



Third Quarter Receipts for Second Quarter Sales (April - June 2013)

# West Covina In Brief

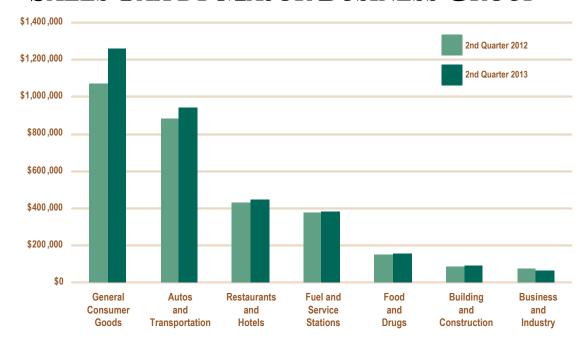
Receipts from West Covina's April through June sales were 7.3% higher than the same quarter one year ago. Actual sales activity increased 6.5% after accounting aberrations were factored out

Recent business openings and improving sales boosted several general consumer goods categories and were primarily responsible for the overall quarterly increase. All autos and transportation group sectors were positive further buoyed by a strong quarter from new car sales. Restaurant receipts grew due to new eateries and net sales increases in all sectors.

The gains were partially offset by business closures and declining sales in some business to business categories. A smaller allocation from the countywide use tax pool was also a factor.

Adjusted for aberrations, taxable sales for all of Los Angeles County increased 3.7% over the comparable time period, while the Southern California region as a whole was up 5.2%.

# SALES TAX BY MAJOR BUSINESS GROUP



# Top 25 Producers

In Alphabetical Order

Honda

Ashley Furniture Penske Mercedes Benz Audi West Covina Rapid Gas Azusa Arco Reynolds Buick **Best Buy** Ross Carrows Sears Crestview Cadillac Stater Bros **Daimler Trust** Super Remate de Grand Arco Autos Carwash Target Home Depot Triple S Chevron JC Penney Vans Macys Walmart Norm Reeves

West Covina Nissan

West Covina Toyota

# REVENUE COMPARISON

One Quarter - Fiscal Year To Date

|                    | 2012-13            | 2013-14     |  |
|--------------------|--------------------|-------------|--|
| Point-of-Sale      | \$3,077,841        | \$3,343,310 |  |
| County Pool        | 362,497            | 349,599     |  |
| State Pool         | 3,085              | 2,298       |  |
| Gross Receipts     | \$3,443,423        | \$3,695,207 |  |
| Less Triple Flip*  | \$(860,856)        | \$(923,802) |  |
|                    |                    |             |  |
| *Reimbursed from c | ounty compensation | on fund     |  |



#### **State Overall**

Adjusted for accounting anomalies, receipts from local governments' one cent sales and use tax were up 5.4% over the second quarter of 2012.

More than half of the increase was driven by a strong quarter for auto sales plus new revenues flowing to the countywide use tax allocation pools largely as result of the previous passage of AB 155's expanded definition of nexus for out-of-state companies required to collect California sales and use taxes.

Receipts from the building and construction categories exhibited significant gains reflecting the beginning of a recovery in new housing construction and considerable remodeling activity. Restaurant sales were also strong but limited to low priced quick service chains and higher priced fine dining restaurants with full liquor licenses.

Gains from general consumer goods were modest overall and tended to be retailer and community specific. Tax revenues from fuel were down from last year's comparable quarter while receipts from business and industrial purchases were flat with the few increases in that group primarily tied to agriculture and food processing.

#### The Remaining Fiscal Year

The general consensus is that the state's economy will continue to recover in 2013-14 but sales tax growth may be more modest in the second half of the fiscal year than the first half.

Auto sales which have been up by double digits from years of pentup demand are expected to plateau in another quarter or two with the pace of growth returning to more normal levels. With consumers taking on more debt to purchase new cars and homes, discretionary spending on other items is expected to slow. Low inflation, price competition and a job recovery tilted toward low paying or part-time work will also keep the cost of taxable goods in check.

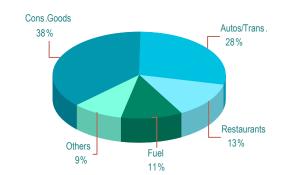
The six year boom in the state's technology sector appears to be slowing with companies shifting from buying their own hardware and software to renting computer power through cloud based services. Gas prices will continue to be impacted by refinery shutdowns, Middle East crises and oil speculators. However with today's new cars almost 20% more fuel efficient than those sold only six years ago, further tax gains from this segment are not anticipated.

Continued recovery in construction activity is expected to generate a major share of sales tax growth in the second half of the fiscal year. With rising home and stock market values benefiting higher income families, luxury goods in all categories are also projected to show solid gains.

### SALES PER CAPITA



# REVENUE BY BUSINESS GROUP West Covina This Quarter



## WEST COVINA TOP 15 BUSINESS TYPES

|                                | West Covina      |            | County | HdL State     |
|--------------------------------|------------------|------------|--------|---------------|
| Business Type                  | Q2 '13*          | Change     | Change | Change        |
| Auto Lease                     | 116.0            | 7.7%       | 17.7%  | 13.4%         |
| Department Stores              | 229.0            | -1.9%      | 0.0%   | 0.2%          |
| Discount Dept Stores           | — CONFIDENTIAL — |            | 2.5%   | 2.3%          |
| Electronics/Appliance Stores   | 176.9            | 11.6%      | 4.4%   | 4.7%          |
| Family Apparel                 | 145.1            | 0.6%       | 4.0%   | 4.7%          |
| Grocery Stores Liquor          | 85.3             | 3.5%       | 4.1%   | 2.6%          |
| Home Furnishings               | 67.0             | 118.4%     | 4.3%   | 6.8%          |
| Lumber/Building Materials      | — CONF           | IDENTIAL — | -7.2%  | -4.4%         |
| New Motor Vehicle Dealers      | 745.0            | 5.1%       | 6.8%   | 11.1%         |
| Restaurants Liquor             | 212.3            | 30.7%      | 9.9%   | 9.3%          |
| Restaurants No Alcohol         | 227.7            | 10.8%      | 5.7%   | 5.9%          |
| Service Stations               | 380.9            | 1.0%       | -5.8%  | -5.7%         |
| Shoe Stores                    | 105.1            | 157.5%     | 40.4%  | 39.9%         |
| Specialty Stores               | 97.7             | 6.6%       | 3.0%   | 5.1%          |
| Women's Apparel                | 80.2             | 0.5%       | 5.7%   | 3.0%          |
| Total All Accounts             | \$3,343.3        | 8.6%       | 6.4%   | 7.0%          |
| County & State Pool Allocation | 351.9            | -3.7%      |        |               |
| Gross Receipts                 | \$3,695.2        | 7.3%       |        | *In thousands |