



City Manager Weekly Update



November 13, 2025



Veterans Day Celebration

On Tuesday, November 11, the City and American Legion Post 721 held a Veterans Day Celebration at Veterans Park. The event included remarks from Tom Hribar, retired U.S. Marine Corps officer and former San Juan Capistrano City Council member. The City of San Juan Capistrano thanks and honors all who have served our country.





CANCELLED - Free E-Waste, Shredding, and Compost Event

Due to heavy rain in the forecast, the City's E-Waste and Shredding event scheduled for this Saturday, November 15, has been cancelled. The event was scheduled to occur at the Sports Park from 8:00 a.m. to 11:00 a.m.. We will notify the community as soon as a new date is confirmed. For updates and additional information, please contact the Engineering and Environmental Services Department at (949) 487-4307.

Second Quarter Sales Tax Revenue

The City's sales tax consultant (HdL, Inc.) has provided the results of its analysis of merchant sales activity from April through June 2025 (second calendar quarter). The City's adjusted sales tax revenue generated by second quarter sales was 3.8% higher than the second quarter of 2024. This is an impressive performance by the businesses in San Juan Capistrano when compared with the county as a whole, which experienced virtually no growth in taxable sales for the quarter. The primary drivers of this result were the city's car dealerships and River Street Marketplace. The attached report summarizes second quarter sales tax data by major business category, along with commentary on the economic trends indicated by the sales activity. The HdL report also identifies the Top 25 businesses that generated the greatest amount of sales activity in the second quarter.

Northwest Open Space – Legacy Ranch Update

Earlier this year, the City Council initiated a study of potential amendments to the Northwest Open Space Specific Plan at the request of the applicant, Legacy Ranch, LLC. The Legacy Ranch concept would amend the site's permitted uses to allow for a mix of active recreational uses on the City-owned site. City staff and an environmental consultant, LSA Associates, have reviewed the proposed uses and prepared an Initial Study which determined that the project would need an Environmental Impact Report (EIR) to assess potential impacts. The City published the [Legacy Ranch Initial Study and a Notice of Preparation](#) (NOP) of an EIR on November 13 for public review. The public comment period is intended to allow members of the public to help identify which environmental areas should be further reviewed. The public comment period extends through December 15, and a public scoping meeting will be held on Wednesday, November 19, from 6:00 p.m. to 8:00 p.m. at the La Sala Auditorium (31495 El Camino Real). The public is encouraged to attend the scoping meeting and provide written comments to the Project Manager, Laura Stokes.

Christmas Tree Lighting Celebration – Save the Date

Save the Date for the City's annual Tree Lighting Celebration on Saturday, December 6, at Historic Town Center Park (31872 El Camino Real). Festivities begin at 4:00 p.m. with pre-show entertainment, followed by a musical holiday production. The tree lighting will take place at 5:45 p.m. followed by a variety of holiday activities throughout the Los Rios District. Additionally, FREE special event trolley service will be available from 3:00 p.m. to 10:00 p.m. for the event. The service includes four trolleys on 20-minute frequencies servicing a continuous loop on the Los Rios and Ortega Line. For additional information, please see the attached flyer or contact the Public Works & Community Services Department at (949) 493-5911.



Boys & Girls State Student Recognition

Please join American Legion Post 721 in recognizing the two student delegates who represented our community at this year's Boys and Girls State programs in Sacramento. Boys and Girls State are immersive, week-long educational programs that give high school students the opportunity to actively participate in the operation of local, county and state government. The delegates will share highlights of their experiences and the knowledge they gained through this unique hands-on program in civic engagement and leadership. The recognition event will take place on Sunday, November 16, from 2:00 to 4:00 p.m. at the San Juan Capistrano Community Center (25925 Camino del Avion). All are welcome to attend and show support for these outstanding young leaders.

New Coats for Kids Drive

A "New Coats for Kids Drive" coordinated by 5th District Supervisor Katrina Foley will be held November 13 through December 19. Help keep local children warm this winter by donating new coats for kids (sizes S–L). Donations will benefit the Boys & Girls Clubs of San Juan Capistrano and other local nonprofit organizations. A collection box for new coats will be available at the San Juan Capistrano Community Center (25925 Camino del Avion). For more information, please call Kimberlee at (714) 834-3550, or email Katrina.Foley@OCGOV.com

Free Patriot Spotlight – Veteran Appreciation Month

The office of Senator Catherine Blakespear invites you to join in recognizing veterans and those who support them for their outstanding service to our nation. Through Senator Blakespear's Patriot Spotlight Veteran Appreciation program, you can nominate a veteran, a volunteer, or an organization supporting veterans, who deserve recognition. The deadline for nominations is Monday, November 24. For additional information please contact Maia Meunier at (949) 598-5850 or email at maia.meunier@sen.ca.gov. Please see the attached flyer for nomination information.

