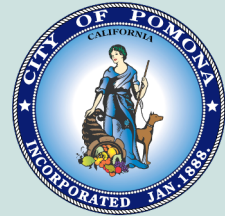


# CITY OF POMONA

## SALES TAX UPDATE

### 4Q 2025 (OCTOBER - DECEMBER)



#### POMONA

TOTAL: \$ 5,514,513

1.1%  
4Q2025



0.4%  
COUNTY

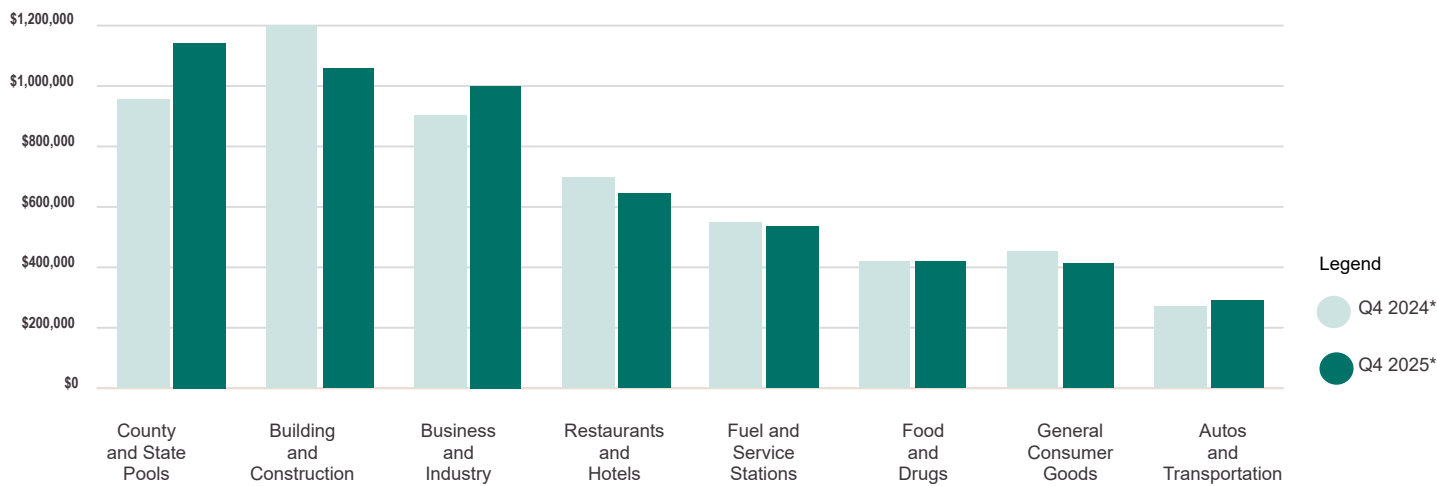


1.2%  
STATE



\*Allocation aberrations have been adjusted to reflect sales activity

#### SALES TAX BY MAJOR BUSINESS GROUP



#### Measure PG

TOTAL: \$4,257,968

↑ 1.4%



#### CITY OF POMONA HIGHLIGHTS

Pomona's receipts from October through December were 15.8% above the fourth sales period in 2024. Excluding reporting aberrations, actual sales were up 1.1%.

The business-industry sector reported a strong sales quarter.

A new business addition boosted revenues from autos-transportation.

Overall, food-drug retailers faced pressure from pharmacy closures, but overall sales were up slightly compared to the year-ago period.

The building-construction sector struggled in the fourth quarter of 2025, signaling a challenging start to 2026.

The restaurant-hotel category came up flat as the U.S. restaurant industry faced

significant challenges, characterized by reduced consumer discretionary spending due to inflation.

In 4Q25, the fuel and service station category experienced a challenging quarter characterized by intense market volatility.

The City's share of the countywide use tax pool increased 18.9% when compared to the same period in the prior year. Measure PG, the City's voter-approved transactions and use tax, brought in \$4,234,548.

Net of aberrations, taxable sales for Los Angeles County grew 0.4% over the comparable time-period; the Southern California region was up 1.0%.



#### TOP 25 PRODUCERS

76	Ovations Fanfare
Ashe Pomona	Phenix Enterprises
Catalyst Pomona	Pomona Kia
Chevron Extra Mile	Rohr Steel
Cicero Brothers Enterprises	Shell
dd's Discounts	STIIIZY Pomona
Ferguson Enterprises	Superior Duct Fabrication
Global Rental	Target
Home Depot	Walmart Supercenter
Huntington Hardware	White Cap
In N Out Burger	
Marco Equipment	
New Flyer of America	
Nucor Skyline	
Ormco Corporation	



## STATEWIDE RESULTS

California’s local one cent sales and use tax receipts posted moderate growth during the fourth quarter, reflecting resilient consumer behavior despite persistent economic headwinds. For the months of October through December, revenues increased 1.2% from the year ago quarter after adjusting for accounting anomalies. This performance capped an overall improvement for calendar year 2025 of 1.2%, marking a welcomed annual increase after two consecutive years of decline.

