

# Q1 2020



# City of Pasadena Sales Tax *Update*

Second Quarter Receipts for First Quarter Sales (January - March 2020)

## Pasadena In Brief

Pasadena's receipts from January through March were 31.2% below the first sales period in 2019 but this decline was magnified by the Governor's recent Executive Order allowing some businesses an extra 90-days to file their tax return. Actual sales were down 10.3%.

Receipts from casual dining restaurants were down 18%, slightly better than the -19% statewide trend, as the Governor's March 19 lockdown closed restaurant dining rooms at the tail-end of the quarter. Department stores and electronic-appliance retailers were also particularly hard hit by the shelter in place order.

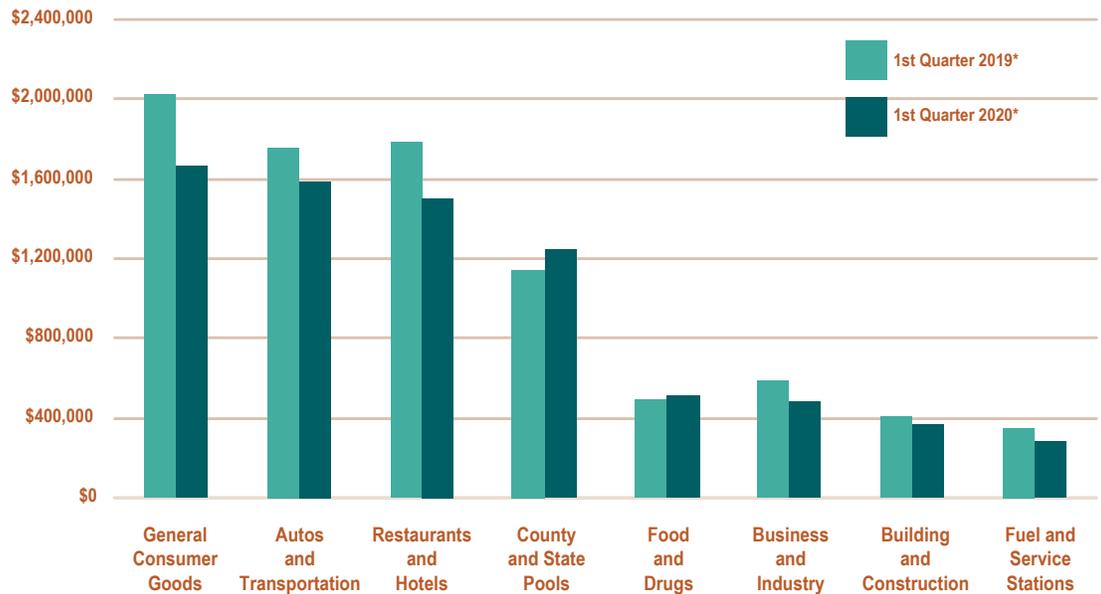
New car sales were down 12% as consumers shied away from major purchases amidst the uncertainty, while fuel sales were impacted by the dramatic drop in daily commuting.

Helping to partially offset these declines, however, was a 10% surge in receipts from the countywide use tax pool. This revenue was boosted by a recent legislative change that allows the taxation of additional internet sales that had previously gone untaxed.

Measure I, the City's local tax, added an additional \$4,445,926 to the amounts previously discussed.

Net of aberrations, taxable sales for all of Los Angeles County declined 5.3% over the comparable time period; the Southern California region was down 4.1%.

## SALES TAX BY MAJOR BUSINESS GROUP



\*Allocation aberrations have been adjusted to reflect sales activity

### TOP 25 PRODUCERS

IN ALPHABETICAL ORDER

Apple	Nordstrom Rack
Audi & Bentley Leasing	Porsche Leasing
Avon Distribution Center	Ralphs
Best Buy	Ralphs Fresh Fare
Enterprise Rent A Car	Ross
Ganahl Lumber	Rusnak Luxury Autos
Hertz Rent A Car	Symes Cadillac/Land Rover
Honda of Pasadena	Target
JP Morgan Chase Bank	Tesla Motors
Langham Huntington Hotel & Spa	Thorson GMC Buick
Macys	Toyota of Pasadena
Marshalls	Vons
	Whole Foods Market

### REVENUE COMPARISON

Three Quarters – Fiscal Year To Date (Q3 to Q1)

	2018-19	2019-20
Point-of-Sale	\$26,396,499	\$21,222,772
County Pool	3,789,167	4,150,793
State Pool	13,719	11,845
<b>Gross Receipts</b>	<b>\$30,199,385</b>	<b>\$25,385,410</b>
Measure I	\$9,145	\$18,221,944

**Statewide Results**

With stay at home/non-essential business restrictions in place during the last two weeks of the quarter, local one cent tax revenues for the state overall, were 18.8% lower than January to March of 2019. Taxpayer relief programs accounted for much of the decline with receipts down roughly 3.1% after factoring for payment deferrals and other accounting anomalies.

Severe drops in auto sales, general consumer goods, service stations and restaurants were largely offset by new revenue from implementation of the Wayfair v. South Dakota decision that now requires out-of-state retailers to collect and remit Californian's sales and use tax. Other offsets included a surge in online shopping that boosted receipts from the county use tax allocation pools and from online retailers who maintain and ship their inventory from within California.