OC Animal Care Pets for Vets

This November, in celebration of National Veterans and Military Families Month, OC Animal Care is proud to encourage U.S. military veterans to adopt a companion animal through the "Pets for Vets Act." This statewide legislation authorizes California's public animal shelters to waive adoption fees for U.S. veterans, honoring their service while helping shelter pets find permanent, loving homes. For additional information, please see the attached flyer and visit the OC Animal Care [website](#).

SAN JUAN CAPISTRANO

SALES TAX UPDATE

2Q 2025 (APRIL - JUNE)



SAN JUAN CAPISTRANO

TOTAL: \$ 3,263,145

3.8%
2Q2025



0.3%
COUNTY

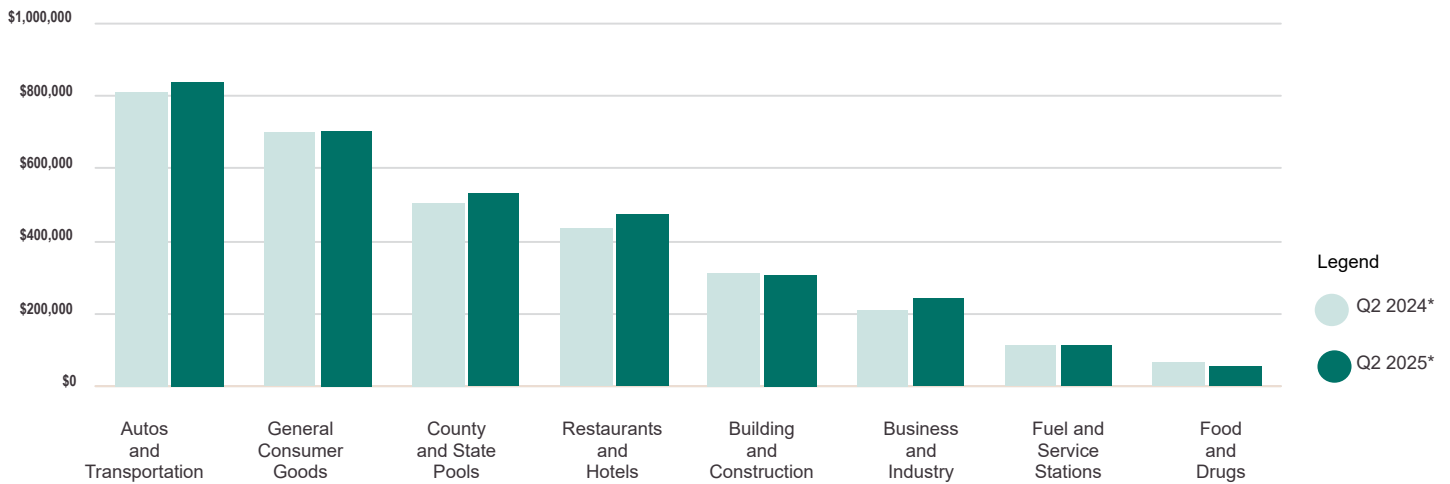


0.5%
STATE



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

SALES TAX BY MAJOR BUSINESS GROUP



SAN JUAN CAPISTRANO HIGHLIGHTS

San Juan Capistrano receipts from April through June were 0.3% higher than the second sales period of 2024. After adjusting for reporting anomalies, actual sales rose by 3.8%.

The primary driver of this growth was the recent launch of the River Street Marketplace, which boosted returns across several restaurant and retail segments, including casual dining and family apparel.

Sales at new automotive dealerships also improved, supported by the renovation of a local auto dealership that contributed to the quarter's overall positive performance.

Business and industrial revenues

benefited from a major equipment purchase delivered for use within the City, along with the opening of a new vendor.

Countywide use-tax pool allocations increased as well, aided by heightened building and construction activity. However, part of this increase may be overstated by a taxpayer reporting error.

Excluding anomalies, taxable sales across Orange County rose by 0.3% compared to the same period last year, while the Southern California region remained unchanged.