Consumer spending patterns during the holiday season played a central role in the fourth-quarter results. Fulfillment centers and countywide use tax pools generated strong returns, driven by sustained demand for online shopping as cost-conscious consumers prioritized convenience and price comparison. This e-commerce momentum persisted throughout the 2025 year. Traditional brick-and-mortar retailers, particularly apparel and jewelry stores, also realized modest seasonal gains, benefiting from holiday purchasing activity.

Restaurant sales taxes rose again, although operators reported continual pressure from rising costs that influenced customer behavior. Diners reduced visit frequency and alcohol purchases, reflecting heightened price sensitivity. While upcoming national and global sporting events in California could support localized growth, broader restaurant sector expansion is expected to remain constrained and concentrated primarily in tourism-heavy and event-focused regions.

Energy-related initiatives produced solid returns; however, revenue allocation mechanisms shifted, with proceeds previously reported directly to local agencies now distributed through county pools during the current period.

In contrast, the autos-transportation and building-construction sectors remained

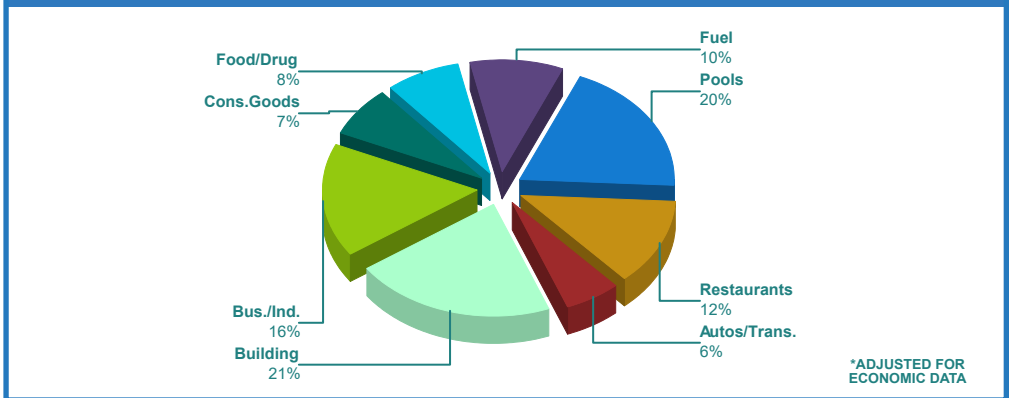
subdued. Elevated interest rates, seasonal purchasing patterns, and winter weather limited activity, particularly in high-value purchases such as vehicles and home improvement projects. Contractors in roofing and concrete experienced reduced productivity, reinforcing expectations of continued stagnation in these industries. With minimal interest rate relief projected for 2026, significant near-term recovery remains unlikely.

Looking ahead, emerging global risks present growing uncertainty. While not reflected in current results, escalating tensions in the Middle East have driven West Texas Intermediate crude oil prices above \$100 per barrel, translating into sharply higher gasoline prices exceeding \$6 per gallon locally. Refinery

closures across Northern and Southern California further amplify supply pressures. Prolonged energy price volatility could force consumers to redirect spending toward fuel costs, reducing discretionary expenditures in other sectors.

Prior to these developments, short-term economic expectations were cautiously optimistic. However, renewed inflationary pressure has led the Federal Reserve to delay anticipated interest rate reductions, limiting consumer flexibility. Stubbornly high fuel prices may also dampen travel and tourism through summer 2026, leaving little room for broad-based sales tax growth in the 2026 year.

### REVENUE BY BUSINESS GROUP Pomona This Calendar Year\*



### TOP NON-CONFIDENTIAL BUSINESS TYPES

Pomona Business Type	Q4 '25*	Change	County Change	HdL State Change
Service Stations	508.0	1.1% ↑	-1.3% ↓	-2.2% ↓
Building Materials	349.0	-3.2% ↓	-3.8% ↓	-4.1% ↓
Quick-Service Restaurants	310.5	-6.0% ↓	-1.0% ↓	0.1% ↑
Contractors	211.2	-29.9% ↓	2.4% ↑	-0.9% ↓
Casual Dining	201.3	-3.5% ↓	1.5% ↑	2.4% ↑
Light Industrial/Printers	199.0	3.5% ↑	-0.8% ↓	-6.0% ↓
Heavy Industrial	186.3	48.2% ↑	-4.1% ↓	1.5% ↑
Cannabis Related	170.3	11.9% ↑	4.8% ↑	2.5% ↑
Grocery Stores	134.5	-5.6% ↓	0.6% ↑	0.7% ↑
Convenience Stores/Liquor	93.0	-4.2% ↓	-2.6% ↓	-2.2% ↓

