



Quarterly Sales Tax Report
for the Period Ending
June 30, 2021

CITY OF ALAMEDA

SALES TAX UPDATE

1Q 2021 (JANUARY - MARCH)



ALAMEDA

TOTAL: \$ 2,545,249

-7.5%

1Q2021



0.4%

COUNTY



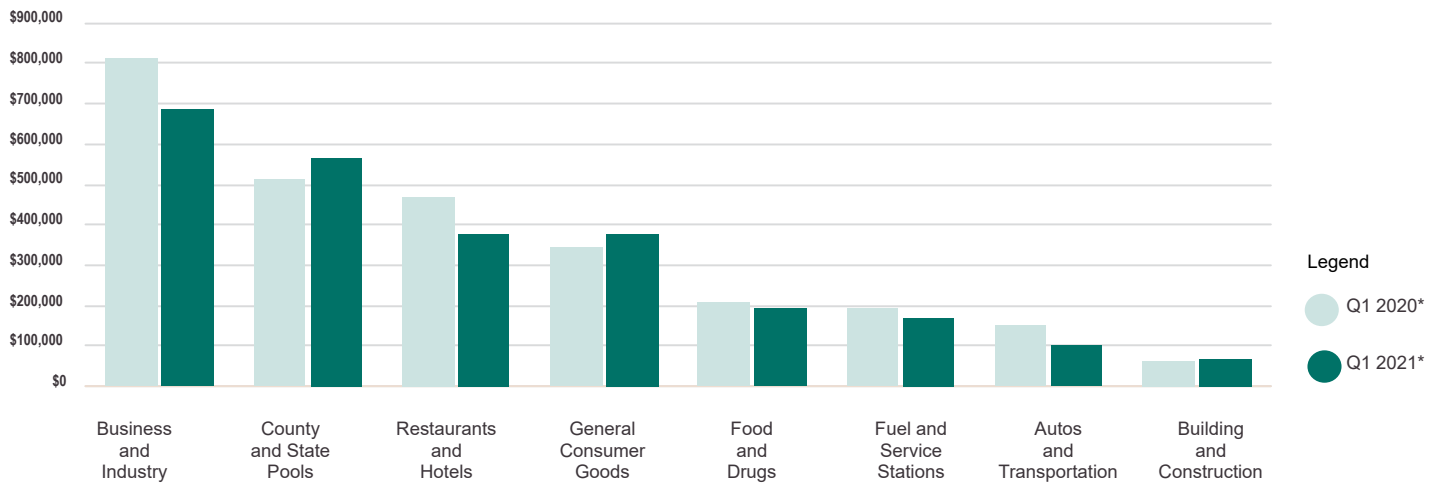
9.5%

STATE



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

SALES TAX BY MAJOR BUSINESS GROUP



Measure F

TOTAL: \$1,720,801

↑ 2.0%



CITY OF ALAMEDA HIGHLIGHTS

Alameda's receipts from January through March were 21.0% above the first sales period in 2020; inflated by payments missing from the comparable quarter. Excluding reporting aberrations, actual sales were down 7.5%.

Spikes and onetime allocations in the comparable year, along with slowing in some sectors resulted in the business/industry group decline of 15%. Restaurants and hotel returns plummeted again as the coronavirus crisis curtailed travel activity and on-premises dining options. Service stations receipts were still down this quarter with low prices and fewer drivers.

General consumer goods posted 11% gains related to the temporary closure of some stores in the comparable year.

E-commerce spending didn't slow down, even after accounting for expected change in taxpayer return filing that pulled some use taxes out of the countywide pool, the City's allocation was up 10%.

Voter approved Measure F was boosted by the strong online sales as well as the surge in new and used motor vehicle sales.

Net of aberrations, taxable sales for all of Alameda County grew 0.4% over the comparable time period; the Bay Area was up 0.8%.



TOP 25 PRODUCERS

ABB Optical Group	Nob Hill Food
Abbott Diabetes Care	Penumbra
Aisle 1	Petco
Alameda Electrical Distributors	Pottery Barn Outlet
Chevron	Ross
Chipotle	Safeway
Clear Com	Safeway Fuel
CVS Pharmacy	Sushi House
Diamond Auto Sales	Target
In N Out Burger	TJ Maxx
Kohls	Trader Joes
Main Street Supply	Walgreens
	Webster 76

HdL Companies



STATEWIDE RESULTS

The local one cent sales and use tax from sales occurring January through March, was 9.5% higher than the same quarter one year ago after factoring for accounting anomalies and back payments from previous quarters.

