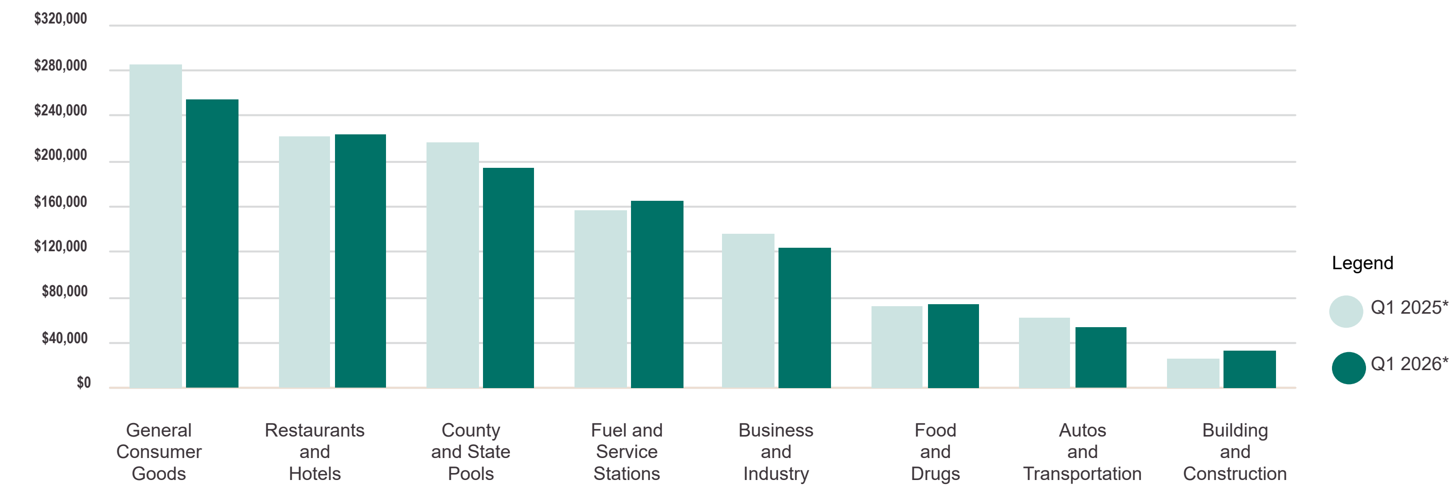
CITY OF MOORPARK
SALES TAX UPDATE
1Q 2026 (JANUARY - MARCH)

MOORPARK	-4.9%	5.0%	4.0%
TOTAL: $ 1,119,158	1Q2026	COUNTY	STATE

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

SALES TAX BY MAJOR BUSINESS GROUP



CITY OF MOORPARK HIGHLIGHTS

Moorpark's receipts from January through March were 12.6% below the first sales period in 2025. Excluding reporting aberrations, actual sales were down 4.9%.

The current landscape has pricing pressures on everyday essentials further eroding consumer confidence, businesses dealing with volatile trade policies and federal policymakers navigating conflicting economic metrics including stubborn inflation and slower job growth, with some key industry groups reporting declines.

Business-industrial sector sales stumbled from garden/ag suppliers. While specialty stores and other local retailers contributed positive proceeds, a payment anomaly from the prior year was largely responsible for the double-digit decline in the group. This lower point-of-sale led to a reduced allocation from the countywide use tax pool, despite solid gains in pool receipts.

People put off investing in autos-transportation needs amidst elevated financing costs and insurance rates for big ticket purchases.

On the plus side, service station receipts improved as prices at the pump had started to increase with refinery closures and geopolitical tensions. A newer casual dining restaurant helped push restaurants positive, since quick service and other segments remitted reduced returns.

Outpacing statewide trends, the building group delivered encouraging proceeds with more projects in the pipeline.

Net of aberrations, taxable sales for all of Ventura County grew 5.0% over the comparable time period; the Southern California region was up 4.0%.

TOP 25 PRODUCERS

7 Eleven	Target
76	Testequity
Aqua Flo Supply	TJ Maxx
Arco	Tractor Supply
Command Performance Catering	Vons
Conserv Fuel	Warehouse Discount Center
Dumpling Shack	Wood Ranch
Heritage Pool Supply	
In N Out Burger	
Kohls	
McDonald's	
Michaels Arts & Crafts	
Moorpark 76	
Moorpark Chevron	
Ralphs	
Shell	
Simi Valley Harley Davidson	
Smart & Final	

STATEWIDE RESULTS

California's local one cent sales and use tax receipts posted moderate growth during the first quarter, reflecting resilient consumer behavior despite persistent economic headwinds. For the months of January through March, revenues increased 4% from the year ago quarter after adjusting for accounting anomalies.