TOP 25 PRODUCERS

- Capistrano Ford
- Capistrano Valley Toyota
- Capistrano Volkswagen & Capistrano Mazda
- CDW Government
- Coastline Chrysler Dodge Jeep Ram
- Costco
- Devil Mountain Wholesale Nursery
- El Adobe De Capistrano
- Ferguson Enterprises
- Ganahl Lumber
- HD Supply
- Hirsch Pipe & Supply Co
- In N Out Burger
- Inn at the Mission San Juan Capistrano
- Autograph
- Jerry Seiner Honda
- Marshalls
- Pacific Sales w/Best Buy
- Paradise Automotive Group
- Plant Depot
- Ross
- Shell
- Target
- Tea House On Los Rios
- Trevors at the Tracks
- Vons



STATEWIDE RESULTS

California’s one-cent local sales and use tax receipts rose 0.6% in Q2 compared to the same period last year, after adjusting for accounting anomalies. While only modest growth, it is the second consecutive quarter experiencing positive results following an extended timeline of declines. This period is traditionally met with improved weather with the beginning of summer activity.

Steady gains in both business-industry and countywide use tax pools were driven by strong online sales, reflecting shopper’s willingness and ability to spend. Whether pulled from inventory within California or shipped from outside the state, demand for goods by value-conscious shoppers prevailed. Other notable upticks came from purchases of office and electrical equipment.

Increased tax receipts from restaurants also demonstrated diners continued desire to eat out. Even amongst higher menu prices and tip fatigue, casual dining establishments generated the largest lift. While this is a good sign for the coming summer season, underlying data shows that disposal personal income – a key driver of restaurant sales – is growing at a slower pace than prior years, possibly signaling softer tax growth on the horizon.

The two sectors primed to take advantage of upcoming interest rate changes, autos-transportation and building-construction, only experienced lackluster returns this period. New auto sales declined, offsetting gains in used vehicles and leasing, while building material sales remained unchanged from a year ago. However, aging vehicles and deferred home improvements remain a potential catalyst driving demand in the near term.

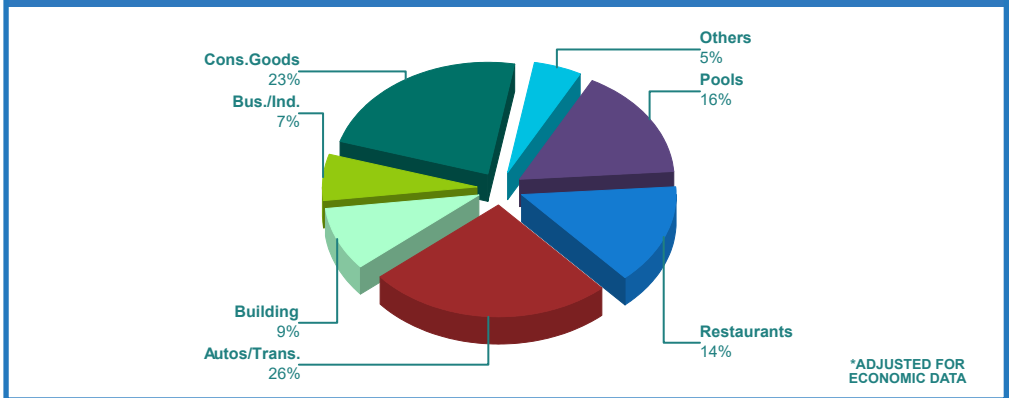
Balancing the positive results, revenue from fuel and service stations declined for the ninth time in ten quarters, primarily due to West Texas Intermediate (WTI) low crude oil prices. As the global economy and development remains tempered, so has the demand for oil, leaving prices relatively low. While this dampens sales taxes, lower fuel costs during peak travel months may boost spending in other segments.

Traditional retailers saw a 1% decline, with specialty, sporting goods, and department stores underperforming compared to year ago totals. Inflation and tariffs continue to pressure consumer spending and retailer margins, prompting reevaluation of physical

store investments by regional and national companies alike.

The September reduction in the federal funds rate, noting the possibility of more in early 2026, leaves optimism regarding future financing and accessing equity opportunities for some consumers. However, national tariff/trade talks remain a vital piece of the inflation/higher prices story with the potential of diminishing spending power. So sluggish calendar year 2025 continues with only modest expansion expected braced against the ever-changing larger economic trends.

