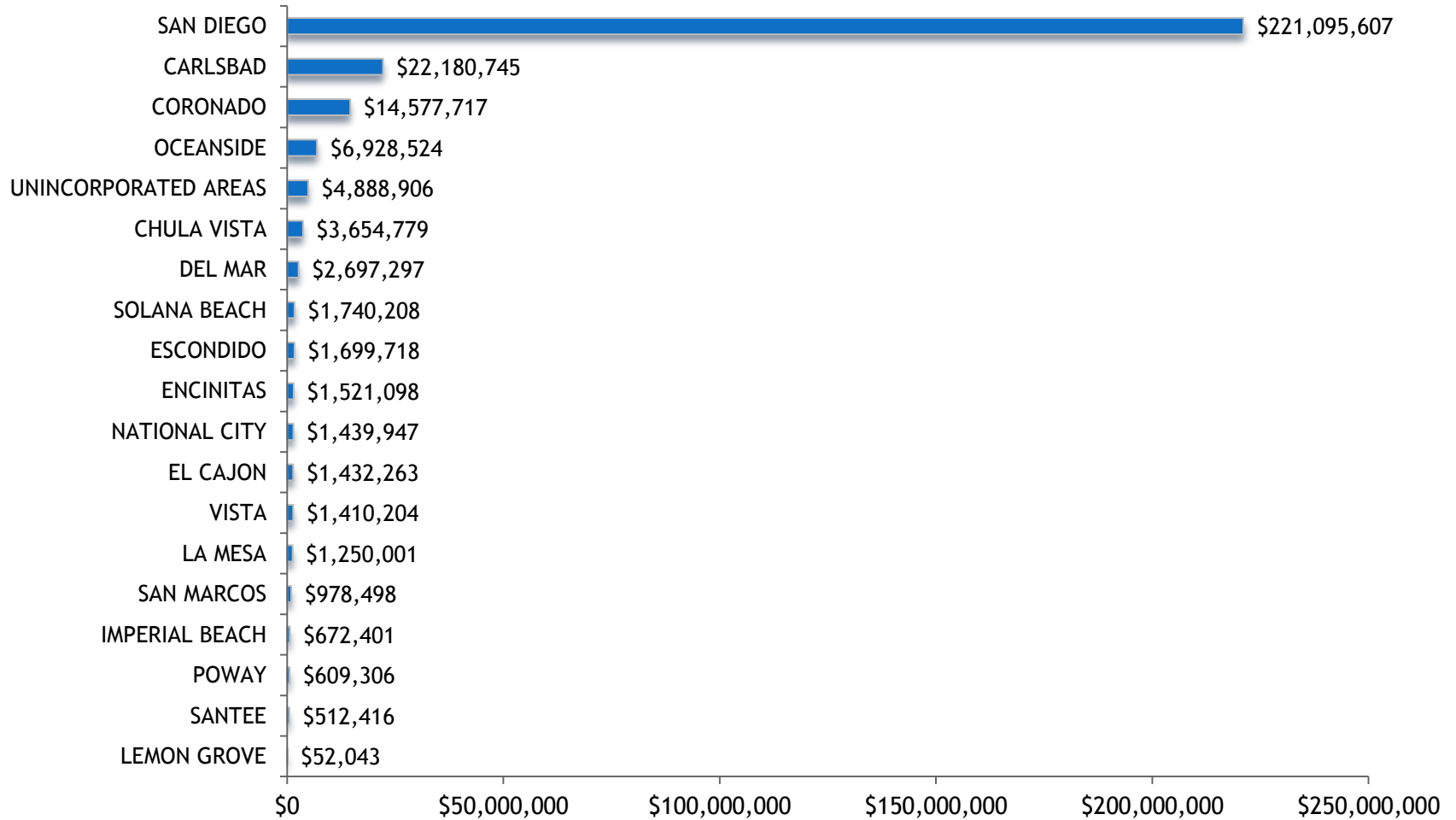


San Diego County TOT Collections Trend



San Diego County FY17 TOT Collections

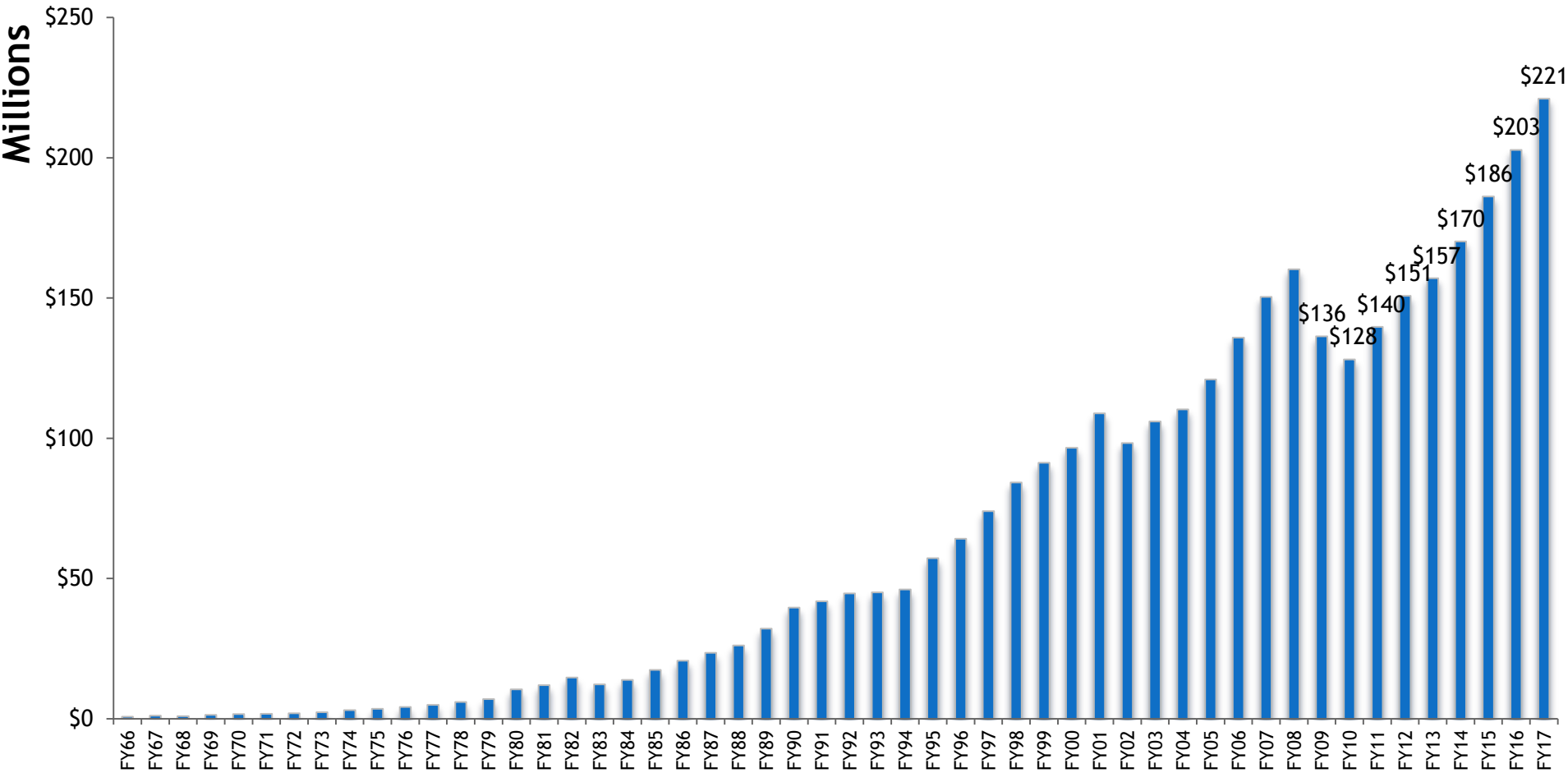
\$289 Million collected in FY17



TOURISM AUTHORITY

City of San Diego TOT Trend since FY1966

\$3.39 Billion Collected



TOURISM AUTHORITY

TOT Collections by City (FY08-FY17)

