

# CITY OF LIVERMORE

## SALES TAX UPDATE

### 1Q 2022 (JANUARY - MARCH)



**LIVERMORE**

TOTAL: \$ 8,970,872

16.3%  
1Q2022



18.9%  
COUNTY



17.1%  
STATE



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

### SALES TAX BY MAJOR BUSINESS GROUP



### CITY OF LIVERMORE HIGHLIGHTS

Livermore's receipts from January through March were 18.5% above the first sales period in 2021. Excluding reporting aberrations, actual sales were up 16.2%.

Consumer spending remains at an all-time high despite rising gas prices and higher menu prices which boosted receipts for both groups; service stations were up 36% while casual dining was up 50%.

General consumer goods sales were up despite a store closure; family apparel and shoe stores were both up about 20%, boosted by new outlets in each of the categories.

New outlets and rising prices also furthered the building-construction group; building materials were up 9% and contractors up 32%.

Sticker shock plus limited inventories did not diminish vehicle acquisitions; new dealerships improved 5%.

Normal fluctuations, but in the positive direction, led the business-industry group to positive results despite large, one-time allocations in the comparable quarter last year.

A spike in receipts for another agency in the countywide pool led to a slight decrease in the city's share of the pool; the pool itself grew with strong business to business sales resulting in the city's allocation growing 11%.

Net of aberrations, taxable sales for all of Alameda County grew 18.9% over the comparable time period; the Bay Area was up 17.9%.



### TOP 25 PRODUCERS

- Audi Livermore
- Computacenter
- Fusionstorm
- Costco
- Gillig
- Gucci Outlet
- Happy Daze RV
- Home Depot
- JA Momaney Services
- Jifco
- Kitchens Togo By Mobile Modular
- Land Rover Jaguar Livermore
- Livermore Ford/Lincoln/Alfa/Maserati
- Livermore Honda
- Livermore Subaru
- Livermore Toyota
- Lowes
- Porsche Livermore
- Safeway Fuel
- Target
- Tesla Motors
- Toyota Material Handling
- US Foodservice
- Veritiv Operating Company
- Walmart
- Waxie Sanitary Supply



**STATEWIDE RESULTS**

California’s local one-cent sales and use tax for sales occurring January through March was 17% higher than the same quarter one year ago, after adjusting for accounting anomalies and onetime payments from previous quarters. By all accounts, the California retail economy continues roaring along. Even with instability in the stock market, the crisis in Ukraine pushing up the global price of crude oil and the U.S. Federal Reserve Board beginning to tackle inflation with a series of rate increases, consumer spending continued at a strong pace.

The invasion of Ukraine by Russian military forces on February 24 had an immediate upward impact on the global price of crude oil due to fears of supply shortages. Subsequently this has caused a dramatic jump to California consumer gas and diesel prices at a time when many in the workforce were commuting back into offices, also contributing to an overall increase in consumption. As expected, fuel and service station receipts increased 47% over last year and show no signs of pulling back with summer travel right around the corner.

Sales of new and used vehicles continue to be robust causing the autos and transportation sector to jump 15% for the period. Inventory shortages by some dealers may have caused buyers to experience a Fear Of Missing Out (FOMO) and pay elevated prices while interest rates remained lower. Automotive brands that have committed to full electric or hybrid models are attractive with consumers, especially given the sudden rise in fuel prices.

Post-holiday retail sales of general consumer goods remained solid, improving 10%. Prior supply chain concerns have dissipated, port operations are returning to normal and headwinds from inflation and higher cost goods haven’t yet slowed consumer demand. The stellar returns

were largely driven by discount department stores, especially those selling gas.

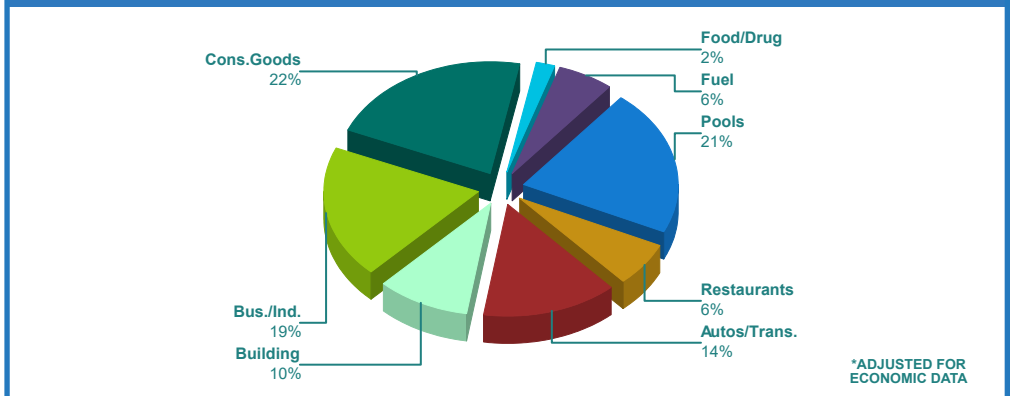
These results mark the fourth full quarter in a row that restaurant and hotel receipts have increased. While higher menu prices have contributed, steady demand by patrons to dine out is also propelling the gains. Furthermore, theme parks and entertainment venues throughout the state are busy. With the summer tourism and travel season approaching, the industry is positioned to maintain post-pandemic growth and remain positive through 2022.

Use taxes generated by online sales and purchases from out-of-state vendors allocated via the county pools, heartily surpassed expectations, gaining 13% over

the comparison period. Shoppers bought a range of merchandise and spending by businesses on capital equipment remained sensational.

The first quarter sales period contributed to an already strong 2021-22 fiscal year for most municipalities statewide. However, continued inflationary pressure, soaring interest rates and record gas prices may soften growth going into 2022-23.

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



**TOP NON-CONFIDENTIAL BUSINESS TYPES**

Livermore Business Type	Q1 '22*	Change	County Change	HdL State Change
New Motor Vehicle Dealers	777.5	5.0% ↑	24.5% ↑	18.7% ↑
Family Apparel	605.2	19.3% ↑	10.0% ↑	9.4% ↑
Service Stations	520.7	36.3% ↑	48.1% ↑	43.3% ↑
Building Materials	378.5	9.3% ↑	9.3% ↑	7.8% ↑
Heavy Industrial	355.6	46.2% ↑	30.9% ↑	17.4% ↑
Contractors	355.1	32.0% ↑	24.5% ↑	20.0% ↑
Casual Dining	326.5	50.2% ↑	51.3% ↑	55.7% ↑
Quick-Service Restaurants	177.6	9.9% ↑	8.6% ↑	7.8% ↑
Light Industrial/Printers	172.0	4.9% ↑	16.3% ↑	15.0% ↑
Shoe Stores	165.2	20.8% ↑	8.5% ↑	14.8% ↑

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