

TOWN OF WINTER PARK, CO

December 2021



SALES, LODGING, ACCOMMODATION AND TRANSIT/TRAILS TAX REPORT

The Town of Winter Park Sales, Lodging, Accommodation, and Trails/Transit Tax Report examines tax collections for the month of December 2021, which were remitted to the Town in January 2022, and includes an analysis for the year-to-date results along with prior year results.

Notes & Changes for Comparisons

A Transit & Trails Sales and Lodging tax became effective on December 1, 2015 which increased the Town's sales tax rate from 5% to 7%. This new tax is reported separately on the "Summary Results" page but will not be separately reported in the "Tax Comparison" section that follows. However, to remain consistent in comparisons to 2015 and prior years, the "Percentage" column for each year will be calculated based on a 5% sales tax rate.

SUMMARY RESULTS FOR SALES, LODGING, ACCOMMODATION AND TRANSIT/TRAILS TAX

The Town of Winter Park's December 2021 sales tax collections were 43% above December 2020 collections. All Sectors have experienced double digit growth over 2020 collections year to date. For the year, the Town is 33% ahead of 2020 and is 17% ahead of pre-pandemic 2019 collections. The Lodging Sector has experience the most significant growth in 2021 at 46%. We attribute this to strong visitorship coupled with increased sales tax compliance now that booking platforms are required to remit sales tax directly to the Town for all bookings made through their sites. The Town's year to date collections continue to exceed budgeted collections.

Current Month

7% Tax	December 2021	December 2020	21-20 %	December 2019	21-19 %	December 2018	21-18 %	December 2017	21-17 %	December 2016	21-16 %	December 2015	21-15 %
Sales Tax - Not Lodging (5%)	1,021,331	701,626	46%	843,589	21%	805,569	27%	707,594	44%	622,858	64%	601,966	70%
Lodging/Accomm Tax (5%)	417,858	307,127	36%	319,670	31%	299,341	40%	260,810	60%	279,592	49%	230,507	4%
Monthly Total (5%)	1,439,189	1,008,752	43%	1,163,259	24%	1,104,910	30%	968,404	49%	902,450	59%	832,473	73%
Transit & Trails Tax (2%)	575,675	403,501	43%	465,506	24%	441,964	30%	387,362	49%	360,980		287,630	
Total Collected for Month	2,014,864	1,412,253	43%	1,628,765	24%	1,546,874	30%	1,355,766	49%	1,263,430	59%	1,120,103	80%

Year-To-Date

7% Tax	YTD 2021	YTD 2020	21-20 %	YTD 2019	21-19 %	YTD 2018	21-18 %	YTD 2017	21-17 %	YTD 2016	21-16 %	YTD 2015	21-15 %
Sales Tax - Not Lodging (5%)	5,644,341	4,407,477	28%	5,163,069	9%	4,676,813	21%	4,181,418	35%	3,826,061	48%	3,641,298	55%
Lodging/Accomm Tax (5%)	2,468,369	1,688,278	46%	1,748,257	41%	1,622,349	52%	1,544,274	60%	1,307,103	89%	1,488,668	66%
YTD Total (5%)	8,112,710	6,095,754	33%	6,911,326	17%	6,299,162	29%	5,725,692	42%	5,133,164	58%	5,129,966	58%
Transit & Trails Tax (2%)	3,245,084	2,438,302	33%	2,764,303	17%	2,519,665	29%	2,290,403	42%	2,053,265		287,630	
Total Collected for Year	11,357,794	8,534,056	33%	9,675,629	17%	8,818,827	29%	8,016,094	42%	7,186,429	58%	5,417,596	110%

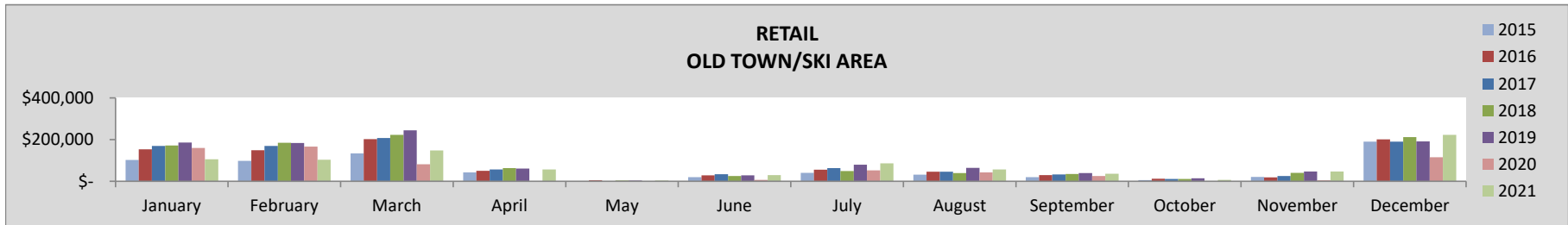
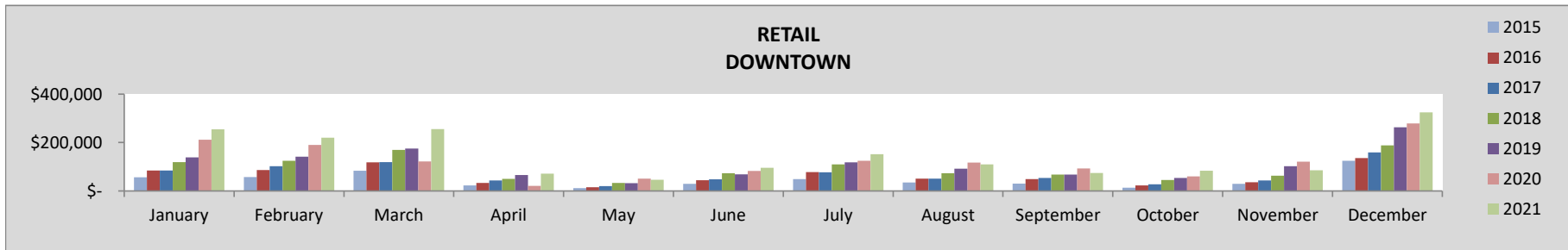
TAX COMPARISON BY INDUSTRY CLASS AND LOCATION

The following compares sales, lodging and accommodations tax collections for the current month and year by sector and location of the business.