The Shelter-In-Place directive began one year ago which had the impact of immediate store and restaurant closures combined with remote/work from home options for employees which significantly reduced commuting traffic and fuel sales. When comparing to current period data, percentage gains are more dramatic. Furthermore, this pandemic dynamic combined with the Governor's first Executive Order of last spring allowing for deferral of sales tax remittances explained why non-adjusted cash results were actually up 33%.

These initial recovery gains were not the same everywhere. Inland regions like Sacramento, San Joaquin Valley, Sierras, Far North and the Inland Empire area of Southern California performed much stronger than the Bay Area, Central Coast and metro areas of Southern California.

Within the results, solid performance by the auto-transportation and building-construction industries really helped push receipts higher. Weak inventories and scarcity for products increased the taxable price of vehicles (new & used), RV's, boats and lumber which appeared to be a major driving force for these improved returns. Even though e-commerce sales activity continued to rise, brick and mortar general consumer retailers also showed solid improvement of 11% statewide.

An expected change occurred this quarter as a portion of use tax dollars previously distributed through the countywide pools was redirected to specific local jurisdictions.

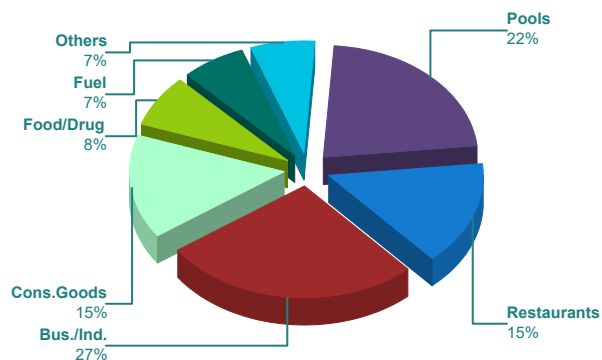
Changes in business structure required a taxpayer to determine where merchandise was inventoried at the time orders were made. Therefore, rather than apportion sales to the county pool representing where the merchandise was shipped, goods held in California facilities required allocations be made to the agency where the warehouse resides. With this modification, the business and industry category jumped 18% inclusive of steady gains by fulfillment centers, medical-biotech and garden-agricultural suppliers. Even after the change noted, county pools surged 18% which demonstrated consumers continued desire to make purchases online.

Although indoor dining was available in

many counties, the recovery for restaurants and hotels still lagged other major categories. Similarly, while commuters and travelers slowly began returning to the road, the rebound for gas stations and jet fuel is trailing as well. Both sectors are expected to see revenues climb in the coming quarters as commuters and summer tourism heats up.

Looking ahead, sustained growth is anticipated through the end of the 2021 calendar year. As a mild head wind, pent up demand for travel and experiences may begin shifting consumer dollars away from taxable goods; this behavior modification could have a positive outcome for tourist areas within the state.

REVENUE BY BUSINESS GROUP Alameda This Quarter*



*ADJUSTED FOR ECONOMIC DATA

TOP NON-CONFIDENTIAL BUSINESS TYPES

Alameda Business Type	Q1 '21*	Change	County Change	HdL State Change
Casual Dining	210.1	-25.2% ↓	-21.6% ↓	-18.9% ↓
Service Stations	167.5	-13.4% ↓	-10.7% ↓	-4.0% ↓
Quick-Service Restaurants	112.4	-8.5% ↓	-6.9% ↓	1.1% ↑
Grocery Stores	94.7	-14.6% ↓	-15.2% ↓	-6.2% ↓
Family Apparel	70.7	33.3% ↑	12.2% ↑	20.5% ↑
Specialty Stores	56.7	-2.1% ↓	2.0% ↑	9.0% ↑
Fast-Casual Restaurants	52.2	6.7% ↑	-4.4% ↓	1.1% ↑
Home Furnishings	41.3	20.0% ↑	9.5% ↑	19.3% ↑
Convenience Stores/Liquor	38.3	6.8% ↑	13.1% ↑	11.1% ↑
Boats/Motorcycles	31.0	-57.0% ↓	5.1% ↑	36.8% ↑

