

CITY OF LIVERMORE

SALES TAX UPDATE

1Q 2024 (JANUARY - MARCH)



LIVERMORE

TOTAL: \$ 9,262,578

9.8%
1Q2024



-13.0%
COUNTY

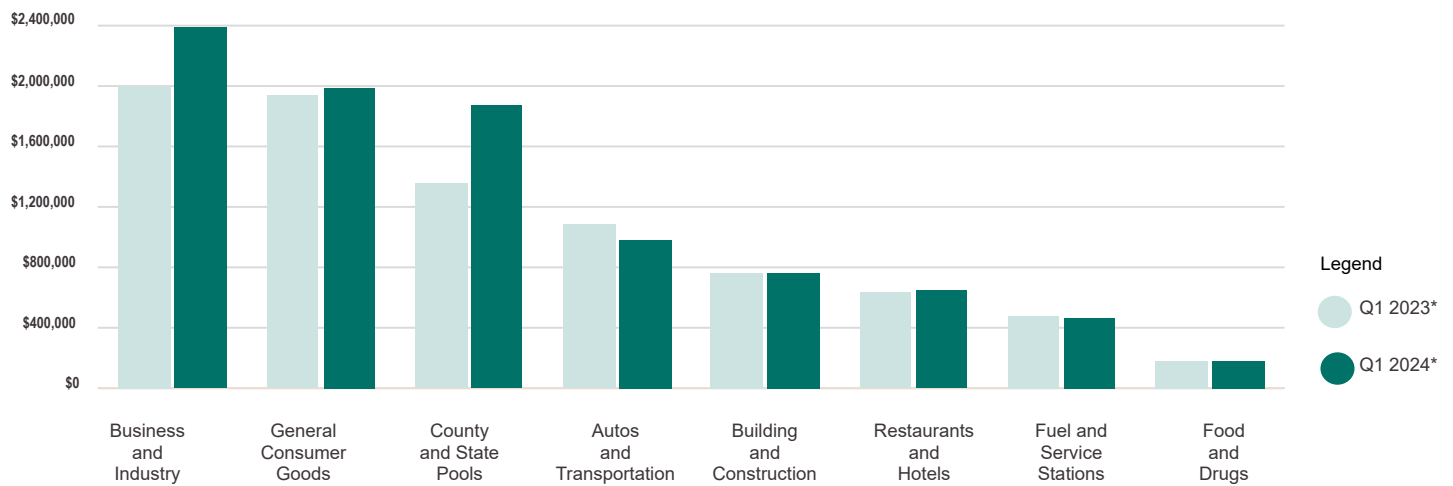


-0.2%
STATE



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

SALES TAX BY MAJOR BUSINESS GROUP



CITY OF LIVERMORE HIGHLIGHTS

Livermore's receipts from January through March were 20.1% above the first sales period in 2023. Year ago delayed filings, double payments this quarter inflated cash comparisons. Excluding reporting aberrations, actual sales were up 9.8%.

Sellers of specialized transportation and electrical equipment reported robust activity; business-industry soared 19% higher as the drug/chemical and medical/biotech segments also produced greater revenues.

General consumer goods had 2% more in filings; 4% better tallies from the Livermore Valley Premium Outlet's merchants contributed to this group's growth.

Even though menu prices hikes were passed along to patrons, restaurants-hotels grew 2%; diners were focused on

getting the best valued meals at quick service and casual dining venues.

The sizeable receipts spike noted above benefitted the City's formulaic share of the pool allocations; the City's distribution was up 37%, inclusive of taxpayer onetime corrections in the Alameda Pool.

New motor vehicle dealerships suffered a 13% loss; a combination of prices returning to normal methods, elevated borrowing rates, banks tightening lending protocols, and buyers staying away from luxury brands.

Building-construction was a mixed bag; sales of lumber, plumbing, and electrical goods slipped, however, contractors' steady work drove a 7% gain in this category.

Net of aberrations, taxable sales for all of the Bay Area decreased 2.3%.



TOP 25 PRODUCERS

- AMS Net
- Audi Livermore
- Coach
- Computacenter
- Fusionstorm
- Costco
- Draexlmaier
- Form Factor
- Gillig
- Gucci Outlet
- Home Depot
- JA Momaney Services
- Jifco
- Land Rover Jaguar Livermore
- Livermore Ford/Lincoln/Alfa/Maserati
- Livermore Honda
- Livermore Subaru
- Livermore Toyota
- Lowes
- Porsche Livermore
- Safeway
- Safeway Fuel
- Target
- US Foodservice
- Walmart
- Waxie Sanitary Supply



STATEWIDE RESULTS

California’s local one cent sales and use tax receipts during the months of January through March were 0.2% lower than the same quarter one year ago after adjusting for accounting anomalies. The calendar year first quarter is traditionally the lowest sales tax generating period; however, returns were more on par with the comparison period.