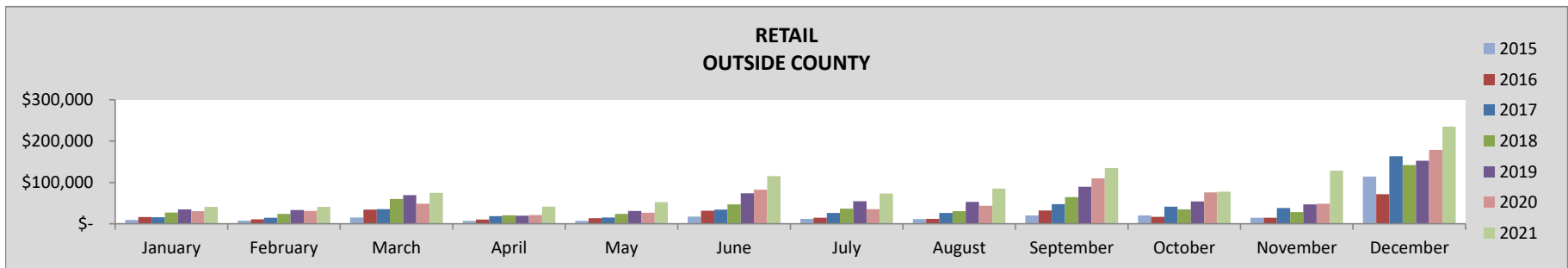
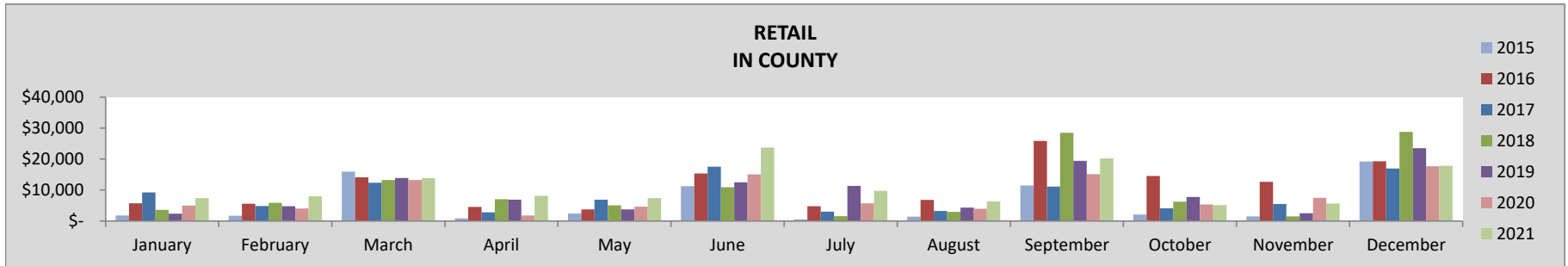
RETAIL

December	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	800,239	590,820	35%	630,266	27%	571,003	40%	529,369	51%	427,649	87%	448,244	28%
Downtown	324,480	279,028	16%	263,224	23%	188,553	72%	159,146	104%	136,108	138%	124,694	86%
Old Town/Ski Area	222,938	115,449	93%	191,062	17%	211,662	5%	189,946	17%	200,571	11%	190,045	-16%
In County	17,832	17,710	1%	23,532	-24%	28,766	-38%	16,985	5%	19,291	-8%	19,212	-34%
Outside County	234,989	178,634	32%	152,448	54%	142,022	65%	163,292	44%	71,679	228%	114,294	47%

YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	3,910,560	2,961,816	32%	3,286,479	19%	2,828,588	38%	2,409,760	62%	2,118,113	85%	1,572,983	78%
Downtown	1,774,445	1,474,728	20%	1,319,217	35%	1,117,770	59%	829,565	114%	755,440	135%	542,842	133%
Old Town/Ski Area	901,757	655,891	37%	1,142,971	-21%	1,057,837	-15%	1,006,178	-10%	950,886	-5%	705,586	-9%
In County	133,619	99,076	35%	113,128	18%	115,227	16%	97,658	37%	133,002	0%	70,161	36%
Outside County	1,100,740	732,120	50%	711,163	55%	537,754	105%	476,360	131%	278,786	295%	254,393	209%