*Allocation aberrations have been adjusted to reflect sales activity

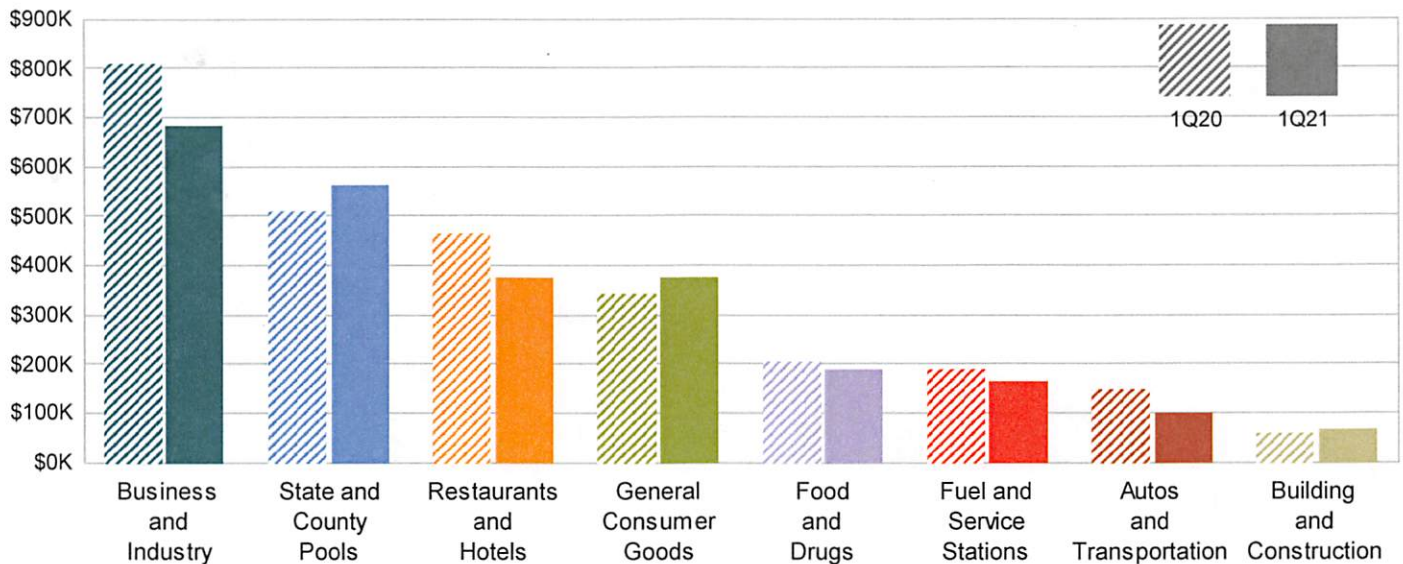
*In thousands of dollars

CITY OF ALAMEDA

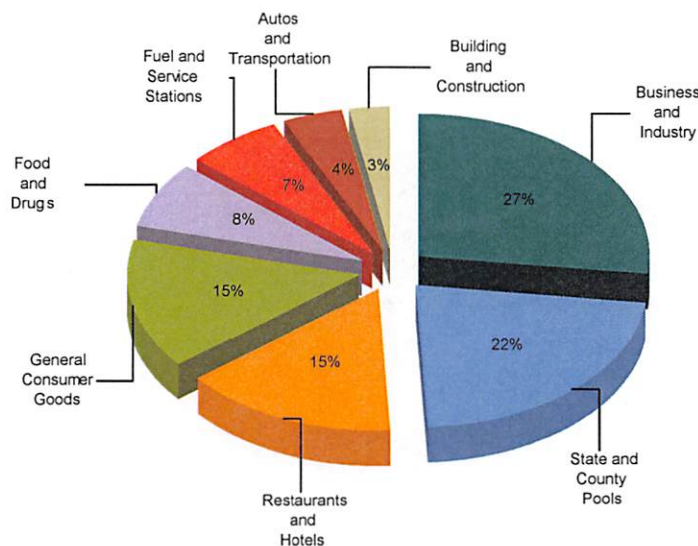
MAJOR INDUSTRY GROUPS

Major Industry Group	Count	1Q21	1Q20	\$ Change	% Change
Business and Industry	641	686,704	809,362	(122,658)	-15.2%
State and County Pools	-	564,460	511,347	53,113	10.4%
Restaurants and Hotels	362	378,669	466,759	(88,091)	-18.9%
General Consumer Goods	1,468	376,595	345,795	30,800	8.9%
Food and Drugs	105	192,722	207,589	(14,868)	-7.2%
Fuel and Service Stations	18	169,416	193,829	(24,412)	-12.6%
Autos and Transportation	123	103,603	150,686	(47,083)	-31.2%
Building and Construction	59	69,812	64,472	5,340	8.3%
Transfers & Unidentified	57	3,269	2,840	428	15.1%
Total	2,833	2,545,249	2,752,679	(207,430)	-7.5%

