Q1 2019

City of Chula Vista Sales Tax *Update*

Second Quarter Receipts for First Quarter Sales (January - March 2019)

Chula Vista In Brief

Chula Vista's receipts from January through March were 12.3% above the first sales period in 2018 though results were inflated by irregularities in the timing of local revenue allocations following the State's recent transition to a new software system. General consumer goods, restaurants and allocations from the countywide use tax pool were particularly impacted. Adjusted for proper payment timing, results were flat.

General consumer goods related sales fell 3% overall, consistent with the statewide trend, as shopping activity continues to migrate to online retailers.

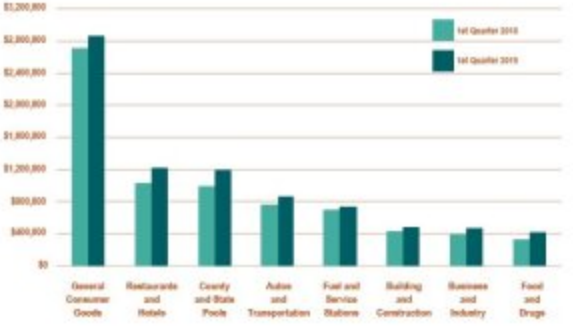
New car sales struggled. Service station tax revenue decreased as the price of gasoline has recently moderated from recent highs.

Family apparel sales were up, however, as new stores have recently opened in the City in response to untapped local demand.

Voter approved Measure P provided an additional $4,614,000, while Measure A provided an additional $4,539,000, beyond the amounts previously discussed.

Net of aberrations, taxable sales for all of San Diego County grew 0.9% over the comparable time period; the Southern California region was up 0.9%.

Sales Tax by Major Business Group



Top 25 Producers

In Alphabetical Order

Arco AM PM
Best Buy
Burlington
Chevron
Circle K
Costco
Del Amo Motorsports Of South Bay
Home Depot
Jeromes Furniture Warehouse
Lowes
Macys
Marshalls
Mossy Nissan Chula Vista
Penske Ford Chula Vista
Penske Honda Chula Vista
Plenums Plus
Ralphs
Ross
Shell
Target
Toyota/Scion
Verizon Wireless
Vons
Walmart
Youngevity

Revenue Comparison

Three Quarters - Fiscal Year To Date (Q3 to Q1)

	2017-18	2018-19
Point-of-Sale	$21,460,914	$23,946,738
County Pool	3,241,642	3,744,926
State Pool	13,544	12,582
Gross Receipts	**$24,716,100**	**$27,704,246**
Measure P	$14,016,148	$15,356,463
Measure A	$0	$9,382,184

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