

# COMMUNITY CONNECTION

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## City Sales Tax Revenue

Sales tax revenue generated from retail sales of taxable, tangible items and services within the City represents the second largest revenue source for the City's General Fund in fiscal year 2024. The fiscal year 2024 Adopted Budget projects \$47.1 million to be collected as Local Jurisdiction sales tax revenue. Sales tax revenue is highly sensitive to economic conditions, including levels of unemployment, recessions, increased or reduced household income, and business investments.

Retailers must register with the California Department of Tax and Fee Administration (CDTFA) and pay the state's sales tax. Sales taxes are collected at the point of sale and remitted to the CDTFA. Sales tax provides revenue for the State, County, and City. Sales tax is collected at a total rate of 8.75% for the City of Chula Vista.



Chula Vista voters approved the Measure P Sales Tax in November 2016. Measure P is a temporary, 10-year, one-half cent sales tax (0.50%) dedicated to funding high priority infrastructure needs. The fiscal year 2024 Adopted Budget projects \$27.8 million in Measure P sales tax revenues. [Projects completed and ongoing thanks to Measure P Sales Tax dollars can be found on the City website.](#)

Chula Vista voters approved the Measure A Sales Tax in June 2018. Measure A is a one-half cent sales tax (0.50%) dedicated to addressing identified critical needs and enhancing public safety staffing. The fiscal year 2024 Adopted Budget projects \$27.8 million in Measure A sales tax revenues.

With the approval of Measure P and Measure A, the City receives a total of 2.0% of sales tax revenue applied to all taxable retail sales occurring within the City limits (1.00% local jurisdiction share) and any sales where the use of the item is within the City (Measure P and Measure A at 0.50% each). These measures are projected to generate approximately \$55.6 million in revenue in fiscal year 2024. When combined with the local jurisdiction sales tax revenue, total City sales tax revenue is projected to generate approximately \$102.7 million in fiscal year 2024. [Additional information on the City Budget can be found on the website.](#)