

CITY OF POMONA

SALES TAX UPDATE

2Q 2025 (APRIL - JUNE)



POMONA

TOTAL: \$ 5,812,572

-0.7%

2Q2025



-1.1%

COUNTY



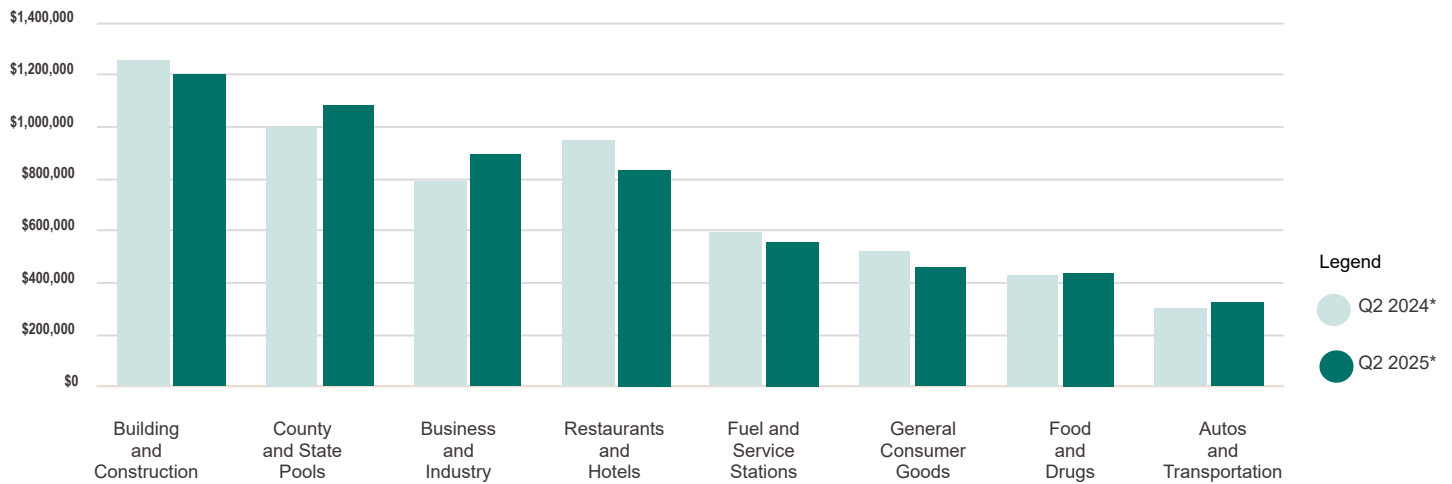
0.0%

STATE



*Allocation aberrations have been adjusted to reflect sales activity

SALES TAX BY MAJOR BUSINESS GROUP



Measure PG

TOTAL: \$4,406,974



-1.6%



CITY OF POMONA HIGHLIGHTS

Pomona's receipts from April through June were 5.6% above the second sales period in 2024. Excluding reporting aberrations, actual sales were down 0.7%.

Stronger sales performances by some taxpayers occurred in the 2024 fair; overall, restaurants fell 11%. Casual dining venues declined 14% as patronage softened, compensated for hikes in menu pricing. Several merchant closures over the past four quarters, one-time 2024 fair event reporting pulled general consumer goods 12% lower.

Most of building-construction's decline was tied to weakened demand for supplies. The 7% decrease in fuel-service

stations matched state trends as pump prices were curbed.

An unexpected surge in office equipment purchases, greater sales volumes for industrial products caused business-industry to soar 13%. The auto's category gain was primarily strong demand for transportation rental vehicles.

Year-ago and current period payment anomalies inflated cash comparisons; related, this boosted the pool allocation formula for Pomona as use taxes rose 8.2%. Drops from fair related sales, fuel reductions exceeded better general retail and B2B revenues from Measure PG.



TOP 25 PRODUCERS

76	Ovations Fanfare
Ashe Pomona	Phenix Enterprises
Catalyst Pomona	Pomona Kia
Chevron Extra Mile	Rohr Steel
dd's Discounts	Shell
Ferguson Enterprises	STIIIZY Pomona
Food 4 Less	Superior Duct Fabrication
Global Rental Co	Superior Duct Fabrication
Home Depot	Target
Huntington Hardware	Walmart Supercenter
Jb Wholesale Roofing & Building Supplies	White Cap
Konica Minolta Business Solutions	
Marco Equipment	
Ormco Corporation	



STATEWIDE RESULTS

California's one-cent local sales and use tax receipts rose 0.6% in Q2 compared to the same period last year, after adjusting for accounting anomalies. While only modest growth, it is the second consecutive quarter experiencing positive results following an extended timeline of declines. This period is traditionally met with improved weather with the beginning of summer activity.

