



# City of Fort Bragg Q1 2024 Sales Tax Update



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September 12, 2024



AN  
**AVENU**  
INSIGHTS & ANALYTICS  
COMPANY

# Sales Tax Performance & Comparisons





# Top 25 Sales Tax Producers (~ 65% of total local businesses sales tax revenue)

ARCO AM/PM MINI MARTS  
CHEVRON SERVICE STATIONS  
CVS/PHARMACY  
DAVID'S DELI  
DENNY'S RESTAURANTS  
DOLLAR TREE STORES  
EMERALD TRIANGLE CANNABIS - MMD  
GEO AGGREGATES  
HARVEST MARKET  
KEMPPE LIQUID GAS  
MCDONALD'S RESTAURANTS  
MENDO MILL & LUMBER COMPANY  
NOYO HARBOR INN

NOYO RIVER GRILL  
O'REILLY AUTO PARTS  
REDWOOD COAST FUELS  
RESTAURANTE LOS GALLITOS  
RINO SERVICE STATIONS  
RITE AID DRUG STORES  
ROSSI BUILDING MATERIALS  
SAFEWAY STORES  
SINCLAIR SERVICE STATIONS  
SPORT CHRYSLER-JEEP-DODGE  
TACO BELL  
THE BREWERY SHOP

# City of Fort Bragg

## Local Business Sales Tax Drivers

### Primary Drivers

- **Food (Markets & Restaurants): 35%**
- **Transportation (Auto Sales & Gas Stations): 22%**
- **Retail: 19%**
- **Construction: 17%**
- **Business to Business: 6%**