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

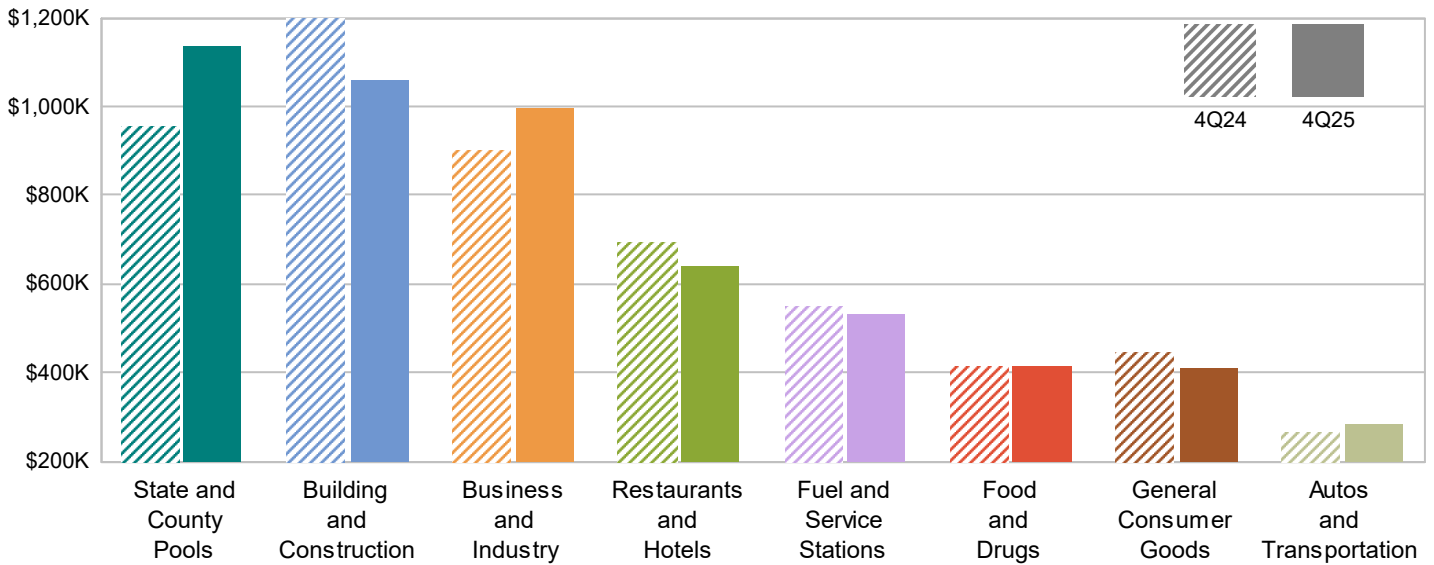


# CITY OF POMONA

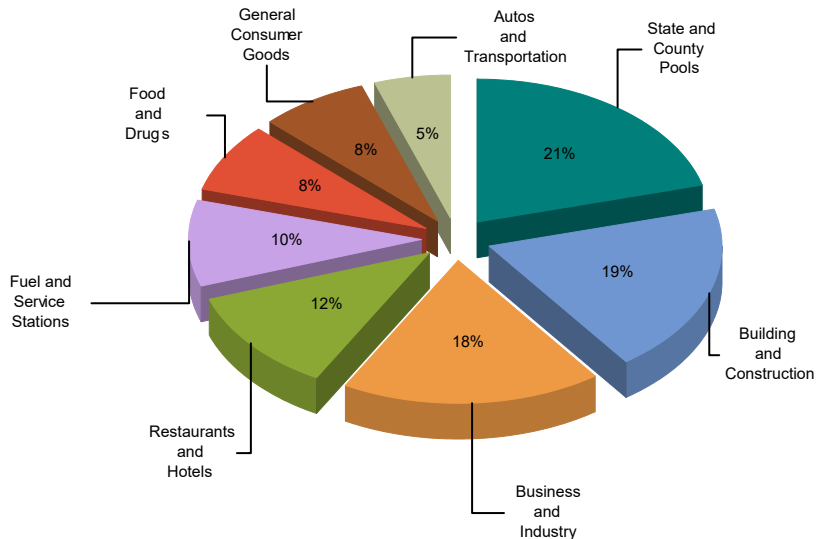
## MAJOR INDUSTRY GROUPS

<u>Major Industry Group</u>	<u>Count</u>	<u>4Q25</u>	<u>4Q24</u>	<u>\$ Change</u>	<u>% Change</u>
State and County Pools	-	1,136,926	955,403	181,523	19.0%
Building and Construction	178	1,057,613	1,199,692	(142,078)	-11.8%
Business and Industry	1,627	996,534	901,107	95,427	10.6%
Restaurants and Hotels	638	643,015	694,729	(51,714)	-7.4%
Fuel and Service Stations	60	533,031	550,540	(17,509)	-3.2%
Food and Drugs	176	419,135	418,061	1,074	0.3%
General Consumer Goods	1,682	415,188	449,005	(33,817)	-7.5%
Autos and Transportation	446	289,337	270,860	18,477	6.8%
Transfers & Unidentified	760	23,735	14,979	8,756	58.5%
<b>Total</b>	<b>5,567</b>	<b>5,514,513</b>	<b>5,454,375</b>	<b>60,138</b>	<b>1.1%</b>