One of the only sectors continuing to display declines was auto-transportation. High interest rates created more expensive long-term financing costs. Combined with a dramatic cost of insurance coverage rate spike, this group declined 7.5%.

Fuel and service stations was the other sector with a drop over last year. As California drivers embark on summer travel, they’ll do so with slightly elevated gas prices versus 2023, probably yielding the final period of negative results for the category heading into 2025.

During this post-holiday shopping period, general consumer goods experienced a soft rebound with very modest 0.5% growth. Although retailers selling gas were hurt by fuel prices, it did not stop family apparel and department stores from lifting revenues.

Restaurant activity contributed constant growth of 2.1%. Only fine dining establishments remain hindered as more affordable menus are preferred. Also, it appears some eateries made operational changes while implementing AB 1228; however, there isn’t enough data

yet to understand if this new bill impacted revenue.

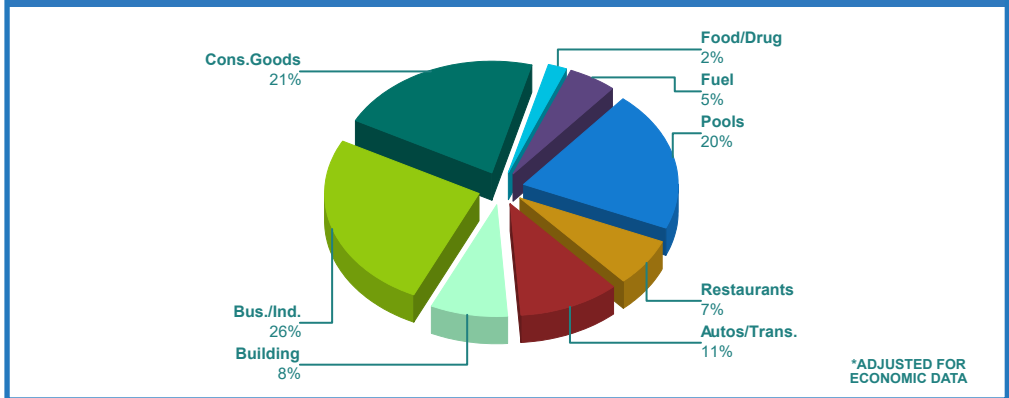
Seemingly dramatic one-time events helped boost business-industry, as investments in office supplies-furniture and energy projects were a significant reason for 3.6% gains this quarter. Additionally, strong fulfillment center direct payments demonstrated sustained logistical expansion. When coupled with improved returns via the countywide use tax pools, customers demonstrated e-commerce preferences for obtaining various goods. Overall

pool allocations improved 1.6%.

Statewide, 2024 begins in a more positive fashion compared to the recent trends of 2023. Buoyed 1st quarter results may signify ‘the floor’ helping ease tax revenue concerns while awaiting the next growth cycle. The Federal Reserve and their position with the Fed Funds Rate remains the most probable component between economic stagnation or spring-boarding consumer spending. Tourism and local travel in the coming summer period could further inspire confidence.

REVENUE BY BUSINESS GROUP

Livermore This Quarter*



TOP NON-CONFIDENTIAL BUSINESS TYPES

Livermore Business Type	Q1 '24*	Change	County Change	HdL State Change
Family Apparel	664.4	7.8% ↑	7.0% ↑	7.5% ↑
New Motor Vehicle Dealers	663.1	-13.5% ↓	-55.5% ↓	-10.5% ↓
Service Stations	466.4	-0.4% ↓	-4.9% ↓	-0.9% ↓
Casual Dining	383.1	2.3% ↑	3.2% ↑	2.4% ↑
Building Materials	340.4	-3.0% ↓	-5.7% ↓	-0.9% ↓
Contractors	309.9	6.6% ↑	3.3% ↑	4.4% ↑
Heavy Industrial	304.3	-18.5% ↓	2.6% ↑	-4.1% ↓
Food Service Equip./Supplies	187.0	-2.2% ↓	2.8% ↑	2.6% ↑
Quick-Service Restaurants	185.9	2.3% ↑	0.2% ↑	2.7% ↑
Shoe Stores	181.6	3.8% ↑	1.0% ↑	-0.8% ↓

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