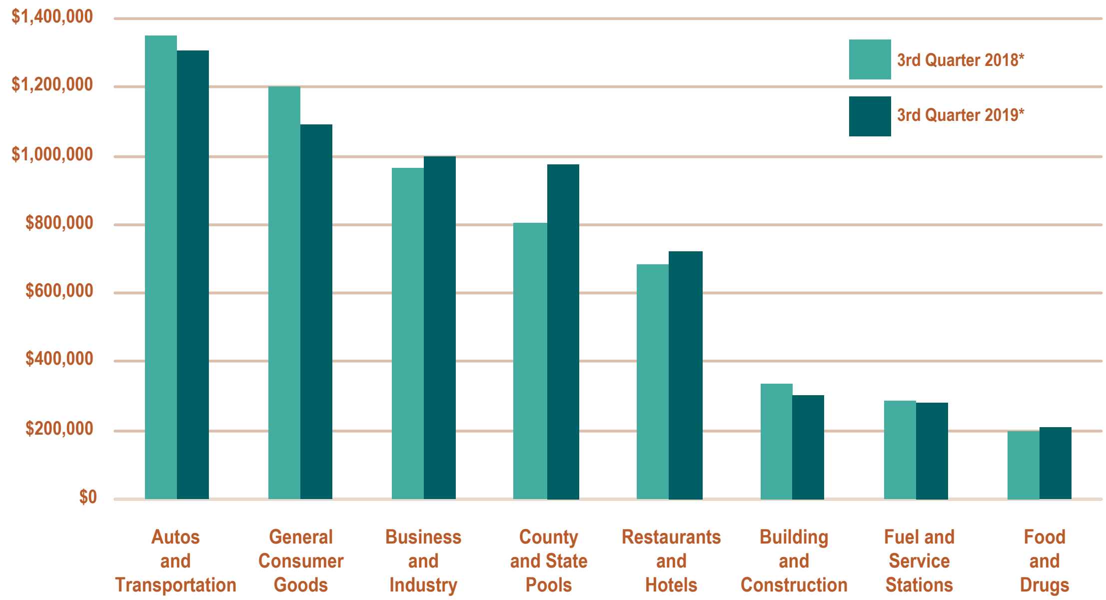
A horde of reporting errors, taxpayer refunds and adjustments hampered cash receipts in business and industry. Once adjusted, most sectors were up including robust performance in medical/biotech.

Store closeouts were a major factor in the actual decline of 9.8% in building and construction.

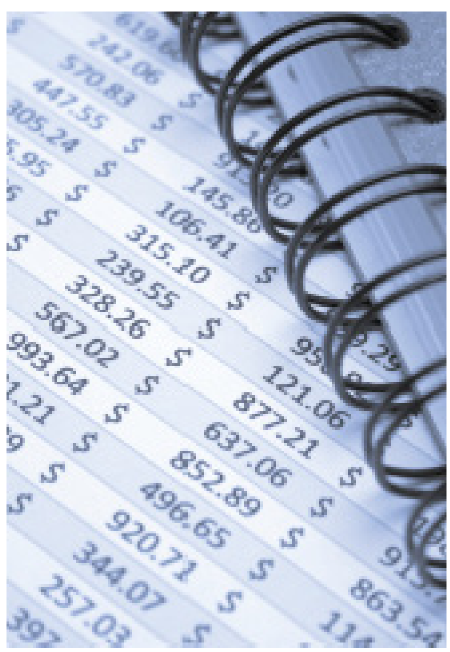
The implementation of the South Dakota vs Wayfair decision contributed to the increase in the countywide use tax allocation pool.

Net of aberrations, taxable sales for all of Alameda County declined 4.4% over the comparable time period; the Bay Area was down 0.5%.

## Sales Tax by Major Business Group




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



## Revenue Comparison

One Quarter – Fiscal Year To Date (Q3)

| | 2018-19 | 2019-20 |
|---|---|---|
| Point-of-Sale | $5,859,029 | $4,976,239 |
| County Pool | 962,779 | 1,007,416 |
| State Pool | 3,083 | 2,048 |
| Gross Receipts | $6,824,891 | $5,985,703 |
| Cty/Cnty Share | (341,245) | (299,285) |
| Net Receipts | **$6,483,646** | **$5,686,418** |

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NOTES

## Statewide Results

The local one-cent share of statewide sales and use tax from sales occurring July through September was 2.2% higher than the summer quarter of 2018 after adjusting for accounting anomalies.

The bulk of the increase came from the countywide use tax allocation pools and is due to the acceleration in online shopping where a large volume of the orders are shipped from out-of-state.

Online shopping also produced gains in the business-industrial group with in-state industrial zoned logistics centers filling orders previously taken by brick and mortar retailers. Purchases to support healthcare, food processing, logistics/warehouse operations and information/data technology also helped offset declines in other business-related categories.

