

CITY OF FORTUNA

SALES TAX UPDATE

2Q 2022 (APRIL - JUNE)



FORTUNA

TOTAL: \$ 553,413

-10.3%
2Q2022



-13.3%
COUNTY

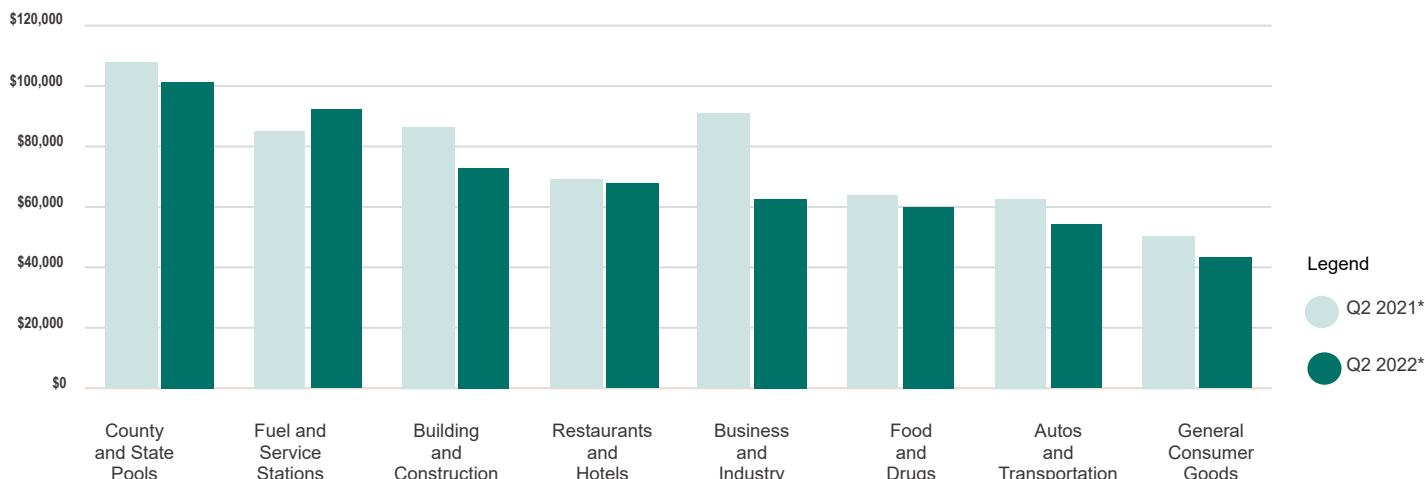


10.1%
STATE



*Allocation aberrations have been adjusted to reflect sales activity

SALES TAX BY MAJOR BUSINESS GROUP



Measure E

TOTAL: \$496,449



-7.9%



CITY OF FORTUNA HIGHLIGHTS

Fortuna's receipts from April through June were 14.3% below the second sales period in 2021. Excluding reporting aberrations, actual sales were down 10.3%.

Concerns of recession, plus inflationary effects on the cost of commodities, pushed tax payments across numerous categories lower.

The largest dollar loss came from garden/agricultural companies as sales plunged 38%; opening of a new warehouse/farm/construction equipment supplier in the region adversely effected this sector which declined 39%.

Segments within the building-construction and food-drugs groups assisted fewer customers, returns decreased 15% and 7%, respectively. Even though casual dining was up, patronage fell at quick service restaurants.

The 8% improvements from fuel-service stations captured exceptionally higher pump prices.

A reduction in Measure E local transactions taxes revealed similar results; activity was down in building, general retail and business based companies; residents bought fewer vehicles.



TOP 25 PRODUCERS

Ace Hardware & Garden	Safeway
Beverage Plus Foods	Sequoia Gas
Cigarette Payless	Sunbelt Rentals
Dollar General	Tractor Supply
Eel River Brewing	United Petrol
Forbusco Lumber	Valley Pacific Petroleum Services
Fortuna Chevron	Village Sport & Cycle
Fortuna Gas 4 Less	Walgreens
Grocery Outlet	Wyckoff Plumbing
Hummel Tire & Wheel	
Les Schwab Tire Center	
McDonalds	
Mercer Fraser	
Peterson Tractor	
Ray's Quality Cars	
Rite Aid	