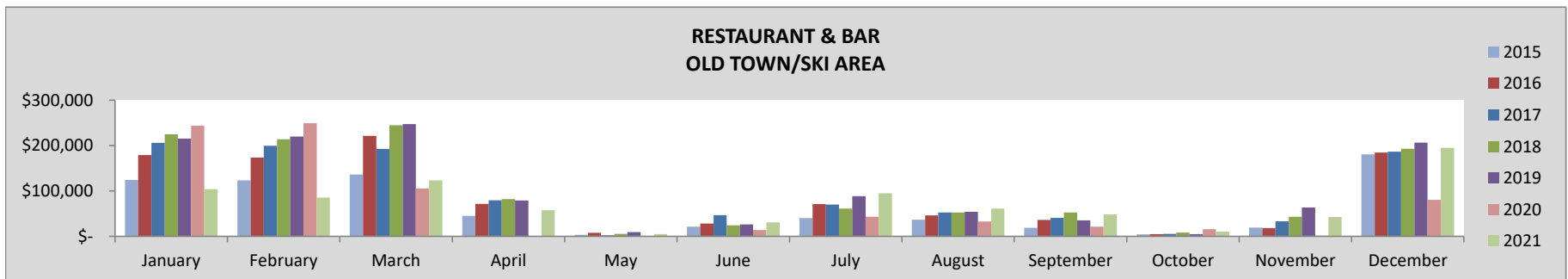
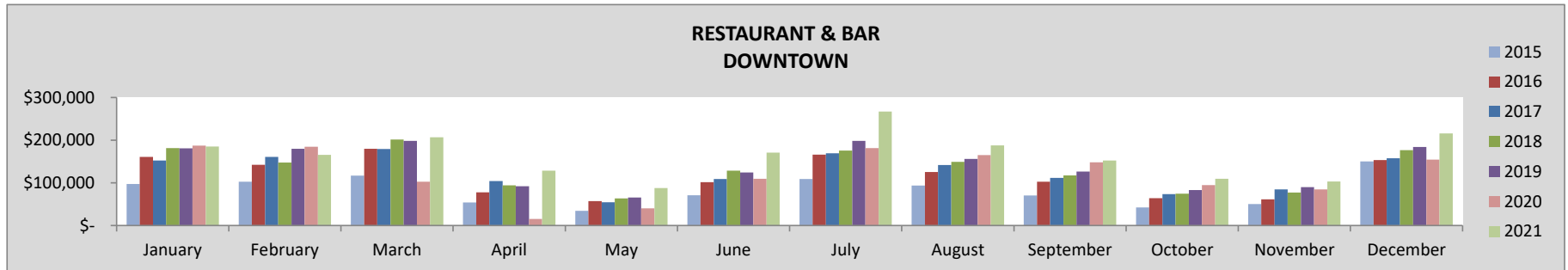
RETAIL - CONTINUED



RESTAURANT & BAR

December	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	410,651	235,130	75%	390,756	5%	369,505	11%	343,742	19%	337,740	22%	331,121	-11%
Downtown	215,542	154,612	39%	184,208	17%	176,463	22%	157,416	37%	153,430	40%	150,395	2%
Old Town/Ski Area	195,109	80,517	142%	206,548	-6%	193,042	1%	186,326	5%	184,310	6%	180,726	-23%

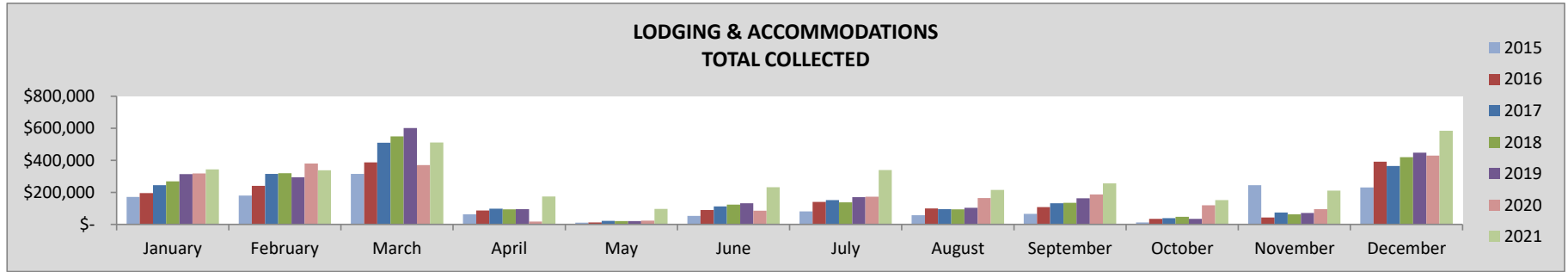
YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	2,837,699	2,275,753	25%	2,927,819	-3%	2,791,989	2%	2,611,702	9%	2,435,178	17%	1,743,923	16%
Downtown	1,979,776	1,467,864	35%	1,679,126	18%	1,586,575	25%	1,497,705	32%	1,393,200	42%	991,145	43%
Old Town/Ski Area	857,922	807,889	6%	1,248,693	-31%	1,205,414	-29%	1,113,997	-23%	1,041,979	-18%	752,778	-19%



LODGING & ACCOMMODATION

December	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	585,001	430,153	36%	447,538	31%	419,077	40%	365,135	60%	391,429	49%	230,507	81%

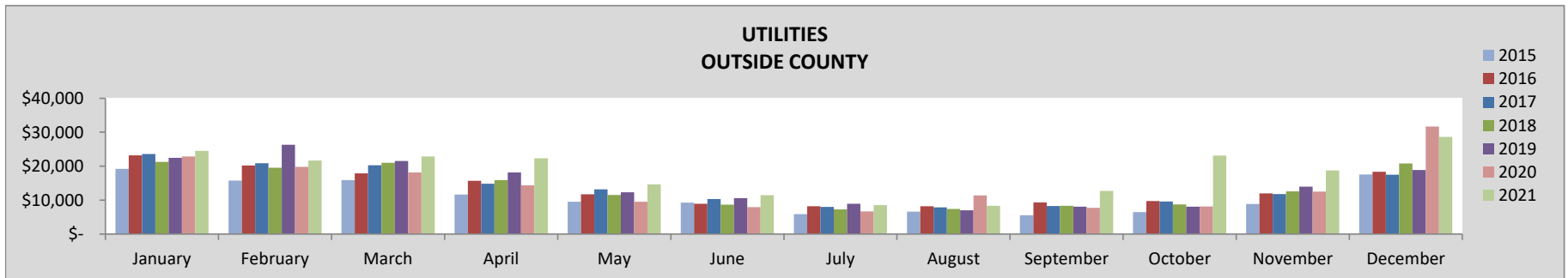
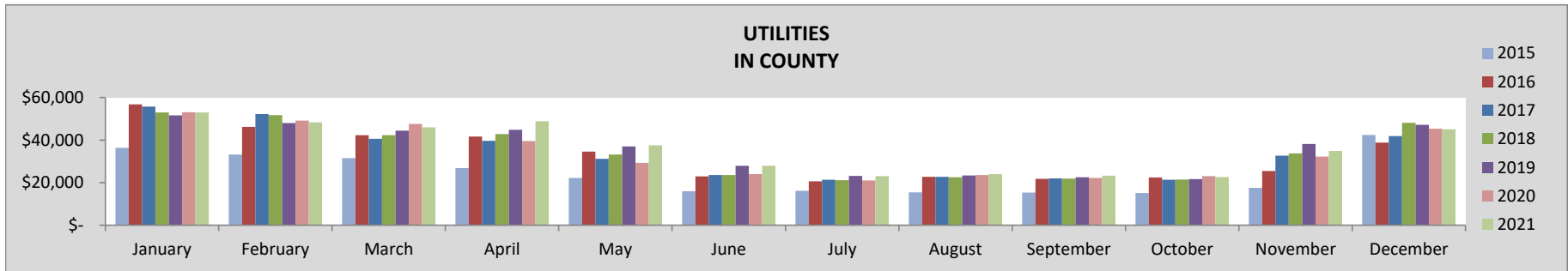
YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	3,455,717	2,363,765	46%	2,447,560	41%	2,271,289	52%	2,161,983	60%	1,829,944	89%	1,488,668	66%



