CULVER CITY MEASURE CC AND C
DISTRICT TAXES UPDATE
4Q 2024 (OCTOBER-DECEMBER)

CULVER CITY MEASURE C	CULVER CITY MEASURE CC
TOTAL: $1,530,874 — 1.1% 4Q24 ↑	**TOTAL: $3,060,727** — 1.1% 4Q24 ↑

DISTRICT TAX BY MAJOR BUSINESS GROUP

Allocation aberrations have been adjusted to reflect sales activity

Legend
- Q4 2023*
- Q4 2024*
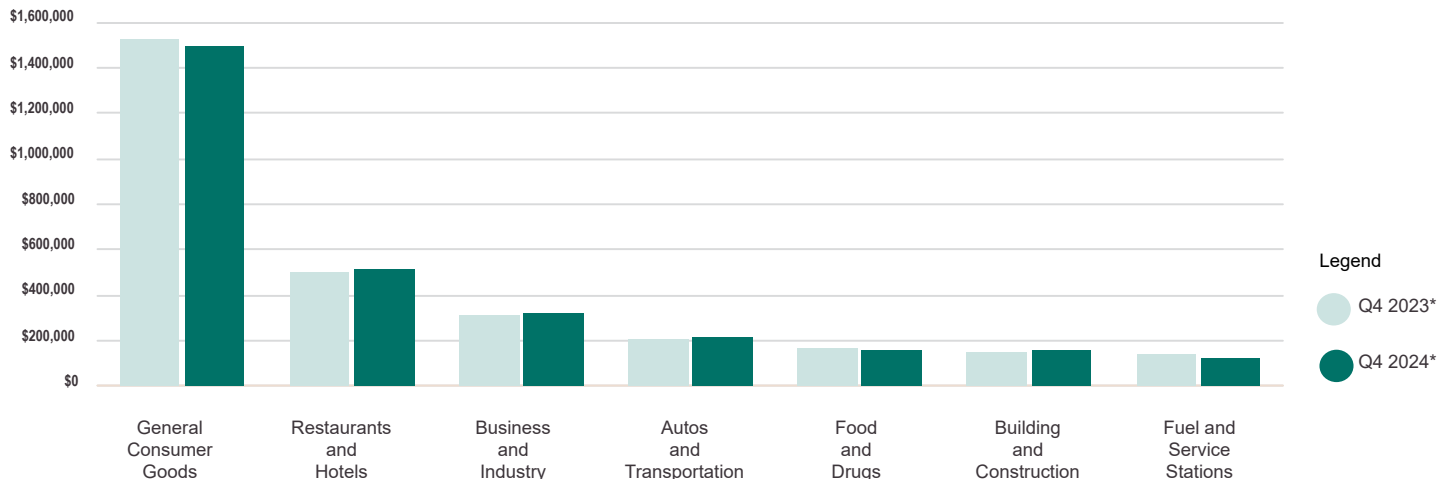
CULVER CITY DISTRICT TAXES HIGHLIGHTS

Culver City Measures C and CC's gross receipts from October through December 2024 were 2.3% above the fourth sales period in 2023. However, after adjusting for reporting modifications such as audit adjustments and delayed payments, actual sales were up 1.1%. Results varied among tax groups.

Even with increased ecommerce purchases by residents, consumers were more cautious during the busy shopping months, and general consumer goods declined 2.6%. The price of crude oil fell during the period and directly affected fuel-service station receipts – with revenues sliding 12%. The food-drug group also slumped during the period.

On the positive, most segments of the restaurants-hotels group posted higher returns, boosting the group 4.2% as people enjoyed the convenience and experience of dining out and visiting the area. New car purchases by City residents improved and autos-transportation jumped 5%. Increased contractor activity and plumbing/electrical supply sales netted building-construction positive results.

Gains in business services and office equipment sales lifted business-industry into positive territory. A large, one-time taxpayer payment boosted the transfers & receivables group by a whopping 179% and constributing to the overall positive result for the quarter.

Net of adjustments, taxable sales for all of Los Angeles County declined 2.8% over the comparable time period; the Southern California region was down 1.2%.

Revenue Comparison (Actual to Adopted Budget)

	YTD Actual Collections net Admin	Adopted FY 24/25	YTD % Budget
Sales Tax	11,872,085	25,324,990	47%
District Tax	8,345,449	17,086,883	49%

TOP 25 DISTRICT TAX PRODUCERS

7-Eleven	Nordstrom Rack
Amazon Fulfillment Services	Old Navy
Amazon MFA	Restoration Hardware
Best Buy	Ross
Bestbuy Com	Sephora
Costco	Target
Culver 19	TJ Maxx
Culver City Toyota	Total Wine & More
Foot Locker	Trader Joe's
Howard Industries	Uber Eats
In N Out Burger	Vons
JC Penney	Victoria's Secret
Macy's	

SALES PER CAPITA*

Culver City Measure CC — California
ADJUSTED FOR ECONOMIC DATA
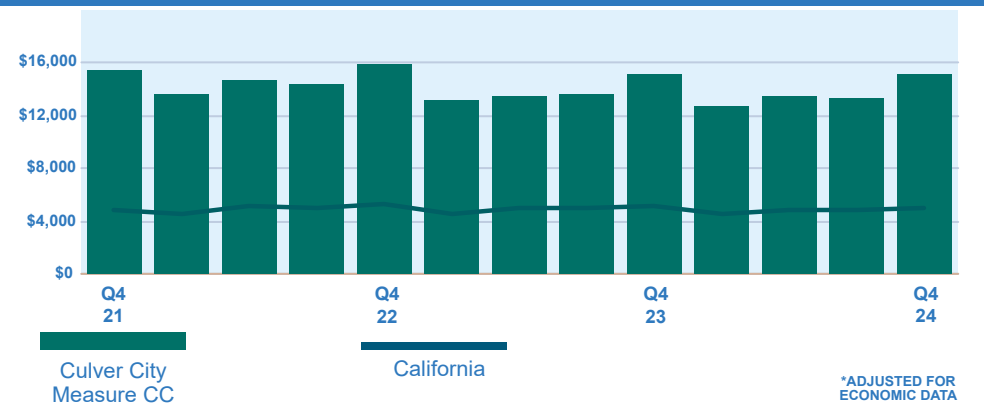
TOP NON-CONFIDENTIAL BUSINESS TYPES

Culver City Measure CC   **HdL State**

Business Type	Q4 '24*	Change		Change	
Discount Dept Stores	552.9	-0.9%	↓	-2.0%	↓
Casual Dining	216.8	1.0%	↑	1.9%	↑
Department Stores	153.4	-1.3%	↓	-7.1%	↓
Electronics/Appliance Stores	144.3	-6.3%	↓	-2.6%	↓
Specialty Stores	133.4	-1.9%	↓	-1.7%	↓
General Merchandise	127.3	7.9%	↑	8.5%	↑
Family Apparel	126.5	-3.1%	↓	1.3%	↑
New Motor Vehicle Dealers	123.6	6.5%	↑	-2.2%	↓
Service Stations	119.8	-12.0%	↓	-13.0%	↓
Quick-Service Restaurants	102.6	0.1%	↑	1.7%	↑

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