

CITY OF SEAL BEACH

SALES TAX UPDATE

3Q 2025 (JULY - SEPTEMBER)



SEAL BEACH

TOTAL: \$ 1,199,290

4.6%
3Q2025



2.2%
COUNTY

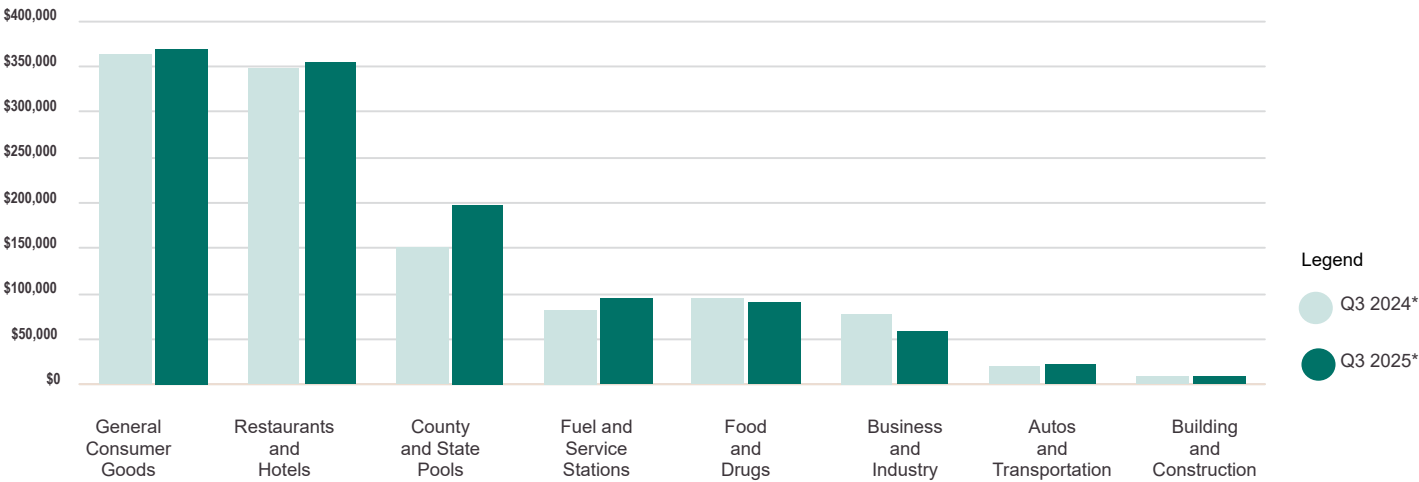


1.9%
STATE



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

SALES TAX BY MAJOR BUSINESS GROUP



Measure GG

TOTAL: \$2,268,483



CITY OF SEAL BEACH HIGHLIGHTS

Seal Beach's receipts from July through September were 27.1% above the third sales period in 2024. Excluding reporting aberrations, actual sales were up 4.6%.

Revenue from general consumer goods increased slightly with a new retailer contributing to the increase.

New dining options helped to boost revenue from the restaurant-hotel sector.

In the third quarter of 2025, revenue from fuel-service stations rose slightly due to refinery issues and volatile markets.

Store closures had a negative impact on totals from food-drugs.

The business-industry sector struggled due to buyer caution, longer sales cycles inflation and tariffs.

The auto-transportation group reported modest increases when compared to the year-ago period.

Measure GG, the City's new/replacement voter-approved transactions and use tax, brought in \$2,307,142 in revenue.

The City's share of the countywide use tax pool increased 30.2% when compared to the same period in the prior year.

Net of aberrations, taxable sales for Orange County rose 2.2% over the comparable time-period; the Southern California region was up 1.8%.



TOP 25 PRODUCERS

- | | |
|------------------------------|------------------------|
| 76 | Marshall's |
| Beach House At The River | Mobil |
| Boeing | Old Ranch Country Club |
| California Pizza Kitchen | Original Parts Group |
| Chevron | Pavilions |
| Chick Fil A | Petsmart |
| Crate Barrel Outlet | Ralphs |
| CVS Pharmacy | Roger Dunn Golf Shops |
| Energy Tubulars | Spaghettini |
| G&M | Target |
| Hofs Hut Restaurant & Bakery | Ultra Beauty |
| Home Goods | |
| In N Out Burger | |
| Kohls | |



STATEWIDE RESULTS

California's local one-cent sales and use tax receipts for July through September were 1.9% higher than the same quarter last year, after adjusting for accounting anomalies. While growth appears modest, calendar year 2025 remains on pace to rebound following two years of declines. Combined with second-quarter activity, the summer period posted a 1% improvement over the 2024 season.