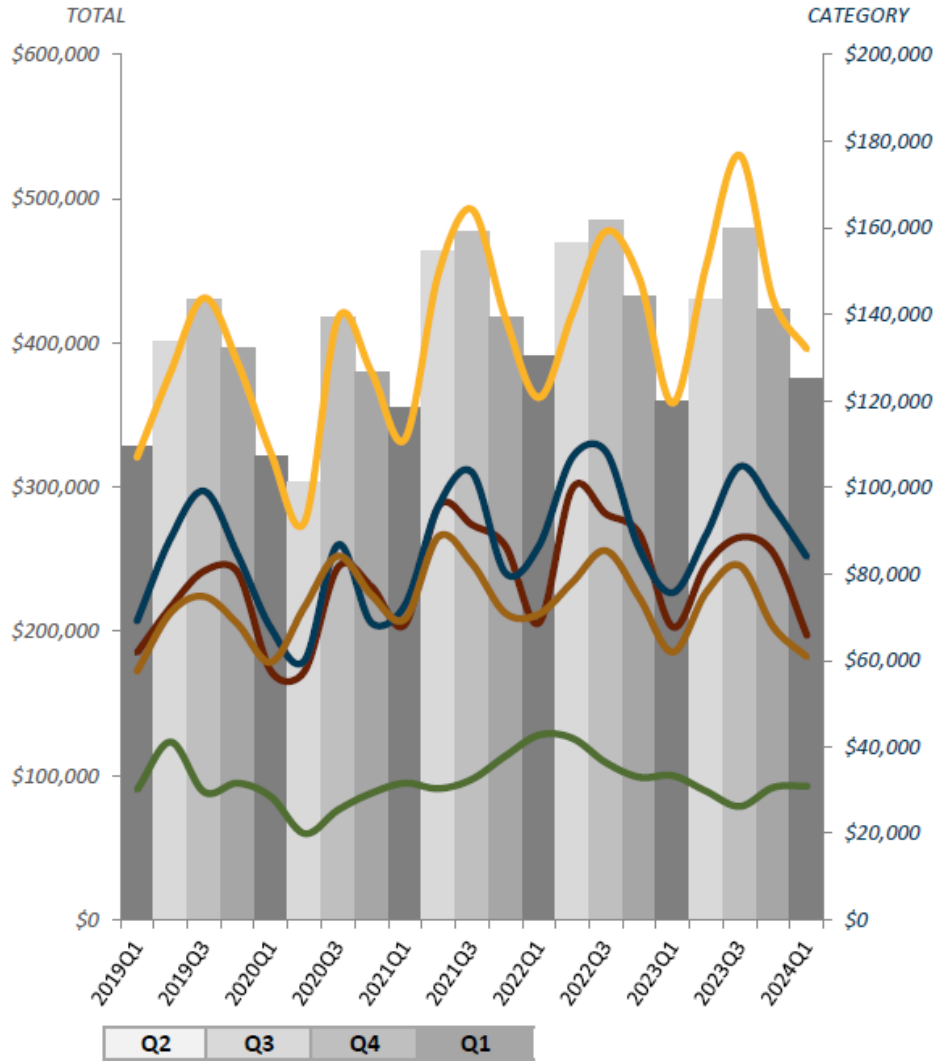
### Others

- **Miscellaneous: 1%**

# Fort Bragg 1% Sales Tax Performance

	YE 2019Q1	YE 2020Q1	YE 2021Q1	YE 2022Q1	YE 2023Q1	YE 2024Q1
<b>Total Receipts</b>	\$1,770,876	\$1,707,450	\$1,817,410	\$2,128,296	\$2,077,141	\$2,049,782
<b>Net Pools/Admin/Adj</b>	\$216,356	\$157,442	\$361,265	\$379,777	\$330,636	\$341,782
<b>Local Businesses</b>	\$1,554,520	\$1,550,008	\$1,456,144	\$1,748,519	\$1,746,505	\$1,707,999
<b>General Retail</b>	\$310,050	\$290,742	\$284,409	\$341,972	\$350,548	\$321,154
<b>Food Products</b>	\$506,986	\$506,984	\$468,739	\$573,522	\$567,172	\$603,315
Restaurants	275,877	267,548	219,901	319,908	308,391	<b>345,900</b>
<b>Transportation</b>	\$333,716	\$339,123	\$288,203	\$365,879	\$376,566	\$373,266
<b>Construction</b>	\$265,520	\$273,761	\$301,151	\$312,594	\$299,805	\$286,203
<b>Business To Business</b>	\$126,905	\$130,782	\$106,359	\$143,525	\$144,708	\$117,577
<b>Miscellaneous</b>	\$11,342	\$8,616	\$7,285	\$11,028	\$7,707	\$6,484

# Fort Bragg – Q1 Economic Performance



TOTAL				
2024Q1	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$374,965	4.3%	\$15,290	-2.2%	-\$37,872

GENERAL RETAIL				
2024Q1	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$65,851	-2.7%	-\$1,848	-8.4%	-\$29,393
% of 2024Q1 Total:		17.6%		

FOOD PRODUCTS				
2024Q1	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$131,908	10.4%	\$12,405	6.4%	\$36,143
% of Total:		35.2%		

TRANSPORTATION				
2024Q1	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$83,897	10.9%	\$8,229	-0.9%	-\$3,300
% of Total:		22.4%		

CONSTRUCTION				
2024Q1	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$60,774	-1.9%	-\$1,170	-4.5%	-\$13,603
% of Total:		16.2%		

BUSINESS TO BUSINESS				
2024Q1	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$30,959	-7.2%	-\$2,392	-18.7%	-\$27,131
% of Total:		8.3%		

