

# Q4 2014



# Huntington Beach Sales Tax *Update*

First Quarter Receipts for Fourth Quarter Sales (October - December 2014)

## Huntington Beach In Brief

Receipts for Huntington Beach's October through December sales were 2.9% higher than the same quarter one year ago. Actual sales activity was up 5.7% when reporting aberrations were factored out.

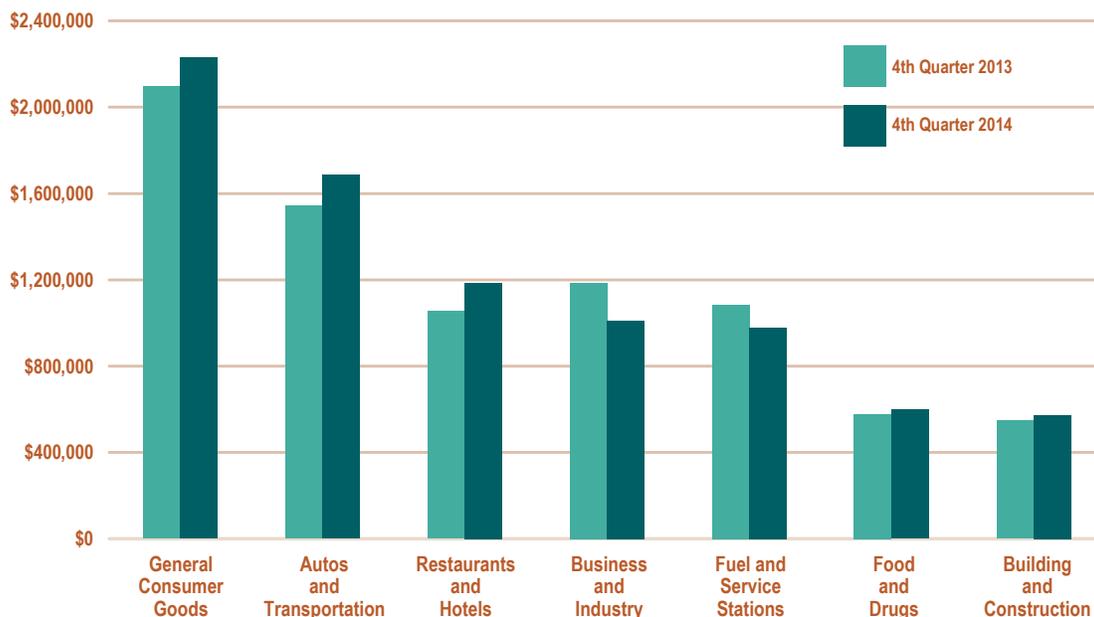
The city experienced a strong sales quarter for new motor vehicle dealers and office supplies/furniture. Strong sales and new outlets increased receipts from casual dining restaurants.

A recent addition that helped boost revenues from home furnishings and a onetime reporting aberration that negatively impacted last year's allocation were primarily responsible for the increase in general consumer goods.

The gains were partially offset by a onetime accounting adjustment that inflated year-ago returns and caused the drop in the overall business and industry sector. Lower fuel prices at the pump reduced service station results.

Adjusted for aberrations, taxable sales for all of Orange County increased 3.4% over the comparable time period, while the Southern California region as a whole was up 4.3%.

## SALES TAX BY MAJOR BUSINESS GROUP



### TOP 25 PRODUCERS

IN ALPHABETICAL ORDER

ACS Applied Computer Solutions	Huntington Beach Toyota Scion Kia
Albertsons	Hyatt Regency
Applied Computer Solutions	Kohls
Baker Oil Tools	Lowes
Car Pros Kia	Nordstrom Rack
Chevron	Norm Reeves Honda
Costco	Pinnacle Petroleum
Delillo Chevrolet	Ralphs
Home Depot	Reliable Wholesale Lumber
Huntington Beach Chrysler Dodge Jeep Ram	Siemens Medical Solutions
Huntington Beach Ford	Surf City Nissan
Huntington Beach Mazda	Target
	Walmart

### REVENUE COMPARISON

Two Quarters – Fiscal Year To Date

	2013-14	2014-15
Point-of-Sale	\$15,738,175	\$16,456,513
County Pool	1,798,346	2,032,003
State Pool	8,449	14,666
<b>Gross Receipts</b>	<b>\$17,544,970</b>	<b>\$18,503,182</b>
Less Triple Flip*	\$(4,386,242)	\$(4,625,796)

\*Reimbursed from county compensation fund

**Holiday Quarter Up**

Adjusted for accounting aberrations, California's local sales and use tax revenues for the fourth quarter (October – December) of 2014 were 3.6% higher than last year's holiday quarter.

The gain was primarily due to continued strong demand for new cars and trucks, increased restaurant patronage and a rise in the countywide "use tax" allocation pools resulting from a shift to online shopping where much of the merchandise is shipped from out of state. General consumer goods sales allocated via the pools rose 22% during this holiday quarter versus an increase in tax receipts from brick and mortar stores of only 2.8%.

Robust sales for building and construction materials added to the overall increase which was largely offset by significant declines in revenues from petroleum related industries and service stations.

