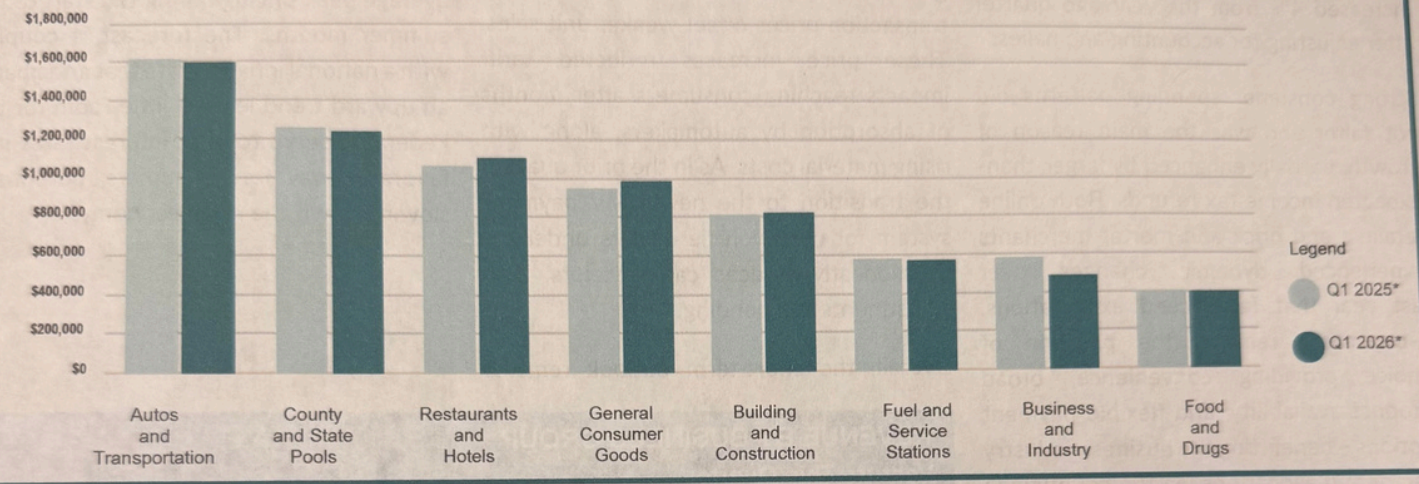
CITY OF VENTURA
SALES TAX UPDATE
1Q 2026 (JANUARY - MARCH)

VENTURA	-1.3%	5.1%	4.0%
TOTAL: $ 7,208,714	1Q2026	COUNTY	STATE

*Allocation aberrations have been adjusted to reflect sales activity

SALES TAX BY MAJOR BUSINESS GROUP



Measure O
TOTAL: $4,005,840
1.4%

ura

CITY OF VENTURA HIGHLIGHTS

Ventura's receipts from January through March were 4.1% below the first sales period in 2025. Excluding reporting aberrations, actual sales were down 1.3%.

Inflation, interest rates, and pricing trends remain key factors to monitor, but the near-term outlook for sales tax revenues remains positive.

The largest major industry group decline came from business-industry which include repair shops/hand tools and business services. Returns from new motor vehicle dealers, service stations, building materials, grocery stores, and the state and county pools were also down.

Sales from auto lease, transportation/ rentals, family apparel, department and drug stores, fast casual, casual and quick service restaurants, and contractors increased and combined to partially offset the overall net quarterly loss.

The City's Transaction and Use Tax Measure O generated 55.4% of the Bradley Burns amount, led by the strongest percentage growth from the business-industry sector.

Net of aberrations, taxable sales for all of Ventura County grew 5.1% over the comparable time period; the Southern California region was up 4.0%.

TOP 25 PRODUCERS

Arco
Builders FirstSource
Consolidated Electrical Distributors
Crown Dodge Chrysler Jeep Ram
Enterprise Rent A Car
Ferguson Enterprises
Gold Coast Acura
HD Supply
Jaguar Ventura Land Rover Ventura
Kia of Ventura
Kirby Subaru Of Ventura
Lowes
Main Electric Supply
Ocean Honda of Ventura
Paradise Chevrolet
Ross
Silvas Oil Co
Sparkling Image Car Wash
Sunbelt Rentals
Target
Trader Joe's
Ventura Toyota/ Scion
Ventura Volkswagen
Vons
Walmart Supercenter

HdL Companies
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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.

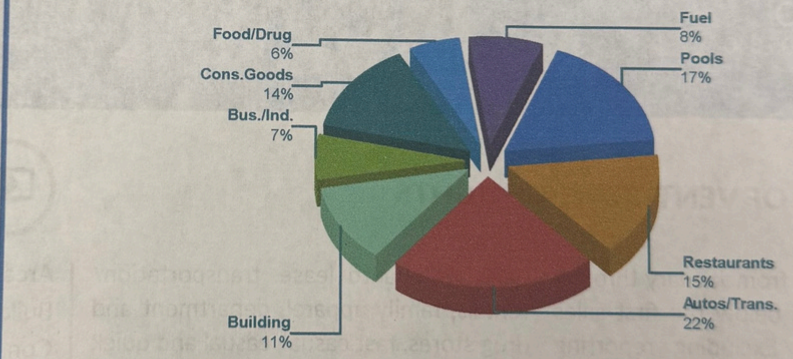
The first quarter also included the initial impacts of elevated tensions in the Middle East which drove West Texas Intermediate crude oil prices above $95 per barrel. This had an immediate impact on local gas prices resulting in a modest bump to receipts from gas stations and created large amounts of 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

