



Quarterly Sales Tax Report
for the Period Ending
March 31, 2021

CITY OF ALAMEDA

SALES TAX UPDATE

4Q 2020 (OCTOBER - DECEMBER)



ALAMEDA

TOTAL: \$ 2,821,495

-10.1%
4Q2020



-6.0%
COUNTY

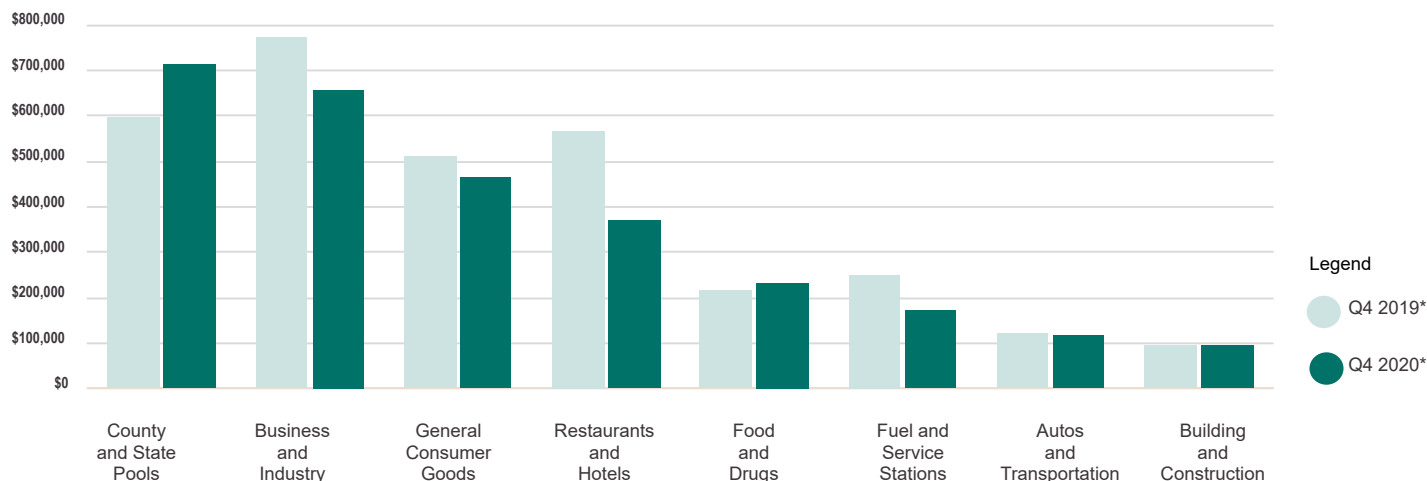


-2.0%
STATE



*Allocation aberrations have been adjusted to reflect sales activity

SALES TAX BY MAJOR BUSINESS GROUP



Measure F

TOTAL: \$1,917,729



-3.7%



CITY OF ALAMEDA HIGHLIGHTS

Alameda's receipts from October through December were 12.6% below the fourth sales period in 2019. Excluding reporting aberrations, actual sales were down 10.1%.

Activity diminished in the business-industry group; several segments filed smaller returns. Lingering impacts related to the coronavirus pandemic occurred for the fourth time; all segments of restaurants sold fewer meals while service station's decline was attributed to less gallons of fuel vended under stifled retail prices.

General consumer goods and autos-transportation decreased; buyers were

fewer in number. Bright spots popped up in foods-drugs with the addition of a new business early last year. Online spending spiked in response to COVID-19 merchant restrictions; use tax allocations climbed 19% which partially mitigated local brick and mortar decreases.

The transaction taxes remitted from Measure F as noted above dipped 3.7% over year-ago figures; eateries and gasoline sellers suffered big drops even though other categories posted improved results. Net of aberrations, taxable sales for the Bay Area declined 8.0% over the comparable time period.



TOP 25 PRODUCERS

ABB Optical Group
Abbott Diabetes Care
Aisle 1
Alameda Electrical Distributors
Bay Ship & Yacht
Bed Bath & Beyond
Chevron
CVS Pharmacy
In N Out Burger
Kohls
Lucky Market
Main Street Supply
Michaels Arts & Crafts
Nob Hill Food
Penumbra

Petco
Pottery Barn Outlet
Ross
Safeway
Safeway Fuel
Target
TJ Maxx
Trader Joes
Walgreens
Webster 76



STATEWIDE RESULTS

The local one cent sales and use tax from sales occurring October through December, the holiday shopping season, was 1.9% lower than the same quarter one year ago after adjusting for accounting anomalies and back payments from previous periods. Lower receipts were primarily concentrated in the Bay Area and coastal southern regions while much of inland California, including the San Joaquin Valley, Inland Empire, and northern regions, exhibited solid gains.

