

CITY OF POMONA

SALES TAX UPDATE

1Q 2025 (JANUARY - MARCH)



POMONA

TOTAL: \$ 5,221,604

-0.9%
1Q2025



-1.6%
COUNTY

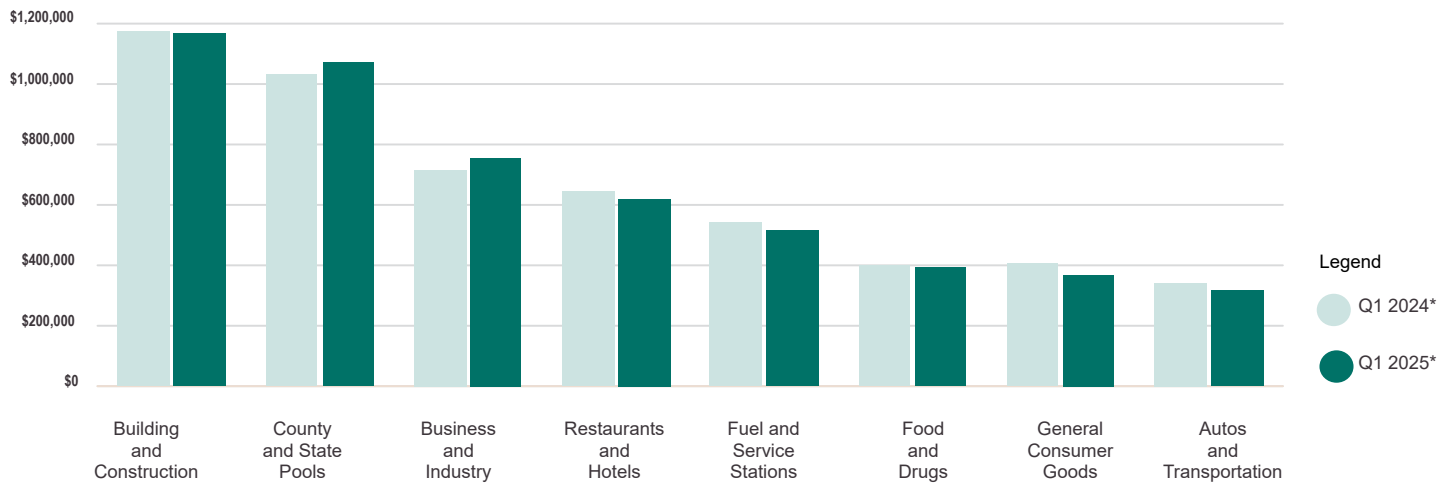


0.3%
STATE



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

SALES TAX BY MAJOR BUSINESS GROUP



Measure PG

TOTAL: \$3,886,077

↓ -0.4%



CITY OF POMONA HIGHLIGHTS

Pomona's receipts from January - March were 0.6% below the first sales period in 2024. Excluding reporting aberrations, actual sales were down 0.9%.

Revenue from general consumer goods fell in the first quarter of the year as consumers remained cautious about spending.

Consumers are reluctant to make big-ticket purchases as they brace for tariffs and trade conflicts that may continue to push prices higher in the autos-transportation categories.

Motor vehicle fuel consumption declined overall while oil barrel and pump prices were down significantly, reducing totals from fuel-service stations.

The business-industry sector reported mixed results for the first quarter but posted an overall increase when compared to the year-ago period. Totals from food-drugs are down as consumer tighten their belts amid higher costs.

The City's share of the countywide use tax pool increased 3.5% when compared to the same period in the prior year. Measure PG, the City's voter-approved transactions and use tax brought in an additional \$3,886,077 in revenue.

Net of aberrations, taxable sales for Los Angeles County declined 1.6% over the comparable time-period; the Southern California region was flat.



TOP 25 PRODUCERS

76	Phenix Enterprises
Arco AM/PM	Pomona Kia
Ashe Pomona	Rohr Steel
Catalyst Pomona	Shell
Chevron Extra Mile	STIIIZY Pomona
dd's Discounts	Superior Duct Fabrication
Ferguson Enterprises	Target
Food 4 Less w/ Gas	Towne Arco
Global Rental Co	Walmart Supercenter
Home Depot	White Cap
Huntington Hardware	
In N Out Burger	
Jb Wholesale Roofing & Building Supplies	
Marco Equipment	
Ormco Corporation	



STATEWIDE RESULTS

California's local one-cent sales and use tax receipts for January through March 2025 increased by 0.34% compared to the same quarter in 2024, after adjusting for accounting anomalies. While this modest growth may signal the end of an eight-quarter decline, it could be temporary, as the broader economy remains on the edge between recovery and further slowdown.

