

Local Government Taxes: Budgeting, Forecasting, and Future Trends

Wednesday, May 4, 2022 12:30 – 2:00 pm

THANK YOU FOR JOINING

Webinar Host & Moderator

Melissa Kuehne
Senior Program Manager
Institute for Local Government





TODAY'S AGENDA

Presentations:

Ken Brown, Principal, HdL Companies

Nichole Cone, Vice President, HdL Coren & Cone

Eric Myers, Director of Professional Services, HdL Companies

Local Government Perspective:

Sheila Poisson, Finance Director, City of Torrance

Lydia Romero, City Manager, City of Lemon Grove

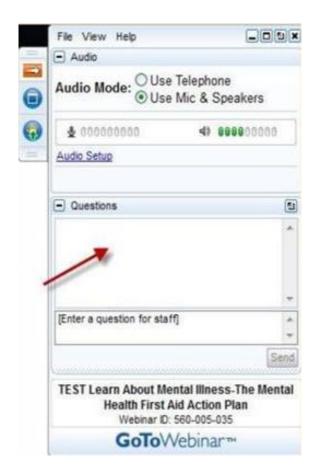
Q&A

Wrap Up & Adjourn



HOW TO ASK A QUESTION

- All webinar participants will be on MUTE during the entire call.
- Please TYPE any questions into the question box at any time during the webinar.
- The moderator will read your questions during the question period at the end of the webinar.





ILG IS NON-PROFIT, NON-PARTISAN & HERE TO HELP

- ILG is the non-profit training and education affiliate of three statewide local government associations
- Together with our affiliates, we serve over 2,500 local agencies – cities, counties and special districts
- We provide practical and easy-to-use resources so local agencies can effectively implement policies on the ground









OUR PROGRAMS AND SERVICES

Program Areas

Leadership & Governance

Civics Education & Workforce

Public Engagement

Sustainable & Resilient Communities



Services

Education & Training

Technical Assistance

Capacity Building

Convening

Our mission is to help local government leaders **navigate complexity**, increase capacity & build trust in their communities



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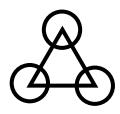


PROUD TO SERVE

CITIES, COUNTIES & SPECIAL DISTRICTS FOR

39 YEARS

100%
EMPLOYEE
OWNED



TRIFECTA

Superior service Increased revenue Decreased costs



COMPLIANCE

HdL helps clients reduce risk by keeping current with ever-changing legislation



RESULTS

Average city growth rates are ~3%, HdL clients are 2x that!

500+

Municipal Clients

\$3billion+

Recovered revenue

99.6%

Avg. Client Retention



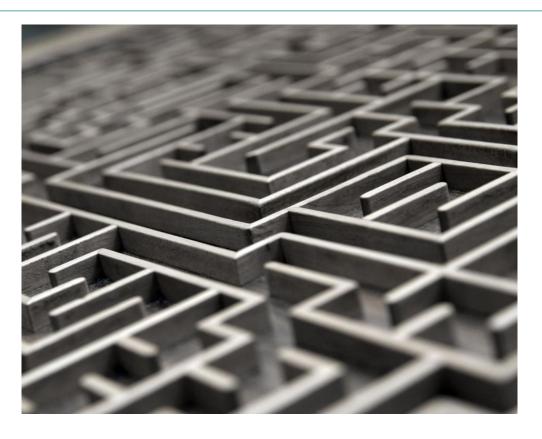


Purpose of this Presentation

Current Revenue Trends

- Sales Tax
- Cannabis Tax
- Property Tax
- **Hotel Tax**

How are local agencies planning and responding?







Overview: Three Year Comps

Business Group

County & State Pools \$

Total

\$

Autos & Transportation S

	Autos & Transportation	ې	1,127.5	Ą	1,065.0	Ą	1,343.7	Ş	221.0	2070
	Building & Construction	\$	604.4	\$	634.2	\$	711.9	\$	107.5	18%
	Business & Industry	\$	1,054.6	\$	1,113.2	\$	1,352.3	\$	297.7	28%
	Food & Drugs	\$	362.1	\$	401.3	\$	412.3	\$	50.2	14%
	Fuel & Service Stations	\$	647.9	\$	470.6	\$	667.0	\$	19.1	3%
red	General Consumer Goods	\$	1,402.8	\$	1,149.8	\$	1,474.2	\$	71.5	5%
	Restaurants & Hotels	\$	983.7	\$	681.2	\$	922.4	\$	(61.2)	-6%
	Point of Sale	\$	6,183.3	\$	5,535.9	\$	6,889.9	\$	706.6	11%

1 127 9 \$

1,124.7 \$

\$

7,308.0

Calendar Year 2019 Calendar Year 2020 Calendar Year 2021

1 085 6 \$

1,485.7

7,021.6

\$

Only sector not recovered

Surge included Wayfair AB147 implementation as of April 2019



Change: CY 21 vs 19

%

20%

39%

16%

\$

221 8

442.9

\$ 1,149.5

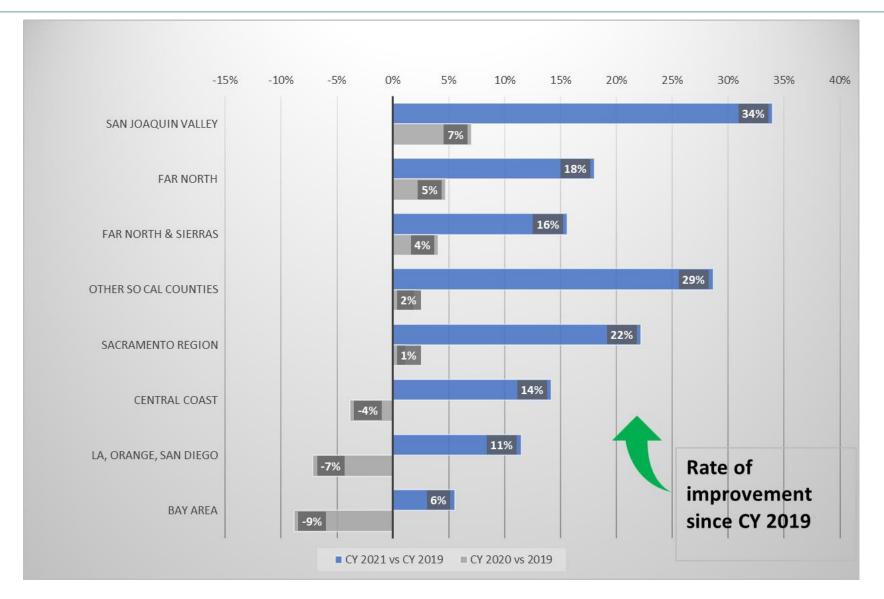
1 349 7 \$

1,567.6 \$

8,457.4



Overview: Regional Recovery Varies







Forecast Considerations

Russia/Ukraine Crisis

Supply Chain

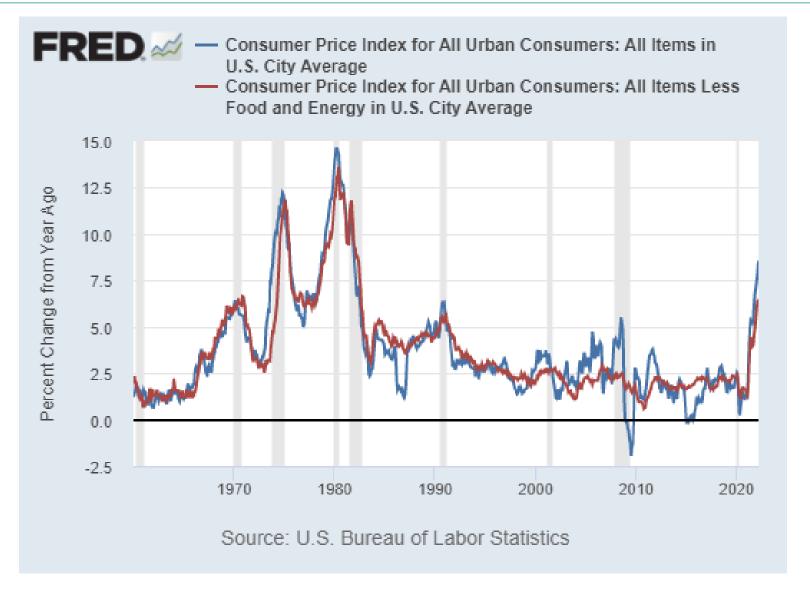
Interest Rates

Recent Performance Inflation & Prices

Labor Conditions



Inflation is HOT



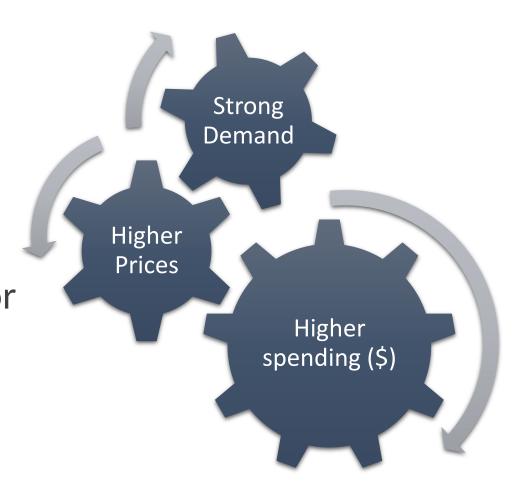




Inflation and Sales Tax

Current Conditions

- Strong demand for consumer goods → upward pressure on prices → upward pressure on spending and sales tax
- Supply chain bottlenecks and labor shortages → downward pressure on supply → upward pressure on prices → upward pressure on spending and sales tax



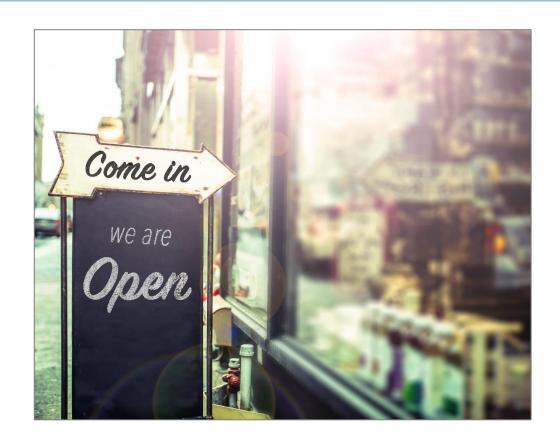




Largest Major Industry Groups

- 1. County and State Use-Tax Pools (~18.5% of total)
- 2. Business-Industrial (~16.0% of total)
- 3. General Consumer Goods (~17.4% of total)
- 4. Autos & Transportation (~16.0% of total)

The top 4 groups comprise ~68% of overall statewide sales tax receipts







County Pools: Performance

2Q19: Implementation of AB 147 Starts (Wayfair)

4Q19 - 3Q20: AB 147 Marketplace facilitator portion begins

1Q21: Shifts of local tax reporting due to changes in business structure. Partial allocations shift from indirect to direct reporting.