The food/drug sector also showed strong gains as did many home supply, dollar and discount stores that remained open during the shutdown.

**New Challenges & Opportunities**

Current indicators suggest that overall tax receipts for the April thru June sales period will bottom out at 27% below the second quarter of 2019. The speed of the rebound in sales activity will be dependent on the availability of adequate testing, treatment therapies and ultimately a vaccine. Until then, physical distancing, COVID-19 protocols and supply chain disruptions will create limitations on some operating capacities and the return to work of all employees. Health fears, discounts and liquidation sales may also keep sales tax revenues below pre-pandemic levels until solutions are in place.

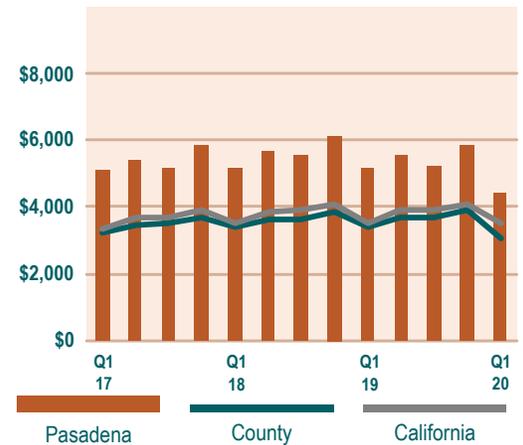
Regardless of when full recovery does occur, reports are that some elements of the economy will be permanently altered. Generation of future tax revenues may require rethinking of local economic strategies.

Over expansion, excessive debt and consumer shifts to online shopping were already resulting in bankruptcies with estimates of up to 25,000 brick-and-mortar store closings by the end of 2020. "Touch and feel" shopping is not going away but retailers see an evolution where in-store shopping is more leisure/recreational oriented with smaller stores offering more show-rooming and delivery/pick-up services. The smaller footprints and lifestyle emphasis offer opportunities to reinstate downtowns and neighborhood centers as economic/social gathering places.

The Pandemic's capture of new online customers and the growing trend of manufacturers and entrepreneurs with new concepts to bypass physical stores and sell directly to the consumer also expands options for agencies without large market populations to generate sales tax through industrial development.

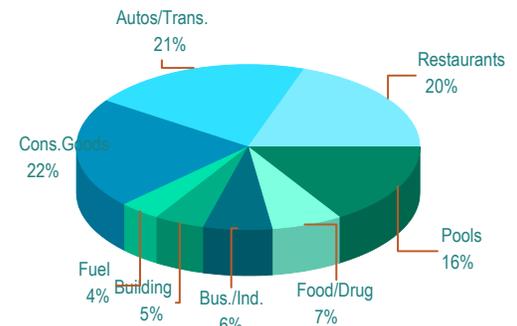
Finally, the Pandemic's disruption of supply chains has also accelerated growing dissatisfaction with overseas arrangements and some reshoring will occur which offers opportunities to leverage a city's existing business base to attract compatible support industries.

**SALES PER CAPITA\***



\*Allocation aberrations have been adjusted to reflect sales activity

**REVENUE BY BUSINESS GROUP  
Pasadena This Quarter\***



\*Allocation aberrations have been adjusted to reflect sales activity

**PASADENA TOP 15 BUSINESS TYPES\*\***

Business Type	Pasadena		County	HdL State
	Q1 '20*	Change	Change	Change
Auto Lease	279.3	-1.9%	-2.9%	1.6%
Building Materials	196.3	-3.0%	1.4%	2.9%
Casual Dining	645.1	-17.6%	-19.4%	-19.2%
Discount Dept Stores	— CONFIDENTIAL —		3.0%	3.2%
Electronics/Appliance Stores	321.1	-17.3%	-17.7%	-18.3%
Family Apparel	197.9	-21.7%	-22.6%	-21.8%
Fast-Casual Restaurants	142.1	-21.6%	-10.5%	-10.1%
Fine Dining	181.5	-16.3%	-24.8%	-24.4%
Grocery Stores	330.2	7.8%	9.3%	11.7%
Home Furnishings	183.6	-19.2%	-13.1%	-13.4%
New Motor Vehicle Dealers	1,000.1	-11.7%	-11.1%	-10.9%
Plumbing/Electrical Supplies	125.7	-15.2%	1.1%	1.3%
Quick-Service Restaurants	316.9	-13.4%	-9.5%	-8.7%
Service Stations	286.3	-18.1%	-10.3%	-9.9%
Specialty Stores	168.3	-7.6%	-10.1%	-10.3%
<b>Total All Accounts</b>	<b>6,412.4</b>	<b>-13.4%</b>	<b>-9.9%</b>	<b>-7.5%</b>
<b>County &amp; State Pool Allocation</b>	<b>1,250.4</b>	<b>9.8%</b>	<b>25.6%</b>	<b>22.4%</b>
<b>Gross Receipts</b>	<b>7,662.8</b>	<b>-10.3%</b>	<b>-5.3%</b>	<b>-3.3%</b>

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