



March 1, 2007

Dear Vista Business Owner:

On November 7, 2006, voters in the city of Vista approved a one-half cent retail transaction and use (sales) tax. The sales tax rate for the city of Vista will increase to 8.25% beginning April 1, 2007.

It is estimated that the increased tax will generate \$6.5 million annually in additional revenue for the City and will be used to maintain general services such as public safety and street improvements. The funds will also allow the City to meet more of the community's priorities, including:

- Increased law enforcement through additional Sheriff's deputies and the re-opening of two neighborhood police sub-stations;
- Hiring additional fire fighters, to help the Vista Fire Department meet the low response times that are important in all medical emergencies;
- Improving street maintenance activities throughout the city;
- Constructing needed public facilities, such as fire stations, a civic center, sports fields and more.

The new sales tax amount applies to all taxable sales of products within the Vista city limits. It must also be charged on all tangible personal property that is delivered or placed into use within the Vista city limits. This relates to vehicles, boats, or airplanes that are purchased elsewhere, but registered to a Vista resident.

If you are a seller or purchaser and need information about the new tax, contact the California State Board of Equalization, Local Revenue Allocation Unit (916) 324-3000. You can visit the City of Vista's website, www.cityofvista.com, and click on the "Vista Sales Tax" link under "Most Viewed Pages" to learn more information and access a list of all addresses that are within the Vista city limits. If you have any questions please call Jenny Peterson or Aly Zimmermann at (760) 639-6131.

Thank you,

Morris B. Vance
Mayor

Para información en Español, por favor llame a la ciudad, (760) 726-1430.