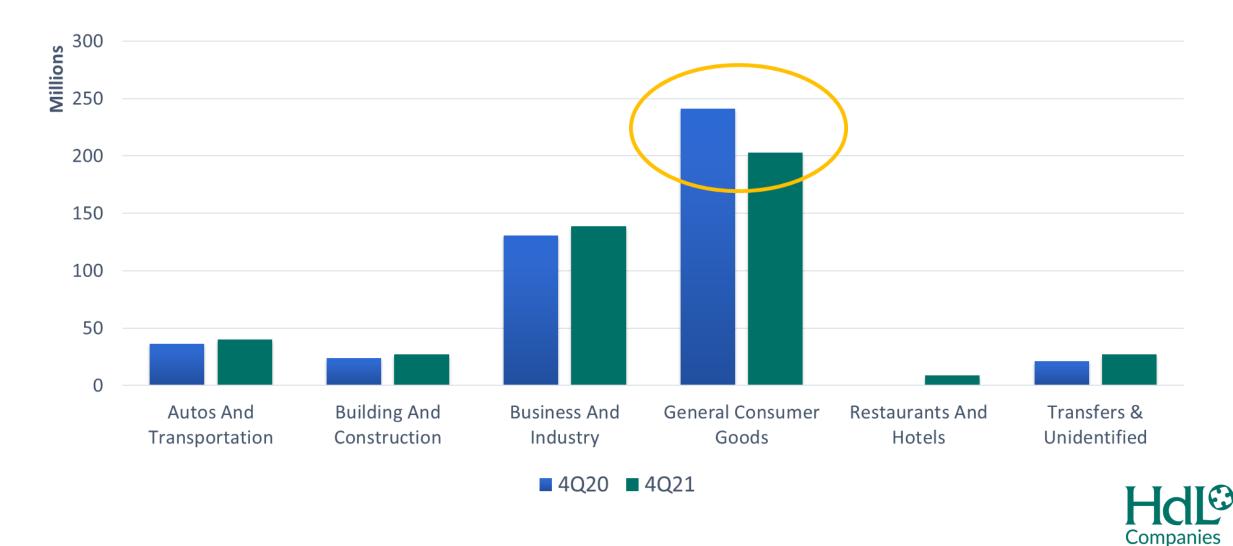
2Q21 - 3Q21: Growth slows due to prior year peaks



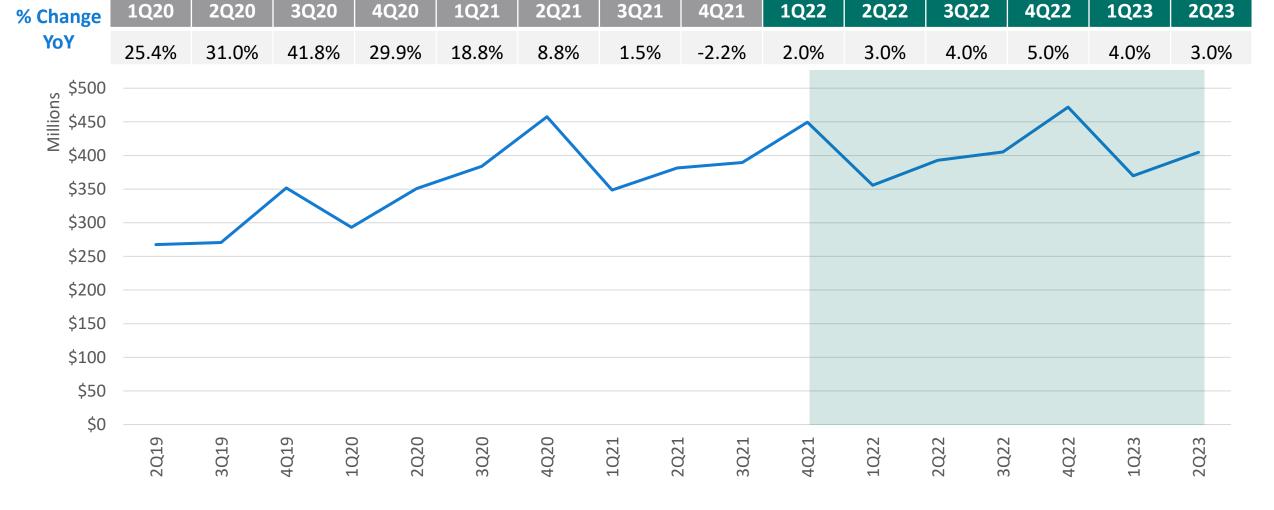




County Pools: Make Up







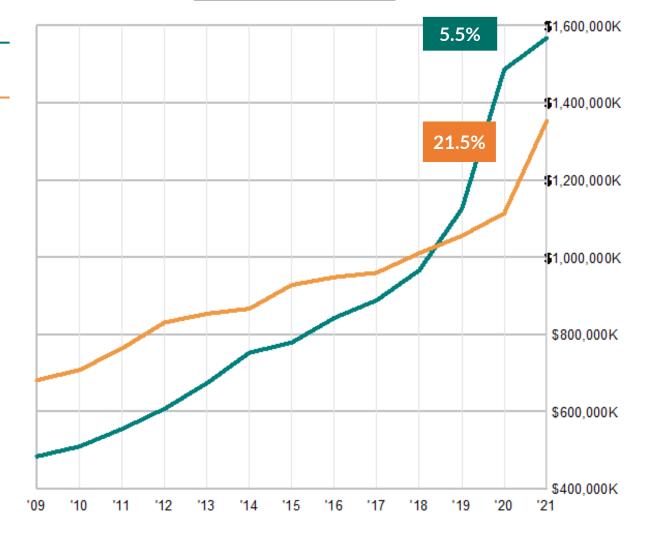


Sales Tax by Major Industry Group

State & County Pools

Business And Industry

Count: 333,061

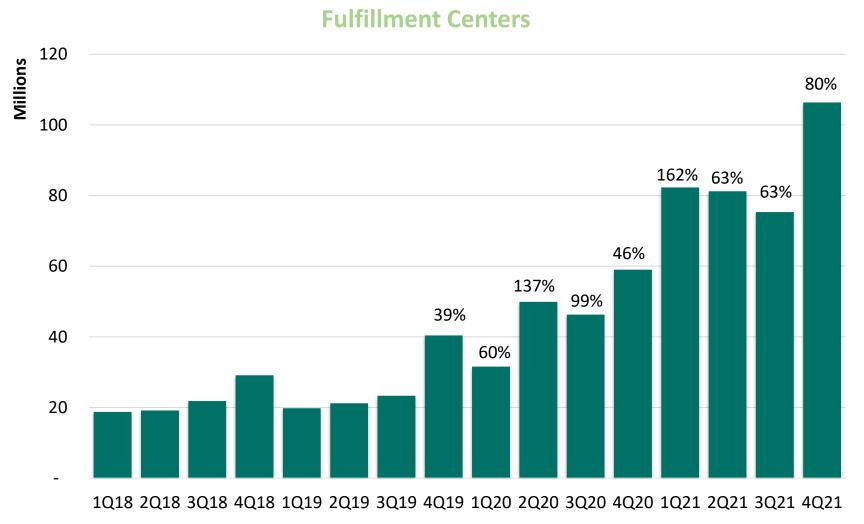


Indirect local tax moving to Direct local tax





Fulfillment Centers



Place-of-Sale direct allocations to local agencies

4Q19 - 3Q20: Growth corresponds to increased local tax collections related to AB 147 and Marketplace Facilitators as well as Pandemic induced behavior shifts

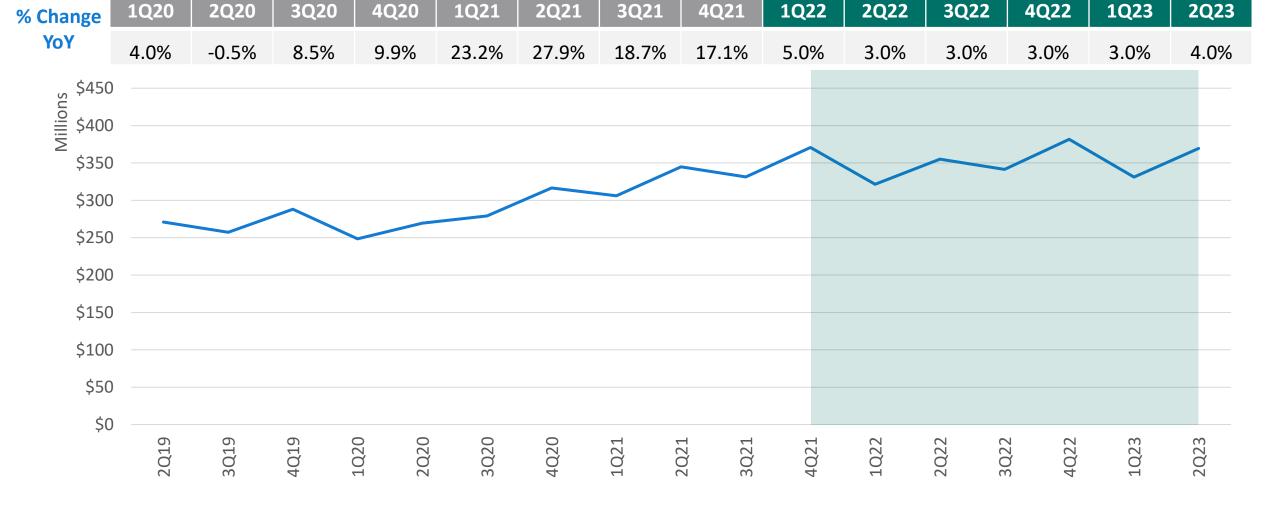
4Q20: Continued Pandemic induced behavior shifts to online shopping

1Q21 - 4Q21: Shifts of local tax reporting due to changes in business structure. Partial allocations shift from indirect to direct reporting.