Strong consumer spending patterns did not falter and was the main reason of growth, partially enhanced by larger-than-expected income tax refunds. Both online retailers and brick and mortar merchants experienced dynamic changes over last year that far exceed expectations. E-commerce remains the platform of choice providing convenience, broad product availability, and flexible payment options – benefitting the business-industry sector and allocations via the countywide use tax pool. Family apparel and discount department stores both boosted general consumer goods the most, with a slight bump in gas prices further pushing returns from multiple vendors.

Patronage at restaurants resulted in a 4.2% year over year jump. With demand constrained due to increasing price-sensitivity and slower foot traffic, gains by all types of eateries signaled underlying resolve to dine out. Temporary events further contributed to the positive outcome – Southern California wildfires hindered 2025 and the Super Bowl lifting 2026.

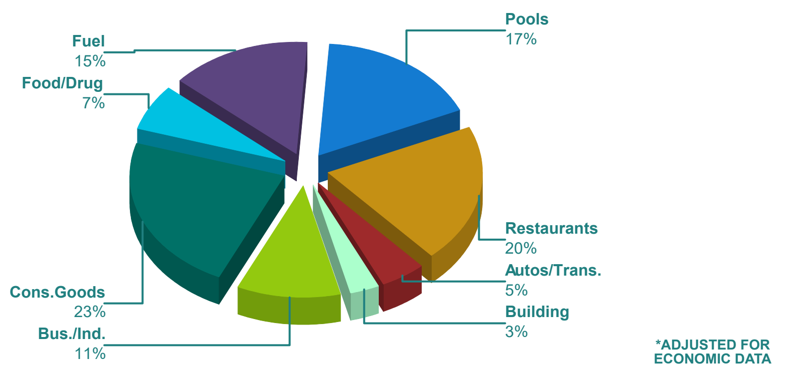
The first quarter also included the initial impacts of elevated tensions in the Middle East which drove West Texas Intermediate crude oil prices above $95 per barrel. This had an immediate impact on local gas prices resulting in a modest bump to receipts from gas stations and created large amounts of uncertainty. At the time of writing, the conflict appears to have subsided with the Strait of Hurmuz reopened reducing the possibility of future strain.

Autos-transportation posted a nominal gain in first quarter 2026, as higher average transaction prices offset weaker unit sales. These price increases reflected tariff impacts reaching consumers after months of absorption by automakers, along with rising material costs. As in the prior quarter, the transition to the new DMV payment system for used vehicle dealers under AB 85 modestly reduced cash receipts, with adjustments still pending.

Overall, the short-term outlook remains cautiously optimistic. Normal consumer spending combined with multiple host sites of World Cup matches and corresponding tourism should sustain growth, albeit varied regionally. The Middle East conflict temporarily resulted in $6 per gallon average peak pricing during the start of the summer months. The forecast is coupled with a national inflation rate that anticipates an upward trend leaving little room for the Federal Reserve to alter interest rates in a favorable way for consumers, potentially slowing down the retail economy.

REVENUE BY BUSINESS GROUP

Moorpark This Quarter*



*ADJUSTED FOR ECONOMIC DATA

TOP NON-CONFIDENTIAL BUSINESS TYPES

Moorpark Business Type	Q1 '26	Change	County Change	HdL State Change
Service Stations	164,762	4.9%	-0.4%	0.9%
Casual Dining	91,622	14.9%	-0.3%	4.0%
Quick-Service Restaurants	82,045	-4.8%	1.0%	1.9%
Grocery Stores	46,795	0.5%	0.5%	-0.8%
Fast-Casual Restaurants	31,388	-2.9%	3.1%	3.8%
Specialty Stores	22,967	2.3%	-3.5%	-1.8%
Garden/Agricultural Supplies	19,169	-20.7%	-5.2%	1.5%
Plumbing/Electrical Supplies	18,477	24.1%	0.0%	-1.4%
Auto Repair Shops	14,807	1.6%	-3.6%	-2.1%
Convenience Stores/Liquor	13,970	9.7%	2.4%	3.1%

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