

▶ **CHULA VISTAS TOP.....1**
25 SALES TAX GENERATORS AND
ECONOMIC INFLUENCES

▶ **REVENUE COMPARISON.....2**
AND SALES TAX PER CAPITA

Chula Vista

Sales Tax Update

Every geographic region of California experienced accelerating declines in sales tax revenue during the year ended 3rd Quarter 2008. Most significantly, and for the first time in many years New Auto Sales are no longer in the top three economic segments in the State. Service Stations moved into the top three due to high fuel prices. The rapid decline in 4th-quarter fuel prices without compensating increases in consumption signal the bursting of the fuel bubble. Additionally, the slowing of Department Store sales in the 3rd quarter, combined with drastic declines in the 4th quarter, will further contract local economies.

Introduction

The percent change in cash receipts over the prior year was (-2.1%) statewide, (-1.2%) in Northern California and (-2.8%) in Southern California. The period's cash receipts include tax from business activity during the period, payments for prior periods and other cash adjustments. When we adjust out non-period related payments, we determine the overall business activity declined for the year ended 3rd Quarter 2008 by (-3.7%) statewide, (-3.5%) in Northern California, and (-3.8%) in Southern California.

City of Chula Vista Overview

Excluding state and county pools, adjusting for anomalies (payments to prior periods) and late payments, the City's economic growth was a -1.0% for the year ended 3rd Quarter 2008 over the prior year. During this period California continues to experience cooling of the manufacturing sector, the cutback in consumer spending and the undercurrent of the housing market. Chula Vista reacted with minor contractions to four out of the six economic categories. Comparison with all cities within the county, Chula Vista maintains in the top five in percent growth and maintains economic balance statewide.

CITY OF CHULA VISTA

BENCHMARK YEAR 2008Q3 COMPARED TO BENCHMARK YEAR 2007Q3

ECONOMIC CATEGORY ANALYSIS									
	City Of Chula Vista	California Statewide	S.F. Bay Area	Sacramento Valley	Central Valley	South Coast	Inland Empire	North Coast	Central Coast
General Retail	48.4 / -0.1	28.9 / -4.0	29.2 / -2.4	28.4 / -4.9	29.8 / -4.3	29.0 / -4.1	26.7 / -5.8	30.1 / -5.8	33.6 / -7.4
Food Products	16.9 / 3.5	17.5 / 0.9	17.9 / 2.6	15.8 / -1.0	16.4 / 1.6	17.8 / 0.6	15.7 / -0.5	16.6 / 2.2	26.8 / -1.3
Construction	6.8 / -12.9	9.8 / -12.8	9.4 / -8.7	12.4 / -15.2	12.6 / -16.1	8.7 / -10.9	12.4 / -23.1	15.6 / -17.2	10.4 / -16.3
Transportation	23.3 / -0.6	24.2 / -3.8	20.8 / -1.4	26.2 / -7.4	25.8 / -6.9	24.5 / -2.8	28.3 / -8.5	27.7 / -6.7	20.2 / -8.0
Business to Business	4.3 / -9.9	18.5 / -1.9	21.6 / -3.4	16.0 / -2.4	14.5 / 2.0	18.7 / -1.5	15.0 / -3.2	9.8 / 5.2	7.5 / 2.3
Miscellaneous	0.4 / 16.1	1.2 / -1.5	1.2 / 0.5	1.1 / -9.7	0.8 / -6.2	1.2 / -1.9	1.9 / 1.4	0.7 / -7.1	1.5 / 47.0
Total	100.0 / -1.0	100.0 / -3.7	100.0 / -2.2	100.0 / -6.1	100.0 / -4.9	100.0 / -3.1	100.0 / -7.9	100.0 / -5.9	100.0 / -5.8

TOP 25 PRODUCERS (In Alphabetical Order)

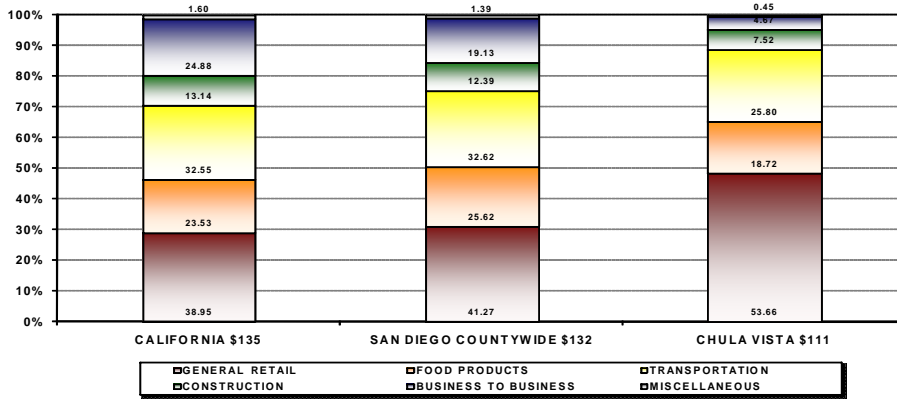
APPLE STORES
 ARCO AM/PM MINI MARTS
 BEST BUY STORES
 CHEVRON SERVICE STATIONS
 COSTCO WHOLESALE
 FULLER FORD
 FULLER HONDA
 HOME DEPOT
 J C PENNEY COMPANY
 JEROME'S FURNITURE WAREHOUSE