MUNICIPALITY	TAX RATE	FY2008	FY2009	FY2010	FY2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017
CARLSBAD	10%	\$14,271,535	\$12,474,796	\$11,486,318	\$11,551,871	\$12,863,691	\$14,689,728	\$17,284,042	\$19,485,400	\$20,787,750	\$22,180,745
CHULA VISTA*	10%	\$2,652,859	\$2,318,198	\$2,047,484	\$2,078,133	\$2,271,611	\$2,473,022	\$2,645,274	\$3,136,847	\$3,826,580	\$3,654,779
CORONADO**	10%	\$10,174,267	\$8,460,505	\$7,553,507	\$8,311,991	\$8,791,213	\$10,437,496	\$12,442,925	\$13,763,729	\$13,818,817	\$14,577,717
DEL MAR	11.5%	\$1,247,226	\$1,418,345	\$1,505,524	\$1,704,696	\$1,805,295	\$1,939,699	\$2,101,634	\$2,444,275	\$2,617,526	\$2,697,297
EL CAJON	10%	\$1,137,582	\$927,798	\$825,005	\$898,073	\$1,044,904	\$1,056,398	\$1,141,463	\$1,330,117	\$1,364,665	\$1,432,263
ENCINITAS	10%	\$1,178,901	\$1,068,816	\$1,183,959	\$1,284,130	\$1,421,530	\$1,489,725	\$1,568,079	\$1,368,338	\$1,443,093	\$1,521,098
ESCONDIDO	10%	\$1,396,957	\$1,106,214	\$985,573	\$1,023,067	\$1,145,527	\$1,230,415	\$1,322,015	\$1,435,405	\$1,605,827	\$1,699,718
IMPERIAL BEACH	10%	\$209,022	\$175,791	\$163,723	\$224,220	\$230,942	\$223,612	\$386,421	\$639,983	\$667,768	\$672,401
LA MESA	10%	\$890,867	\$774,674	\$739,081	\$856,215	\$910,177	\$956,939	\$1,038,422	\$1,148,295	\$1,208,891	\$1,250,001
LEMON GROVE	6%	\$35,657	\$32,591	\$30,139	\$31,475	\$35,611	\$36,756	\$39,392	\$44,525	\$35,800	\$52,043
NATIONAL CITY	10%	\$748,173	\$576,349	\$696,087	\$838,255	\$887,820	\$1,005,153	\$1,082,339	\$1,383,793	\$1,367,844	\$1,439,947
OCEANSIDE	10%	\$3,019,796	\$3,119,375	\$3,107,339	\$3,298,713	\$3,817,155	\$4,174,210	4,663,153.00	\$5,732,311	\$6,394,775	\$6,928,524
POWAY	10%	\$206,323	\$247,787	\$367,434	\$433,934	\$462,508	\$486,145	\$523,112	\$573,531	\$615,482	\$609,306
SAN DIEGO	10.5%	\$160,242,590	\$136,320,441	128,113,063	139,768,537	150,819,218	\$157,025,193	\$170,171,143	\$186,235,290	\$202,803,871	\$221,095,607
SAN MARCOS	10%	\$383,001	\$330,412	\$298,459	\$610,460	\$713,538	\$736,035	\$794,846	\$829,724	\$873,863	\$978,498
SANTEE	10%	\$126,532	\$115,327	\$100,274	\$106,357	\$114,559	\$207,902	\$385,796	\$431,550	\$483,359	\$512,416
SOLANA BEACH	13%	\$1,160,278	\$1,039,229	\$943,327	\$978,840	\$1,118,594	\$1,186,198	\$1,220,074	\$1,467,372	\$1,605,685	\$1,740,208
VISTA	10%	\$436,735	\$355,934	\$329,813	\$546,093	\$595,509	\$981,945	\$1,118,598	\$1,262,967	\$1,274,548	\$1,410,204
UNINCORPORATED AREAS	8%	\$3,473,839	\$2,827,952	\$2,423,811	\$2,448,836	\$2,579,408	\$2,646,966	\$3,403,805	\$4,166,355	\$4,128,274	\$4,888,906
TOTAL COLLECTIONS		\$202,992,140	\$173,690,533	\$162,899,920	\$176,993,897	\$191,607,866	\$202,902,750	\$223,332,534	\$246,879,807	\$266,924,418	\$289,341,678

Source: Cities in San Diego County

**Coronado TOT rate increased to 10% on January 2013

The TOT figures represent revenues for the months they were earned in. Due to differing accounting methods used the amounts may not correspond with figures found in the financial documents issued by these municipalities.



TOURISM AUTHORITY