As expected, the larger place of sale categories which have been negatively impacted throughout the pandemic continue to be brick and mortar general consumer goods retailers like family apparel, department, and electronics/appliance stores. With limited to zero allowed indoor dining (depending on a County's Covid-19 tier assignment), restaurants and hotels suffered the largest losses especially in communities that strongly rely on tourism. Although the workforce has slowly begun to return to physical office environments, fuel and service stations revenues lagged the prior year performance.

It does not appear that Governor Newsom's second 'shelter at home' directive, initiated by the increase in Covid-19 cases had an impact on overall results. While some merchants chose to utilize the Governor's executive order allowing for a 90-day deferral of sales tax remittance, it was substantially less than the similar opportunity companies utilized during the 1st and 2nd quarters of 2020. The outstanding payments for most California cities will be remitted before the end of the 2020-21 fiscal year.

On the bright side, as consumer confidence stabilized post the national

presidential election, customers were motivated to comfortably spend on high-end luxury automobiles, boats-motorcycles, RVs, and sporting goods/equipment.

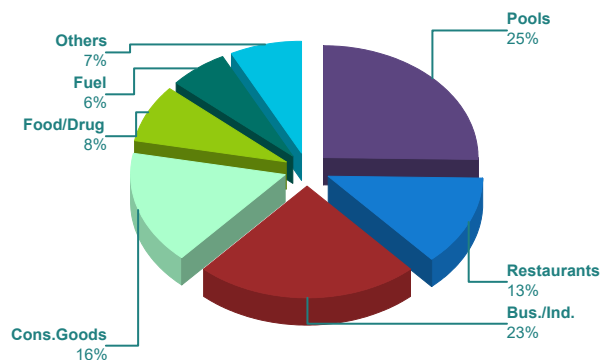
The building-construction sector, with 1) increased price of goods – like lumber, 2) continued home improvement projects, and 3) advantageous fall/winter weather conditions saw strong gains that remained consistent throughout the calendar year.

Exponential growth from countywide use tax pools further helped offset the declines. Greater online shopping signifying a permanent shift of consumer

habits to this more convenient experience was inevitable.

On the horizon, mass deployment of the Covid-19 vaccine will help a greater number of businesses, restaurants and theme parks to reach reopen status. Recent approval of the American Rescue Plan Act of 2021 will further support greater consumer spending, albeit in targeted segments. Pent up demand for summer outdoor experiences and travel is likely and thereby household spending is temporarily reverted away from taxable goods when compared to recent activity.

REVENUE BY BUSINESS GROUP Alameda This Quarter*



*ADJUSTED FOR ECONOMIC DATA

TOP NON-CONFIDENTIAL BUSINESS TYPES

Alameda Business Type	Q4 '20*	Change	County Change	HdL State Change
Casual Dining	201.2	-40.8% ↓	-41.8% ↓	-39.4% ↓
Service Stations	167.8	-32.5% ↓	-37.9% ↓	-31.2% ↓
Grocery Stores	126.3	2.1% ↑	-3.3% ↓	5.2% ↑
Quick-Service Restaurants	113.6	-16.9% ↓	-19.1% ↓	-8.7% ↓
Family Apparel	85.3	-10.0% ↓	-24.8% ↓	-16.1% ↓
Specialty Stores	64.6	-16.6% ↓	-14.3% ↓	-6.7% ↓
Fast-Casual Restaurants	48.8	-12.4% ↓	-21.9% ↓	-12.0% ↓
Home Furnishings	48.6	13.3% ↑	-4.7% ↓	1.0% ↑
Convenience Stores/Liquor	40.5	10.2% ↑	0.1% ↑	-2.0% ↓
Boats/Motorcycles	37.9	-7.4% ↓	1.7% ↑	22.8% ↑