With the exception of some discount and value-oriented retail, most categories of general consumer goods were down. New cannabis related start-ups offset declines in the food and drug group while a softening in building-construction receipts was consistent with recent declines in the volume and value of new building permit issuances.

Overall growth in restaurant receipts continued to soften with a shift toward lower cost dining establishments and takeout meal options. Reports of labor shortages and the impact of homelessness on customer traffic in metropolitan areas were reportedly factors in the decline in tax revenues from higher price, fine dining establishments.

Despite a slight uptick in used auto and auto lease receipts, the auto related group was significantly down due to a drop in new car and RV sales. Previously propped up by a 23% subprime rated customer base and six- and seven-year financing, loan delinquencies have recently surged back to levels last seen in 2009.

## Additional Tax Districts Approved

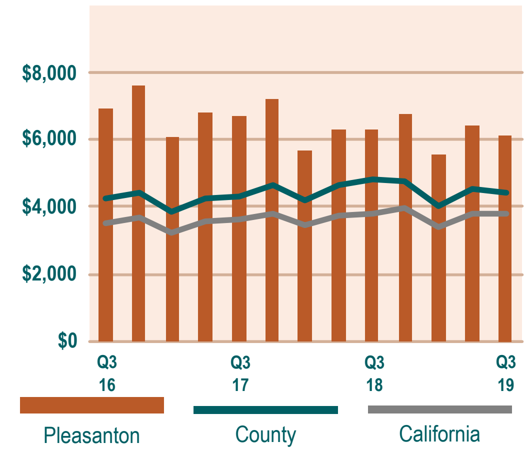
Voters approved eight of the nine sales tax measures on the November 2019 ballot adding six new districts and extending two others.

This brings the total number of local transactions and use tax districts (TUT's) to 325 with 62 that are levied countywide and 263 imposed by individual cities. The number of local districts have close to tripled over the last decade as agencies deal with rising costs and service needs. TUT's have been a favorable option as visitors contribute to the tax and a collection system is already in place that minimizes administrative and monitoring costs.

California's basic rule is that the rate for all local TUT's combined, shall not exceed 2.0% or a total of 9.25% including the state levy. However, the state legislature has authorized higher caps in some jurisdictions with the highest voter-approved, combined state/local rate now at 10.5%.

Thirty-five or more additional local TUT measures are currently being considered for the March 2020 ballot.

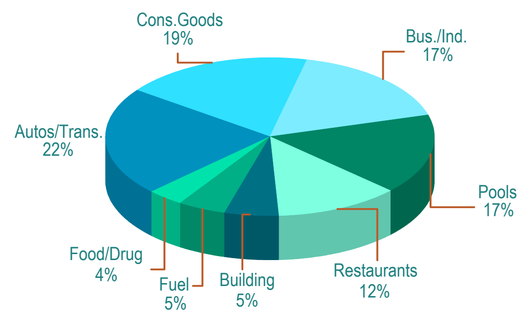
## Sales Per Capita*




*Allocation aberrations have been adjusted to reflect sales activity

## Revenue By Business Group

Pleasanton This Quarter*

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## Pleasanton Top 15 Business Types**

| *In thousands of dollars | Pleasanton | | County | HdL State |
|---|---|---|---|---|
| **Business Type** | **Q3 '19*** | **Change** | **Change** | **Change** |
| Auto Lease | 186.1 | 12.8% | -3.6% | 4.6% |
| Building Materials | 176.3 | -8.8% | -0.7% | 0.2% |
| Casual Dining | 351.8 | 8.3% | 3.7% | 2.3% |
| Department Stores | 292.2 | -17.2% | -17.6% | -9.5% |
| Discount Dept Stores | — CONFIDENTIAL — | | 1.5% | 2.8% |
| Electrical Equipment | 189.9 | 2.3% | 7.0% | 1.5% |
| Electronics/Appliance Stores | 147.3 | -5.7% | -2.2% | -3.1% |
| Family Apparel | 120.9 | -4.3% | 0.4% | 1.5% |
| Grocery Stores | 113.6 | 11.9% | 3.7% | 1.7% |
| Medical/Biotech | 250.6 | 38.7% | 6.4% | 6.6% |
| New Motor Vehicle Dealers | 780.8 | -9.0% | -37.8% | -7.2% |
| Office Equipment | 145.5 | 24.3% | -4.1% | -9.0% |
| Quick-Service Restaurants | 203.4 | 11.2% | 2.9% | 2.6% |
| Service Stations | 279.0 | -2.6% | -4.3% | -1.5% |
| Used Automotive Dealers | — CONFIDENTIAL — | | 1.9% | 2.1% |
| **Total All Accounts** | **4,913.0** | **-2.3%** | **-7.9%** | **0.3%** |
| **County & State Pool Allocation** | **977.6** | **21.5%** | **17.4%** | **14.9%** |
| **Gross Receipts** | **5,890.6** | **1.0%** | **-4.4%** | **2.3%** |

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