Q4 2019

City of Chula Vista Sales Tax *Update*

First Quarter Receipts for Fourth Quarter Sales (October - December 2019)

Chula Vista In Brief

Chula Vista's receipts from October through December were 6.4% above the fourth sales period in 2018. Excluding reporting aberrations, actual sales were up 7.9%.

The primary factor in this improvement was a 42% surge in allocations from the countywide use tax pool. This revenue has been boosted by a recent legislative change that allows the State to collect tax revenue from small, third-party sellers on internet-based, market-platforms.

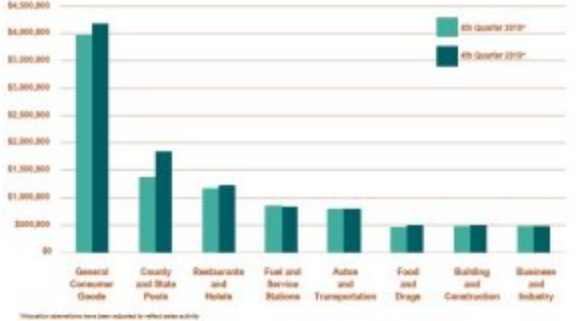
Several new family apparel and home furnishing stores have also opened in Chula Vista, attracted by the dynamic local economy. Electronics and appliance stores also performed well.

Auto and transportation and service station revenues were both lower, but most of the loss in each category was due to anomalies.

Voter-approved add-on sales tax Measure P and Measure A added a combined $11.7 million beyond the amounts previously discussed, an increase of 15% over the comparison year.

Net of aberrations, taxable sales for all of San Diego County grew 5.6% over the comparable time period; the Southern California region was up 4.4%.

Sales Tax by Major Business Group



*Allocation aberrations have been adjusted to reflect sales activity

Top 25 Producers

In Alphabetical Order

Apple
Arco AM PM
Best Buy
Burlington
Chevron
Circle K
Costco
Del Amo Motorsports of South Bay
Ford of Chula Vista
Home Depot
JC Penney
Jerome's
Kohls
Lowes
Macys
Marshalls
Mossy Nissan Chula Vista
Penske Honda Chula Vista
Ross
Sears
Target
Toyota Chula Vista
Vons
Walmart
Youngevity

Revenue Comparison

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

	2018-19	2019-20
Point-of-Sale	$16,851,649	$16,354,918
County Pool	2,551,184	3,203,057
State Pool	8,500	7,474
Gross Receipts	$19,411,333	$19,565,449
Measure P	$10,742,492	$11,241,690
Measure A	$4,843,670	$11,345,516

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