UTILITIES

December	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	73,654	77,014	-4%	66,020	12%	68,890	7%	59,394	24%	57,162	29%	59,998	-12%
In County	45,028	45,336	-1%	47,133	-4%	48,078	-6%	41,914	7%	38,782	16%	42,450	-24%
Outside County	28,627	31,677	-10%	18,887	52%	20,812	38%	17,480	64%	18,380	56%	17,548	17%

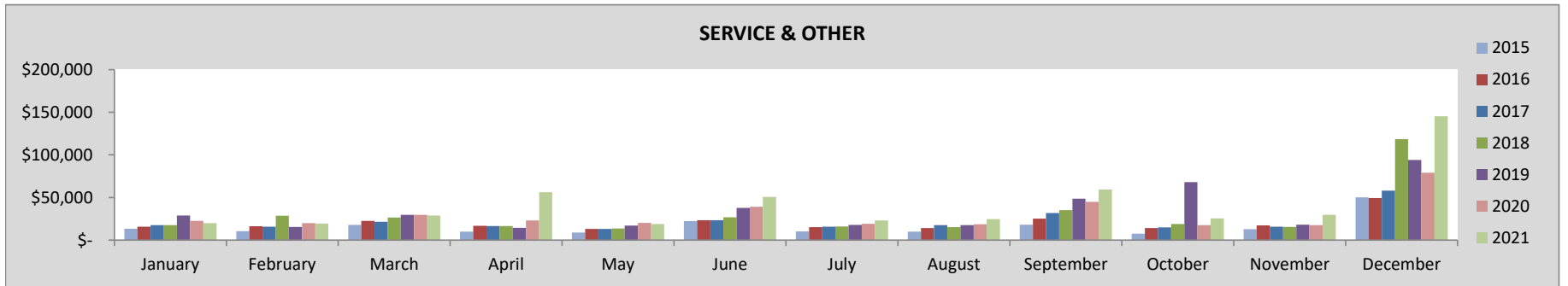
YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	652,002	581,020	12%	606,290	8%	578,438	13%	571,160	14%	559,951	16%	420,392	11%
In County	434,418	410,119	6%	429,894	1%	415,358	5%	404,993	7%	396,413	10%	288,151	8%
Outside County	217,584	170,901	27%	176,396	23%	163,079	33%	166,167	31%	163,539	33%	132,241	18%



SERVICE & OTHER

December	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	145,319	79,137	84%	94,185	54%	118,400	23%	58,126	150%	49,450	194%	50,233	107%
Downtown	15,320	7,815	96%	12,082	27%	5,392	184%	3,499	338%	2,343	554%	8,988	22%
Old Town/Ski Area	3,882	4,040	-4%	4,136	-6%	6,661	-42%	4,085	-5%	6,549	-41%	5,175	-46%
In County	7,931	6,793	17%	7,374	8%	9,206	-14%	6,881	15%	1,885	321%	1,705	232%
Outside County	118,186	60,488	95%	70,593	67%	97,141	22%	43,661	171%	38,673	206%	34,365	146%

YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	501,817	351,703	43%	407,481	23%	348,524	44%	261,489	92%	243,242	106%	191,629	87%
Downtown	21,649	15,272	42%	31,316	-31%	12,392	75%	9,551	127%	6,871	215%	12,836	20%
Old Town/Ski Area	33,270	33,430	0%	35,731	-7%	34,033	-2%	33,474	-1%	36,738	-9%	26,167	-9%
In County	30,537	24,681	24%	28,144	9%	20,236	51%	14,930	105%	12,485	145%	7,191	203%
Outside County	416,361	278,321	50%	312,290	33%	281,862	48%	203,534	105%	187,148	122%	145,435	104%



SALES TAX COMPARISON BY LOCATION

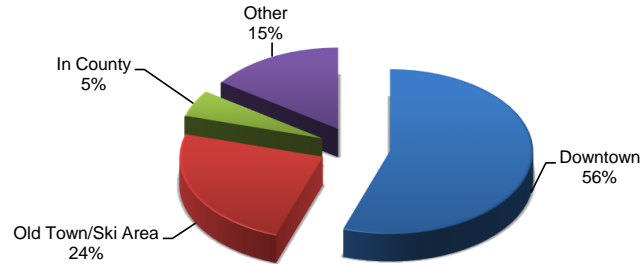
The following compares sales tax collections for the current month and year by location of the business. For lodging properties managed by a property management company, the lodging and accommodation taxes are reflected in the geographic area of the property management company offices.

