



NEWS RELEASE

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Menifee's Sales Tax Revenues Continue to Meet Projections to Provide Vital Services

MENIFEE – Menifee's continued growth and strong economy has led to a positive third quarter sales tax revenues report, proving Menifee's continued strong market demand. The City's sales tax revenues from July, August, and September 2018 increased 10.9 percent excluding aberrations, when compared with the same quarter in 2017.

Overall, the consumer goods category contributed 26 percent of the city's sales tax revenues, and continues to outpace previous years' results. Several new restaurant options and continued consumer support for dining out led to strong sales for quick-service restaurants, fast-casual and casual dining eateries totaling in 14 percent of the city's sales tax revenue. Menifee saw positive gains in almost every category depicting Menifee's healthy market in a variety of sectors.

When compared with surrounding cities' sales tax revenue increases, Menifee continuously outpaced the region and Southern California, with Menifee reporting increases more than Riverside County's 6.3 percent increase and Southern California's 4.3 percent increase.

A newer City like Menifee depends on sales tax revenues to provide basic City services such as public safety, traffic relief and road improvements. Third quarter sales tax revenues are on target, but still only represent 15 percent of the total City General Fund. Sales Tax, in addition to reinstated Vehicle License Fees (VLF), property tax, and voter approved Measure DD (1% sales tax increase), all four of these revenue sources are needed to keep up with future needs of public safety, infrastructure, and road maintenance.

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ABOUT MENIFEE: *Situated in the heart of southern Riverside County along Interstate 215, Menifee is a vibrant, new city of more than 90,000 residents who enjoy a pleasant year-round climate, abundant recreational offerings, reasonably priced housing and convenient proximity to some of Southern California's premiere attractions and employment centers. Within its 50 square miles, Menifee's business, retail and entertainment outlets are starting to shape the community's character and this growing economic base is also contributing favorably to the city's strong financial position. Menifee's growing family-oriented population values the city's ongoing commitment to public safety, community events and smart growth for the future. All of these elements are working together to support the city's strategic vision to make Menifee one of the state's most promising new cities.*