Q1 2016

City of Chula Vista Sales Tax *Update*

Second Quarter Receipts for First Quarter Sales (January - March 2016)

Chula Vista In Brief

Chula Vista's receipts from January through March were 0.8% above the first sales period in 2015.

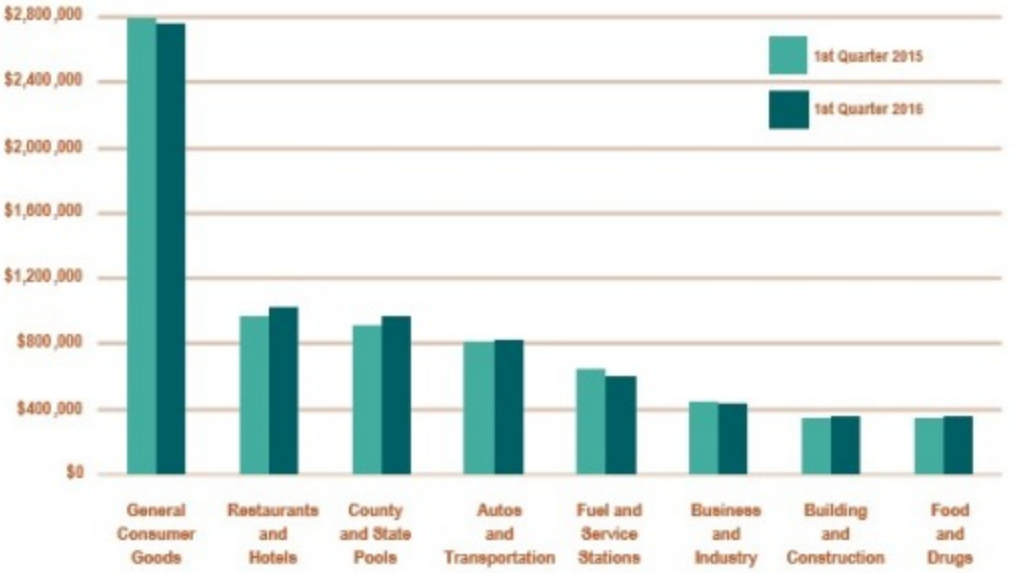
The largest contributor to the quarter's growth was a higher allocation from the countywide use tax pool as receipts expanded due to the increasing prevalence of online shopping. The opening of new restaurants boosted casual dining while the sale of new cars, electronics and appliances also improved.

Drug store results jumped but most of the gain was attributable to an additional allocation to amend a prior year reporting error.

Local service station revenue was pared as the cost to fill-up a tank of gasoline decreased along with the price of fuel. Discount department store sales were temporarily deflated by a negative payment correction. Department stores were hurt by e-commerce competition and a reprioritization of consumer spending away from apparel.

Net of aberrations, taxable sales for all of San Diego County grew 0.7% over the comparable time period; the Southern California region was up 3.1%.

Sales Tax by Major Business Group



Top 25 Producers

In Alphabetical Order

- Apple
- Arco AM PM (2)
- Best Buy
- Burlington Coat Factory
- Chevron
- Costco
- Fuller Ford/Kia
- Fuller Honda
- Home Depot
- Jeromes Furniture Warehouse
- Kohls
- Lowes
- Macys
- Marshalls
- Mossy Nissan Chula Vista
- Ross
- Sears
- South Bay Motorsports
- Target
- Toyota/Scion
- Toys R Us
- Vons
- Walmart
- Youngevity

Revenue Comparison

Four Quarters – Fiscal Year To Date

	2014-15	2015-16
Point-of-Sale	$27,086,994	$27,777,225
County Pool	3,657,953	4,025,489
State Pool	18,056	20,467
Gross Receipts	$30,763,003	$31,823,181
Less Triple Flip*	$(7,690,751)	$(6,120,736)

**Reimbursed from county compensation fund*

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