GEOGRAPHIC AREA

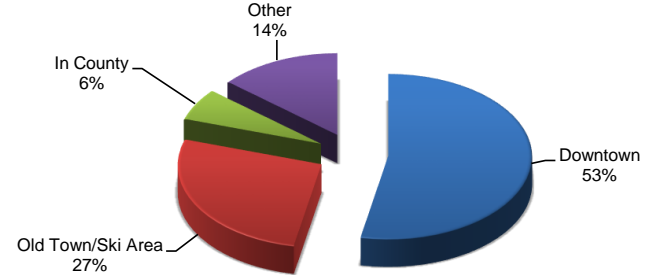
December	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
Downtown	936,377	729,796	28%	700,922	34%	573,440	63%	505,005	85%	469,531	99%	385,820	73%
Old Town/Ski Area	625,866	341,749	83%	607,833	3%	627,410	0%	560,548	12%	605,208	3%	504,709	-11%
In County	70,819	69,909	1%	78,082	-9%	86,049	-18%	65,780	8%	59,958	18%	63,367	-20%
Outside County	381,802	270,799	41%	241,928	58%	259,975	47%	224,433	70%	128,732	197%	166,207	64%

YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
Downtown	6,279,451	4,529,842	39%	4,249,436	48%	3,827,574	64%	3,402,677	85%	2,982,785	111%	2,244,119	100%
Old Town/Ski Area	2,744,801	2,287,508	20%	3,654,532	-25%	3,457,737	-21%	3,249,776	-16%	3,032,032	-9%	2,275,905	-14%
In County	598,851	535,363	12%	571,356	5%	550,821	9%	517,581	16%	542,139	10%	365,503	17%
Outside County	1,734,691	1,181,342	47%	1,200,303	45%	982,695	77%	846,060	105%	629,473	176%	532,070	133%