1Q20 Compared To 1Q21



1Q21 Percent of Total



Sales Tax by Major Industry Group

Business And Industry

Count: 641

State & County Pools

Restaurants And Hotels

Count: 362

General Consumer Goods

Count: 1,468

Food And Drugs

Count: 105

Fuel And Service Stations

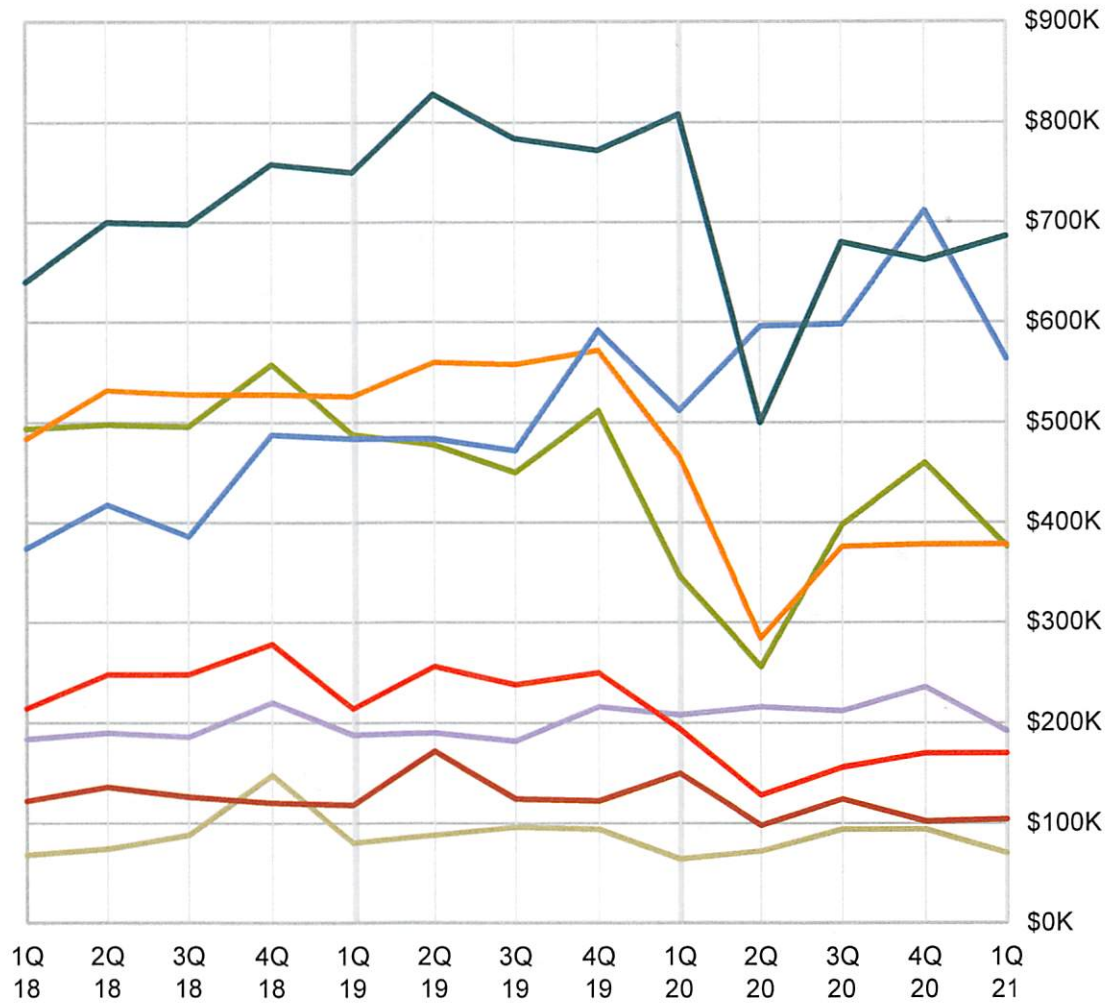
Count: 18

Autos And Transportation