*Allocation aberrations have been adjusted to reflect sales activity

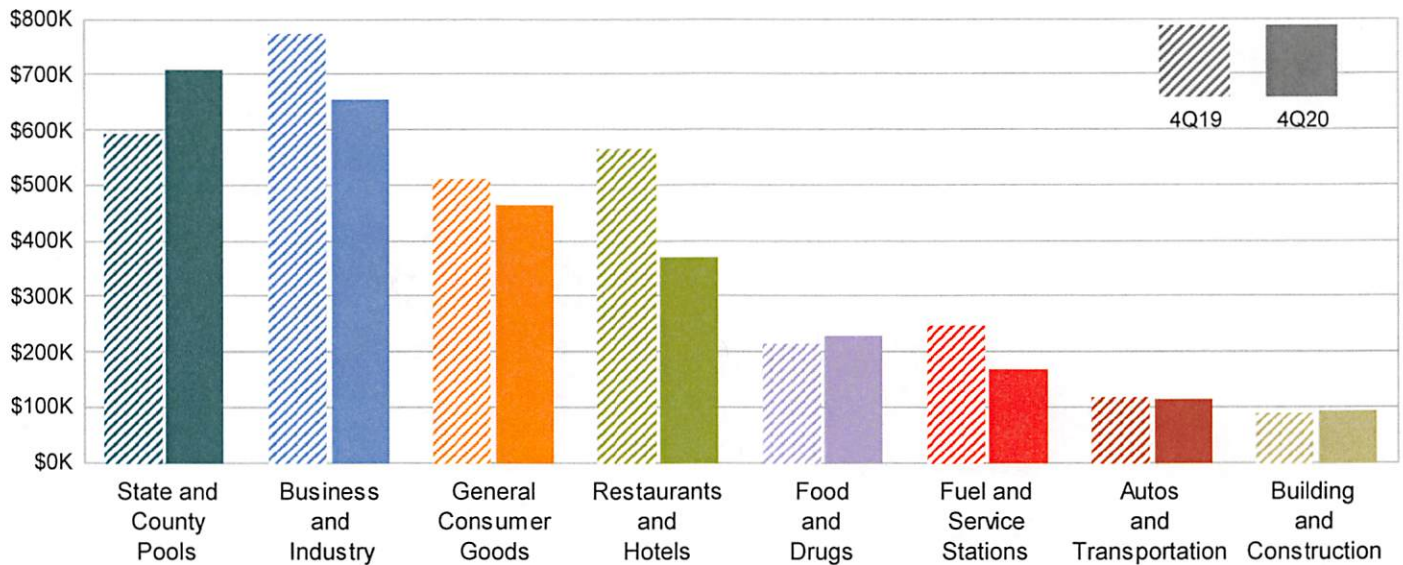
*In thousands of dollars

CITY OF ALAMEDA

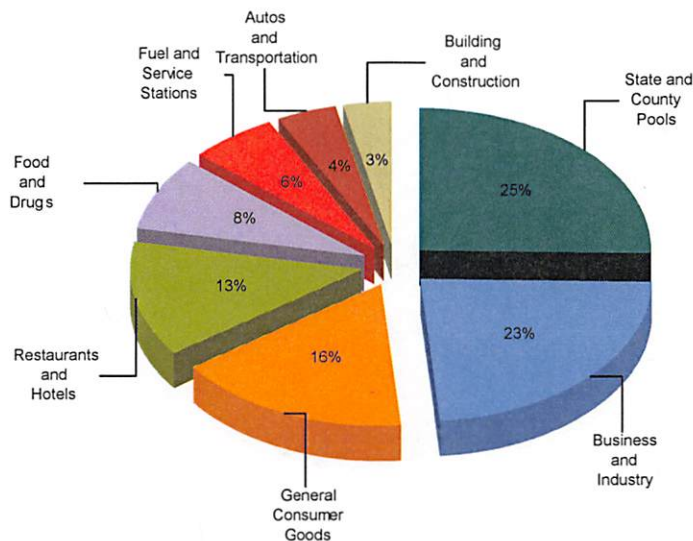
MAJOR INDUSTRY GROUPS

Major Industry Group	Count	4Q20	4Q19	\$ Change	% Change
State and County Pools	-	710,547	595,889	114,658	19.2%
Business and Industry	646	655,370	773,057	(117,687)	-15.2%
General Consumer Goods	1,450	464,185	511,923	(47,738)	-9.3%
Restaurants and Hotels	359	370,218	566,208	(195,990)	-34.6%
Food and Drugs	104	232,923	216,729	16,194	7.5%
Fuel and Service Stations	19	170,239	249,194	(78,954)	-31.7%
Autos and Transportation	126	115,723	121,294	(5,571)	-4.6%
Building and Construction	62	95,149	93,172	1,977	2.1%
Transfers & Unidentified	57	7,141	10,367	(3,225)	-31.1%
Total	2,823	2,821,495	3,137,832	(316,337)	-10.1%