Business & Industry



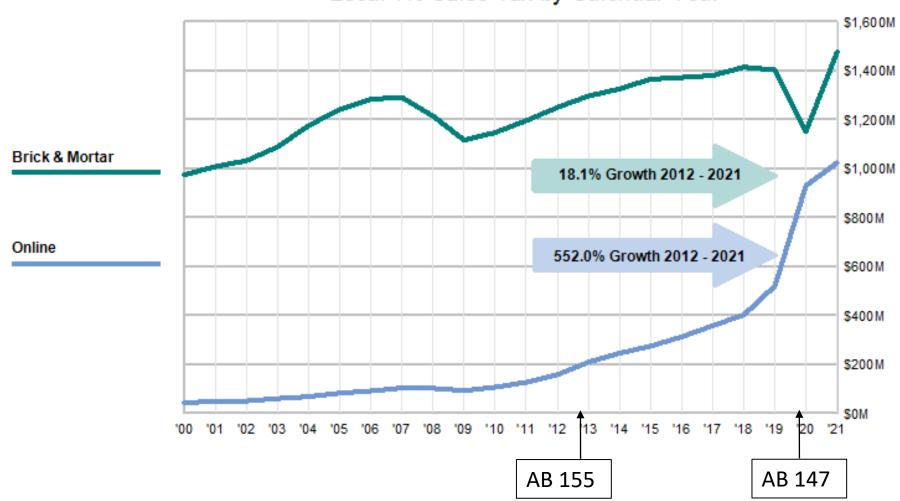




HdL Statewide: Online vs Brick & Mortar

A Comparison of Shopping Trends in Respect to General Consumer Goods

Local 1% Sales Tax by Calendar Year

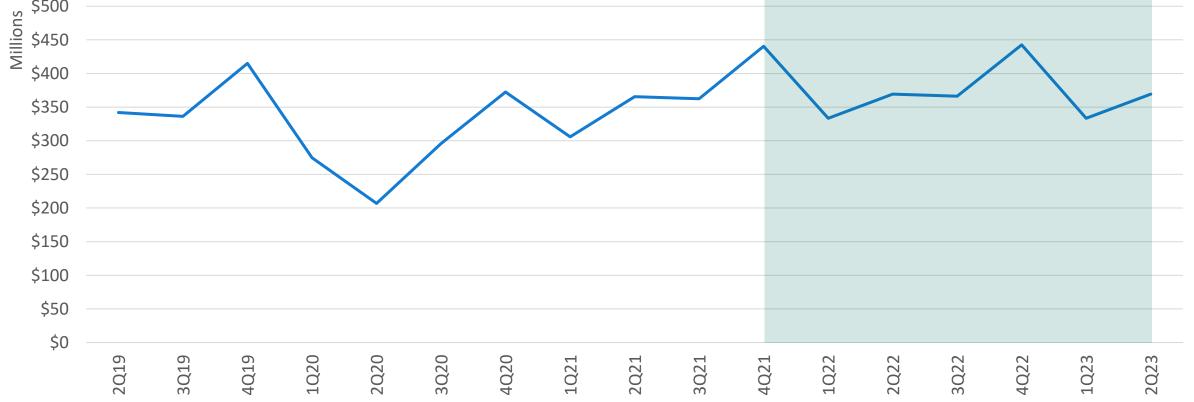






General Consumer Goods

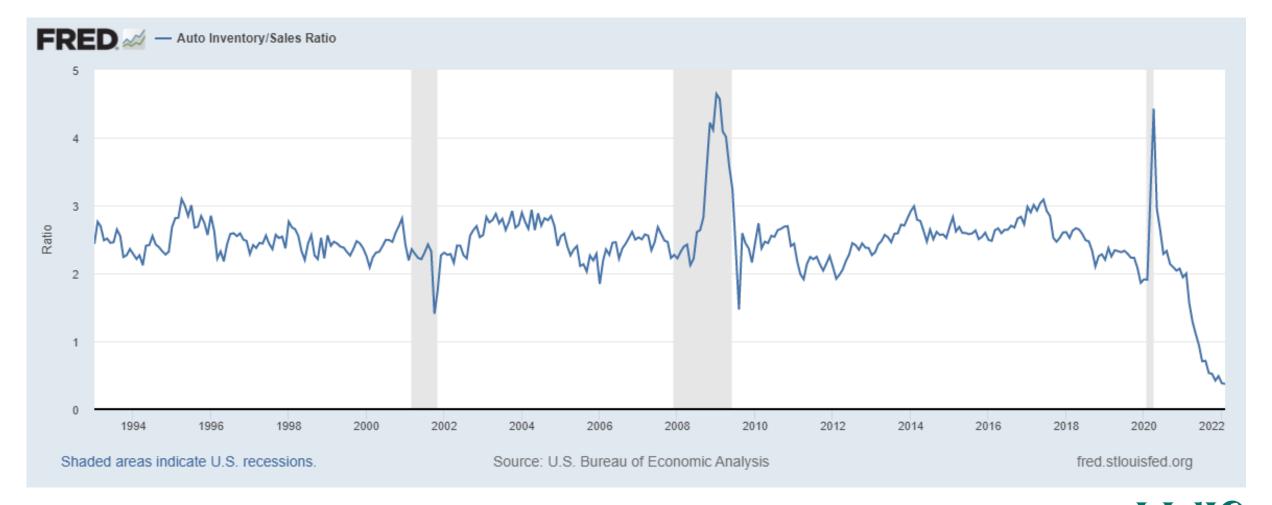
2Q22 1Q20 3Q20 4Q20 1Q21 **2Q21** 3Q21 4Q21 **1Q22 3Q22 4Q22 1Q23 2Q23 2Q20** % Change YoY -39.5% -12.1% -10.3% 18.3% 1.0% 0.5% 0.0% 11.3% 76.7% 22.6% 9.0% 1.0% 0.0%