Steady gains in both business-industry and countywide use tax pools were driven by strong online sales, reflecting shopper's willingness and ability to spend. Whether pulled from inventory within California or shipped from outside the state, demand for goods by value-conscious shoppers prevailed. Other notable upticks came from purchases of office and electrical equipment.

Increased tax receipts from restaurants also demonstrated diners continued desire to eat out. Even amongst higher menu prices and tip fatigue, casual dining establishments generated the largest lift. While this is a good sign for the coming summer season, underlying data shows that disposal personal income – a key driver of restaurant sales – is growing at a slower pace than prior years, possibly signaling softer tax growth on the horizon.

The two sectors primed to take advantage of upcoming interest rate changes, autos-transportation and building-construction, only experienced lackluster returns this period. New auto sales declined, offsetting gains in used vehicles and leasing, while building material sales remained unchanged from a year ago. However, aging vehicles and deferred home improvements remain a potential catalyst driving demand in the near term.

Balancing the positive results, revenue

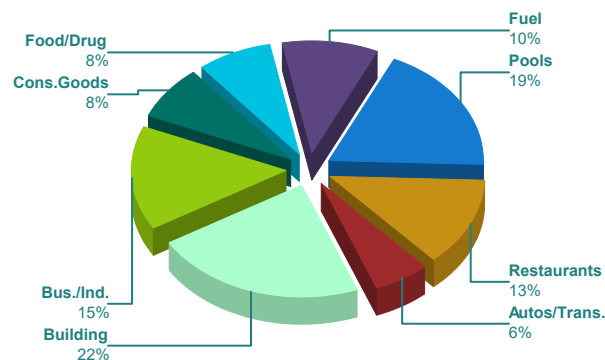
from fuel and service stations declined for the ninth time in ten quarters, primarily due to West Texas Intermediate (WTI) low crude oil prices. As the global economy and development remains tempered, so has the demand for oil, leaving prices relatively low. While this dampens sales taxes, lower fuel costs during peak travel months may boost spending in other segments.

Traditional retailers saw a 1% decline, with specialty, sporting goods, and department stores under performing compared to year ago totals. Inflation and tariffs continue to pressure consumer spending and retailer margins, prompting reevaluation of physical store investments by regional and national

companies alike.

The September reduction in the federal funds rate, noting the possibility of more in early 2026, leaves optimism regarding future financing and accessing equity opportunities for some consumers. However, national tariff/trade talks remain a vital piece of the inflation/higher prices story with the potential of diminishing spending power. So sluggish calendar year 2025 continues with only modest expansion expected braced against the ever-changing larger economic trends.

REVENUE BY BUSINESS GROUP Pomona This Fiscal Year*



*ADJUSTED FOR ECONOMIC DATA

TOP NON-CONFIDENTIAL BUSINESS TYPES

Pomona Business Type	Q2 '25*	Change	County Change	HdL State Change
Service Stations	515.7	-9.8% ↓	-10.7% ↓	-9.5% ↓
Building Materials	373.5	6.4% ↑	0.8% ↑	-0.9% ↓
Quick-Service Restaurants	321.0	-12.6% ↓	-1.9% ↓	-0.8% ↓
Contractors	248.0	-11.8% ↓	0.1% ↑	-0.9% ↓
Heavy Industrial	212.7	55.4% ↑	1.1% ↑	1.6% ↑
Casual Dining	191.0	-14.2% ↓	0.5% ↑	1.5% ↑
Light Industrial/Printers	186.4	22.7% ↑	-3.2% ↓	-4.2% ↓
Cannabis Related	168.5	9.3% ↑	-1.4% ↓	-2.1% ↓
Grocery Stores	141.5	-5.1% ↓	0.8% ↑	-0.2% ↓
Convenience Stores/Liquor	98.1	0.1% ↑	-0.8% ↓	-2.6% ↓