4Q19 Compared To 4Q20



4Q20 Percent of Total



CITY OF ALAMEDA

MAJOR INDUSTRY GROUPS - 13 QUARTER HISTORY

Sales Tax by Major Industry Group

State & County Pools

Business And Industry

Count: 646

General Consumer Goods

Count: 1,450

Restaurants And Hotels

Count: 359

Food And Drugs

Count: 104

Fuel And Service Stations

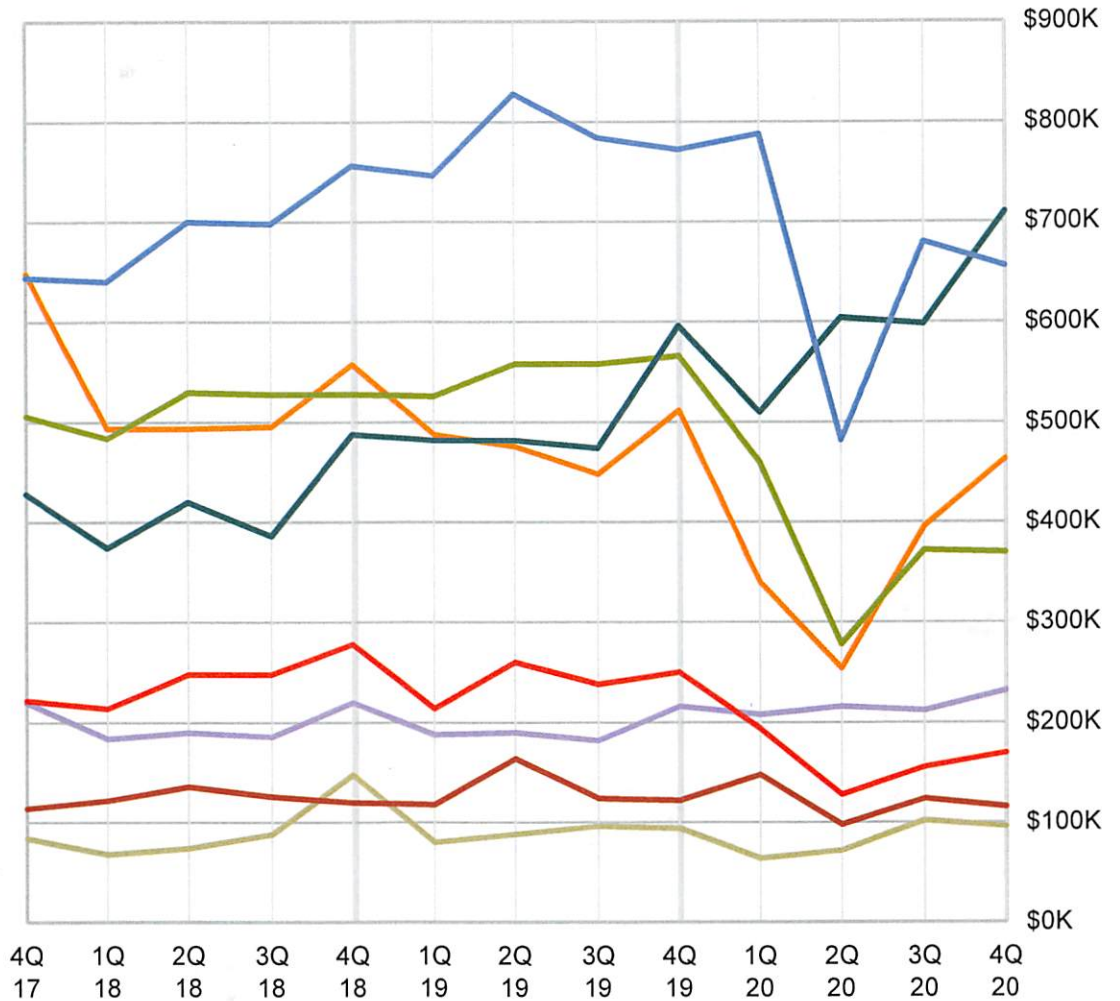
Count: 19

Autos And Transportation

Count: 126

Building And Construction

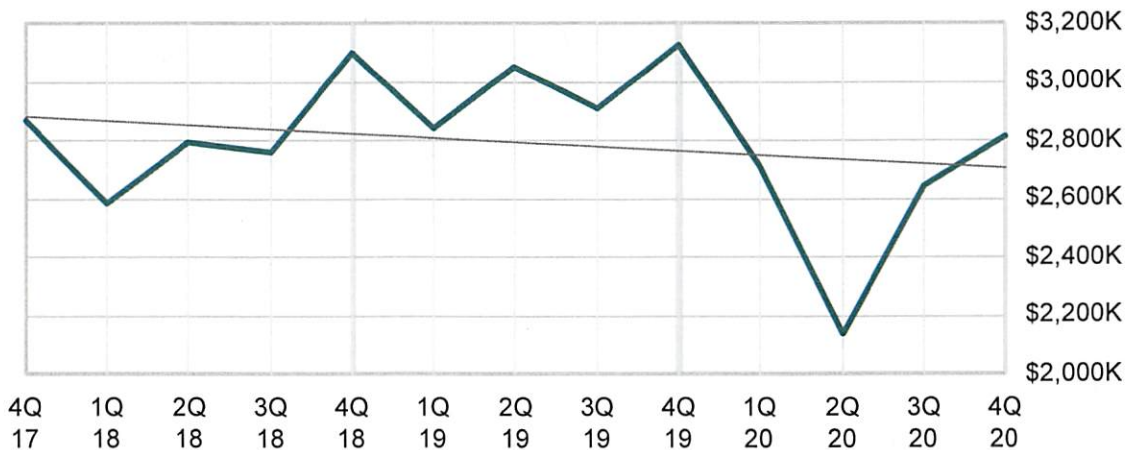
Count: 62



Agency Trend

Alameda

13 Quarter Trend: -6.1%



Periods shown reflect the period in which the sales occurred - Point of Sale

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Geo Area Names

