



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



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

Chula Vista

Sales Tax Update

Most jurisdictions in California experienced dramatic declines in sales tax revenue during the year ended 1st Quarter 2009. The purpose of this summary is to provide Chula Vista with an overview of economic trends and pressures affecting the economy.

Introduction

Overall, sales tax declined for the year ended 1st Quarter 2009 by (-8.2%) statewide, (-7.2%) in Northern California, and (-8.9%) in Southern California. The decline is accelerating with the 1st Quarter 2009 compared to 1st Quarter 2008 down (-16.4%) statewide, (-16.6%) in Northern California and (-16.2%) in Southern California.

CITY OF CHULA VISTA

BENCHMARK YEAR 2007Q4 COMPARED TO BENCHMARK YEAR 2006Q4

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	49.0 / -6.2	29.6 / -7.0	29.7 / -6.8	29.0 / -6.0	31.2 / -2.5	29.6 / -7.7	27.8 / -8.6	29.0 / -6.7	34.6 / -7.6
Food Products	17.9 / -0.9	18.4 / -3.1	18.8 / -2.0	16.4 / -3.3	16.8 / -2.4	18.8 / -3.2	16.7 / -6.4	18.4 / -2.6	27.6 / -4.7
Construction	6.7 / -14.9	9.5 / -15.6	9.2 / -13.7	12.0 / -16.4	12.0 / -15.5	8.5 / -14.3	11.8 / -24.9	14.5 / -16.5	10.3 / -14.8
Transportation	21.5 / -16.2	22.5 / -16.3	19.2 / -15.7	24.3 / -17.0	24.1 / -16.9	22.9 / -15.3	25.8 / -21.9	26.9 / -16.9	18.7 / -18.0
Business to Business	4.6 / -7.1	18.8 / -6.5	21.9 / -8.5	17.1 / -2.4	15.1 / -1.1	19.0 / -6.6	15.8 / -6.9	10.4 / -1.3	7.6 / -7.3
Miscellaneous	0.4 / -2.7	1.3 / -4.3	1.3 / 0.5	1.2 / -5.5	0.9 / -5.9	1.2 / -7.5	2.1 / 1.8	0.9 / 3.6	1.2 / 18.2
Total	100.0 / -8.4	100.0 / -9.4	100.0 / -8.7	100.0 / -9.3	100.0 / -7.9	100.0 / -9.2	100.0 / -13.8	100.0 / -9.9	100.0 / -9.5

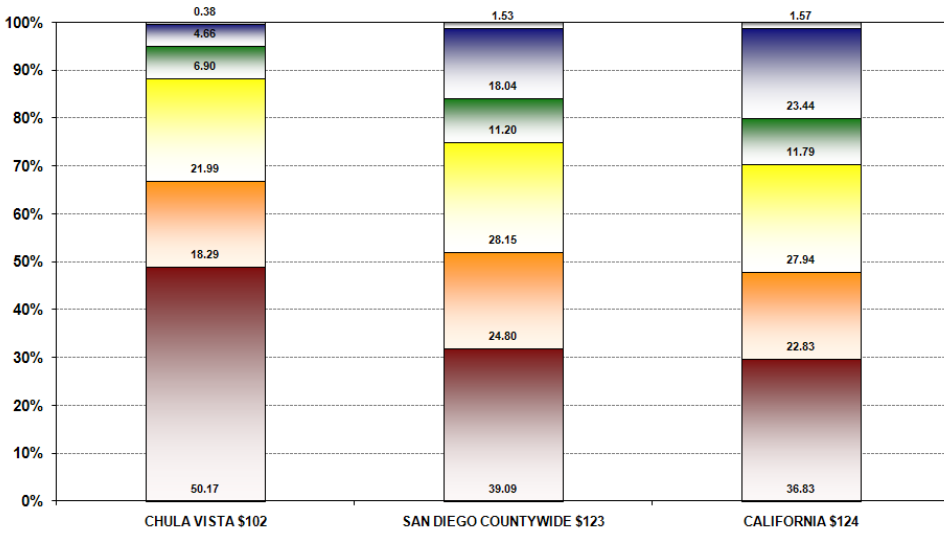
TOP 25 PRODUCERS (In Alphabetical Order)

- | | |
|------------------------------|-----------------------------|
| ARCO AM/PM MINI MARTS | MACY'S |
| BEST BUY STORES | MCCUNE CHRYLSEER JEEP DODGE |
| CHEVRON SERVICE STATIONS | PEOPLE'S CHEVROLET |
| COSTCO WHOLESALE | RALPH'S GROCERY COMPANY |
| FULLER FORD | ROSS STORES |
| FULLER HONDA | SEARS ROEBUCK & COMPANY |
| HOME DEPOT | SOUTH BAY MOTORSPORTS |
| J C PENNEY COMPANY | TARGET STORES |
| JEROME'S FURNITURE WAREHOUSE | TOYOTA CHULA VISTA |
| K MART STORES | TOYS R US |
| KOHL'S DEPARTMENT STORES | VONS GROCERY COMPANY |
| LOWE'S HOME IMPROVEMENT | WAL MART STORES |



CITY OF CHULA VISTA

PER CAPITA COMPARISON OF SALES TAX
BENCHMARK YEAR ENDED 1st QUARTER 2009



SALES PER CAPITA

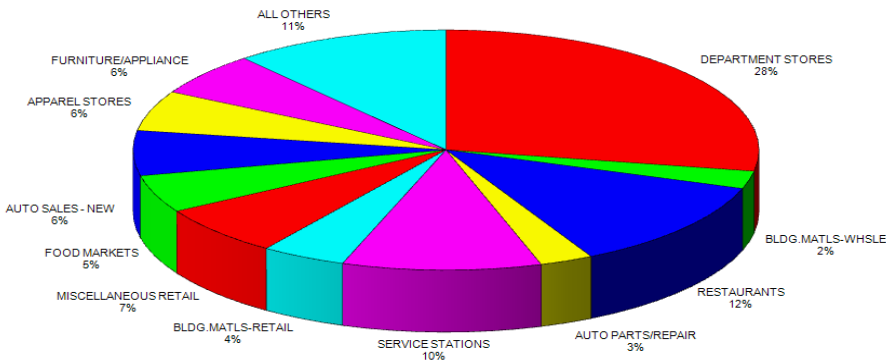
This chart shows the sales tax per capita from the economic

GENERAL RETAIL
 FOOD PRODUCTS
 TRANSPORTATION
 CONSTRUCTION
 BUSINESS TO BUSINESS
 MISCELLANEOUS

REVENUE BY BUSINESS GROUP

GROUP

The following graph reviews the revenue by Business Group for



HISTORICAL SALES TAX BY GEOGRAPHIC AREA

The following charts show the sales tax level for the year ended 1st Quarter 2009 for Auto Park and Otay Ranch Towne Center.