Sustained consumer trends reflected a willingness to spend while remaining cost-conscious and prioritizing value. Online retailers, reporting to both business-industry and countywide use tax pools (depending on inventory location at purchase), recorded the strongest gains. This momentum extended to brick-and-mortar retailers, which also posted modest improvements. Seasonal "back-to-school" activity boosted men's and family apparel along with shoe stores, lifting the General Goods sector and enhancing expectations for the upcoming holiday shopping period.

Tax receipts from restaurants edged higher, supported by households' continued desire to eat out. Despite balancing higher menu prices, tip fatigue, and tighter margins, casual dining establishments generated the largest gains. Overall, summer performance appeared stable but lacked the tourism surge many had hoped for.

Offsetting positive results was a decline in revenue from fuel/service stations—marking the 10th out of the last 11 quarters with negative year-over-year change. This trend is largely tied to West Texas Intermediate (WTI) crude oil prices, which hit their lowest monthly levels since 2021. While lower gas prices may encourage spending in other categories, potential oil refinery closures in the coming year could keep per-gallon prices elevated.

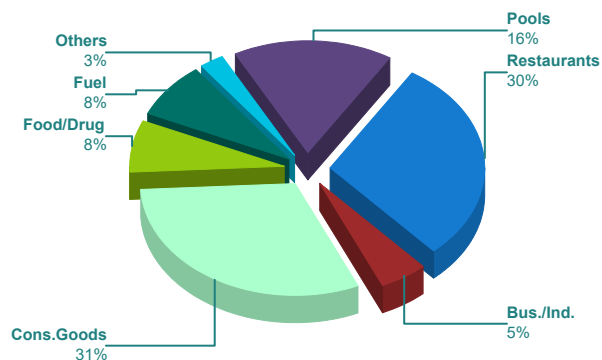
The food and drug sector continued its downward trend as grocers remitted fewer taxes, reflecting the challenge of generating taxable revenue amid rising food prices. Drug store filings have declined throughout the year, driven partly by increased access to medications through ecommerce platforms and a contraction in physical store footprints due to over-saturation and chain bankruptcies.

Two sectors poised to benefit from lower short-term interest rates—autos/transportation and building/construction—repeated a pattern of lackluster returns. A minor uptick came from new auto sales and leasing, while building material

suppliers struggled during the summer, likely creating pent-up demand for repairs and improvements ahead.

With the Federal Reserve considering additional rate changes in early 2026, optimism for improved consumer financing conditions and stronger sales tax receipts remains. As national tariff and trade talks ease, inflationary pressures will continue to shape spending behavior. For now, calendar year 2025 closes with sluggish but stable performance, awaiting broader economic shifts.

REVENUE BY BUSINESS GROUP Seal Beach This Quarter*



*ADJUSTED FOR ECONOMIC DATA

TOP NON-CONFIDENTIAL BUSINESS TYPES

Seal Beach Business Type	Q3 '25*	Change	County Change	HdL State Change
Casual Dining	196.8	4.3% ↑	1.1% ↑	0.7% ↑
Service Stations	83.5	2.8% ↑	-5.3% ↓	-5.7% ↓
Quick-Service Restaurants	83.3	-0.4% ↓	-2.6% ↓	-1.8% ↓
Home Furnishings	65.3	14.9% ↑	4.3% ↑	1.6% ↑
Family Apparel	63.3	7.2% ↑	3.5% ↑	2.8% ↑
Sporting Goods/Bike Stores	31.8	0.8% ↑	-2.8% ↓	-4.5% ↓
Specialty Stores	30.7	-5.4% ↓	-4.2% ↓	-3.1% ↓
Fast-Casual Restaurants	26.9	-6.5% ↓	-1.2% ↓	-2.8% ↓
Women's Apparel	19.6	-5.4% ↓	2.6% ↑	-1.3% ↓
Electronics/Appliance Stores	16.4	1.5% ↑	0.9% ↑	-3.6% ↓

*Allocation aberrations have been adjusted to reflect sales activity

*In thousands of dollars