Count: 123

Building And Construction

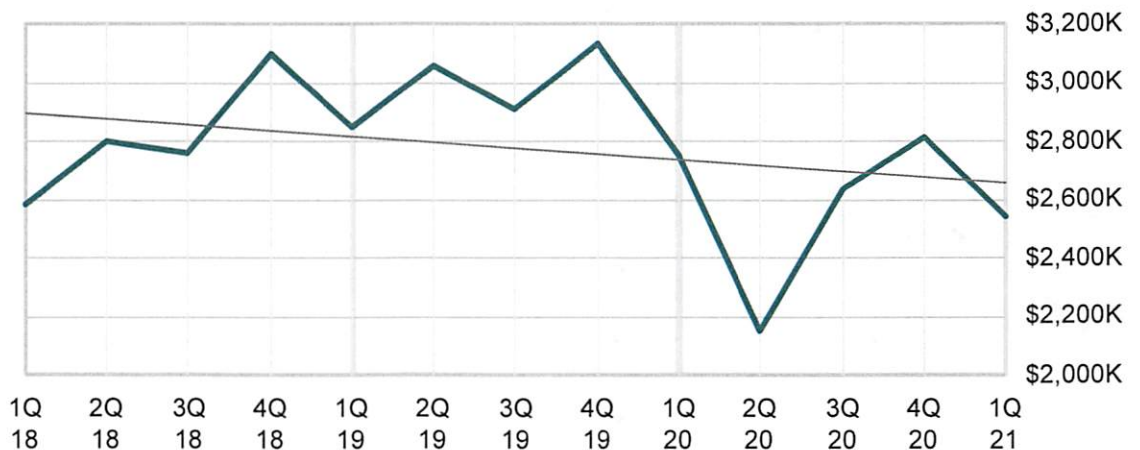
Count: 59



Agency Trend

Alameda

13 Quarter Trend: -8.2%



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

Geo Area Names

Sales Tax by Geographic areas

Harbor Bay Business Park

Count: 67

South Shore Center

Count: 71

Alameda Landing

Count: 39