Ventura This Quarter*



*ADJUSTED FOR ECONOMIC DATA

TOP NON-CONFIDENTIAL BUSINESS TYPES

Business Type	Ventura Q1 '26*	Ventura Change	County Change	HdL State Change
New Motor Vehicle Dealers	1,074.5	-3.9%	5.1%	-0.6%
Casual Dining	603.6	1.9%	-0.1%	4.0%
Service Stations	461.2	-4.6%	-0.3%	1.0%
Building Materials	408.2	-3.5%	-4.0%	-3.7%
Quick-Service Restaurants	279.7	2.6%	1.0%	1.9%
Plumbing/Electrical Supplies	265.2	-1.1%	-0.3%	-1.5%
Grocery Stores	224.4	-2.6%	-0.1%	-1.0%
Family Apparel	147.9	7.7%	6.2%	11.1%
Specialty Stores	125.3	-2.5%	-3.8%	-1.9%
Fast-Casual Restaurants	124.6	14.2%	3.3%	3.9%

*Allocation aberrations have been adjusted to reflect sales activity

*In thousands of dollars

CITY OF VENTURA

SALES TAX REVENUES BY GEOGRAPHIC AREA - 1Q 2026

ADJUSTED FOR ECONOMIC DATA

Geographic Area	Count	Current Year 1Q 2026	% Chg.	% of Ttl.	Prior Year 1Q 2025	1Q 2026	4Q 2025	3Q 2025	2Q 2025	1Q 2025	4Q 2024	3Q 2024	2Q 2024
0003 - Main Street Moves	185	180,957	3.5%	3.0%	174,843	180,957	190,460	199,149	186,875	174,843	202,691	212,351	201,617
0004 - Arrundell	759	1,275,247	-3.0%	21.3%	1,314,739	1,275,247	1,496,099	1,392,589	1,409,119	1,314,739	1,389,210	1,387,758	1,460,779
0005 - College	880	273,227	4.7%	4.6%	260,991	273,227	280,304	272,870	293,318	260,991	284,682	281,881	297,145
0006 - Downtown	1,126	506,206	2.3%	8.5%	494,768	506,206	535,809	602,420	541,258	494,768	563,061	640,774	560,946
0007 - Juanamaria	92	75,107	0.0%	1.3%	75,126	75,107	80,797	78,216	79,810	75,126	78,161	71,064	65,232
0008 - Midtown	764	765,407	-1.2%	12.8%	774,687	765,407	949,962	822,378	837,140	774,687	984,155	858,241	862,443
0009 - Montalvo	372	344,591	8.0%	5.8%	318,992	344,591	356,826	364,449	367,246	318,992	316,007	320,814	342,032
0010 - North Bank	135	1,218,371	-4.8%	20.4%	1,279,578	1,218,371	1,292,832	1,298,288	1,258,728	1,279,578	1,301,213	1,299,572	1,284,602
0011 - Olivas	21	12,921	14.6%	0.2%	11,273	12,921	12,739	13,608	23,171	11,273	11,606	15,173	12,918
0012 - Pierpoint	207	273,317	-1.2%	4.6%	276,751	273,317	276,596	307,378	299,323	276,751	291,819	371,806	340,441
0013 - Poinsettia	84	62,046	-4.0%	1.0%	64,643	62,046	74,407	65,673	67,501	64,643	77,858	67,264	66,469
0014 - Saticoy	103	18,678	6.4%	0.3%	17,558	18,678	17,650	18,348	21,145	17,558	18,177	20,072	21,356
0015 - Serra	150	53,864	-5.2%	0.9%	56,805	53,864	52,288	54,649	59,748	56,805	61,301	63,945	65,819
0016 - Thille	238	499,362	2.5%	8.4%	487,247	499,362	581,652	528,830	532,299	487,247	566,017	512,772	531,929
0018 - Wells	50	39,149	-6.5%	0.7%	41,868	39,149	46,077	45,397	45,411	41,868	46,945	51,250	54,644
0019 - Westside	390	326,866	0.3%	5.5%	326,033	326,866	340,005	342,699	361,509	326,033	347,920	335,294	328,505
0021 - Downtown with MSM Hole	934	324,824	1.5%	5.4%	320,092	324,824	343,715	401,808	354,188	320,092	358,123	427,530	359,415
0022 - Prior Downtown BID area	354	312,114	3.5%	5.2%	301,459	312,114	324,523	345,328	330,505	301,459	343,436	359,914	332,755
0023 - Harbor	84	87,321	10.3%	1.5%	79,179	87,321	85,888	105,919	94,692	79,179	87,149	125,963	94,475
SHP0001 - Downtown Ventura BID	292	247,479	3.2%	4.1%	239,854	247,479	258,122	271,747	256,056	239,854	272,666	282,742	261,376
SHP0002 - Auto Center Area	18	1,103,968	-3.5%	18.5%	1,143,745	1,103,968	1,171,896	1,149,040	1,120,884	1,143,745	1,165,524	1,145,317	1,131,399
SHP0003 - Pacific View Mall	99	315,747	-1.1%	5.3%	319,418	315,747	475,536	361,046	356,778	319,418	483,257	358,136	362,841
Totals For Listed Geo Areas	7,337	8,316,769	-0.8%	139.2%	8,379,648	8,316,769	9,244,183	9,041,828	8,896,703	8,379,648	9,250,977	9,209,633	9,039,139
Totals For All Outlets	5,622	5,975,926	-1.3%	100.0%	6,053,212	5,975,926	6,599,230	6,494,859	6,449,472	6,053,212	6,560,825	6,526,396	6,514,840

* Businesses may be in overlapping geo areas. Totals may be greater than 100%.
* Count represents current active sales tax permits with the CDTFA. Revenue does not include State or County Pools.

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