

# CITY OF LIVERMORE

## SALES TAX UPDATE

### 3Q 2025 (JULY - SEPTEMBER)



#### LIVERMORE

TOTAL: \$ 9,367,983

-7.0%

3Q2025



0.9%

COUNTY



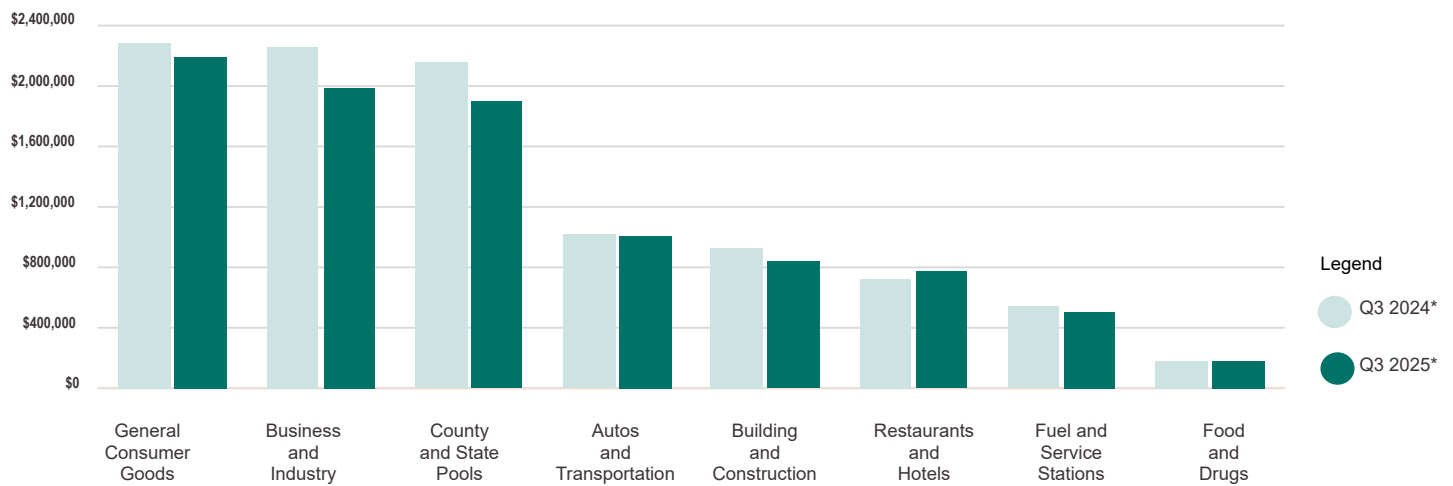
1.9%

STATE



\*Allocation aberrations have been adjusted to reflect sales activity

#### SALES TAX BY MAJOR BUSINESS GROUP



#### CITY OF LIVERMORE HIGHLIGHTS

Livermore's receipts from July through September were 4.7% below the third sales period in 2024. Excluding reporting aberrations, actual sales were down 7.0%.

Overall, the business-industry group declined 12%; data analysis revealed mixed performances across various sectors. Sales slowed from heavy industrial and three segments deemed confidential for reporting in this newsletter. On the bright side, support services, medical/biotech and light industrial companies each posted gains.

Payments from contractors decreased as project work slowed; demand for materials and plumbing/electrical supplies also fell; building-construction dropped 10%.

In alignment with State trends, new motor vehicle dealerships had a minor

dip in revenues. Crude oil prices stayed down, helped those paying for gas to save a few bucks; however, this caused a 6% reduction from service stations.

Apparel stores sold less merchandise while openings of retailers through the region this past year hurt general consumer goods comparisons.

Prior year audit corrections inflated the City's share of use tax allocations; this current quarter was burdened by a citywide 6% decrease in point of sale taxes; these elements generated a 13% smaller allocation from the Alameda Pool.

Annexation of a quick service eatery, new openings and strong patronage at casual dining venues explains the 7% increase from restaurants-hotels.

Net of aberrations, taxable sales for the Bay Area rose 2.5%.



#### TOP 25 PRODUCERS

- Ams Net
- Coach
- Computacenter
- Fusionstorm
- Costco
- Gillig
- Gucci Outlet
- Home Depot
- JA Momaney Services
- Jifco
- Land Rover Jaguar Livermore
- Livermore Ford/Lincoln/Alfa/Maserati
- Livermore Honda
- Livermore Subaru
- Livermore Toyota
- Lowes
- Mobile Modular Management Corp
- Nike
- Porsche Livermore
- Safeway
- Safeway Fuel
- Target
- Tri West Tractor
- US Foods
- Walmart
- Waxie Sanitary Supply



## 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.

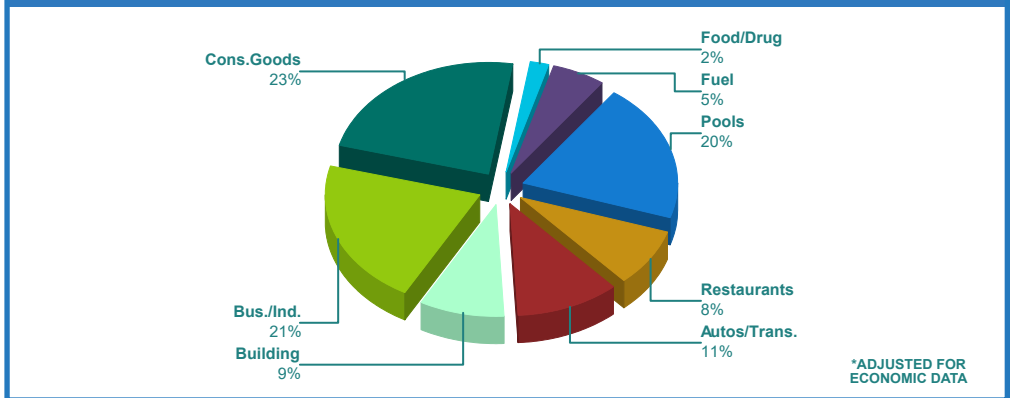
The food and drug sector continued its downward trend as grocers remitted fewer taxes, reflecting the challenge of generating taxable revenue amid rising food prices. Drug store filings have declined throughout the year, driven partly by increased access to medications through e-commerce platforms and 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 Livermore This Quarter\*



### TOP NON-CONFIDENTIAL BUSINESS TYPES

Livermore Business Type	Q3 '25*	Change	County Change	HdL State Change
Family Apparel	805.1	0.3% ↑	0.3% ↑	3.8% ↑
New Motor Vehicle Dealers	703.2	-1.7% ↓	10.5% ↑	2.6% ↑
Service Stations	501.1	-5.8% ↓	-8.0% ↓	-5.0% ↓
Casual Dining	440.2	7.2% ↑	2.7% ↑	2.0% ↑
Contractors	381.6	-10.6% ↓	-8.1% ↓	-0.1% ↓
Building Materials	345.8	-10.7% ↓	-3.1% ↓	-2.4% ↓
Heavy Industrial	275.3	-16.0% ↓	-19.5% ↓	2.8% ↑
Shoe Stores	246.3	0.0% ↓	-1.3% ↓	4.9% ↑
Quick-Service Restaurants	219.8	7.2% ↑	-2.3% ↓	-1.1% ↓
Business Services	211.6	55.3% ↑	12.1% ↑	15.0% ↑

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