QoQ = 24Q1 / 23Q1

YoY = YE 24Q1 / YE 23Q1





# Sales Tax Future?



# Fort Bragg 1% Sales Tax Forecast

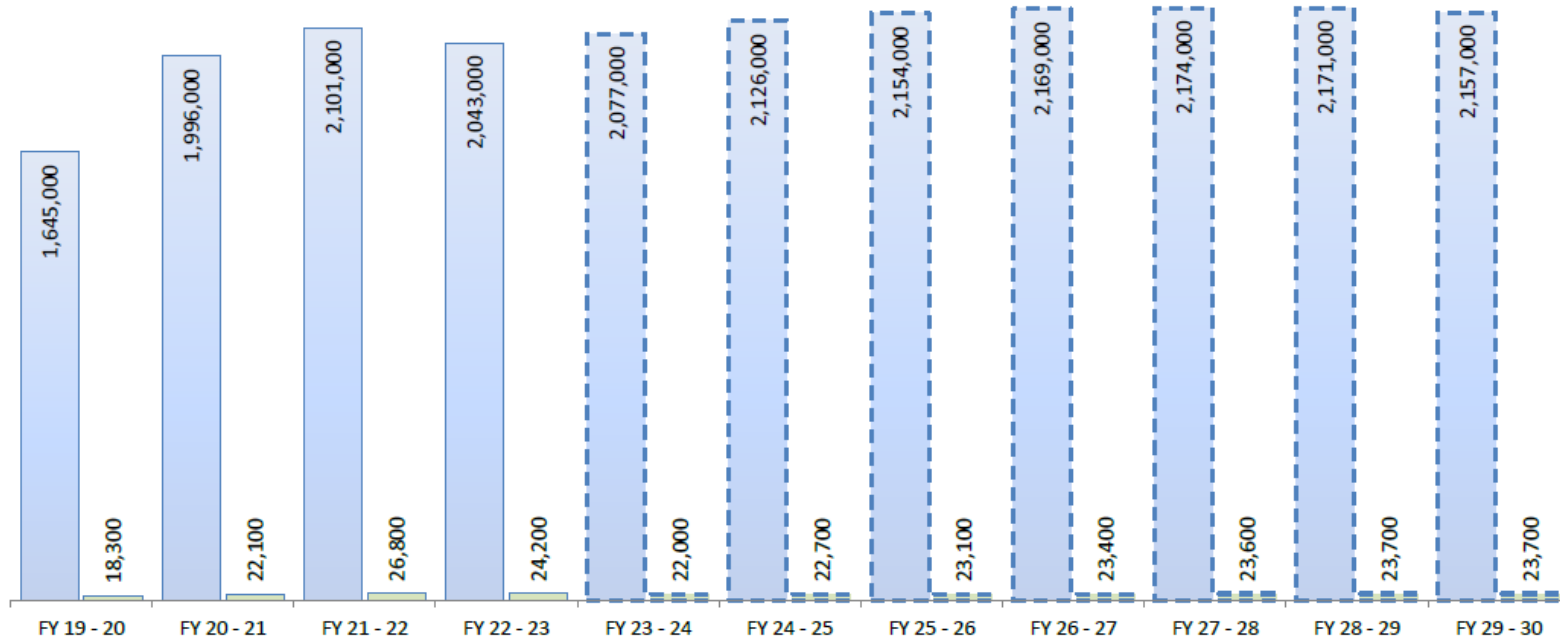
## City of Fort Bragg Sales & Use Tax Forecast Summary

Accrual through August Clean-up (Historical through Balance: September)

Bradley Burns	FY 22 - 23	FY 23 - 24	FY 24 - 25	FY 25 - 26	FY 26 - 27	FY 27 - 28	FY 28 - 29	FY 29 - 30
Cash Projection	2,043,000	2,077,000	2,126,000	2,154,000	2,169,000	2,174,000	2,171,000	2,157,000
Percent Change	-2.8%	1.7%	2.4%	1.3%	0.7%	0.2%	-0.1%	-0.6%