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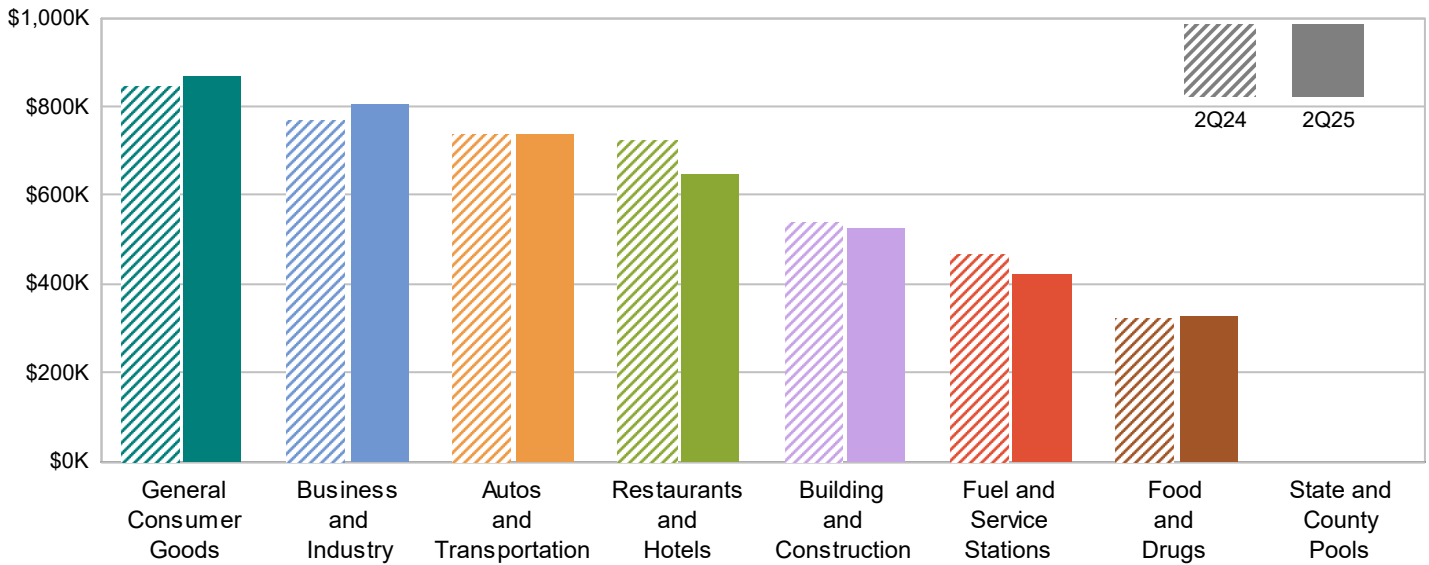
*In thousands of dollars