Sales Tax by Geographic areas

Harbor Bay Business Park

Count: 66

South Shore Center

Count: 71

Alameda Landing

Count: 41

Park - North & South Of Lincoln

Count: 426

Webster- North & South Of Lincoln

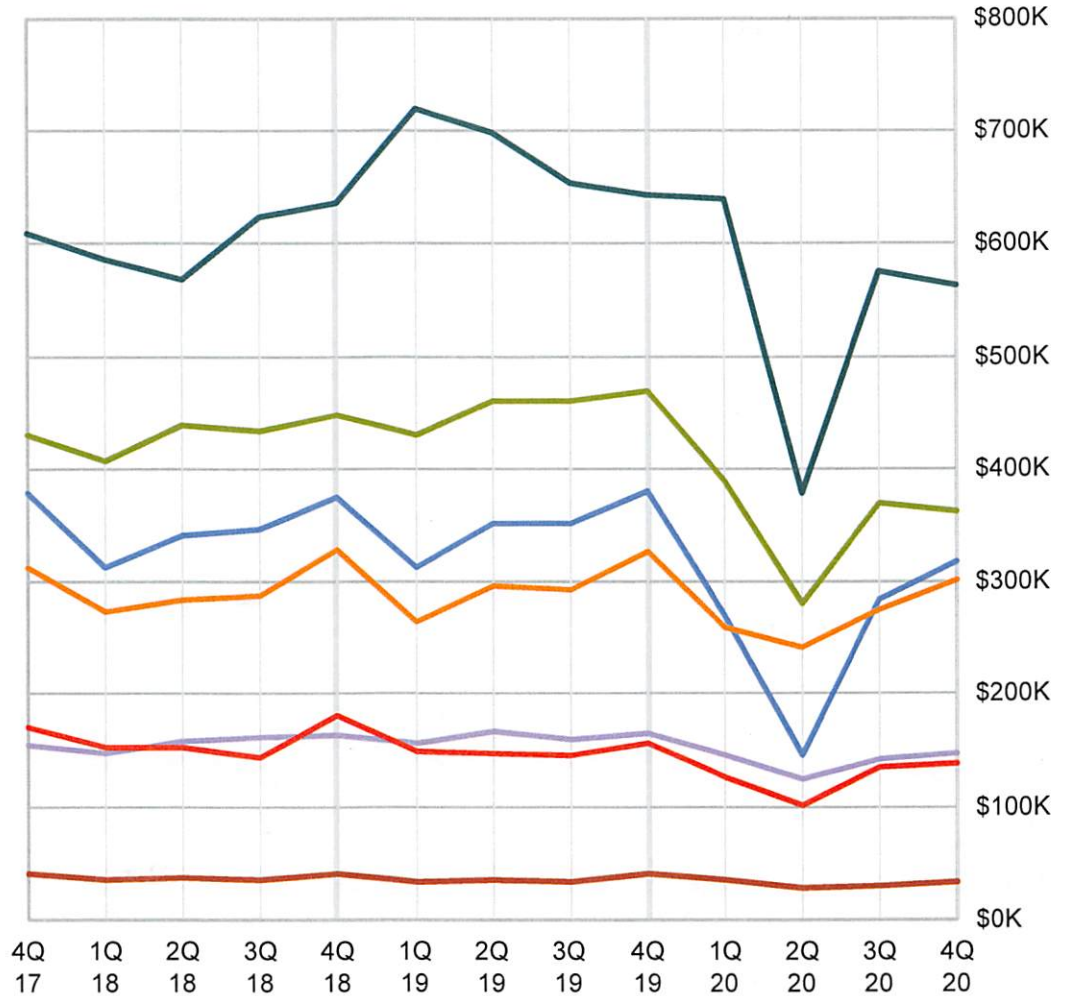
Count: 127

Clement Ave & Blanding Ave

Count: 102

Harbor Bay Landing

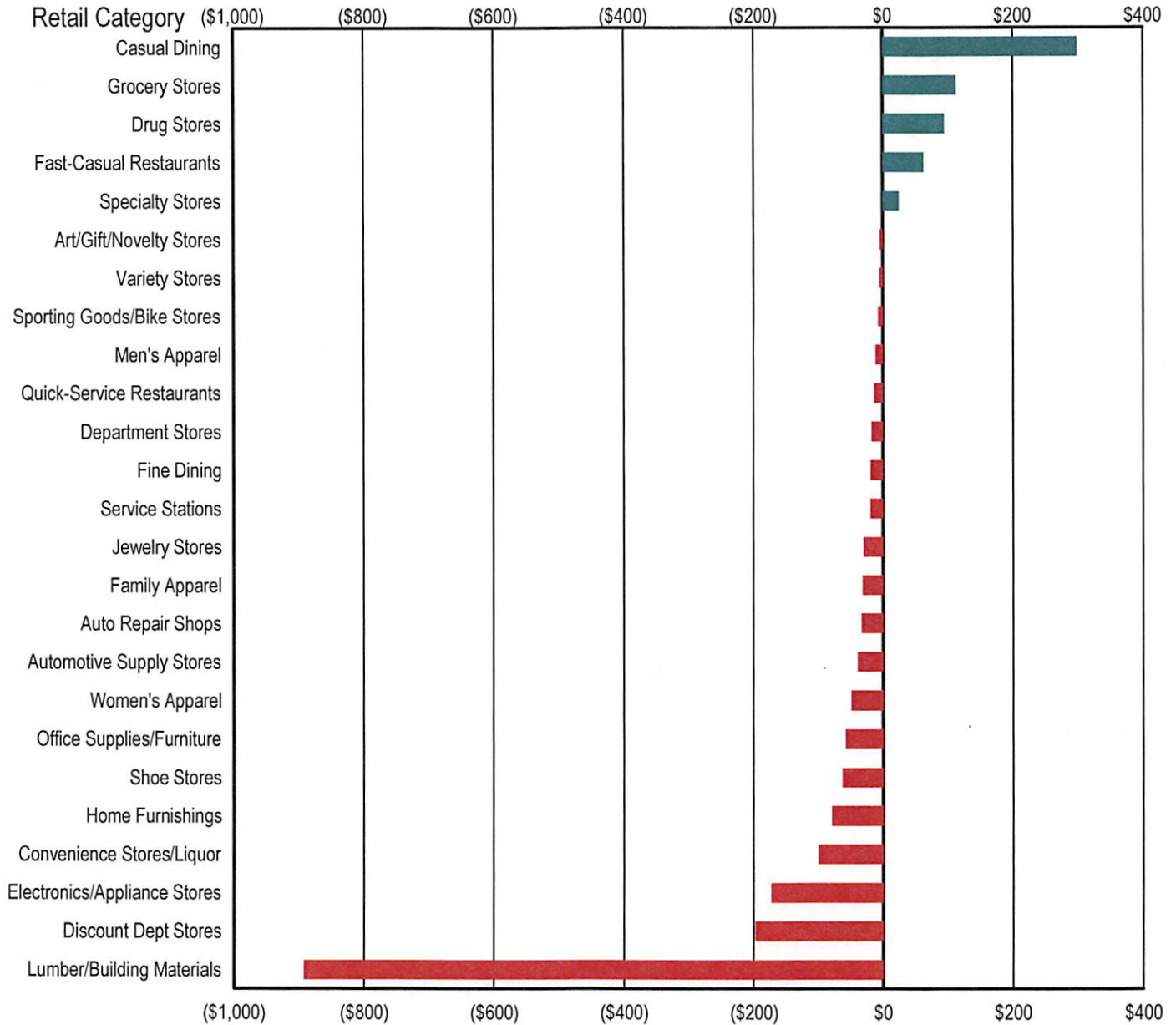
Count: 21



* Periods Shown Reflect the Period in Which the Sales Occurred - Point of Sale

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The above graph compares **per capita** sales tax generated from targeted retail categories against countywide averages. A **retail surplus** suggests the community is capturing its local market for that category of goods plus attracting shoppers from outside the jurisdiction. A **retail gap** suggests the possibility that residents may have a greater demand for products in the specific category than is being satisfied by local businesses. The information is provided only as a general **starting point** in identifying new opportunities and is solely based on your jurisdiction's population. It is not market specific and does not factor in traffic patterns, demographic characteristics or potential competition within the market area but outside your jurisdiction's boundaries. For a comprehensive and detailed analysis of potential opportunities that your market can support, contact ECONsolutions@hdlcompanies.com



