Q1 2018

City of Chula Vista Sales Tax *Update*

Second Quarter Receipts for First Quarter Sales (January - March 2018)

Chula Vista In Brief

Chula Vista's receipts from January through March were 1.5% below the first sales period in 2017. However, due to CDTFA's transition to a new reporting system, multiple transactions were not processed in the current period but are anticipated to be received with the next quarterly allocations. Including these expected remittances and other reporting aberrations, actual sales were up 6.2%.

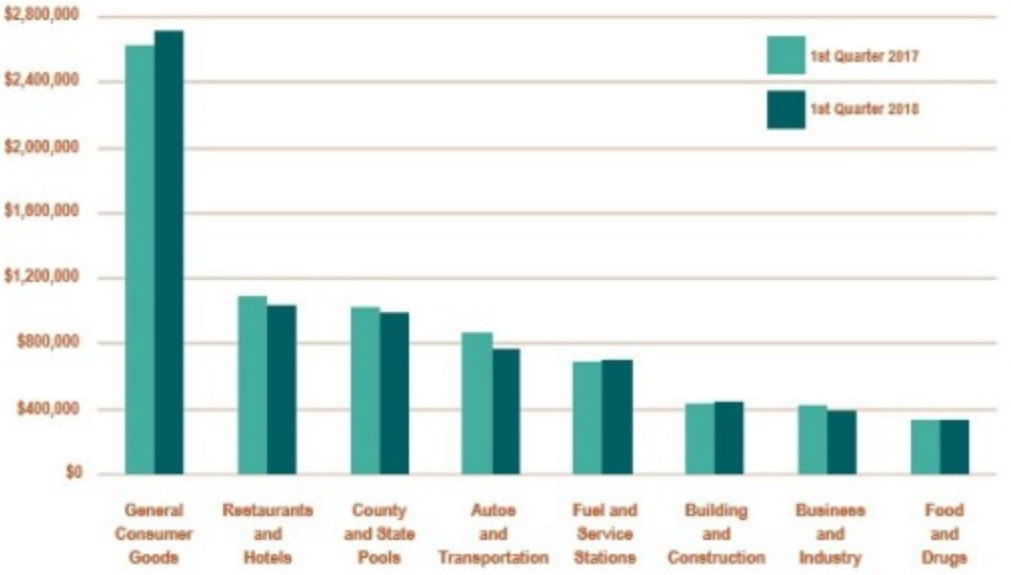
Strong sales by multiple general consumer categories including family apparel, electronics/appliance and discount department stores accounted for 56% of the adjusted gain. Steady price increases at the pump, mostly due to the global cost of crude oil and the implementation of SB-1 locally, pushed service stations higher.

Favorable winter weather and the current stable housing market contributed to produce solid growth from contractor suppliers while greater variety and creative new dining concepts continue to improve interest in eating out therefore positively impacting restaurant receipts.

The City's recently approved half-cent transaction tax, Measure P, generated an additional $4,157,382.

Net of aberrations, taxable sales for all of San Diego County grew 4.7% over the comparable time period; the Southern California region was up 5.6%.

Sales Tax by Major Business Group



Top 25 Producers

In Alphabetical Order

- Apple
- Arco AM PM
- Best Buy
- Burlington
- Chevron
- Costco
- Home Depot
- Jeromes Furniture Warehouse
- Kohls
- Lowes
- Macys
- Marshalls
- Mossy Nissan Chula Vista
- Penske Ford Chula Vista
- Penske Honda Chula Vista
- Penske Kia Chula Vista
- Ross
- South Bay Motorsports
- Target
- Toyota/Scion
- USA Gasoline
- Verizon Wireless
- Vons
- Walmart
- Youngevity

Revenue Comparison

Three Quarters – Fiscal Year To Date

	2016-17	2017-18
Point-of-Sale	$20,867,597	$21,460,914
County Pool	3,347,071	3,241,642
State Pool	19,635	13,544
Gross Receipts	**$24,234,304**	**$24,716,100**
Measure P	$1,862	$14,016,148

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