

CITY OF LAGUNA NIGUEL

SALES TAX UPDATE

2Q 2024 (APRIL - JUNE)



LAGUNA NIGUEL

TOTAL: \$ 3,194,741

-8.2%

2Q2024



-2.7%

COUNTY



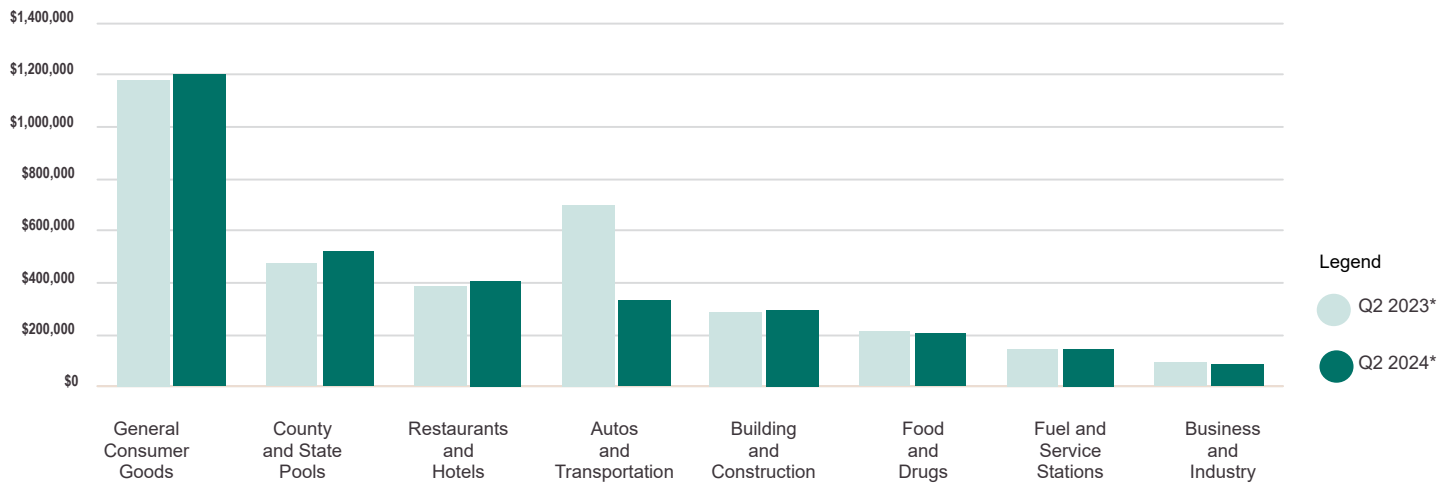
-0.6%

STATE



*Allocation aberrations have been adjusted to reflect sales activity

SALES TAX BY MAJOR BUSINESS GROUP



CITY OF LAGUNA NIGUEL HIGHLIGHTS

Laguna Niguel's receipts from April through June were 7.1% above the second sales period in 2023. Excluding reporting aberrations, actual sales were down 8.2%.

The Federal Reserve has begun to reduce interest rates, which is a sign that inflation is coming in near expectations. This action may spur some gradual changes in consumer patterns, with the anticipation that most major industry groups will begin to experience associated growth in early 2025. The upcoming holiday season may not see much of an uptick due to consumers focusing spending priorities on household and essential items.

The City experienced the largest decline in autos-transportation. Sales tax associated with vehicle sales have continued to decline. Overall recovery

in this industry is likely to be gradual and consistent with the drop in interest rates. Results from drug stores, business services, service stations, and specialty stores were also negative.

The City's second largest building type, building materials, was also down. This quarter's results reflected several changes that lowered sales. Our forecast reflects gradual recovery beginning in early 2025.

Returns from auto repair shops, auto lease, casual, fast-casual and quick-service restaurants, and the state and county pools were positive and combined to help offset the overall net quarterly loss.

Net of aberrations, taxable sales for all of Orange County declined 2.7% over the comparable time period; the Southern California region was down 0.5%.