Park - North & South Of Lincoln

Count: 424

Webster- North & South Of Lincoln

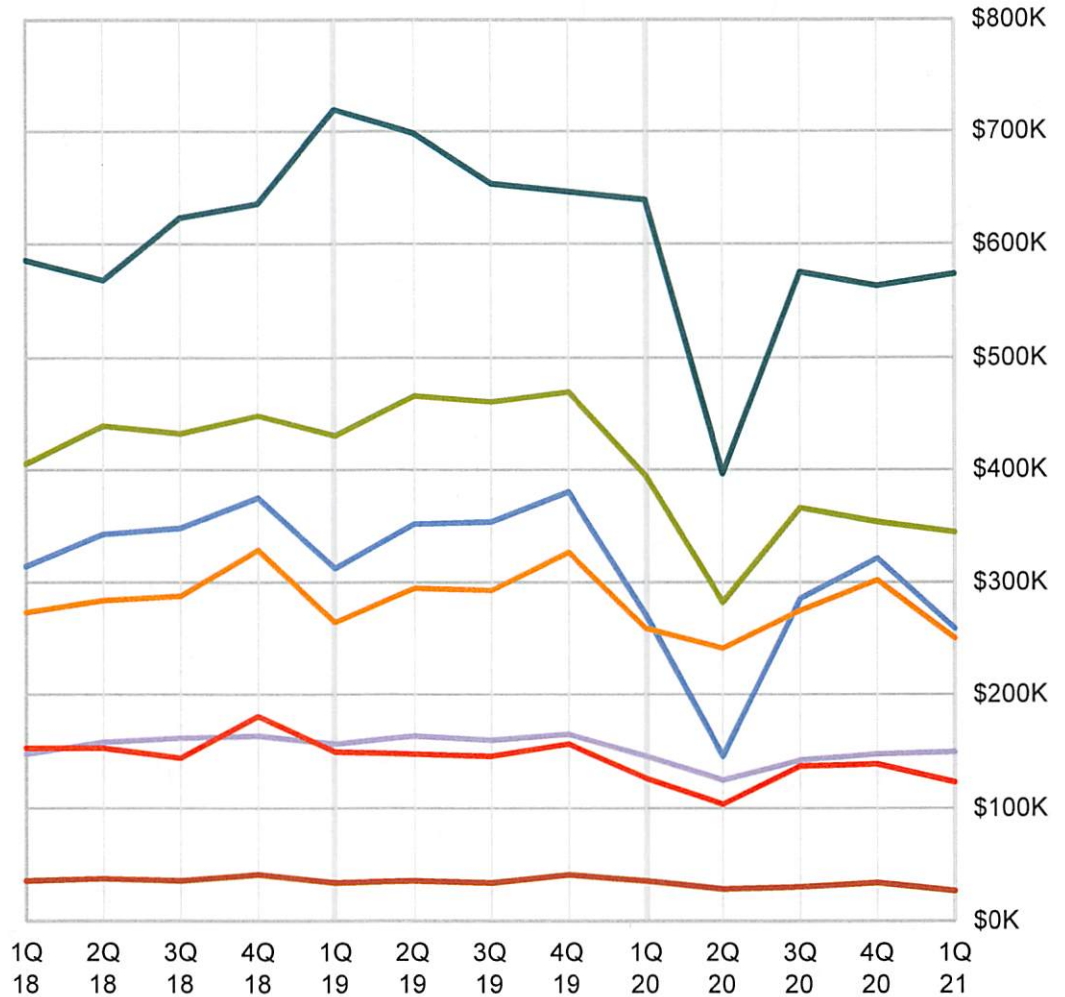
Count: 127

Clement Ave & Blanding Ave

Count: 101

Harbor Bay Landing

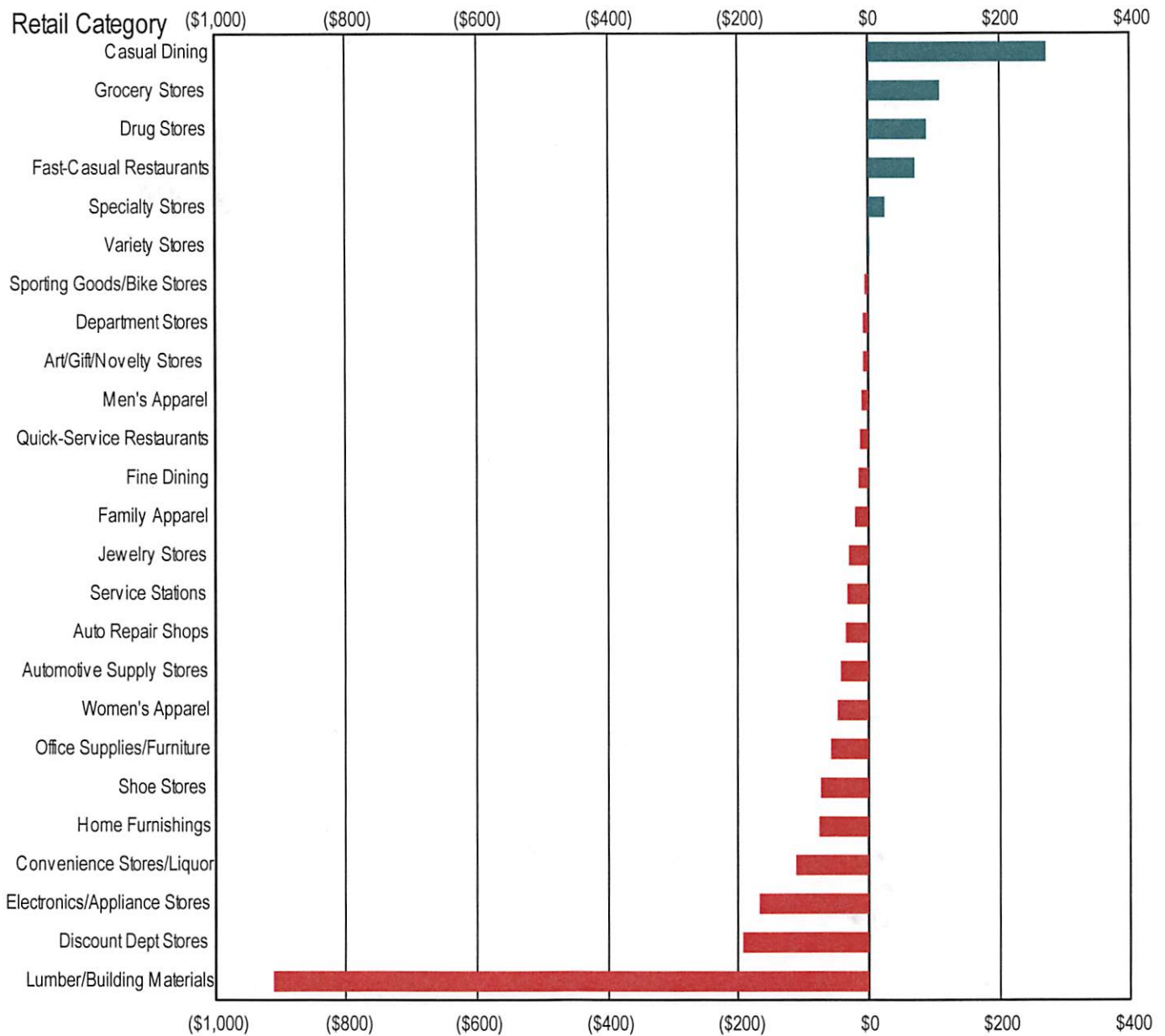
Count: 22



* 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 ECON Solutions@hdlcompanies.com