REVENUE BY BUSINESS GROUP
San Juan Capistrano This Fiscal Year*



TOP NON-CONFIDENTIAL BUSINESS TYPES

San Juan Capistrano Business Type	Q2 '25*	Change	County Change	HdL State Change
New Motor Vehicle Dealers	641.9	4.0% ↑	-8.6% ↓	-2.3% ↓
Casual Dining	271.2	12.4% ↑	1.4% ↑	1.4% ↑
Building Materials	211.9	0.2% ↑	2.4% ↑	-0.9% ↓
Service Stations	111.8	-3.8% ↓	-9.4% ↓	-9.4% ↓
Garden/Agricultural Supplies	99.7	3.2% ↑	-1.6% ↓	-8.4% ↓
Quick-Service Restaurants	94.3	-0.1% ↓	-0.4% ↓	-0.7% ↓
Family Apparel	60.4	6.7% ↑	2.8% ↑	1.4% ↑
Electronics/Appliance Stores	59.2	15.8% ↑	10.0% ↑	6.9% ↑
Specialty Stores	54.6	8.8% ↑	-3.4% ↓	-3.4% ↓
Auto Lease	54.0	1.3% ↑	10.3% ↑	13.2% ↑

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

THE BEAUTIFUL CITY OF
SAN JUAN CAPISTRANO
 PRESENTS

Christmas Tree Lighting

Saturday, December 6, 2025



4:00PM

Pre-Show Entertainment

5:00PM

Holiday Stage Production

5:45PM

Christmas Tree Lighting Countdown (Approximately)

6:00PM

Free Holiday Activities in the Los Rios Historic District

Photos with Santa Claus • Storytime with Mrs. Claus
 Holiday Puppet Show • Mechanical Train Ride
 Business Merchant Open House • S'mores Station
 Free Kids Crafts • Costumed Characters



Spread Holiday Cheer

Please consider bringing a new, unwrapped toy to donate to the Orange County Fire Authority Holiday Toy Drive. Donation boxes will be located at Historic Town Center Park during the event.



TROLLEY



Event Sponsors



RIVER STREET MARKETPLACE
 SAN JUAN CAPISTRANO, CA. • EST. 1794



RE/MAX
Mike Ahumada
 SJC Realtor/Resident
 949 525 2927

Historic Town Center Park • 31872 El Camino Real

FOR MORE INFORMATION, PLEASE CALL (949) 493-5911, EXT. 3





Katrina
FOLEY
VICE CHAIR, OC BOARD OF SUPERVISORS

New Coats for Kids Drive

NOVEMBER 13 –
DECEMBER 19, 2025

**Please bring New Coats for Kids (Sizes S-L)
for donation to:**

**San Juan Capistrano Senior Center
25925 Camino del Avion
San Juan Capistrano, CA 92675**

**The collection boxes will be available from Thursday,
November 13, 2025 – Friday, December 19, 2025**

The coats are distributed to Costa Mesa, Laguna Beach, and San Juan Capistrano Boys and Girls Clubs as well as other non-profit organizations. This year, we will have more than 45 collection boxes at County Administration and in the Fifth District. Last year our office distributed more than 800 new coats for kids.



FOR MORE INFORMATION, PLEASE CALL KIMBERLEE (714)-834-3550
OR
EMAIL KATRINA.FOLEY@OCGOV.COM



PATRIOT SPOTLIGHT

Senator Catherine S. Blakespear is

Honoring Heroes This Veteran Appreciation Month

You're invited to recognize a veteran, volunteer, or organization that stands out for their service, leadership, and dedication to veterans and the community.

Who Can Be Nominated

- Veterans
- Individuals who work with or support veterans
- Veteran organizations
- Nominees must live, work, or volunteer in State Senate District 38

All Nominees Will Receive

- A Certificate of Recognition
- A Letter of Appreciation

Submit Nominations



bit.ly/VetSpotlight38

Questions? Call 949.598.5850 or email maia.meunier@sen.ca.gov

Thank you for helping us honor the incredible men and women who have served our country or our veterans!



ocpetinfo.com

PETS FOR VETS

OC Animal Care is proud to connect veterans with discounted pet adoptions.



Under Senate Bill 245, the Pets for Vets Act, veterans can adopt a dog or cat with a waived adoption fee.



Only a current and valid California Driver's License or ID with the designation, "veteran" will be accepted.



Veterans will need to pay any pet license and microchipping fees, if applicable.



If you are interested in adopting a shelter pet, visit our website at ocpetinfo.com or stop by the shelter daily for an Adoption Visit or during Visiting Hours.