TOP 25 PRODUCERS

Albertsons	Pavilions
Avery Energy	Ralphs
Chevron	Sephora
Circle K	Sepulveda Building Materials
Costco w/ Gas	South Coast Shingle
Ecosteel	Verizon Wireless
Faucets N Fixtures	Walmart
GMC & Cadillac of Laguna Niguel	Whole Foods Market
Home Depot	
Hyundai & Genesis Of Laguna Niguel	
In N Out Burgers 28	
Kohls	
Laguna Niguel Shell	
Marshall's	
McDonald's	
Mercedes Benz Vehicle Trust	
Nordstrom Rack	



STATEWIDE RESULTS

California's local one cent sales and use tax receipts during the months of April through June were 0.6% lower than the same quarter one year ago after adjusting for accounting anomalies. The calendar year second quarter is traditionally the beginning of the summer spending season; however, returns were relatively flat when compared to a year ago. For many California agencies, this also marks the end of the 2023-24 fiscal year, where statewide sales tax revenues were down 1.3% from the 2022-23 fiscal year.

Consistent with recent trends, auto-transportation receipts fell 6.2% - the largest sector decline this quarter. Sustained high interest rates, tightened credit standards, and increased cost of insurance all converged to impact returns. While inventory-levels for many dealerships have rebounded, it's only proving to create downward pressure on prices, further constraining receipts.

Summer weather usually marks fruitful periods for building-construction, however as property owners struggle to access equity for improvements, year-over-year receipts declined. The price of lumber and other materials are now more affordable, but new projects have been sidelined by developers until financing and mortgage costs drop further.

Similarly, as the price of consumer goods has cooled with moderate inflation rates, returns from multiple merchants have curtailed. Men's and women's apparel, home furnishings, electronic-appliance and specialty stores could not escape the change in shopper's preferences for lower priced items from large brick-and-mortar retailers like discount department stores.

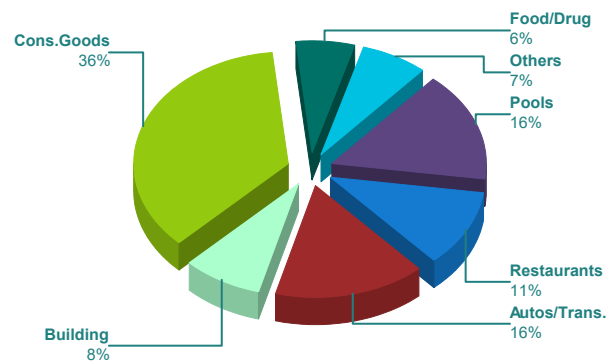
Restaurants experienced only a modest

gain of 0.7%. As AB 1228 is enacted - state law increasing California's minimum wage at designated eateries - third party data reports that foot traffic to all such establishments decreased during this same time period. Not only are diners selecting less expensive places to eat, but many may have been pushed to limit their frequency to dine out.

Multiple of sectors experienced mild growth including allocations from the countywide use tax pool and the business-industrial group, both benefiting from online shopping, and fuel-service stations as drivers continue to hit the road even as gas prices remain elevated.

Halfway through the current calendar year, revenue trends remain slightly lower than a year ago overall. Although the Federal Reserve recently reduced the Fed Funds Rate helping temper the cost of financing, personal consumption forecasts remain insipid through the remainder of 2024. Consumers are more likely to wait for greater improvement of household economic conditions before extending themselves again, inspiring the next sales tax growth cycle.

REVENUE BY BUSINESS GROUP Laguna Niguel This Fiscal Year*



*ADJUSTED FOR ECONOMIC DATA

TOP NON-CONFIDENTIAL BUSINESS TYPES

Laguna Niguel Business Type	Q2 '24*	Change	County Change	HdL State Change
Building Materials	209.5	-4.2% ↓	-17.9% ↓	-4.1% ↓
Casual Dining	158.0	6.4% ↑	-5.6% ↓	0.3% ↑
Grocery Stores	149.3	-0.1% ↓	4.9% ↑	1.8% ↑
Service Stations	142.5	-2.9% ↓	30.0% ↑	4.0% ↑
Quick-Service Restaurants	136.5	6.5% ↑	-4.8% ↓	1.0% ↑
Auto Lease	102.5	11.2% ↑	5.9% ↑	8.1% ↑
Fast-Casual Restaurants	90.1	5.4% ↑	-4.9% ↓	2.1% ↑
Specialty Stores	85.8	-7.5% ↓	-10.8% ↓	-5.5% ↓
Contractors	54.7	11.0% ↑	-7.0% ↓	-0.5% ↓
Family Apparel	54.1	9.5% ↑	-8.7% ↓	0.2% ↑

*Allocation aberrations have been adjusted to reflect sales activity

*In thousands of dollars