**Gasoline Supply and Demand**

Statewide, fourth quarter's tax receipts from fuel and service stations dropped 10.4% from the previous year. Prices rebounded in the first quarter of 2015 due to refinery shutdowns and labor strife but remained well below the prior year due to a worldwide supply glut and weak demand.

Spending cuts by oil producers and a sharp decline in the number of rigs drilling for crude in the U.S. could reduce output and place upward pressure on prices in the second half of 2015. However, improved fuel efficiency and demographic changes continue to reduce demand for gasoline, with consumption at the lowest it has been in 30 years.

From 2008 through 2014 Californians purchased just over 10 million new vehicles, with mileage ratings almost 22% higher than those they replaced. Also, usage has further declined as baby boomers age into retirement and millennials increasingly favor public transportation and car services that make owning a vehicle less necessary.

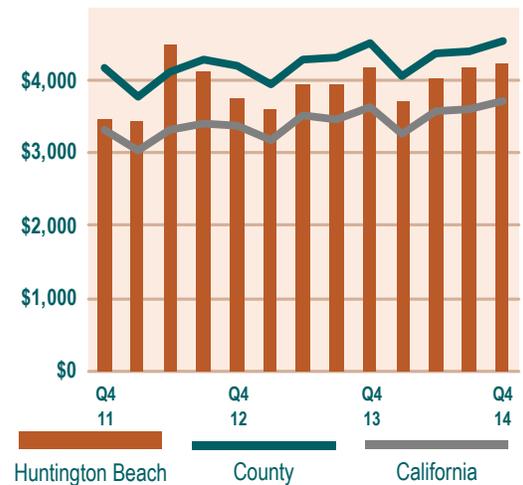
**Triple Flip Unwind**

In March 2004, California voters approved Proposition 57, the California Economic Recovery Bond Act that authorized the issuance of \$15 billion in "Economic Recovery Bonds" to close the state's operating budget deficit.

The Bradley-Burns local sales tax rate was decreased from 1 percent to 0.75 percent and the diverted 0.25 percent rate was pledged to repay the bonds. The state then directed that counties reimburse local governments for the 0.25 percent loss with property tax from the Educational Revenue Augmentation Fund (ERAF) set up for schools and then reimburse schools for the ERAF loss from the State General Fund. The funding scheme became known as the "Triple Flip."

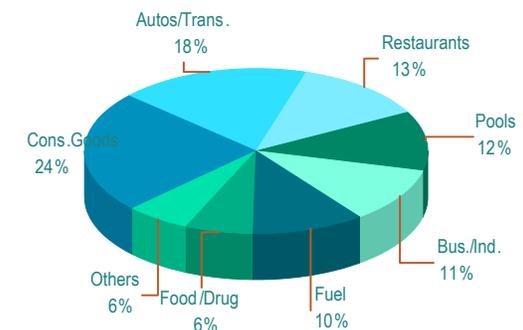
The governor's FY 2014-15 state budget currently provides for retiring the bonds as early as July 2015. If carried out as planned, local agencies would receive their final "true-ups" of triple flip reimbursements in the first half of 2016 and the full one cent Bradley-Burns tax reinstated in their second quarter 2016 receipts.

**SALES PER CAPITA**



**REVENUE BY BUSINESS GROUP**

Huntington Beach This Quarter



**HUNTINGTON BEACH TOP 15 BUSINESS TYPES**

Business Type	<i>*In thousands</i>			
	Huntington Beach Q4 '14*	Change	County Change	HdL State Change
Casual Dining	602.5	13.5%	7.4%	5.8%
Department Stores	181.6	45.5%	1.9%	1.0%
Discount Dept Stores	— CONFIDENTIAL —		0.9%	0.9%
Family Apparel	179.3	1.7%	5.6%	5.1%
Grocery Stores Liquor	263.7	2.0%	4.9%	3.5%
Home Furnishings	182.9	32.1%	8.7%	6.7%
Light Industrial/Printers	153.0	22.0%	-0.4%	-1.4%
Lumber/Building Materials	467.7	2.2%	5.8%	-0.7%
New Motor Vehicle Dealers	1,331.5	10.7%	8.4%	7.6%
Office Supplies/Furniture	330.2	33.1%	-46.1%	9.5%
Petroleum Prod/Equipment	442.7	-8.7%	-17.2%	-9.8%
Quick-Service Restaurants	292.2	2.2%	1.6%	7.5%
Service Stations	535.2	-10.5%	-16.2%	-10.5%
Specialty Stores	306.0	-1.2%	6.1%	6.0%
Sporting Goods/Bike Stores	205.0	14.9%	1.1%	3.7%
<b>Total All Accounts</b>	<b>\$8,268.4</b>	<b>2.2%</b>	<b>1.7%</b>	<b>3.8%</b>
<b>County &amp; State Pool Allocation</b>	<b>\$1,082.0</b>	<b>8.2%</b>	<b>7.7%</b>	<b>4.7%</b>
<b>Gross Receipts</b>	<b>\$9,350.3</b>	<b>2.9%</b>	<b>2.3%</b>	<b>3.9%</b>