CITY OF POMONA MEASURE PG

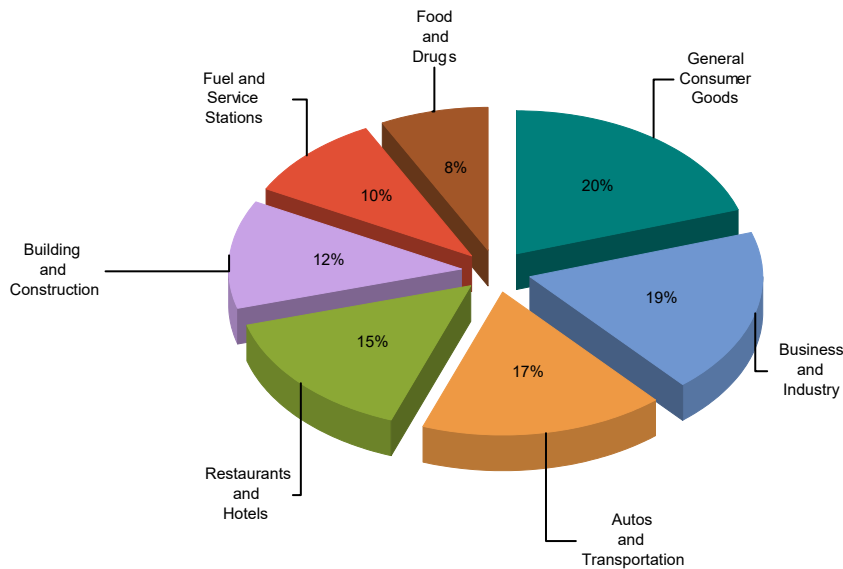
MAJOR INDUSTRY GROUPS

Major Industry Group	Count	2Q25	2Q24	\$ Change	% Change
General Consumer Goods	4,208	866,818	847,686	19,133	2.3%
Business and Industry	6,608	806,441	771,255	35,186	4.6%
Autos and Transportation	1,560	738,559	737,241	1,318	0.2%
Restaurants and Hotels	543	649,286	726,008	(76,722)	-10.6%
Building and Construction	870	529,743	542,404	(12,662)	-2.3%
Fuel and Service Stations	111	422,833	467,166	(44,333)	-9.5%
Food and Drugs	201	329,214	326,508	2,706	0.8%
Transfers & Unidentified	3,257	64,079	60,171	3,909	6.5%
State and County Pools	-	0	0	0	-N/A-
Total	17,358	4,406,974	4,478,439	(71,465)	-1.6%

2Q24 Compared To 2Q25

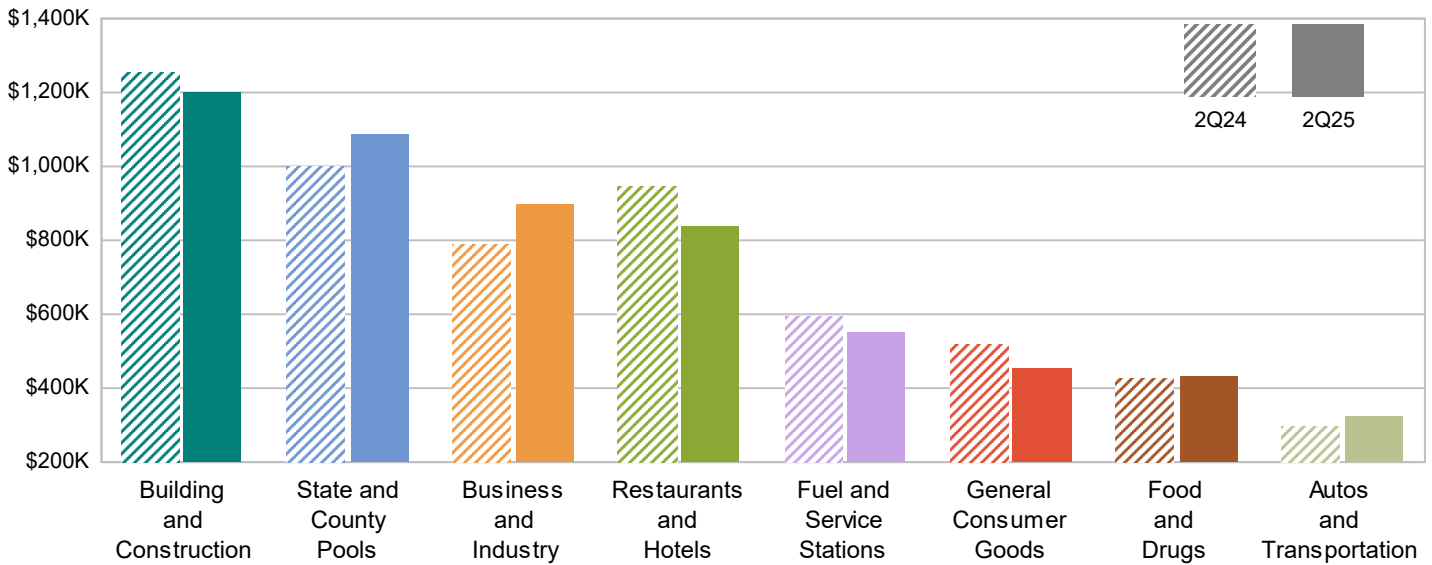


2Q25 Percent of Total



Major Industry Group	Count	2Q25	2Q24	\$ Change	% Change
Building and Construction	175	1,201,057	1,251,370	(50,313)	-4.0%
State and County Pools	-	1,084,649	1,002,331	82,318	8.2%
Business and Industry	1,622	895,714	789,952	105,762	13.4%
Restaurants and Hotels	576	837,813	944,684	(106,871)	-11.3%
Fuel and Service Stations	55	553,770	597,727	(43,956)	-7.4%
General Consumer Goods	1,817	457,028	519,504	(62,476)	-12.0%
Food and Drugs	181	433,253	431,600	1,653	0.4%
Autos and Transportation	437	324,384	298,368	26,016	8.7%
Transfers & Unidentified	686	24,903	19,616	5,287	27.0%
Total	5,549	5,812,572	5,855,152	(42,580)	-0.7%

2Q24 Compared To 2Q25



2Q25 Percent of Total