2021 YTD TAX COLLECTION BY GEOGRAPHIC AREA

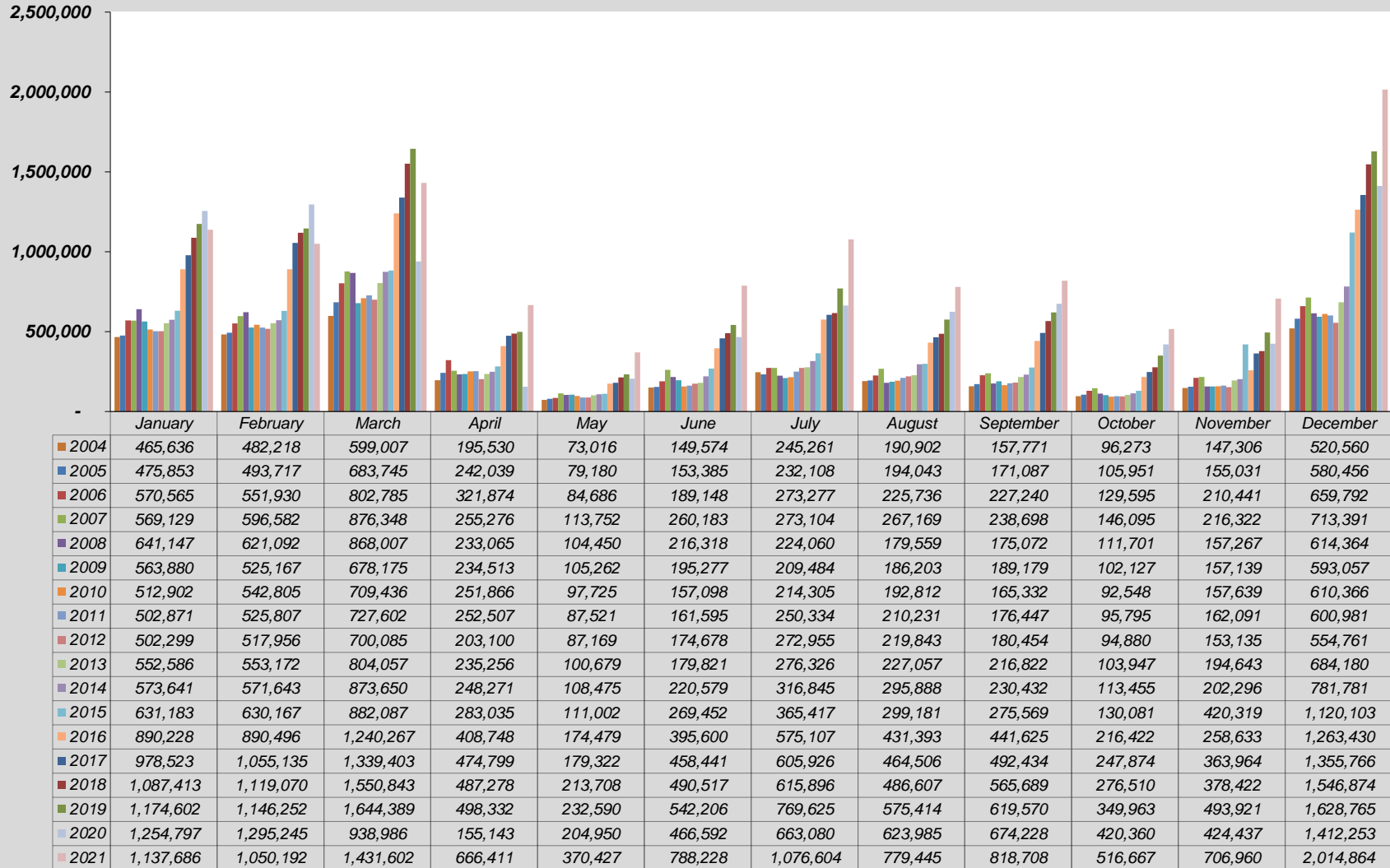


2020 YTD TAX COLLECTION BY GEOGRAPHIC AREA

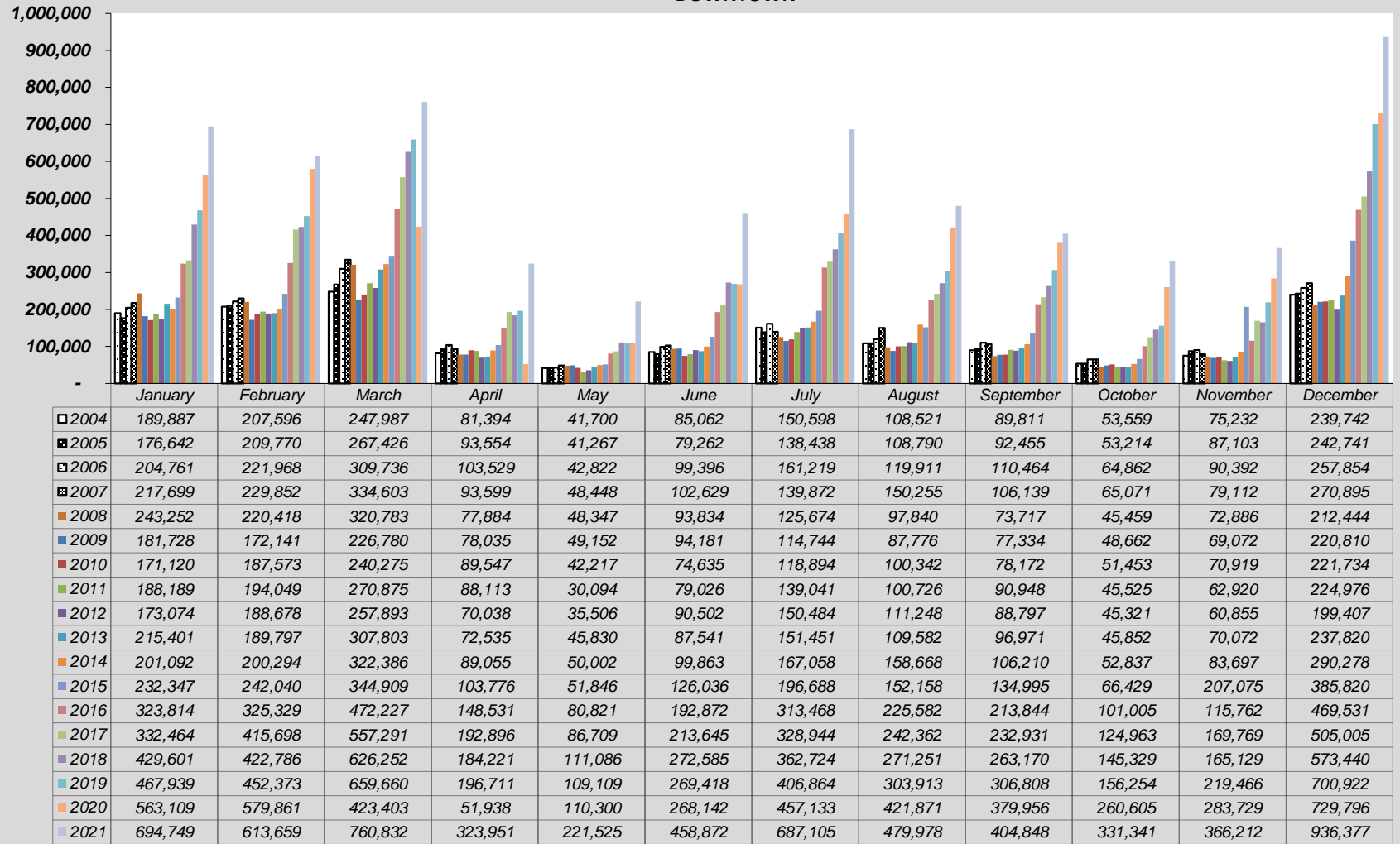


SALES, LODGING AND ACCOMMODATIONS HISTORICAL COMPARISONS

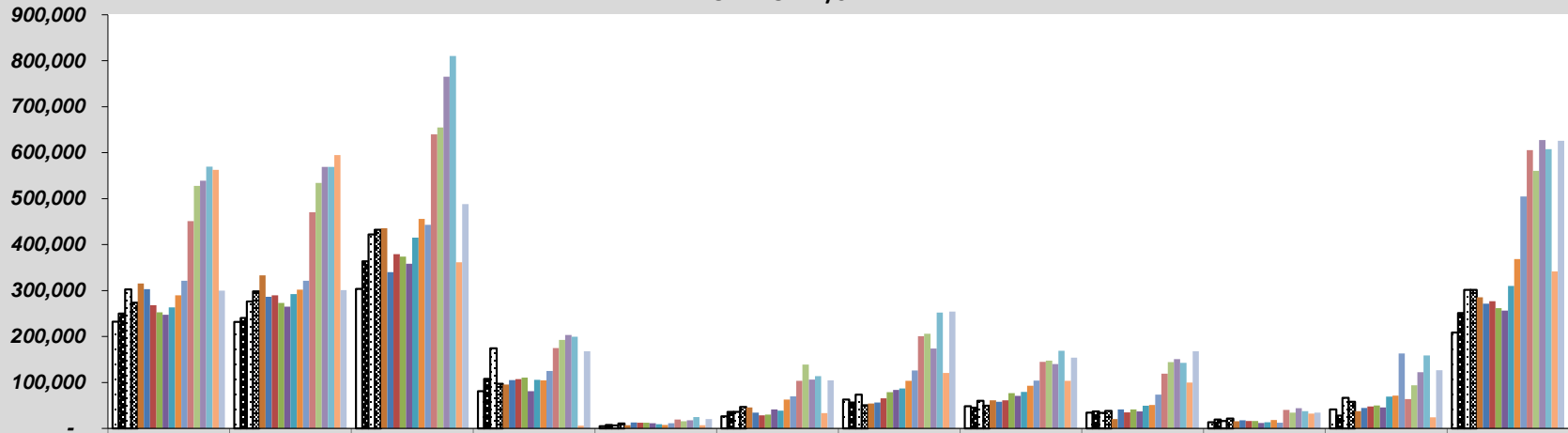
SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION BY MONTH
TOTAL COLLECTED