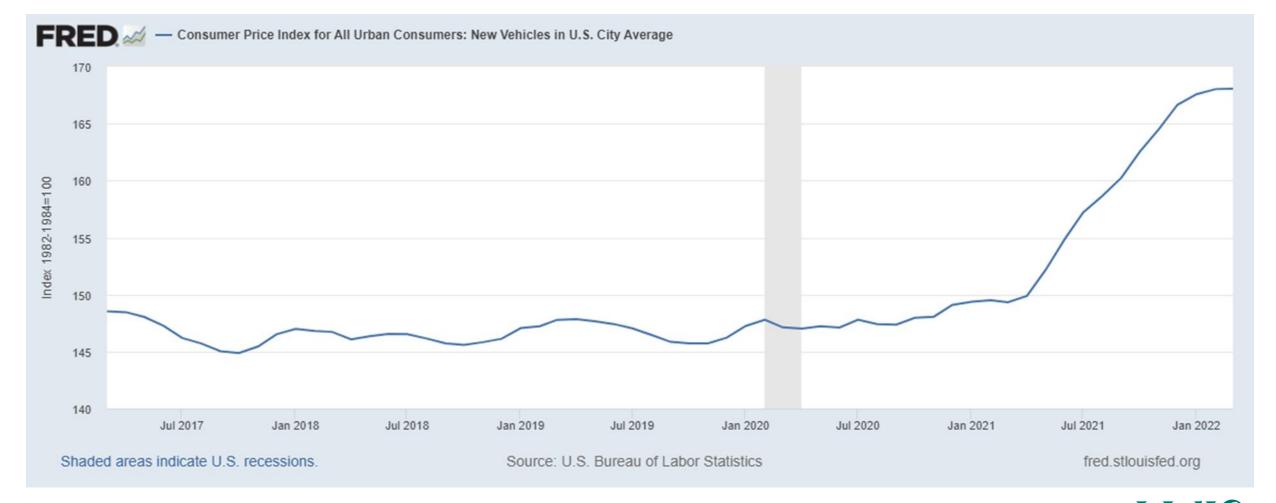


Autos: Inventory/Sales Ratio



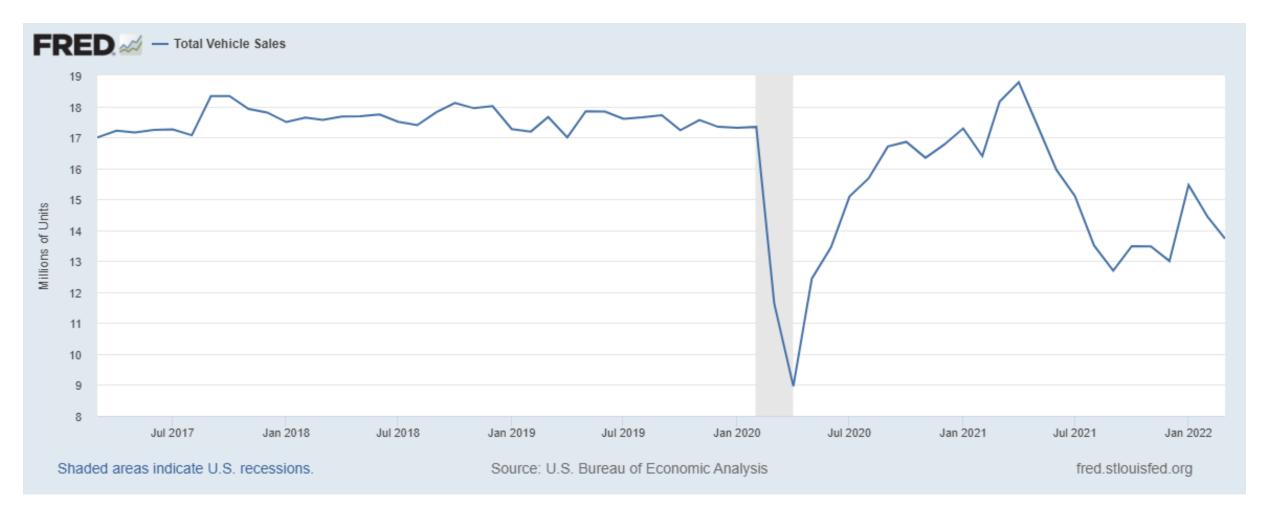


Autos: Prices





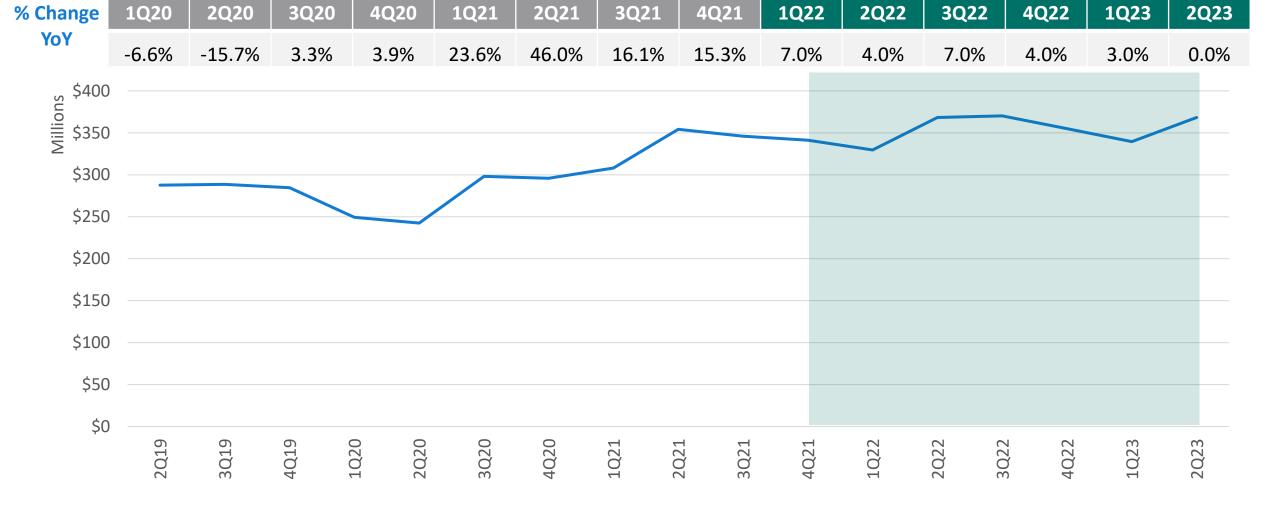
Autos: Vehicle Sales







Autos & Transportation







Where do we go from here?

Recession?

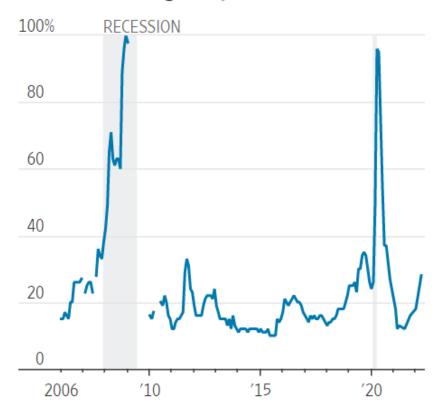
Poll Question:

Do you think we will have a recession in the next 12-months?





Probability the U.S. is in a recession in next 12 months including today



28% of economists surveyed by the WSJ in April 2022 believe we will have a recession within the next 12-months.

Note: Gaps indicate question not asked or data unavailable.

Source: Wall Street Journal surveys of economists





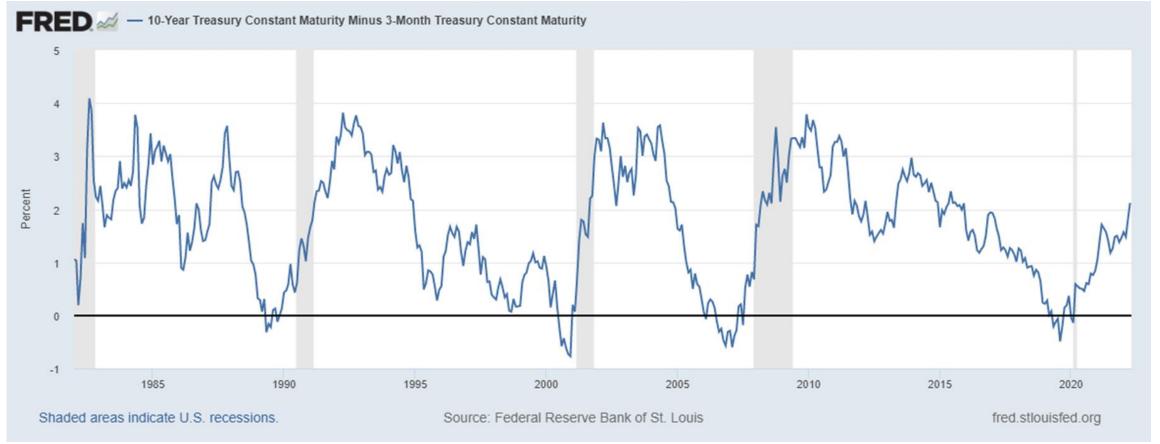
Someday One Will Come - But When?







3-month T-bill vs. 10-year Treasury: Not Inverted!







Sales Tax Summary

- Fed is well behind the curve in responding to inflation
- Increasing interest rates will pressure autos, building-construction and other spending categories
- 2022: Inflation remains high, International tensions and rising interest rates add more uncertainty to existing headwinds such as recovering supply chains.
- Consumers are healthy (savings, equity, stock market gains)
- HdL's short term forecast calls for a continued expansion but a deceleration in growth in FY 22/23 and FY 23/24





HdL Statewide Trend - Annual Outlook (FY)

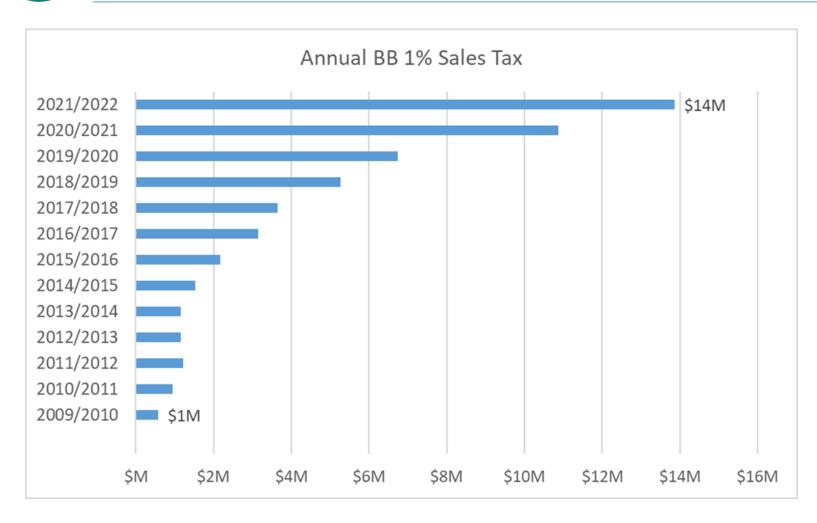
% Change YoY

15/16	16/17	17/18	18/19	19/20	20/21	21/22	22/23	23/24	24/25	25/26	26/27
3.2%	2.7%	5.6%	4.4%	-2.1%	11.2%	12.3%	2.4%	1.8%	3.1%	3.3%	3.4%





Cannabis Revenues



Growth a combination of:

- More local permits
- Product demand
- 'Essential' operations

Looking ahead:

- Compliance phases
- Tax plateau, decline?
- \$13.6m in Governor's budget
 - Unified licensing
 - Data warehouse
 - Tax reform



PROPERTY TAX TIME LINE 2022-23

Values lag 12-18 months being reflected on the tax rolls

January 1st lien date.
Assessor applies CCPI per Prop 13, uses prior calendar year property information.
(January 1, 2022) using 2021 events

Between January 1 and June 30, 2022 assessor applies Prop 8 changes, roll changes and roll corrections and closes roll.

Auditor receives the roll on July 1st and applies taxing percentages and direct assessments (July 1, 2022)

Treasurer/tax collector receives the roll on August 31. The tax bills are printed and mailed. Roll received August 31, 2022 tax bills mailed September 2022

Tax payers pay taxes due November 2022 and February 2023

Delinquent after Dec. 10 and April 10

Treasurer
Tax
Collector

Auditor apportions revenue between November 2022 and August 2023



Property Tax Forecasting For FY 2022-23

- The CA CPI per Proposition 13 will be 2% for 2022-23
- Watch property sales...
 - Most counties saw double digit SFR median sale price growth in 2021
- Lost values to be restored under Prop 8 difficult to quantify, fewer than prior years
- New construction completions in 2021 need to be considered
- VLF in Lieu increases by citywide change in value between tax years.

MEDIAN SALE PRICE Y-O-Y COMPARISON

SINGLE FAMILY HOME SALE PRICES THROUGH DECEMBER	1202		YEAR OVER
		2021 MEDIAN	YEAR MEDIAN
County	2020 MEDIAN SALE PRICE	SALE PRICE	PRICE CHANGE
ALAMEDA	\$860,250	\$990,000	15.08%
BUTTE	\$335,000	\$375,000	11.94%
COLUSA	\$295,000	\$339,000	14.92%
CONTRA COSTA	\$680,000	\$785,000	15.44%
EL DORADO	\$525,000	\$616,000	17.33%
FRESNO	\$300,000	\$342,000	14.00%
HUMBOLDT	\$325,000	\$384,000	18.15%
IMPERIAL	\$260,000	\$280,500	7.88%
KERN	\$260,000	\$301,000	15.77%
LOS ANGELES	\$670,000	\$775,000	15.67%
MADERA	\$300,000	\$348,000	16.00%
MARIN	\$1,235,000	\$1,350,000	9.31%
MENDOCINO	\$377,000	\$370,000	-1.86%
MERCED	\$304,000	\$360,000	18.429
MONTEREY	\$695,000	\$775,000	11.519
NAPA	\$715,000	\$785,000	9.79%
NEVADA	\$535,750	\$590,000	10.139
ORANGE	\$775,000	\$885,000	14.19%
PLACER	\$525,000	\$620,000	18.10%
RIVERSIDE	\$427,500	\$513,000	20.00%
SACRAMENTO	\$405,000	\$472,000	
SAN BERNARDINO	\$365,000	\$435,000	19.189
SAN DIEGO	\$620,500	\$720,250	
SAN JOAQUIN	\$410,000	\$483,000	17.80%
SAN LUIS OBISPO	\$625,500	\$716,500	14.55%
SAN MATEO	\$1,407,750	\$1,510,000	7.26%
SANTA BARBARA	\$640,500	\$698,000	8.98%
SANTA CLARA	\$1,160,000	\$1,325,000	14.229
SANTA CRUZ	\$850,000	\$970,000	14.129
SHASTA	\$290,000	\$335,000	
SISKIYOU	\$210,000	\$242,500	15.48%
SOLANO	\$465,000	\$540,000	16.139
SONOMA	\$646,500	\$693,000	7.19%
STANISLAUS	\$353,000	\$410,000	
SUTTER	\$300,000	\$325,000	8.33%
TEHAMA	\$265,000	\$307,250	15.94%
TULARE	\$250,000	\$297,000	18.80%
VENTURA	\$643,000	\$735,000	14.319
YOLO	\$477,750	\$545,000	14.089
YUBA	\$310,000	\$375,000	20.97%
TODA	\$310,000	\$373,000	
	AVERAGE GROWTH IN COUNTIES REPORTED ABOVE		14.229
COUNTYWIDE GROWTH >18%	MEDIAN GROWTH IN COUNTIES REPORTED ABOVE		14.55%
COUNTYWIDE GROWTH <8%			