ALAMEDA COUNTY ALL AGENCIES

SALES TAX TRENDS FOR ALL AGENCIES - 4Q 2020 SALES

Agency allocations reflect "point of sale" receipts

Agency Name	Count	Current Year 4Q 2020	Prior Year 4Q 2019	Share of County Pool	Actual Receipts % Change	Adjusted % Change
San Leandro	2,777	7,084,831	7,822,219	10.7%	- 9.4%	- 3.1%
Fremont	5,539	11,736,562	12,838,300	17.6%	- 8.6%	- 4.6%
Newark	1,449	2,677,133	3,163,793	4.0%	- 15.4%	- 7.1%
Dublin	1,453	4,633,036	5,198,356	7.0%	- 10.9%	- 8.3%
Union City	1,357	2,143,631	2,373,538	3.2%	- 9.7%	- 10.5%
Hayward	4,480	7,559,190	9,077,530	11.4%	- 16.7%	- 11.0%
Alameda Co. Uninc	2,682	2,108,105	2,646,458	3.2%	- 20.3%	- 14.2%
Albany	551	500,510	674,932	0.8%	- 25.8%	- 15.3%
Livermore	2,893	6,818,186	8,340,635	10.3%	- 18.3%	- 15.6%
Piedmont	193	44,224	63,766	0.1%	- 30.6%	- 16.4%
Alameda	2,823	2,058,889	2,533,893	3.1%	- 18.7%	- 17.0%
Pleasanton	3,572	4,609,573	5,162,634	6.9%	- 10.7%	- 20.3%
Oakland	13,921	9,809,021	12,444,838	14.7%	- 21.2%	- 21.9%
Berkeley	4,595	3,182,205	4,452,922	4.8%	- 28.5%	- 24.7%
Emeryville	833	1,537,499	2,207,382	2.3%	- 30.3%	- 25.3%
Totals	49,117	66,502,595	79,001,196	100.0%	- 15.8%	- 13.0%
Alameda Pool	17,872	21,459,103	18,104,693		+ 18.5%	+ 23.7%