**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION
DOWNTOWN**

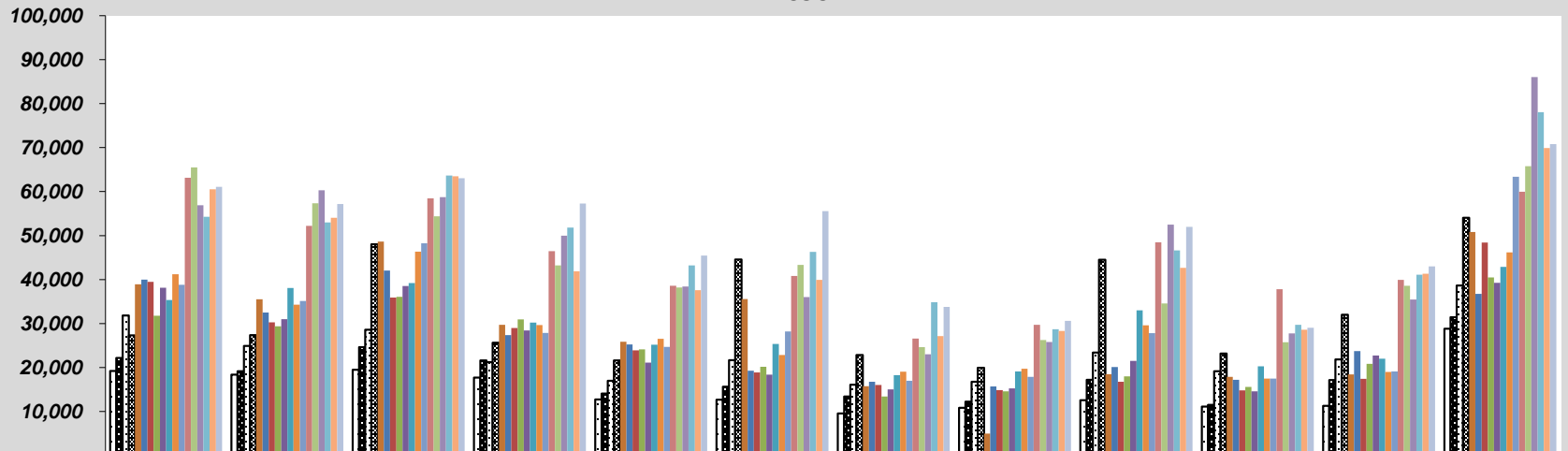


**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION
OLD TOWN/SKI AREA**



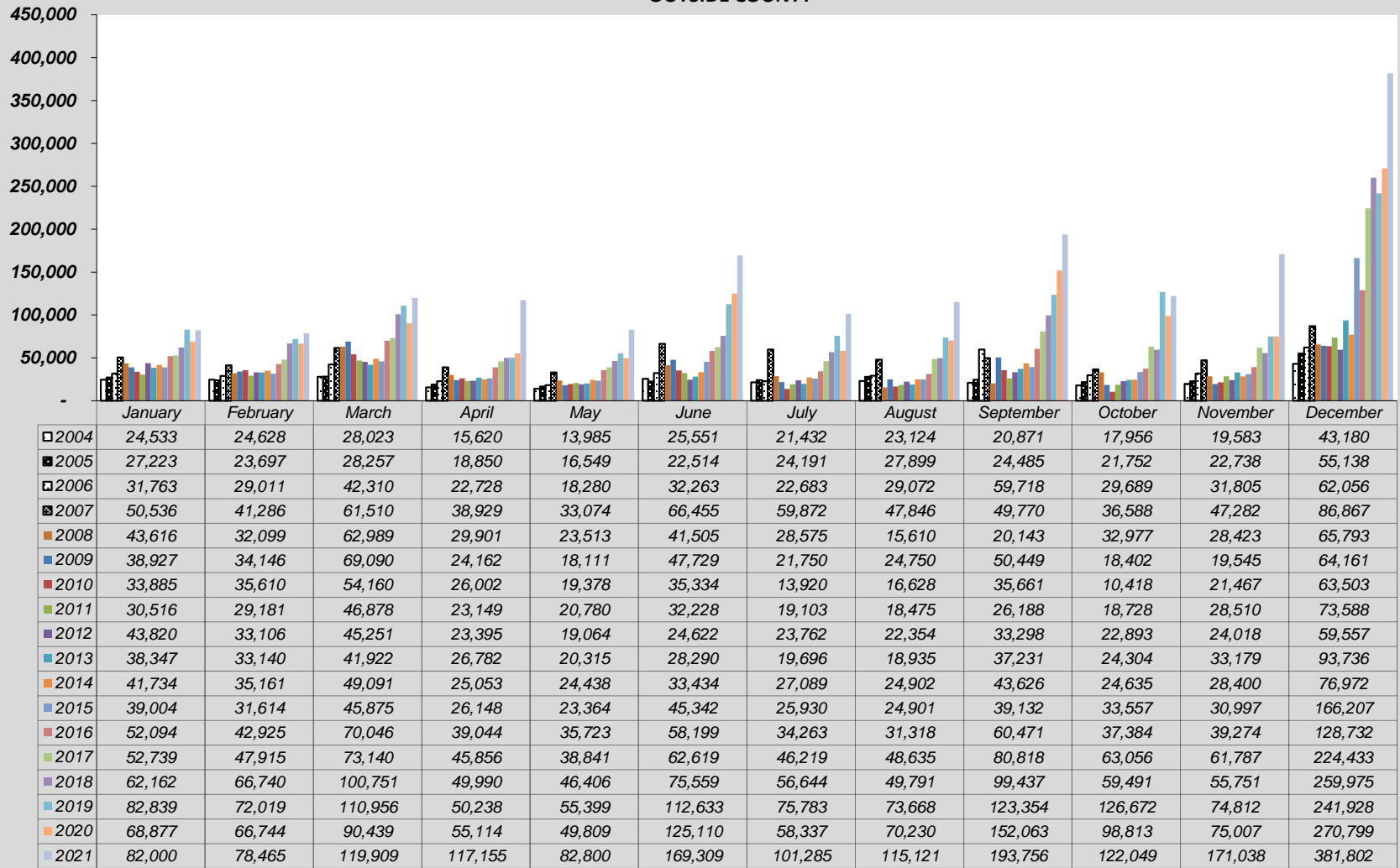
	January	February	March	April	May	June	July	August	September	October	November	December
2004	231,985	231,628	303,503	80,802	4,662	26,255	62,663	48,560	34,494	13,614	41,203	208,826
2005	249,817	240,337	363,428	108,041	7,285	35,955	56,095	45,100	36,936	19,501	28,064	251,150
2006	302,207	276,069	422,156	174,404	6,586	35,812	73,267	59,996	33,638	15,911	66,392	301,244
2007	273,567	298,106	432,215	97,126	10,623	46,527	50,493	49,150	38,265	21,253	57,948	301,586
2008	315,331	333,046	435,583	95,582	6,754	45,416	54,078	61,109	20,631	15,399	37,523	285,321
2009	303,241	286,369	340,254	104,929	12,762	34,105	56,234	57,955	41,304	17,884	44,810	271,322
2010	268,400	289,347	379,096	107,307	12,249	28,260	65,474	60,978	34,732	15,892	47,826	276,704
2011	252,370	273,178	373,778	110,331	12,499	30,164	78,773	76,461	41,354	15,951	49,806	261,944
2012	247,243	265,180	358,431	81,254	11,503	41,207	83,663	70,982	36,857	12,082	45,539	256,535
2013	263,498	292,164	415,145	105,716	9,356	38,613	86,923	79,443	49,618	13,533	69,390	309,713
2014	289,624	301,917	455,852	104,564	7,504	62,532	103,665	92,581	51,007	18,515	71,224	368,350
2015	321,047	321,410	443,069	125,241	11,083	69,894	125,802	104,232	73,623	12,637	163,159	504,709
2016	451,149	470,047	639,556	174,693	19,378	103,691	200,792	144,791	118,858	40,207	63,661	605,208
2017	527,828	534,177	654,562	192,808	15,554	138,860	206,139	147,247	144,119	34,102	93,831	560,548
2018	538,742	569,228	765,119	203,076	17,822	106,349	173,538	139,789	150,621	43,933	122,110	627,410
2019	569,539	568,870	810,132	199,539	24,870	113,843	252,144	169,106	142,795	37,325	158,535	607,833
2020	562,285	594,598	361,667	6,204	7,267	33,425	120,455	103,557	99,570	32,353	24,380	341,749
2021	299,854	300,895	487,801	168,021	20,648	104,487	254,452	153,721	168,115	34,223	126,718	625,866