- 80%+ of the counties in California saw median sale prices increase more than 10%
- Increases are due combination of low interest rates and low inventory
- Increases will be reflected as assessed value growth/revenue in 2022-23
- Increased sale prices also are reflected in Documentary Transfer Tax increases and in Supplemental property tax allocations (pooled)
- Most counties have seen prices continue to rise in 1st
 Quarter 2022

HdL® Coren & Cone

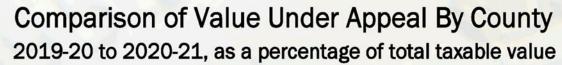


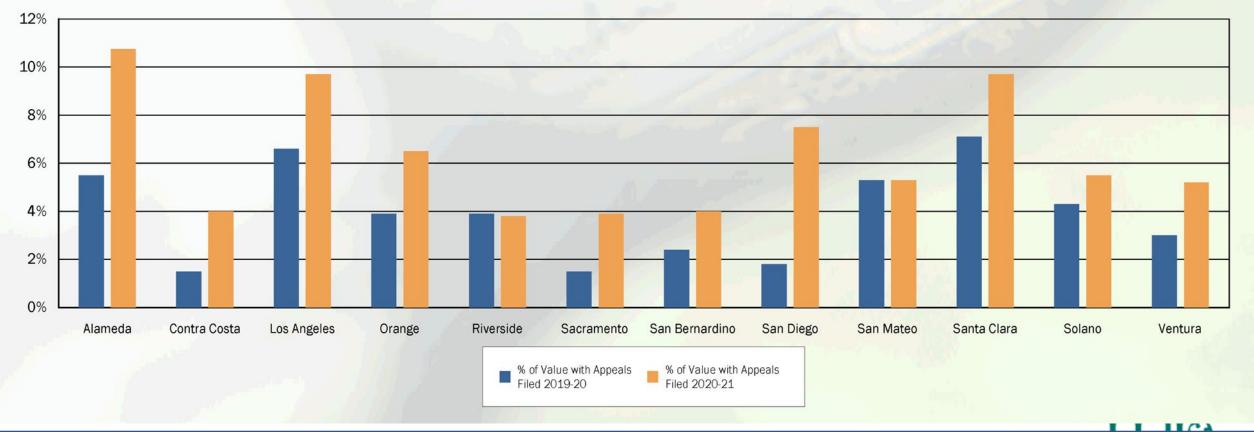
Property Tax Forecasting For FY 2022-23 and Beyond

- Successful appeals may result in mid-year reductions
 - Office vacancies and pandemic retail effects may be realized in 2022-23 and/or 2023-24.
- Supplemental allocations in 2022-23 and beyond uncertain with interest rate hikes.
 - PY receipts may not be sustainable unless prices continue to increase.
- CPI increases for 2023-24 and beyond are uncertain. 2% is likely unless in a recession.



Valuations Under Appeal







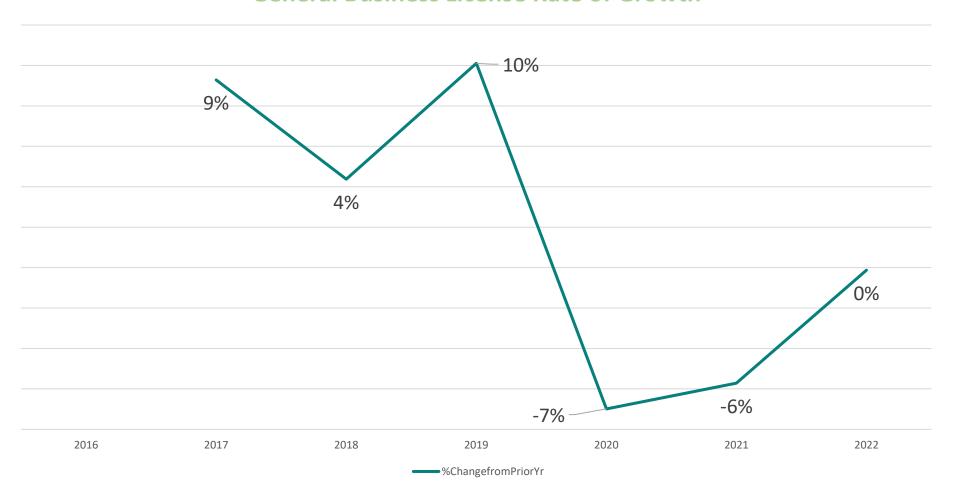
- 2021 appeals were due this past November; many still being processed
- Likely 2 years before appeals heard in significant numbers
- Mostly Prop 8 type
 - Reviewed annually, lost value restored over time
 - Office buildings, hospitality, large commercial already filed
 - Residential/bedroom communities no/very limited losses
- Appeal reductions pooled countywide
 - All agencies share in hit to property tax revenues





Business License: Still Recovering

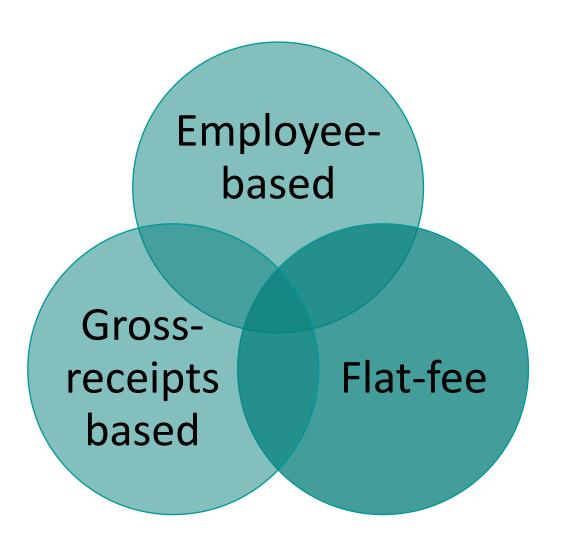
General Business License Rate of Growth





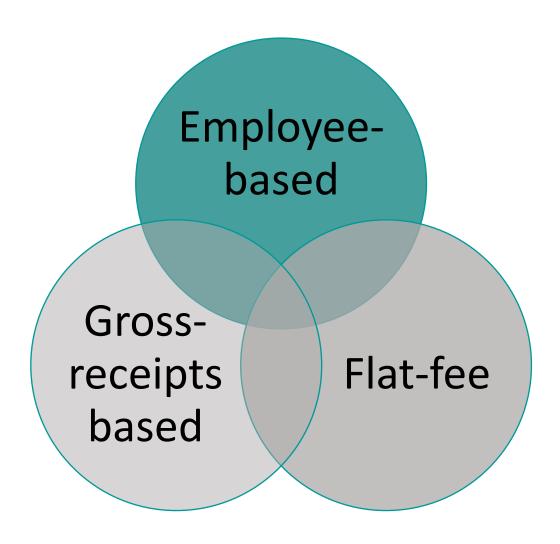


Business License: Three Common Types





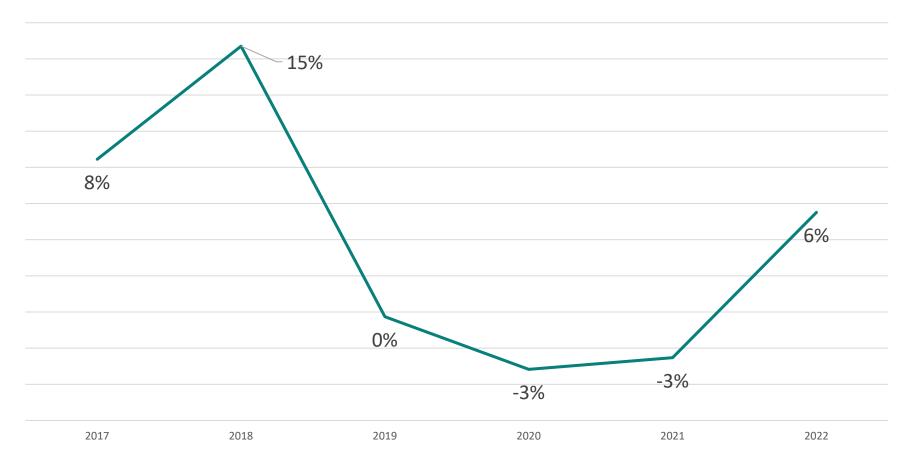






Business License: Employee-Based

Trend of Employee-Based Business License Revenue





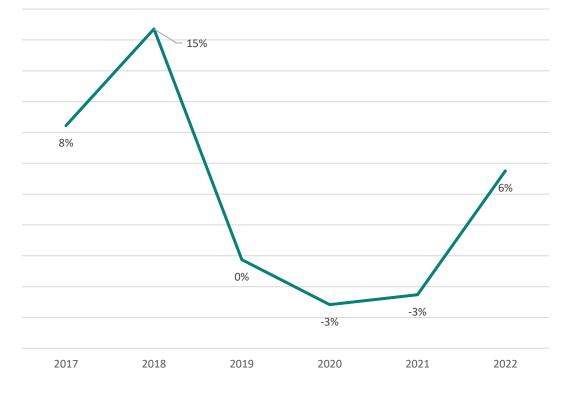


Business License: Employee-Based

When forecasting, watch for:

- Overall employment trends;
- Local employment trends;
- The structure of your economy versus where the jobs are growing; and
- The impact of market consolidation

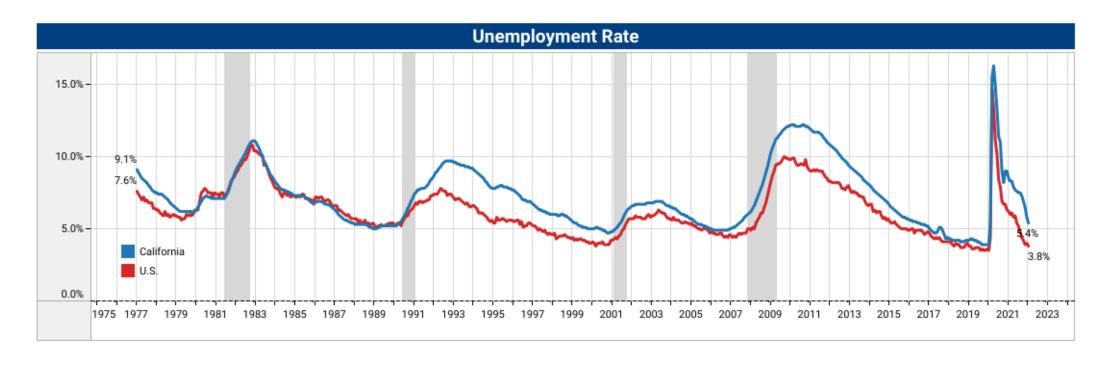
Trend of Employee-Based Business License Revenue







Employment Trends: Strong Recovery but...



Source: https://www.labormarketinfo.edd.ca.gov/data/Top-Statistics.htmllast accessed 04/28/2022





Employment Trends: ...Unevenly Distributed

The strong recovery has been uneven geographically.



Source: https://www.labormar ketinfo.edd.ca.gov/dat a/interactive-labormarket-datatools.html





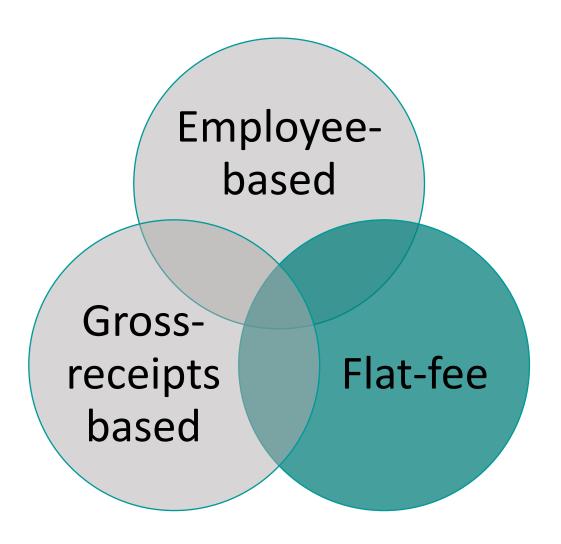
Employment Trends: ... Unevenly Distributed

Major Industries	Month-over Change (Feb. 2022–Mar. 2022)	Year-over Change (Mar. 2021–Mar. 2022)	Total Payroll Jobs as of Mar. 2022
Leisure and Hospitality	+14,800	+410,300	1,857,500
Professional and Business Services	+10,400	+136,500	2,806,400
Education and Health Services	+9,000	+114,900	2,891,000
Construction	+8,900	+30,600	915,900
Trade, Transportation, Utilities	+5,300	+112,300	3,134,500
Other Services	+4,900	+69,100	546,500
Financial Activities	+3,600	+12,100	833,700
Manufacturing	+2,900	+28,800	1,297,300
Information	+200	+45,500	588,600
Government	+200	+81,800	2,505,600
Mining and Logging	No Change	No Change	19,400

Source:

https://edd.ca.gov/en /about edd/news rel eases and announce ments/unemployment -March-2022/; last accessed 04/28/2022

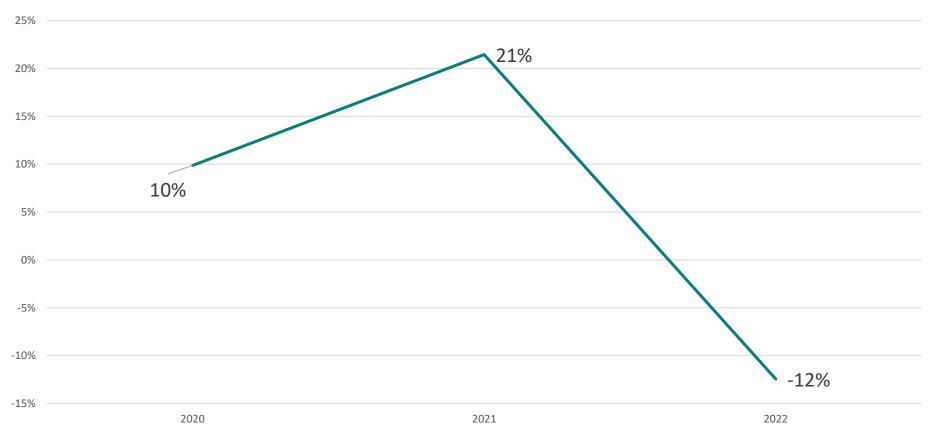






Business License: Flat-fee is too early to tell.







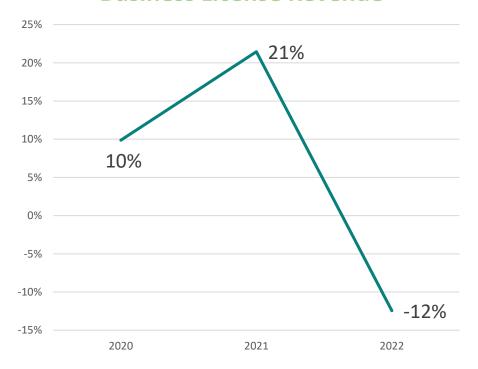


Business License: Flat-fee is too early to tell.

One caution:

This data is drawn from reports for renewals through December of 2021—just as inflation was ramping up. But many of the reporting agencies do not adjust their CPI until the end of the fiscal year. So these numbers may be negatively skewed.

Trends in Flat Fee Business License Revenue



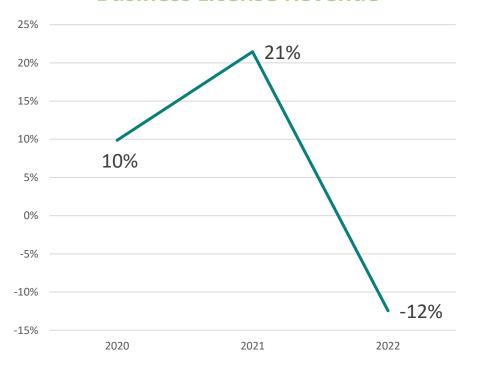


Business License: Flat-fee is to early to tell.

What to watch for when forecasting:

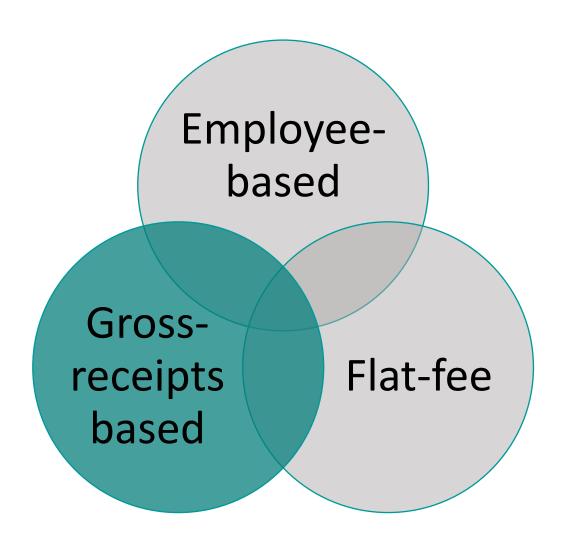
- Market consolidation (number of closures);
- CPI-kicker

Trends in Flat Fee Business License Revenue









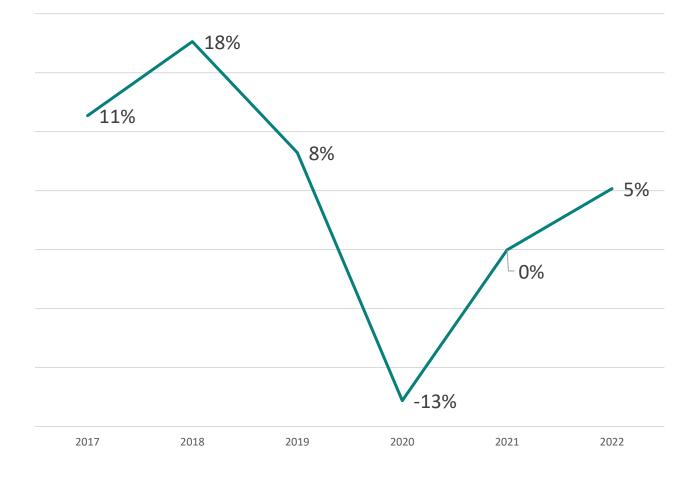




Business License: Gross-Receipts Based

We are seeing a recovery in reported gross receipts

Growth Rate in Reported Gross Receipts





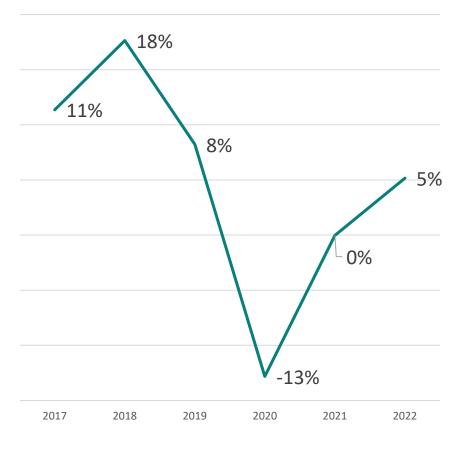


Business License: Gross-Receipts Based

What to watch for when forecasting:

- Concentration of recovery in specific sectors;
- Impact of caps

Growth Rate in Reported Gross Receipts







Business License: Caps create a misalignment.