K MART STORES
 KOHL'S DEPARTMENT STORES
 LOWE'S HOME IMPROVEMENT
 MACY'S DEPARTMENT STORE
 MCCUNE CHRYLSER JEEP DODGE
 PEOPLE'S CHEVROLET
 RALPH'S GROCERY COMPANY
 ROSS STORES
 SEARS ROEBUCK & COMPANY
 SOUTH BAY MOTORSPORTS

TARGET STORES
 TOYOTA CHULA VISTA
 TOYS R US
 VONS GROCERY COMPANY
 WAL MART STORES

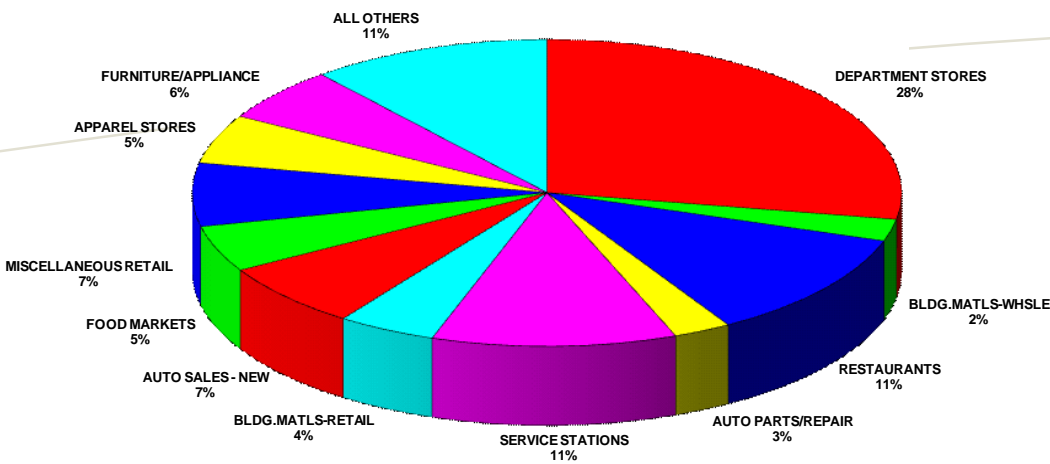


CITY OF CHULA VISTA
 PER CAPITA COMPARISON OF SALES TAX
 BENCHMARK YEAR ENDED 3RD QUARTER 2008



SALES PER CAPITA

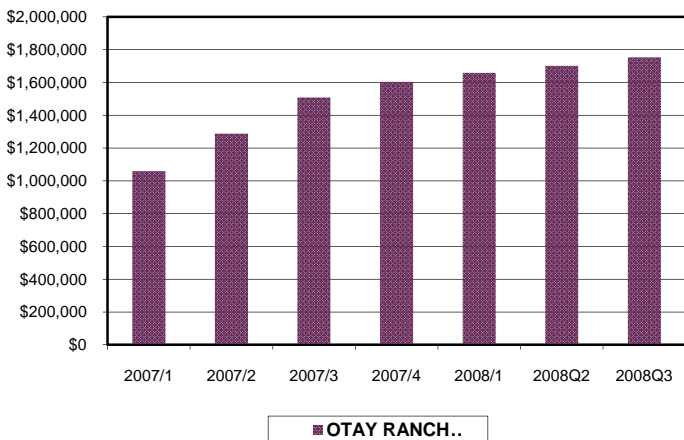
This chart shows the sales tax per capita from the economic category during the year ended 3rd Quarter 2008



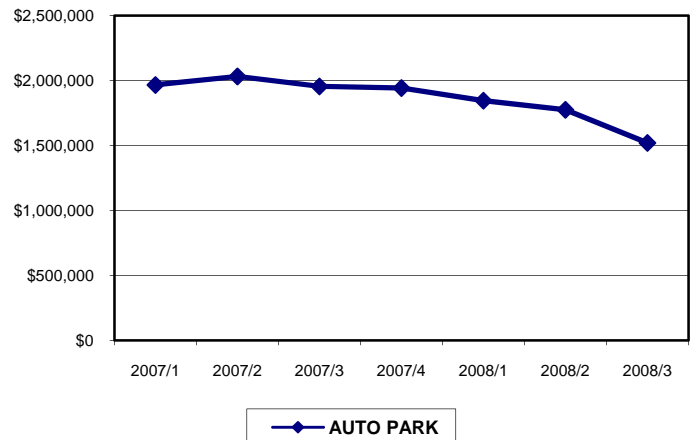
REVENUE BY BUSINESS GROUP

The graph to the left reviews the revenue by Business Group for 3rd Quarter 2008.

HISTORIC SALES TAX BY GEOGRAPHIC AREA
 Benchmark Year



HISTORIC SALES TAX BY GEOGRAPHIC AREA
 Benchmark Year



HISTORICAL SALES TAX BY GEOGRAPHIC AREA

The charts to the left and above show the sales tax level for the year ended 3rd Quarter 2008 for the Auto Park and Otay Ranch Town Center.