The first quarter is traditionally the lowest sales tax-generating period of the year, often influenced by seasonal weather and post-holiday consumer behavior.

Notably, the autos-transportation and building-construction sectors—both of which had been dragging down statewide results over the past two years—showed the strongest rebounds this quarter. In the autos sector, used car sales and leasing activity led the recovery. Consumers are increasingly opting for more affordable vehicles and shorter-term commitments, moving away from high-end purchases. In construction, pent-up demand for repairs and improvements, especially in weather-affected and wildfire-damaged areas like Southern California, drove strong sales for building material suppliers.

Other segments generating modest growth included business-industry and countywide use tax pools, largely due to continued strength in online sales. Sales of goods already in California before purchase are reported under business-industry fulfillment centers. Goods shipped from outside the state are reported under county pools, based on the destination of the out-of-state shipment. Online shopping remains a preferred option for value-conscious consumers, contributing significantly to tax receipts in these categories.

Calendar year 2024 saw a decline in fuel-

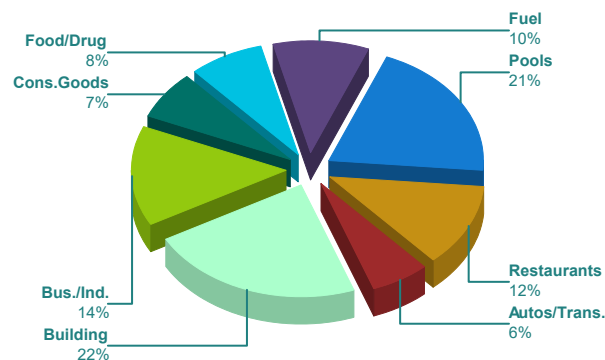
related tax receipts due to lower global crude oil prices—a trend that continued into 1Q 2025. Fuel-related returns dropped by 5%. This decline also affected general consumer goods, as large retailers that sell fuel typically report all sales under a single taxpayer ID. As a result, brick-and-mortar merchants such as post-holiday family apparel stores, winter sporting goods vendors and closures of variety stores contributed to weaker performance.

Although food-drugs is the smallest of the eight tax groupings, it was significant that cannabis returns continued a downturn trend that has been ongoing for over two years. Bankruptcies, customer shopping

alternatives and oversaturation of retail footprint diminished taxes coming from drug stores.

As 2025 begins, sales tax returns remain modest, reflecting broader economic volatility. Key factors influencing our outlook include: ongoing national tariff and trade negotiations and decisions on the federal funds rate - which directly affect consumer interest rates. Recent Middle East conflicts, which temporarily spiked crude oil prices and threatened local gas prices during the summer, will be a short-term concern. In summary, "uncertainty" remains the most accurate descriptor of California's current and future economic climate.

REVENUE BY BUSINESS GROUP Pomona This Quarter*



*ADJUSTED FOR ECONOMIC DATA

TOP NON-CONFIDENTIAL BUSINESS TYPES

Pomona Business Type	Q1 '25*	Change	County Change	HdL State Change
Service Stations	478.8	-6.8% ↓	-8.9% ↓	-5.8% ↓
Building Materials	362.8	8.6% ↑	5.0% ↑	3.8% ↑
Quick-Service Restaurants	311.6	-2.7% ↓	-2.9% ↓	-0.9% ↓
Contractors	240.1	-4.4% ↓	-2.5% ↓	1.2% ↑
Casual Dining	187.2	-11.1% ↓	-2.3% ↓	1.3% ↑
Cannabis Related	156.5	1.2% ↑	-13.6% ↓	-9.6% ↓
Heavy Industrial	132.1	6.3% ↑	-1.1% ↓	2.1% ↑
Grocery Stores	128.1	-0.3% ↓	-0.7% ↓	-0.8% ↓
Light Industrial/Printers	123.5	-18.4% ↓	-3.8% ↓	-2.9% ↓
Convenience Stores/Liquor	85.8	-1.6% ↓	-3.2% ↓	-2.2% ↓

