

# CITY OF WEST COVINA

## SALES TAX UPDATE

### 4Q 2021 (OCTOBER - DECEMBER)



**WEST COVINA**

TOTAL: \$ 6,288,726

12.1%  
4Q2021



16.9%  
COUNTY

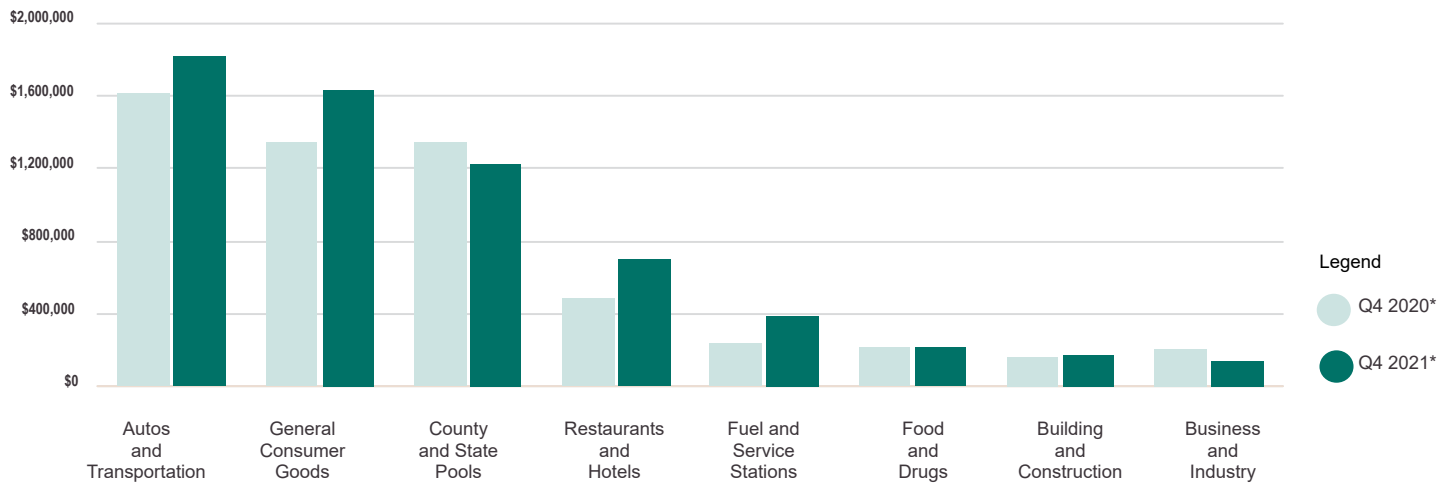


15.6%  
STATE



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

### SALES TAX BY MAJOR BUSINESS GROUP



### CITY OF WEST COVINA HIGHLIGHTS

Receipts from West Covina's October through December sales were 18.6% higher than the same quarter last year. Actual sales activity increased 12.1% after accounting aberrations were factored out.

New vehicle revenues remained strong with the majority of dealerships reporting gains, driving the overall autos-transportation group up 13%.

General consumer goods continued the rebound from the pandemic impacts of a year ago with strong returns from family apparel and other sectors boosting group returns 21%.

With dining areas reopening and continued pent up demand to eat out, receipts increased 44% overall for all restaurant categories. Record prices at the pumps plus continued increase

consumption buoyed fuel-service station results 64%.

The gains were partially offset by a smaller allocation from the countywide use tax pool.

Net of aberrations, taxable sales for all of Los Angeles County grew 16.9% over the comparable time period; the Southern California region was up 17.4%.



### TOP 25 PRODUCERS

- 76
- Ashley Furniture Homestore
- Audi West Covina
- Azusa Arco
- Best Buy
- Burlington
- Crestview Cadillac
- Daimler Trust
- Envision Chrysler Dodge Jeep Ram Of West Covina
- Envision Toyota Of West Covina
- Home Depot
- JC Penney
- Macys
- Marshalls
- Mercedes Benz Of West Covina
- Norm Reeves Honda
- Performance Ford
- Plug In Auto
- Reynolds Buick
- Ross
- Target
- Tow Industries
- Triples Chevron
- Walmart Supercenter
- West Covina Nissan



**STATEWIDE RESULTS**

California’s local one cent sales and use tax receipts for sales during the months of October through December were 15% higher than the same quarter one year ago after adjusting for accounting anomalies. A holiday shopping quarter, the most consequential sales period of the year, and the strong result was a boon to local agencies across the State. Consumers spent freely as the economy continued its rebound from the pandemic and as robust labor demand reduced unemployment and drove up wages.