ALAMEDA COUNTY ALL AGENCIES

SALES TAX TRENDS FOR ALL AGENCIES - 1Q 2021 SALES

Agency allocations reflect "point of sale" receipts

Agency Name	Count	Current Year 1Q 2021	Prior Year 1Q 2020	Share of County Pool	Actual Receipts % Change	Adjusted % Change
Piedmont	190	45,691	13,441	0.1%	+239.9%	+ 22.5%
Dublin	1,469	4,520,383	2,828,754	7.1%	+ 59.8%	+ 11.6%
Fremont	5,633	11,012,312	8,206,716	17.4%	+ 34.2%	+ 8.1%
San Leandro	2,842	6,534,298	5,464,270	10.3%	+ 19.6%	+ 3.3%
Albany	556	514,870	415,645	0.8%	+ 23.9%	+ 1.9%
Alameda Co. Uninc	2,759	2,188,962	1,514,561	3.5%	+ 44.5%	+ 1.6%
Livermore	2,928	6,211,478	5,674,922	9.8%	+ 9.5%	+ 1.3%
Pleasanton	3,587	4,383,495	3,494,495	6.9%	+ 25.4%	- 2.3%
Union City	1,396	2,004,074	1,720,846	3.2%	+ 16.5%	- 3.8%
Newark	1,449	2,639,876	2,287,765	4.2%	+ 15.4%	- 4.4%
Hayward	4,595	7,046,564	6,335,294	11.1%	+ 11.2%	- 7.2%
Oakland	14,219	9,729,397	7,967,655	15.4%	+ 22.1%	- 8.7%
Alameda	2,833	2,095,067	1,708,189	3.3%	+ 22.6%	- 11.6%
Emeryville	848	1,391,515	1,298,575	2.2%	+ 7.2%	- 15.6%
Berkeley	4,637	3,049,044	2,655,601	4.8%	+ 14.8%	- 17.0%
Totals	49,940	63,367,026	51,586,729	100.0%	+ 22.8%	- 2.1%
Alameda Pool	17,528	16,791,588	14,519,095		+ 15.7%	+ 10.7%