Reported Gross v. Growth in Revenue

This gap is likely due to the impact of caps when there is market consolidation and bigger business are hitting the caps while smaller business are going out of business







Business License: Uneven Distribution

NAICS Sector	▼ TrendLine Last Six Years ▼	21-22 % Change 🔻
Arts, Entertainment, and Recreation		46%
Finance and Insurance		34%
NAICS not reported		24%
Transportation and Warehousing	•	15%
Accommodation and Food Services		13%
Wholesale Trade		11%
Management of Companies and Enterprises		9%
Other Services (except Public Administration)		6%
Retail Trade		5%
Public Administration	•	5%
Professional, Scientific, and Technical Services		3%
Information		1%
Administrative and Support and Waste Management and Remediation Services	•	0%
Real Estate and Rental and Leasing		-1%
Manufacturing		-3%
Construction		-8%
Health Care and Social Assistance		-8%
Educational Services		-12%
Mining, Quarrying, and Oil and Gas Extraction		-19%
Agriculture, Forestry, Fishing and Hunting		-20%,





TOT rebounding after the low of 2020

STATE AVERAGE TOT & STR PAID (in HdL Cities)



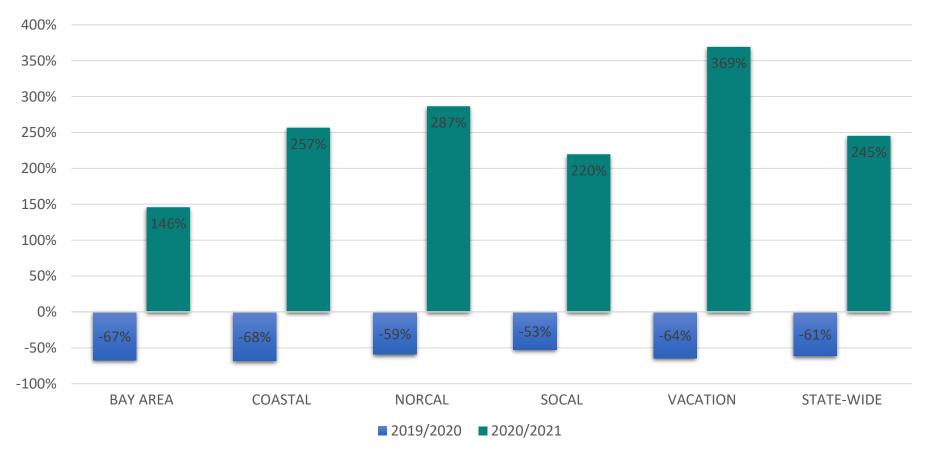


Trending positive, but continued volatility.

"The slow return of business travel and fewer meetings and events continue to have a significant negative impact on our industry. The growth of leisure and bleisure travel represents a shift for our industry, and hotels will continue evolving to meet the needs of these 'new' travelers", said Chip Rogers, president and CEO of the AHLA, in a statement released with the report.



HOTEL REGIONS GROSS RENT YEAR-OVER-YEAR

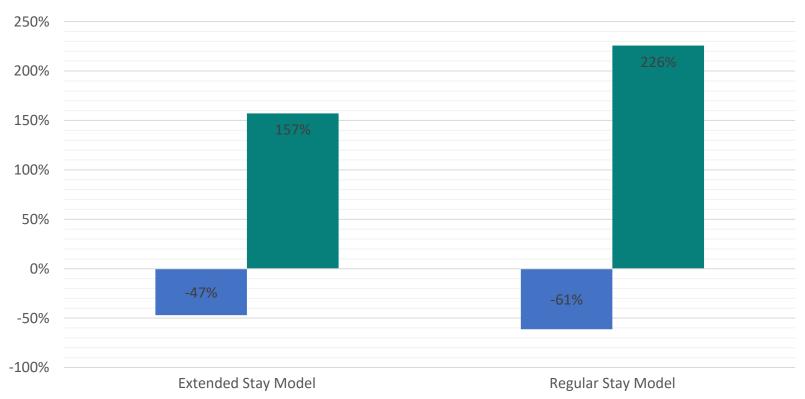






EXTENDED STAY MODEL GROSS RENT YEAR-OVER-YEAR

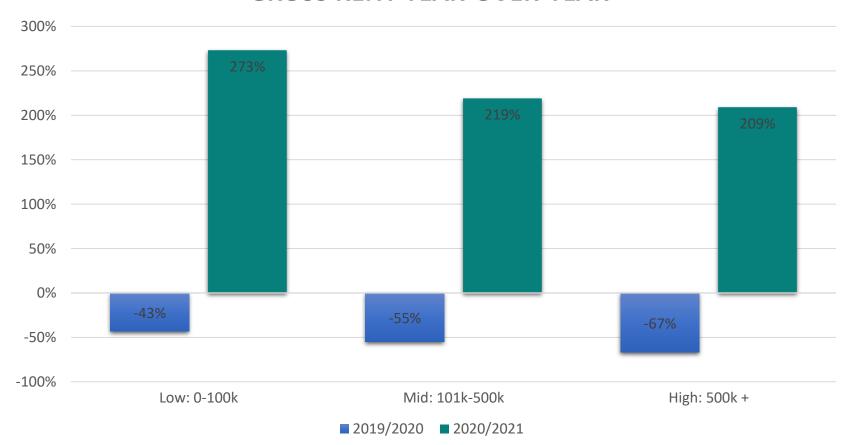
■ 2019/2020 **■** 2020/2021







HOTEL TIER GROSS RENT YEAR-OVER-YEAR





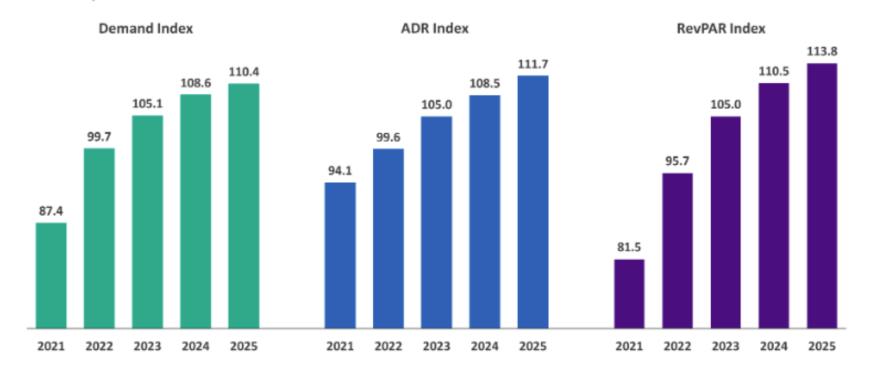


Demand and ADR near full recovery in 2022 with RevPAR fully recovering in 2023.





U.S. KPIs, indexed to 2019







STRs rose sharply in 2021 but are expected to taper off to ongoing growth rate of 3-6% over the next 5 years. Airbnb noted revenues are now exceeding 2019 levels signaling the STR market's strong recovery.

Revenue

Revenue for both Q4 and FY 2021 were up nearly 80% year-over-year and exceeded 2019 levels demonstrating the strength of Airbnb's recovery. \$1.5B

78% Y/Y 79% Y/Y (ex-FX) 38% Y/2Y \$6.0B

77% Y/Y 74% Y/Y (ex-FX) 25% Y/2Y

Statista is forecasting an annual growth rate of 6.2% in 2022 for short-term rentals.

Source: https://s26.q4cdn.com/656283129/files/doc_financials/2021/q4/Airbnb_Q4-2021-Shareholder-Letter_Final.pdf Last accessed 04/28/2022; (source: https://www.statista.com/outlook/mmo/travel-tourism/vacation-rentals/united-states)





Hotel and STR Forecasting

- Business Travel expected to remain below pre-pandemic levels
- Leisure Travel likely to return in full this year
- Occupancy rates and room revenue expected to return to 2019 levels
- Potentially 15% to 20% growth Year-over-Year in Fiscal Year 2022-2023
- For TOT specifically, there is positive industry data (ADR, PERADR) about demand

https://www.hotelmanagement.net/operate/alis-ahla-releases-2022-state-hotel-industry-report (last accessed 04/28/22)





Hotel and STR: Actions to Consider

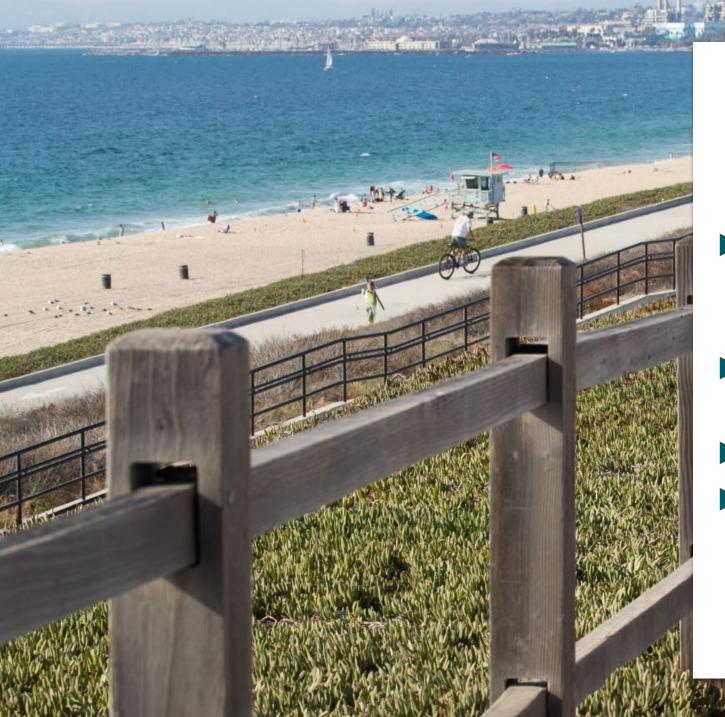
The below recommendations are worth considering in your communities.

- Monitoring
- Charting growth
- Alternate providers to help monitor your TOT
- Auditing
- Increased need for compliance (used to not filing; loss of long-term knowledge in Hotel employees)
- Short-term rental compliance needed in this economy homes are key wealth producing assets and more investment firms are entering this arena.