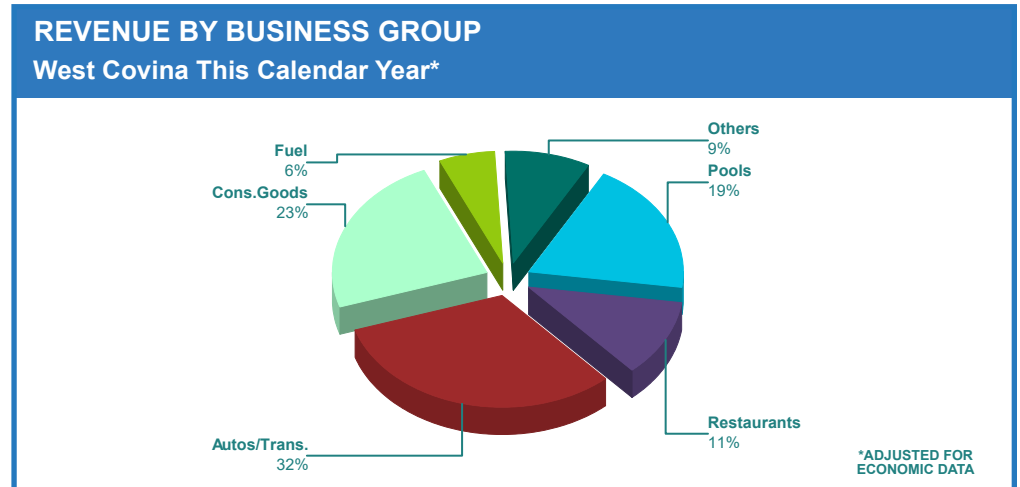
Brick and mortar retailers did exceptionally well as many shoppers returned to physical stores rather than shopping online as the COVID crisis waned. This was especially true for traditional department stores that have long been among the weakest categories in retail. Discount department stores, particularly those selling gas, family and women’s apparel and jewelry merchants also experienced strong sales. Many retailers are now generating revenue that is nearly as much, or even higher, than pre-pandemic levels.

Sales by new and used car dealers were also much higher than a year ago. The inventory shortage has resulted in higher prices that have more than offset the decline in unit volume in terms of revenue generation for most dealerships. Restaurants and hotels were only moderately lower than last quarter, with both periods being the highest in the State’s history. Increased menu prices coupled with robust demand to dine out are largely responsible for these gains. These are impressive results for a sector that does not yet include the positive impact that will occur later this year as international travel steadily increases at major airports. Conference business, an important revenue component for many hotels, is also still in the early stages of recovery.

Building material suppliers and contractors were steady as growing residential and commercial property values boosted demand, particularly in the Southern California, Sacramento and San Joaquin Valley regions. Although anticipated interest rate increases by the Federal Reserve could dampen the short-term outlook for this sector, industry experts believe limited selling activity will inspire increased upgrades and improvements by existing owners. With demand remaining tight and calls for more affordable housing throughout the state, the long-term outlook remains positive.

The fourth quarter, the final sales period of calendar year 2021, exhibited a 20% rebound

in tax receipts compared to calendar year 2020. General consumer goods, restaurants, fuel and auto-transportation industries were the largest contributors to this improvement. However, the future growth rate for statewide sales tax revenue is expected to slow markedly. Retail activity has now moved past the easy year-over-year comparison quarters in 2021 versus the depths of the pandemic bottom the year before. Additional headwinds going into 2022 include surging inflation, a dramatic jump in the global price of crude oil due to Russia’s war in Ukraine and corresponding monetary tightening by the Federal Reserve. This is expected to result in weakening consumer sentiment and continued, but decelerating, sales tax growth into 2023.



**TOP NON-CONFIDENTIAL BUSINESS TYPES**

West Covina Business Type	Q4 '21*	Change	County Change	HdL State Change
New Motor Vehicle Dealers	1,481.2	14.5% ↑	22.6% ↑	15.5% ↑
Service Stations	386.6	64.3% ↑	60.5% ↑	53.8% ↑
Quick-Service Restaurants	322.7	18.4% ↑	13.9% ↑	12.1% ↑
Casual Dining	299.4	84.8% ↑	80.5% ↑	66.5% ↑
Family Apparel	256.7	39.8% ↑	32.0% ↑	27.3% ↑
Auto Lease	188.0	-6.7% ↓	-4.8% ↓	-4.7% ↓
Electronics/Appliance Stores	180.6	11.6% ↑	3.3% ↑	8.5% ↑
Specialty Stores	179.9	19.9% ↑	18.4% ↑	18.8% ↑
Grocery Stores	121.0	-1.4% ↓	0.1% ↑	0.7% ↑
Home Furnishings	119.5	2.9% ↑	11.0% ↑	6.3% ↑

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