*Allocation aberrations have been adjusted to reflect sales activity

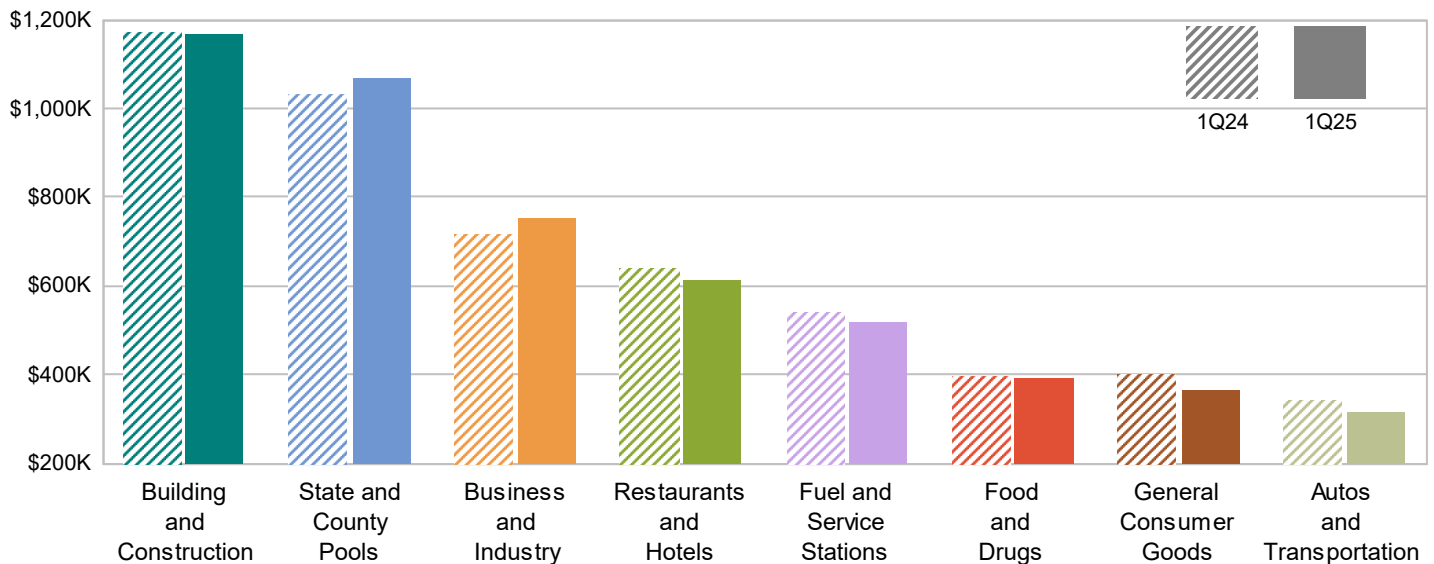
*In thousands of dollars

CITY OF POMONA

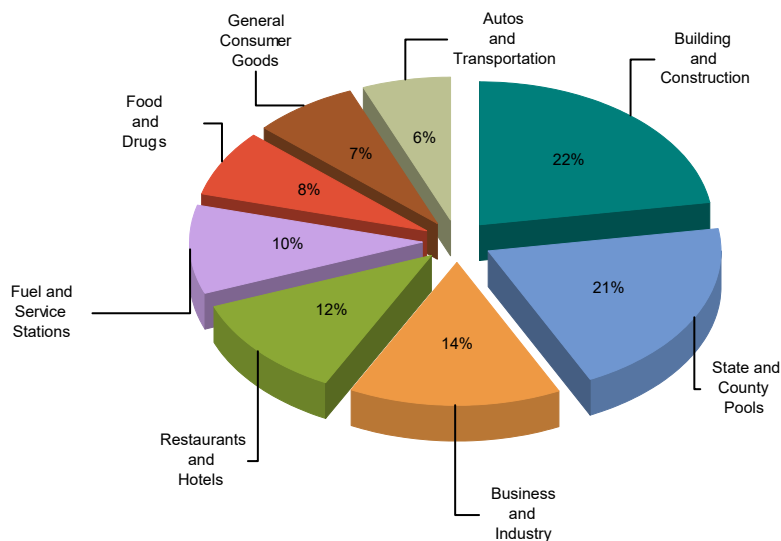
MAJOR INDUSTRY GROUPS

Major Industry Group	Count	1Q25	1Q24	\$ Change	% Change
Building and Construction	172	1,167,351	1,174,031	(6,680)	-0.6%
State and County Pools	-	1,068,421	1,031,659	36,762	3.6%
Business and Industry	1,604	753,215	717,031	36,183	5.0%
Restaurants and Hotels	609	616,766	643,975	(27,210)	-4.2%
Fuel and Service Stations	51	518,803	543,090	(24,287)	-4.5%
Food and Drugs	183	395,590	401,092	(5,502)	-1.4%
General Consumer Goods	1,871	370,215	405,068	(34,854)	-8.6%
Autos and Transportation	435	319,383	344,556	(25,173)	-7.3%
Transfers & Unidentified	680	11,860	10,949	912	8.3%
Total	5,605	5,221,604	5,271,452	(49,848)	-0.9%