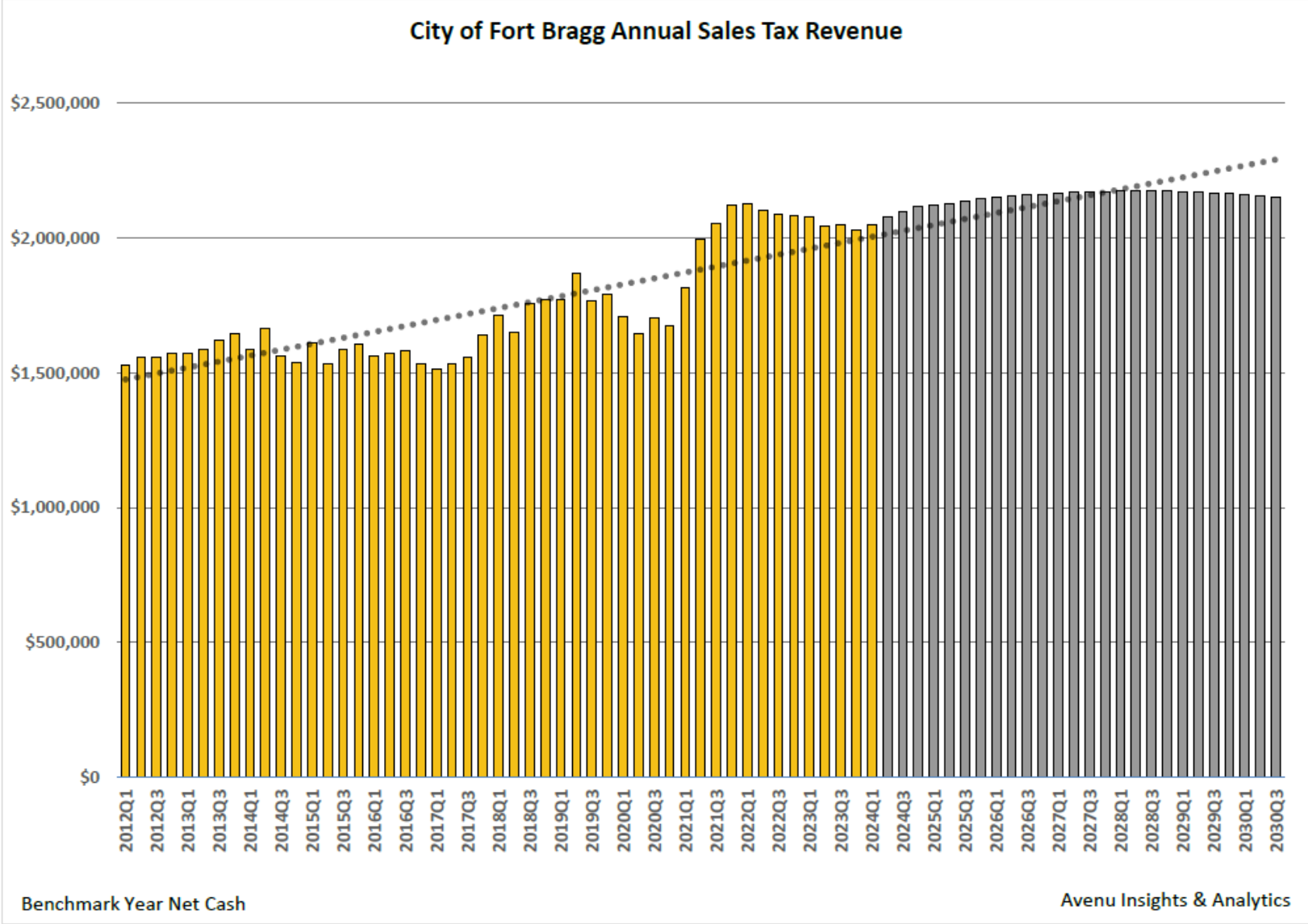
  

Prop 172	FY 22 - 23	FY 23 - 24	FY 24 - 25	FY 25 - 26	FY 26 - 27	FY 27 - 28	FY 28 - 29	FY 29 - 30
Cash Projection	24,200	22,000	22,700	23,100	23,400	23,600	23,700	23,700
Percent Change	-9.7%	-9.1%	3.2%	1.8%	1.3%	0.9%	0.4%	0.0%



