

# TAMC - MEASURE X

## SALES TAX UPDATE

### 4Q 2020 (OCTOBER - DECEMBER)



TAMC MEASURE X

TOTAL: \$ 7,684,868

-2.7%

4Q2020



-4.4%

COUNTY



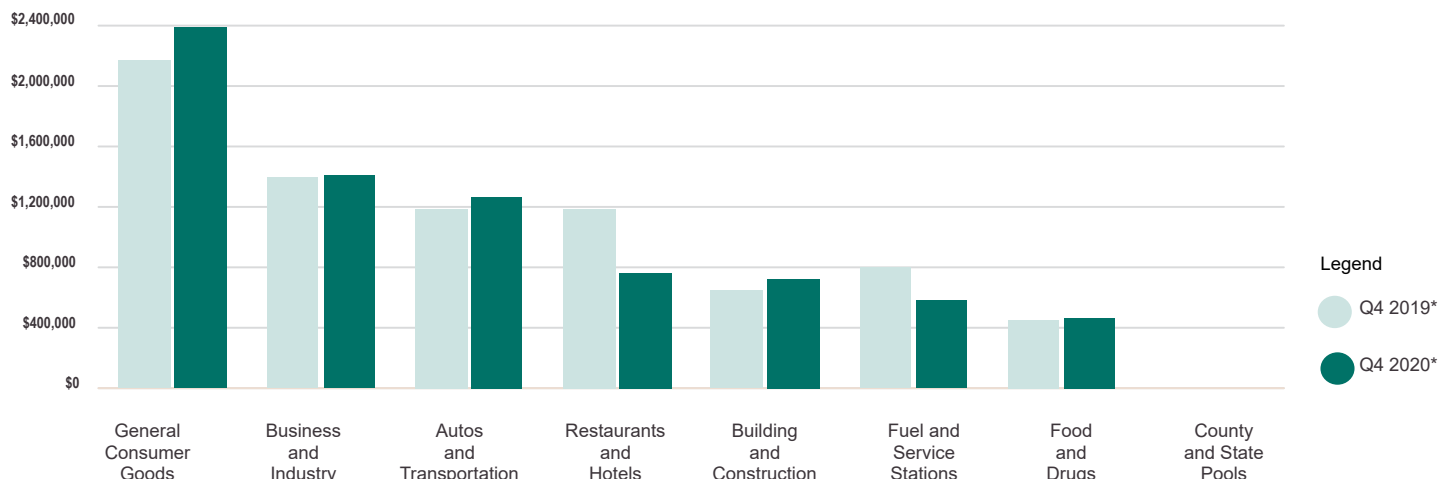
-2.0%

STATE



\*Allocation aberrations have been adjusted to reflect sales activity

### SALES TAX BY MAJOR BUSINESS GROUP



## MONTEREY COUNTY (TAMC) - MEASURE X HIGHLIGHTS

Monterey County (TAMC) - Measure X's receipts from October through December were 4.1% below the fourth sales period in 2019. Excluding reporting aberrations, actual sales were down 2.7%.

The Covid-19 circumstances continued to limit gatherings of all kinds. With less tourist as well as epidemic

restrictions, temporary closures and the lack of conferences, restaurant-hotels subcategories were negatively impacted; casual dining posted declines of 37%.

Proceeds from fuel sales slumped as demand and the price of gasoline continue to be low.

Conversely, new car sales increased 7.2% with consumers showing strong demand for new vehicles at a time when other spending opportunities have been limited. Home remodeling projects and rising lumber prices pushed gains in building materials. Construction equipment and agricultural supplies also posted strong gains.

General consumer goods saw declines in brick and mortar locations such as department stores and family apparel, but as consumers favored online shopping during the stay-at-home order, general merchandise and electronic stores both posted strong gains.

Net of aberrations, taxable sales for all of Monterey County declined 4.4% over the comparable time period; the state was down -2.0%.

### TOP NON-CONFIDENTIAL BUSINESS TYPES

Monterey County (TAMC) - Measure X			HdL State	
Business Type	Q4 '20*	Change	Change	Change
New Motor Vehicle Dealers	748.4	7.2%	7.2%	↑
Discount Dept Stores	552.5	13.6%	-1.6%	↓
General Merchandise	443.1	46.7%	-2.9%	↓
Service Stations	437.1	-29.2%	-31.3%	↓
Building Materials	382.9	18.0%	17.4%	↑
Casual Dining	280.1	-37.0%	-39.4%	↓
Electronics/Appliance Stores	271.7	20.2%	-25.0%	↓
Quick-Service Restaurants	263.3	-11.5%	-8.8%	↓
Grocery Stores	234.1	5.5%	5.4%	↑
Contractors	229.4	0.3%	2.3%	↑

\*Allocation aberrations have been adjusted to reflect sales activity

\*In thousands of dollars