

TAMC - MEASURE X

SALES TAX UPDATE

1Q 2021 (JANUARY - MARCH)



TAMC - MEASURE X

TOTAL: \$ 6,848,954

8.6%
1Q2021



5.2%
COUNTY

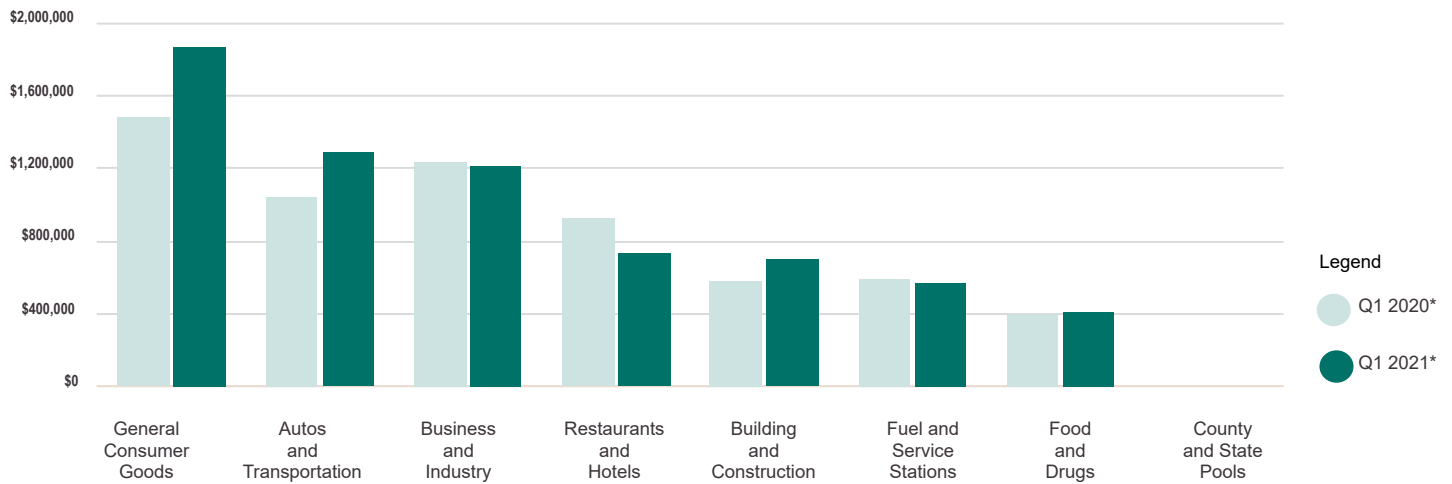


9.5%
STATE



**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 place of sale receipts from January through March were 37.1% above the first sales period in 2020. However, significant adjustments for delayed payments, and other reporting modifications resulted in actual sales that increased 8.6%.

Greater spending in most general consumer

goods segments, including apparel, sporting goods, home furnishings and specialty stores, reflected increased foot traffic and buying activity in the county's shopping centers – as well as online merchandise purchasing. Mirroring a statewide trend, new auto sales helped drive an impressive 23.4% spike in autos-transportation

revenues. Home/building projects and the high cost of lumber continued during the quarter – pushing building-construction revenues up. Agriculture and farm supply sales and repair shop/equipment rentals improved – although several other sectors pulled down the total business-industry proceeds.

TOP NON-CONFIDENTIAL BUSINESS TYPES

Monterey County (TAMC) - Measure X

| Business Type | Q1 '21* | Change | HdL State Change |
|------------------------------|---------|--------|------------------|
| New Motor Vehicle Dealers | 769.8 | 31.5% | 33.2% |
| Service Stations | 448.2 | -4.1% | -3.8% |
| Discount Dept Stores | 406.9 | 21.1% | 8.4% |
| General Merchandise | 385.6 | 44.3% | 7.1% |
| Building Materials | 368.8 | 22.7% | 18.9% |
| Casual Dining | 294.0 | -17.1% | -18.9% |
| Quick-Service Restaurants | 257.4 | 1.6% | 1.1% |
| Contractors | 232.5 | 18.5% | 3.6% |
| Used Automotive Dealers | 205.5 | 27.8% | 10.3% |
| Electronics/Appliance Stores | 194.9 | 28.0% | 1.4% |

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

**In thousands of dollars*

Conversely, gains in fast-casual dining were eclipsed by declines in other dining categories – as well as in hotels/leisure – all of which were severely impacted by closures and occupancy restrictions. Fuel and service station revenues reflected reduced driving miles and lower fuel prices during the quarter.

Net of adjustments, taxable sales for all of Monterey County grew 5.2% over the comparable time period; the Central Coast region was up 9.7%.

HdL Companies