SHEILA POISSON, FINANCE DIRECTOR



Torrance at a Glance

- Southwest Los Angeles County, in the heart of the South Bay
- ▶ 21 square miles, 1.5 miles of coastline
- Population: 145,546
- ➤ Full service: Police, Fire, Public Works, Transit, Community Development, Community Services

Core Revenues

23% SALES TAX

The largest General Fund revenue source, derived from point-of-sale transactions and Los Angeles County and State pool allocations.

19% PROPERTY TAX

FY 2021-22 net taxable assessed values increased 3.2% from the prior year to \$34.4 billion, placing Torrance in the top 10 highest value cities in Los Angeles County (8th place).

15% UTILITY USERS' TAX

The 3rd largest revenue source, is a 6.5% consumption tax applied on the usage of utilities such as electricity, gas, and water (6.0%).

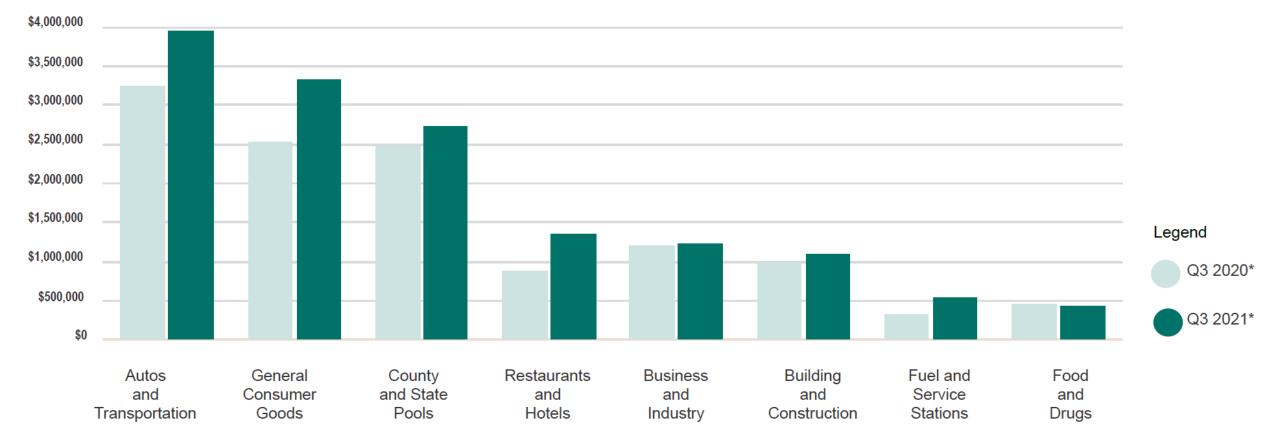


Sales Tax by Industry Group

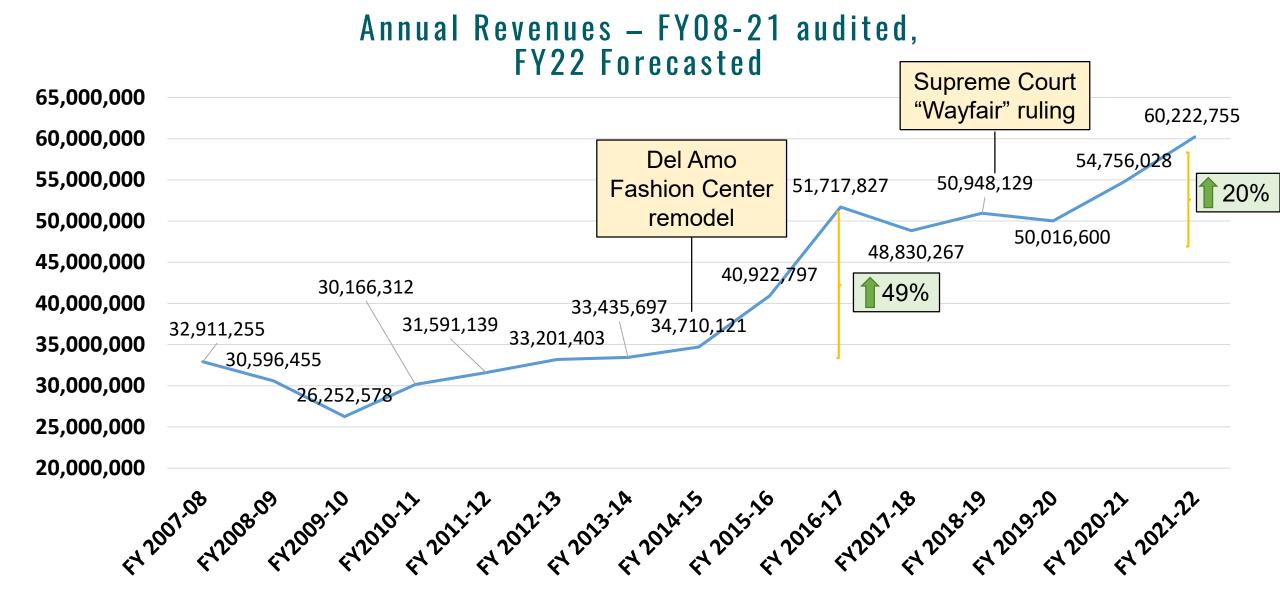
Period Ending September 2021



SALES TAX BY MAJOR BUSINESS GROUP



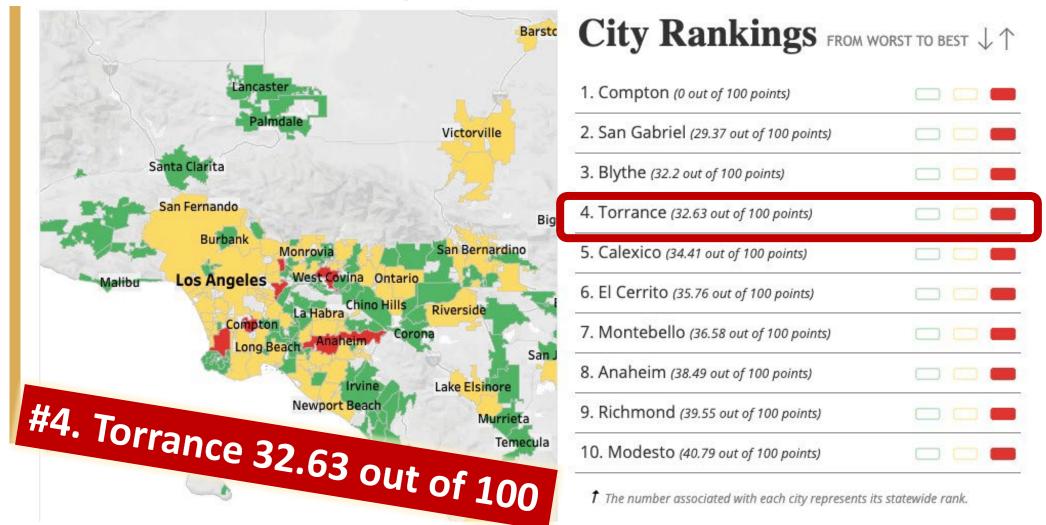
Sales Tax Trends



10-Year Forecast (Updated Mar' 2022)

	Pr	ojected	Forecast									
	2	021-22	2022-23	2023-24	2024-25	2025-26	2026-27	2027-28	2028-29	2029-30	2030-31	2031-32
Revenues		236,801	237,801	243,956	250,145	256,497	263,017	269,708	276,576	283,626	290,862	298,289
Expenses		223,010	238,777	239,914	240,646	241,318	242,223	242,431	243,885	246,407	249,896	252,571
Rev Less Exp -												
before adjustments	\$	13,791	\$ (976)	\$ 4,042	\$ 9,499	\$ 15,179	\$ 20,794	\$ 27,277	\$ 32,691	\$ 37,219	\$ 40,966	\$ 45,718
Adinata												
Adjustments (20%)				0.504	F 0.4.4	7.550	40.000	40.500	45.070	47.504	00.045	00.500
Cost of Raises (2%)		-	-	2,524	5,041	7,553	10,060	12,566	15,070	17,561	20,045	22,523
Econ Anomaly Reserve Contribution		_	_	1,500	4,500	5,500	6,750	8,750	10,500	12,500	14,000	15,000
Litigation Reserve				,	,	,	,			,	,	,
Contribution		-	-	-	-	2,000	4,000	6,000	3,000	-	-	-
Self-Insurance Fund												
Balance		-	-	-	_	-	-	-	4,000	7,000	7,000	8,500
Rev Less Exp - after												
adjustments	\$	13,791	\$ (976)	\$ 18	\$ (42)	\$ 126	\$ (16)	\$ (39)	\$ 121	\$ 158	\$ (79)	\$ (305)
Projected												
Unassigned Fund												
Balance	\$	36,277	\$35,301	\$36,819	\$41,277	\$ 48,903	\$ 59,637	\$ 74,348	\$ 87,969	\$100,627	\$114,548	\$129,243
Reserve Minimum												
(20%)	\$	44,602	\$47,755	\$48,788	\$50,037	\$ 51,274	\$ 52,607	\$ 53,949	\$ 54,491	\$ 55,294	\$ 56,788	\$ 58,019

CA State Auditor's High-Risk Assessment

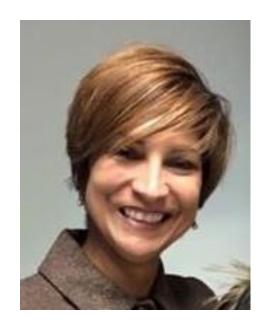


Why Propose a Sales Tax Ballot Measure

- 1. <u>Stabilize</u> Operating Budget, <u>Build</u> Reserves, Capital Projects
 - ½ cent increase approx. \$18 million
- 2. Restore Public Safety and Maintain Service Levels
- 3. Address Unmet Needs / Unbudgeted Priorities
- 4. Maintain Local Control
 - Of the last 2 County sales tax increases passed, **only 15 cents** on the dollar is being returned to Torrance
 - Measure H 0.25% passed Mar 2017
 - Measure R 0.50% tax passed July 2017
 - Torrance generated approx \$37M, only received \$5 million

Local Government Perspective: City of Lemon Grove





Lydia Romero City Manager







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THANK YOU!

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Thank you for joining us!