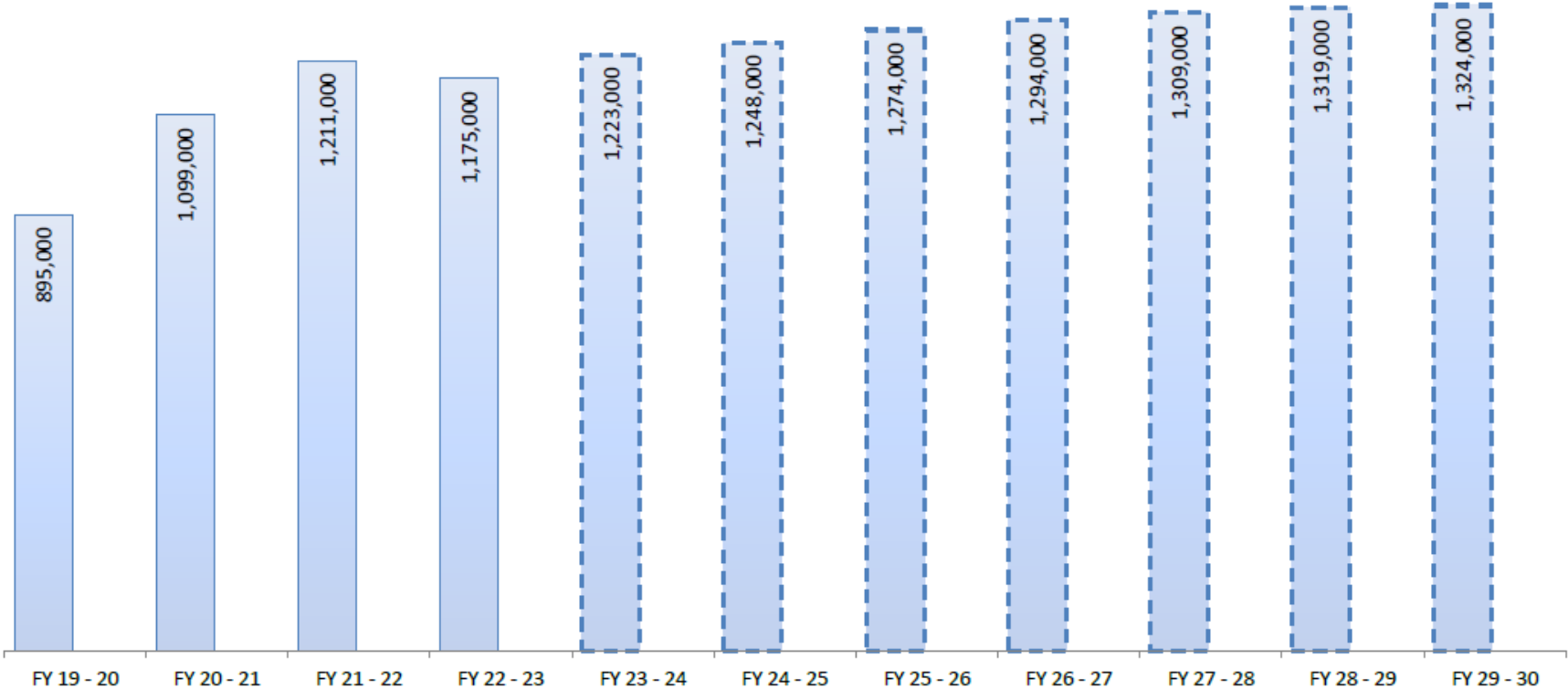


# Fort Bragg 1% Sales Tax Past & Future



# Fort Bragg 1/2% 'Add-on' Forecast

Voter Approved	FY 22 - 23	FY 23 - 24	FY 24 - 25	FY 25 - 26	FY 26 - 27	FY 27 - 28	FY 28 - 29	FY 29 - 30
Cash Projection	1,175,000	1,223,000	1,248,000	1,274,000	1,294,000	1,309,000	1,319,000	1,324,000
Percent Change	-3.0%	4.1%	2.0%	2.1%	1.6%	1.2%	0.8%	0.4%



# Sales Tax Future – Settling...

- **National Economy** – Inflation rates have been coming down closer to the Federal Reserve’s desired inflation rate of 2%-ish. Unemployment has been creeping up and so it is likely the Federal Reserve will begin cutting rates at its next meeting and continue cutting into 2025. This should add some energy into the economy.
- **California** – Population shifts appear to be ending. However, statewide costs remain high for housing, energy, and other essentials. High costs erode some of the consumer capacity for taxable sales.
- **When will we Reach the ‘New Normal’?**



**Thank you...Questions?**