Per Capita Sales

Alameda

Count: 2,823

Oakland

Count: 13,921

El Cerrito

Count: 640

Union City

Count: 1,357

San Leandro

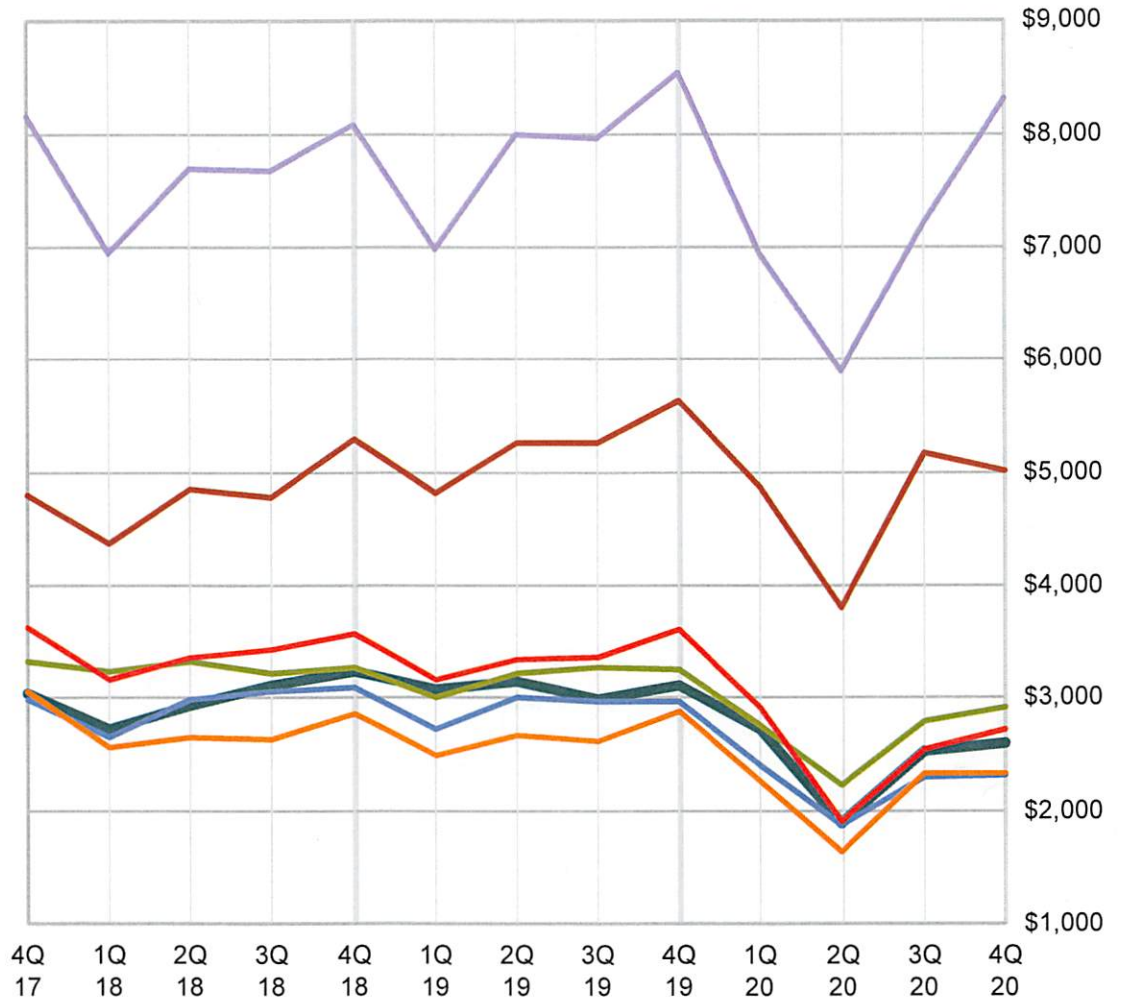
Count: 2,777

Berkeley

Count: 4,595

Hayward

Count: 4,480



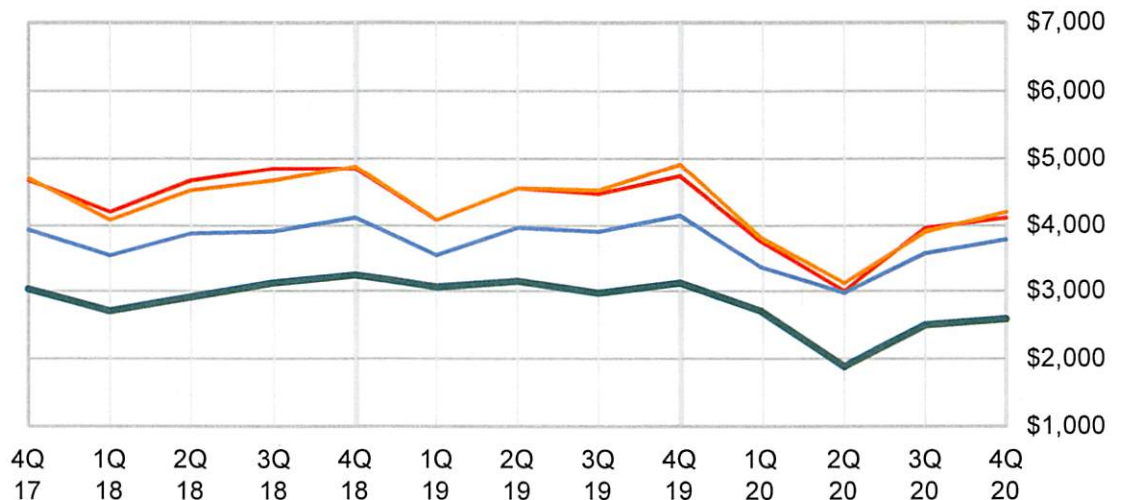
Per Capita Sales

Alameda

Alameda County

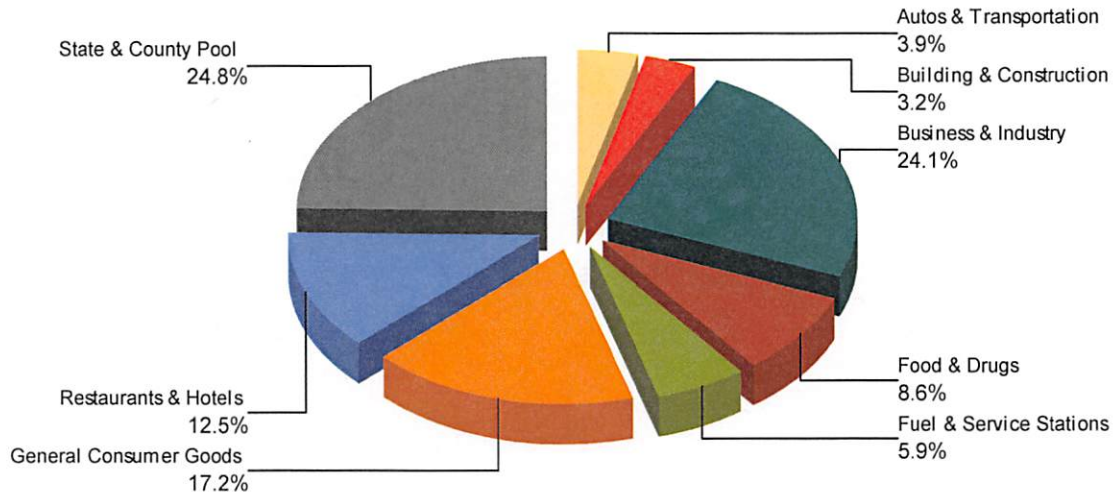
Bay Area

California



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City of Alameda



HdL Client Database Statewide Totals