1Q24 Compared To 1Q25



1Q25 Percent of Total

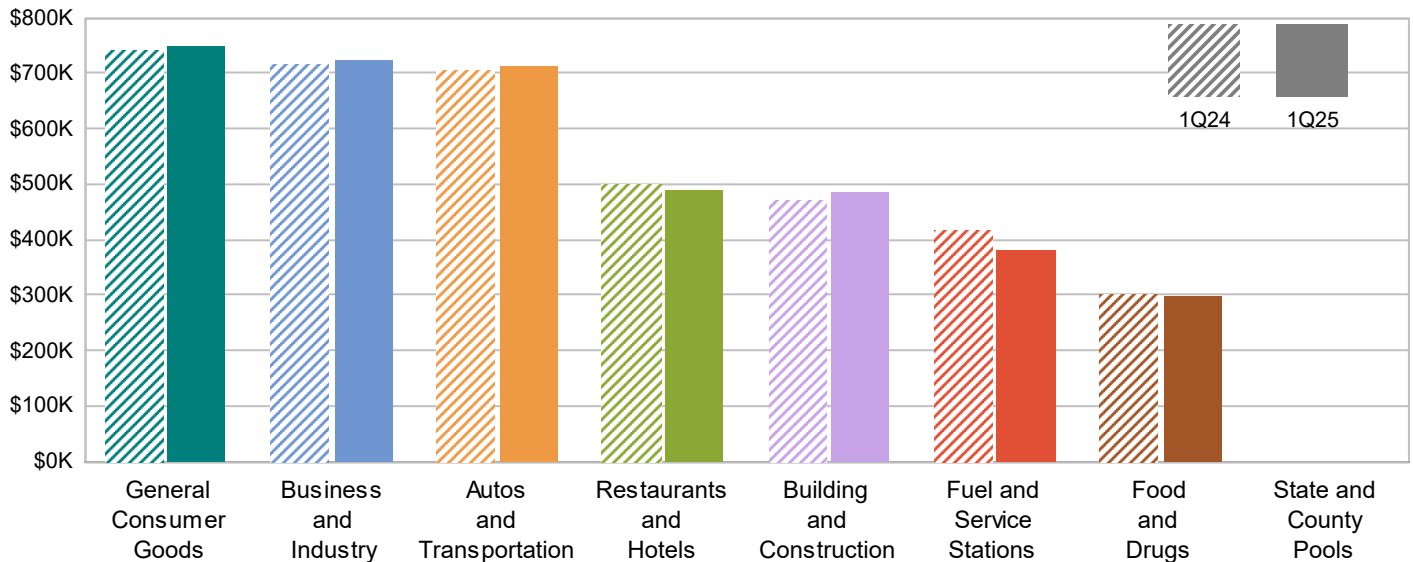


CITY OF POMONA MEASURE PG

MAJOR INDUSTRY GROUPS

Major Industry Group	Count	1Q25	1Q24	\$ Change	% Change
General Consumer Goods	4,281	748,961	743,122	5,839	0.8%
Business and Industry	6,536	725,036	714,923	10,112	1.4%
Autos and Transportation	1,548	712,316	705,770	6,545	0.9%
Restaurants and Hotels	556	489,750	499,425	(9,675)	-1.9%
Building and Construction	865	486,288	472,324	13,963	3.0%
Fuel and Service Stations	111	382,458	420,199	(37,741)	-9.0%
Food and Drugs	209	299,435	303,968	(4,533)	-1.5%
Transfers & Unidentified	3,116	41,835	43,315	(1,480)	-3.4%
State and County Pools	-	0	0	0	-N/A-
Total	17,222	3,886,077	3,903,047	(16,969)	-0.4%

1Q24 Compared To 1Q25



1Q25 Percent of Total

