Q4 2018

City of Chula Vista Sales Tax *Update*

First Quarter Receipts for Fourth Quarter Sales (October - December 2018)

Chula Vista In Brief

Chula Vista's receipts from October through December were 8.0% above the fourth sales period in 2017. However, multiple retroactive payments were received temporarily exaggerating the results. Excluding reporting aberrations, actual sales were up 2.0%.

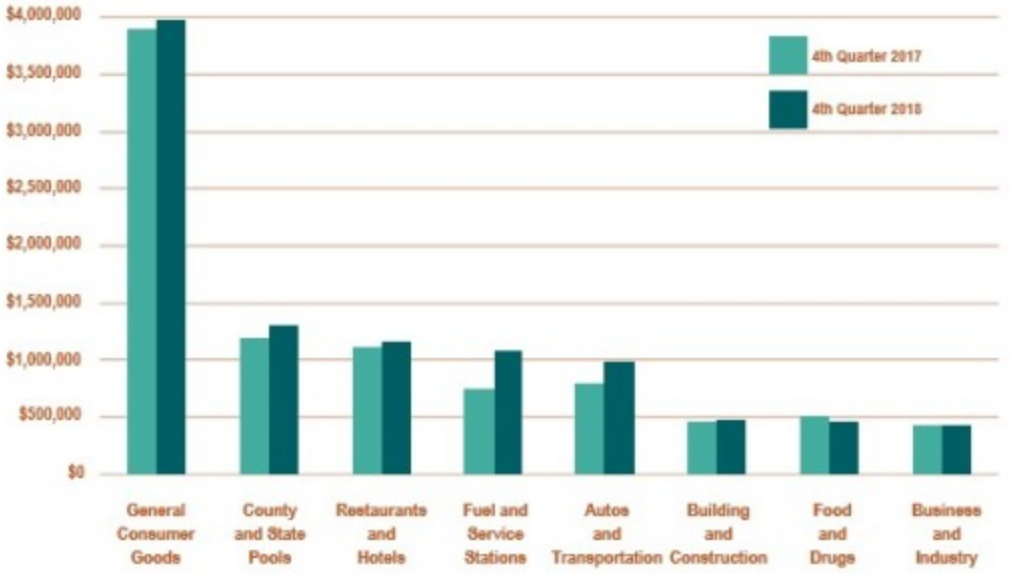
A strong holiday shopping season combined with the recent opening of a family apparel store led to solid gains by general consumer goods. Steady price increases at the pump, the current stable housing market, improved infrastructure spending and strong job market contributed to a rise in service station and building-construction activity.

In contrast, receipts from new auto dealers struggled to match last year's peak partially offsetting the gains.

The City's voter approved half-cent transaction tax, Measure P, generated an additional $5,365,782; a 5.5% increase over last year. This additional revenue source was also temporarily inflated by payment anomalies and only increased 0.8% once adjusted, mostly due to the same reasons above.

Net of aberrations, taxable sales for all of San Diego County were flat over the comparable time period; the Southern California region was up 2.6%.

Sales Tax by Major Business Group



Top 25 Producers

In Alphabetical Order

- Apple
- Arco AM PM
- Best Buy
- Burlington
- Cab West/Volvo Leasing
- Chevron
- Circle K
- Costco
- Fuller Honda
- Home Depot
- JC Penney
- Jeromes Furniture
- Kohls
- Lowes
- Macys
- Marshalls
- Mossy Nissan Chula Vista
- Penske Ford Chula Vista
- Penske Honda Chula Vista
- Ross
- Sears
- Target
- Toyota/Scion
- Vons
- Walmart

Revenue Comparison

Two Quarters – Fiscal Year To Date (Q3 to Q4)

	2017-18	2018-19
Point-of-Sale	$15,071,580	$16,851,649
County Pool	2,250,120	2,551,184
State Pool	7,939	8,500
Gross Receipts	**$17,329,639**	**$19,411,333**
Measure P	$9,858,765	$10,742,492
Measure A	$0	$4,843,670

Published by HdL Companies in Spring 2019
www.hdlcompanies.com | 888.861.0220 HdL