Q3 2019

City of Chula Vista Sales Tax *Update*

Fourth Quarter Receipts for Third Quarter Sales (July - September 2019)

Chula Vista In Brief

Chula Vista's receipts from July through September were 4.0% below the third sales period in 2018. However, this comparison is skewed due to the CDTFA's transition to a new reporting system in the prior year when additional payments were received by the City. Excluding reporting aberrations, actual sales were up 4.5%.

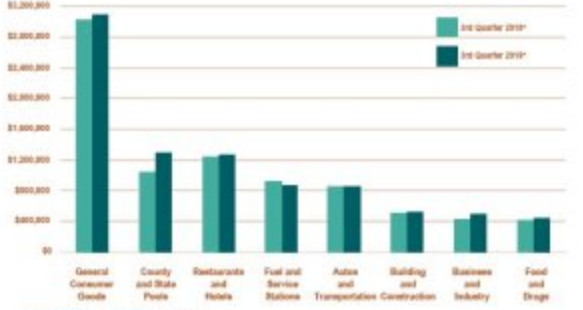
Strong returns from multiple general consumer categories including discount department stores, family apparel retailers and home furnishing merchants were largely responsible for the overall growth. Numerous one-time allocations also supported business-industry gains.

These local point of sale improvements combined with increased taxes collected for online purchases of items shipped into the region compared to last year, boosted allocations from the countywide use tax pool, further contributing to the positive outcome.

Voter-approved Measure P generated an additional $5,336,006 beyond the amounts previously discussed, while recently approved Measure A added $5,011,464.

Net of aberrations, taxable sales for all of San Diego County grew 2.6% over the comparable time period; the Southern California region was up 2.8%.

Sales Tax by Major Business Group



*Allocation aberrations have been adjusted to reflect sales activity

Top 25 Producers

In Alphabetical Order

Apple	Lowes
Arco AM PM	Macys
Best Buy	Marshalls
Burlington	Mossy Nissan Chula Vista
California Electric Supply	Penske Honda Chula Vista
Chevron	Ralphs
Circle K	Ross
Costco	Shell
Del Amo Motorsports of South Bay	Target
Ford of Chula Vista	Toyota Chula Vista
Home Depot	Walmart
Jeromes Furniture Warehouse	Youngevity
Kohls	

Revenue Comparison

One Quarter – Fiscal Year To Date (Q3)

	2018-19	2019-20
Point-of-Sale	$8,278,840	$7,793,632
County Pool	1,244,562	1,348,751
State Pool	4,304	3,129
Gross Receipts	**$9,527,706**	**$9,145,512**
Measure P	$1,376,711	$5,333,006
Measure A	$13,623	$5,307,534

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