**4Q24 Compared To 4Q25**



**4Q25 Percent of Total**



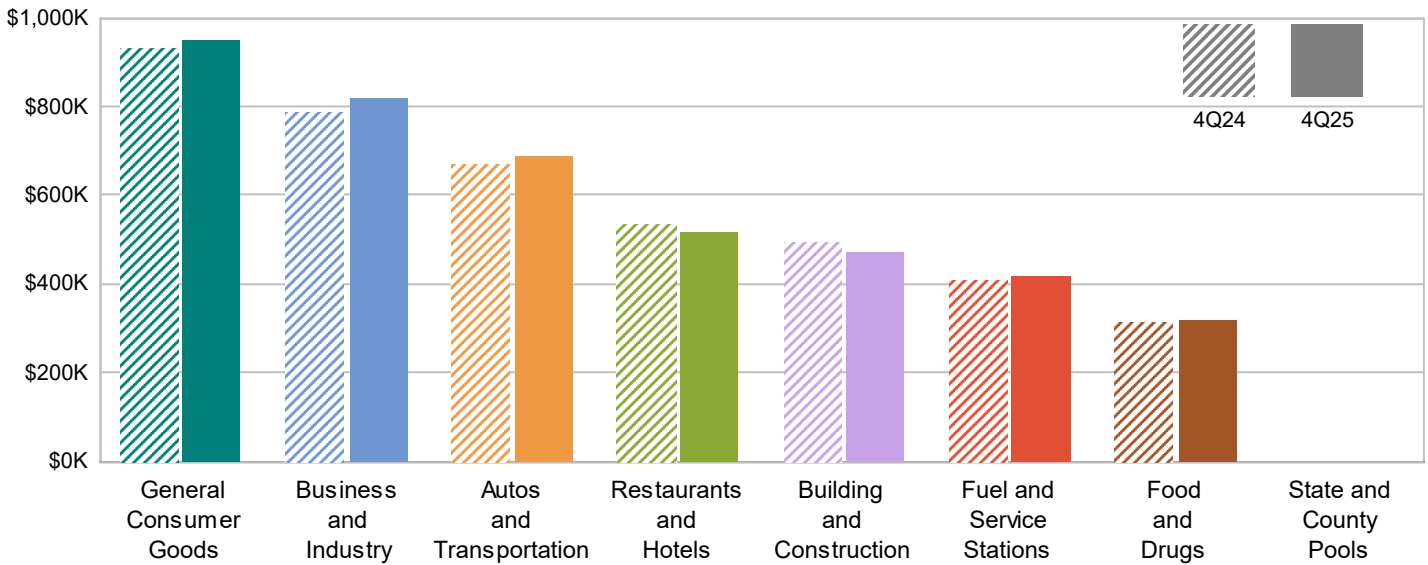


# CITY OF POMONA MEASURE PG

## MAJOR INDUSTRY GROUPS

Major Industry Group	Count	4Q25	4Q24	\$ Change	% Change
General Consumer Goods	3,230	949,034	931,702	17,332	1.9%
Business and Industry	6,580	820,083	790,014	30,068	3.8%
Autos and Transportation	1,455	688,787	671,470	17,317	2.6%
Restaurants and Hotels	560	519,936	537,034	(17,098)	-3.2%
Building and Construction	823	475,828	497,171	(21,343)	-4.3%
Fuel and Service Stations	102	421,438	408,786	12,651	3.1%
Food and Drugs	191	320,133	317,052	3,081	1.0%
Transfers & Unidentified	3,448	62,730	46,238	16,492	35.7%
State and County Pools	-	0	0	0	-N/A-
<b>Total</b>	<b>16,389</b>	<b>4,257,968</b>	<b>4,199,467</b>	<b>58,500</b>	<b>1.4%</b>

**4Q24 Compared To 4Q25**



**4Q25 Percent of Total**

