

# CULVER CITY MEASURE CC AND C

## DISTRICT TAXES UPDATE

### 2Q 2024 (APRIL - JUNE)



CULVER CITY MEASURE CC

TOTAL: \$2,717,398

1.2%  
2Q2024



CULVER CITY MEASURE C

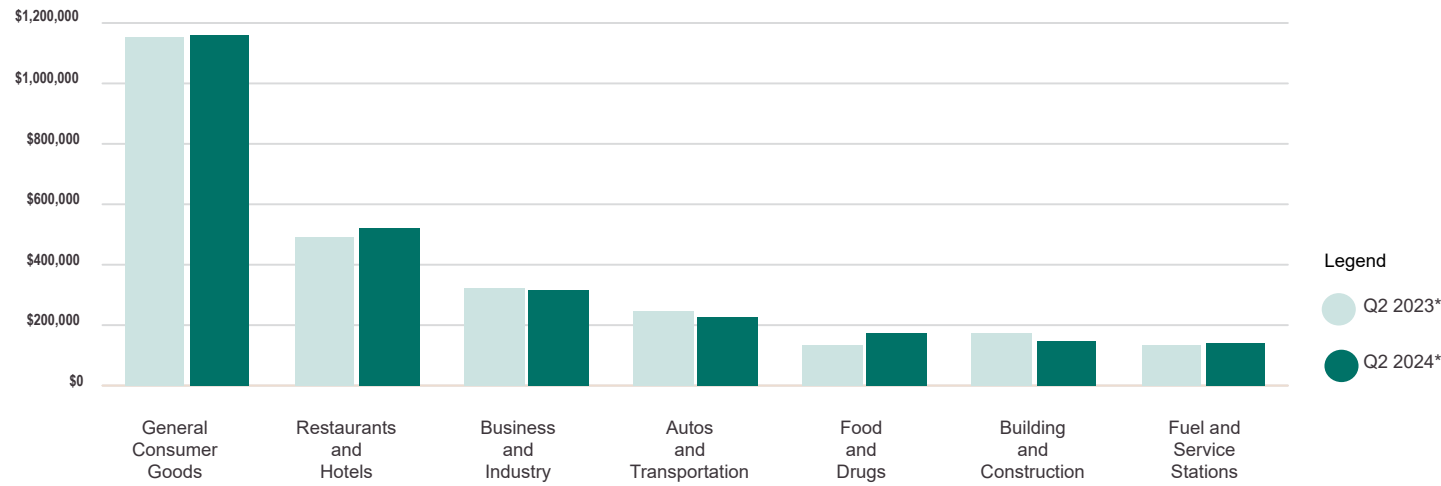
TOTAL: \$1,358,235

1.2%  
2Q2024



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

#### DISTRICT TAX BY MAJOR BUSINESS GROUP



#### CULVER CITY DISTRICT TAXES HIGHLIGHTS

Tax receipts from Culver City’s voter-approved district taxes, Measure CC (0.50%) and Measure C (0.25%), decreased by 0.6% from April to June compared to the same period in 2023. However, after accounting for payment irregularities—most notably an influx of tax revenue from a motion picture and equipment company in the comparison year tied to earlier sales activity—the adjusted figures show a 1.2% increase in actual sales.

This growth slightly surpassed the City’s Bradley-Burns sales tax performance, largely due to the broader tax base of the district taxes, which were less impacted by the decline in new car sales. The increase was further supported by several new business openings

over the past year, including restaurants, a family apparel store, and a convenience or liquor store.

The largest sales tax category, general consumer goods, continued to benefit from strong online shopping activity. Discount retailers also performed well, as consumers prioritized convenience and savings, though other retail sectors like department stores, specialty shops, shoe stores, and women’s apparel experienced declines as financial pressures led to reduced spending.

In comparison, taxable sales across Los Angeles County and the broader Southern California region both fell by 0.5%, excluding anomalies.

Revenue Comparison (Actual to Adopted Budget)			
	YTD Actual Collections net Admin	Adopted FY 23/24	YTD % Budget
Sales Tax	24,209,449	24,351,000	99.4%
District Tax	16,422,532	16,595,000	99.0%

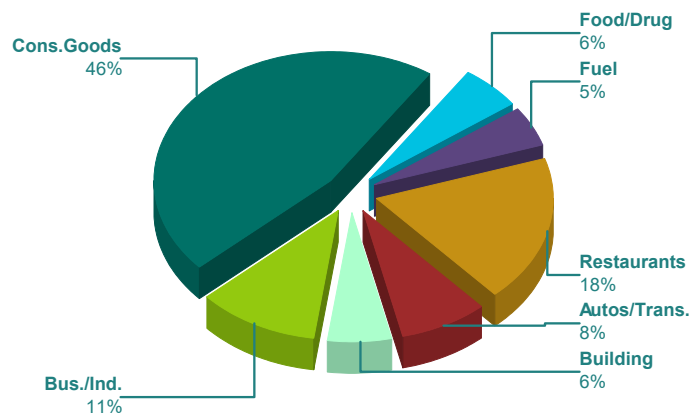


## TOP 25 SALES TAX PRODUCERS

7-Eleven	Ralphs
Amazon Fulfillment Services	Ross
Amazon MFA	Sephora
Best Buy	Target
Bestbuy Com	Tesla Motors
Conserv Fuel	TJ Maxx
Costco	Total Wine & More
Culver City Toyota	Trader Joe's
Culver19	Uber Eats
Howard Industries	Vons
In N Out Burger	Wolfgang Puck Catering & Events
JC Penney	
Macy's	
Nordstrom Rack	

## REVENUE BY BUSINESS GROUP

Culver City Measure CC This Fiscal Year\*



\*ADJUSTED FOR ECONOMIC DATA

## TOP NON-CONFIDENTIAL BUSINESS TYPES

Culver City Measure CC

Business Type	Q2 '24*	Change	HdL State Change
Discount Dept Stores	412.6	3.8% ↑	2.8% ↑
Casual Dining	221.0	4.2% ↑	0.7% ↑
Service Stations	139.0	5.0% ↑	2.3% ↑
New Motor Vehicle Dealers	126.7	-15.5% ↓	-7.7% ↓
Electronics/Appliance Stores	111.6	-1.9% ↓	-10.2% ↓
Department Stores	110.8	-3.7% ↓	-5.1% ↓
Specialty Stores	109.7	-3.5% ↓	-4.7% ↓
General Merchandise	104.9	5.4% ↑	-10.5% ↓
Family Apparel	101.0	8.2% ↑	0.9% ↑
Quick-Service Restaurants	100.0	0.5% ↑	1.2% ↑