

# CITY OF PLACERVILLE

## SALES TAX UPDATE

### 1Q 2021 (JANUARY - MARCH)



**PLACERVILLE**  
TOTAL: \$ 1,419,507

13.1%  
1Q2021



13.5%  
COUNTY

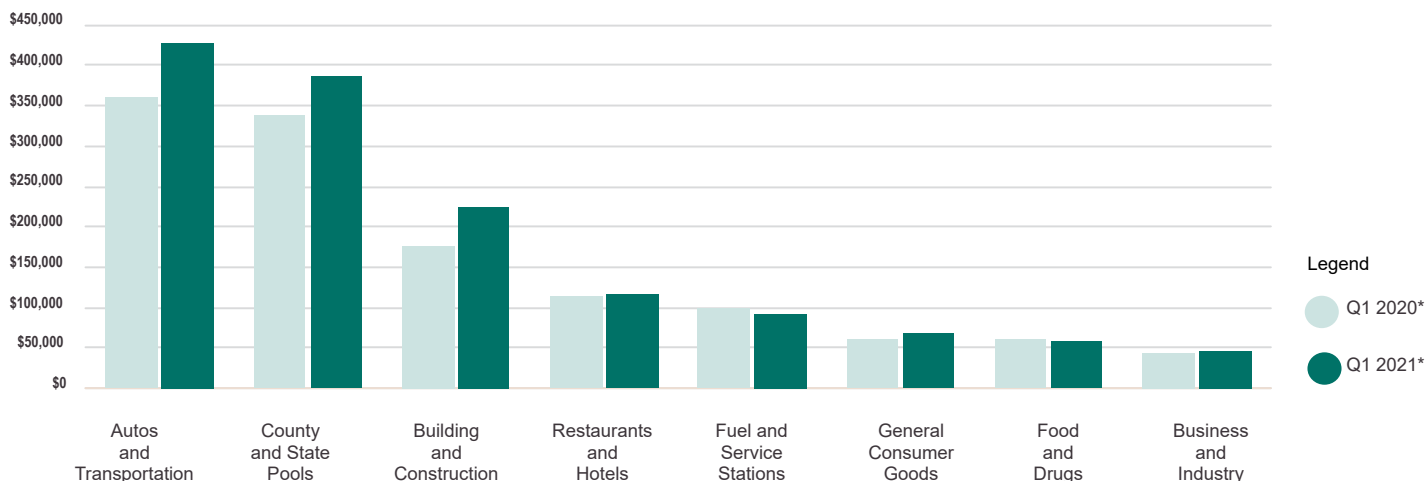


9.5%  
STATE



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

### SALES TAX BY MAJOR BUSINESS GROUP



**Measure J**  
TOTAL: \$302,056  
↑ 18.3%

**Measure H**  
TOTAL: \$302,057  
↑ 18.3%

**Measure L**  
TOTAL: \$603,898  
↑ 18.3%



### CITY OF PLACERVILLE HIGHLIGHTS

Placerville's receipts from January through March were 22.8% above the first sales period in 2020. Adjusting for reporting aberrations, which included \$74,000 of tax payment delays at the beginning of the pandemic last year, actual sales rose higher by 13.1%.

Consumer's loosened their purse strings in early 2021; several segments within the autos-transportation and building-construction groups captured greater sales. Eating more often at quick service establishments drove restaurants-hotel's returns up modestly.

Even after accounting for an expected taxpayer change of filing that redirected

funds away from the El Dorado pool, use tax distributions climbed 14% as online purchasing stayed vigorous. Led by home furnishings favorable results, general consumer goods rebounded from year-ago tallies.

Locally approved Measures J, H and L collected more transactions taxes over first quarter 2020 figures; general retail spending and residential acquisition of new vehicles stood out as the largest contributors.

Net of aberrations, taxable sales for all of El Dorado County grew 13.5% over the comparable time period; the Sacramento region was up 14.9%.



### TOP 25 PRODUCERS

- |                           |                                   |
|---------------------------|-----------------------------------|
| Big 5                     | Rite Aid                          |
| Big Lots                  | Save Mart                         |
| Bricks Restaurant         | Shell                             |
| C & H Motor Parts         | Sierra Fuel                       |
| Diamond Pacific           | Thompsons Buick GMC               |
| Ferguson Enterprises      | Thompsons Chrysler Dodge Jeep Ram |
| Grocery Outlet            | Thompson's Toyota                 |
| Home Depot                | Tractor Supply                    |
| In N Out Burger           | W N Hunt & Sons Distributors      |
| Les Schwab Tire Center    | Western Refining Retail           |
| McDonalds                 |                                   |
| Office Max                |                                   |
| Placerville Valero        |                                   |
| Raley's                   |                                   |
| Rancho Convenience Center |                                   |



**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.

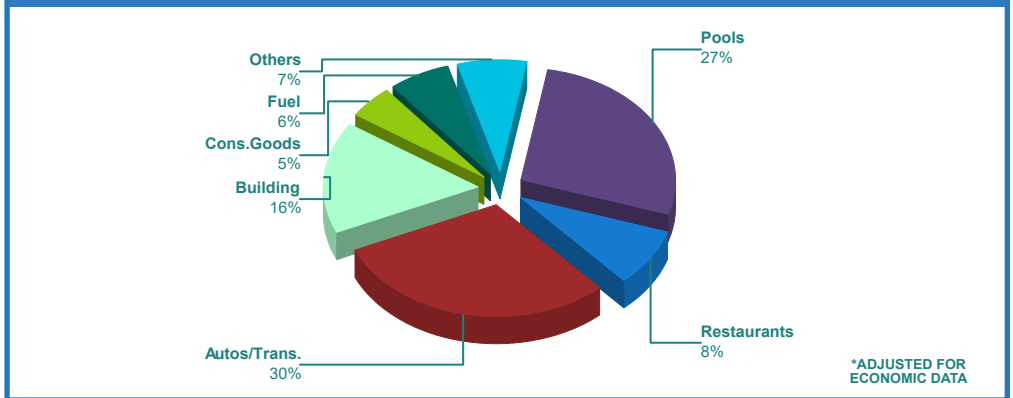
Changes in business structure required a taxpayer to determine where merchandise was inventoried at the time orders were made. Therefore, rather than apportion sales to the county pool representing where the merchandise was shipped, goods held in California facilities required allocations be made to 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**  
Placerville This Quarter\*



**TOP NON-CONFIDENTIAL BUSINESS TYPES**

Placerville Business Type	Q1 '21*	Change	County Change	HdL State Change
Casual Dining	65.1	-0.9% ↓	5.3% ↑	-18.9% ↓
Service Stations	62.8	-13.1% ↓	0.7% ↑	-4.0% ↓
Quick-Service Restaurants	49.1	13.5% ↑	14.8% ↑	1.1% ↑
Automotive Supply Stores	48.1	3.8% ↑	12.4% ↑	13.7% ↑
Grocery Stores	35.9	-3.7% ↓	2.6% ↑	-6.2% ↓
Petroleum Prod/Equipment	24.2	-0.4% ↓	-17.4% ↓	-15.4% ↓
Auto Repair Shops	12.5	0.9% ↑	-4.9% ↓	-8.6% ↓
Home Furnishings	11.7	41.8% ↑	49.6% ↑	19.3% ↑
Sporting Goods/Bike Stores	10.4	21.7% ↑	17.3% ↑	33.3% ↑
Convenience Stores/Liquor	10.3	6.5% ↑	11.9% ↑	11.1% ↑

\*Allocation aberrations have been adjusted to reflect sales activity \*In thousands of dollars