Per Capita Sales

Alameda

Count: 2,833

Oakland

Count: 14,219

El Cerrito

Count: 648

Union City

Count: 1,396

San Leandro

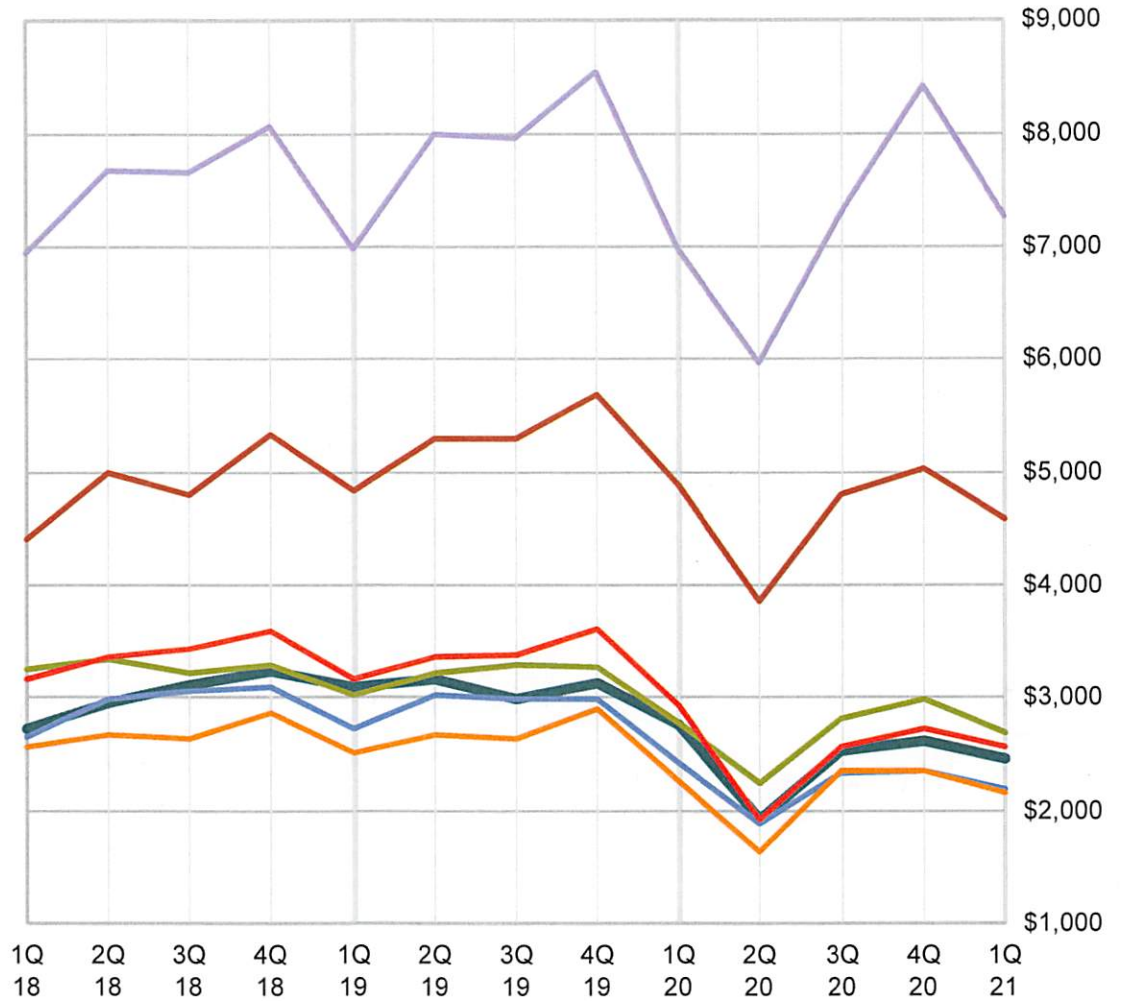
Count: 2,842

Berkeley

Count: 4,637

Hayward

Count: 4,595



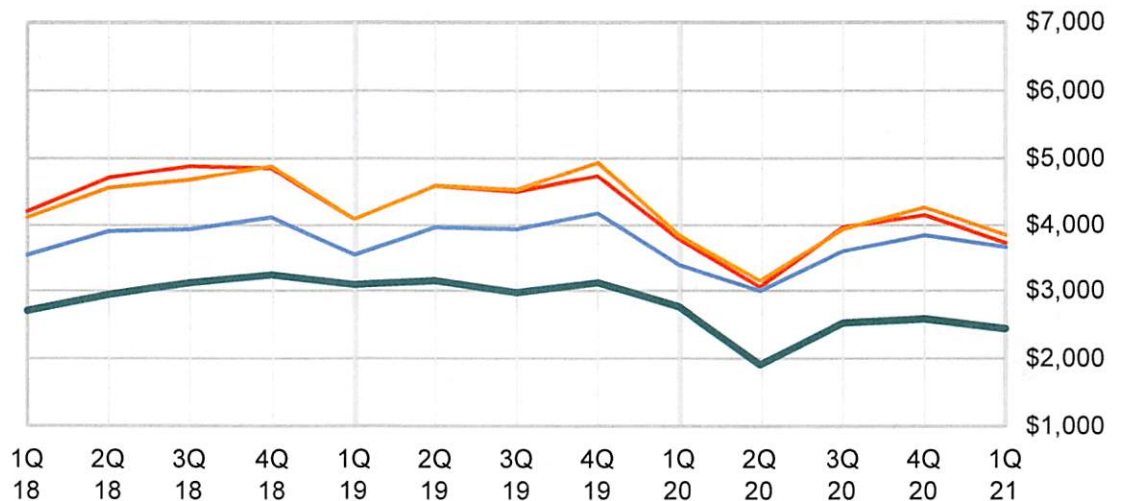
Per Capita Sales

Alameda

Alameda County

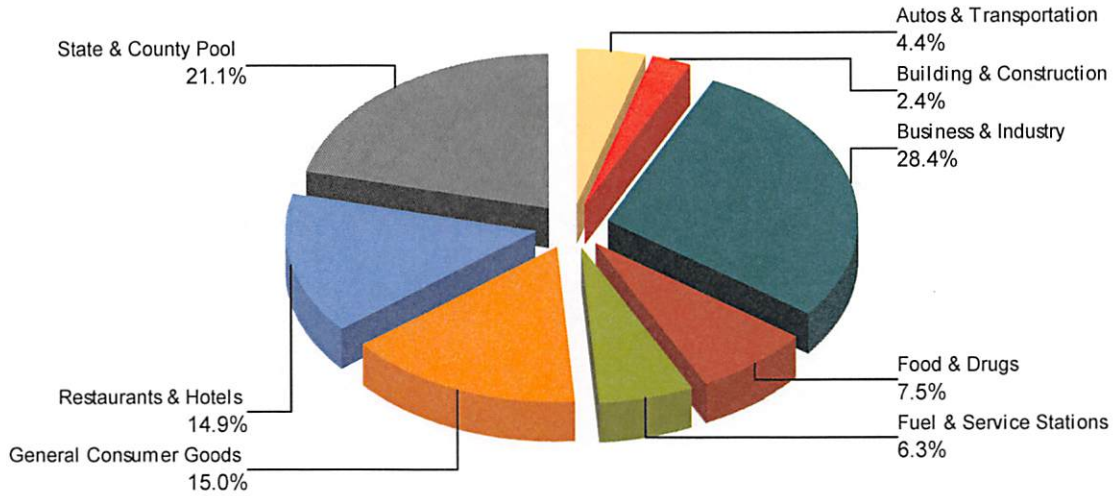
Bay Area

California



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City of Alameda



HdL Client Database Statewide Totals