**SALES & TRANSIT/TRAILS TAX COLLECTION
IN COUNTY**

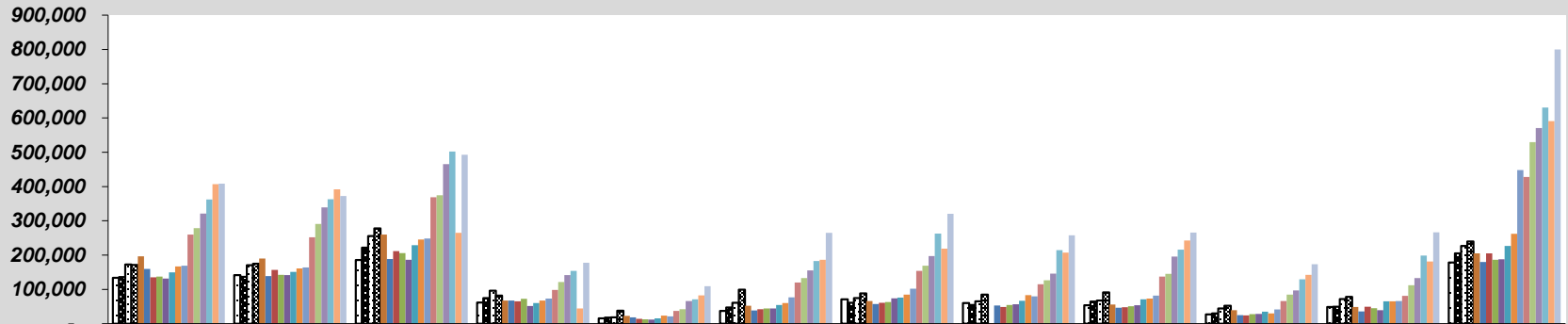


	January	February	March	April	May	June	July	August	September	October	November	December
□ 2004	19,232	18,366	19,494	17,714	12,728	12,706	9,567	10,818	12,595	11,144	11,287	28,812
■ 2005	22,170	19,183	24,635	21,595	14,080	15,654	13,384	12,255	17,210	11,484	17,125	31,427
□ 2006	31,834	24,882	28,583	21,213	16,998	21,677	16,108	16,757	23,420	19,132	21,852	38,638
■ 2007	27,327	27,338	48,020	25,622	21,607	44,572	22,868	19,918	44,524	23,183	31,980	54,043
■ 2008	38,948	35,529	48,653	29,698	25,836	35,563	15,733	5,000	18,460	17,866	18,435	50,805
■ 2009	39,984	32,511	42,050	27,386	25,237	19,262	16,756	15,722	20,093	17,179	23,712	36,765
■ 2010	39,497	30,275	35,905	29,009	23,882	18,869	16,018	14,864	16,767	14,785	17,426	48,425
■ 2011	31,796	29,399	36,071	30,914	24,152	20,177	13,418	14,569	17,957	15,592	20,855	40,472
■ 2012	38,162	30,992	38,510	28,413	21,093	18,348	15,047	15,259	21,503	14,584	22,724	39,260
■ 2013	35,340	38,071	39,188	30,223	25,179	25,377	18,257	19,097	33,002	20,257	22,001	42,911
■ 2014	41,191	34,272	46,322	29,636	26,531	22,842	19,033	19,736	29,589	17,467	18,974	46,181
■ 2015	38,786	35,104	48,235	27,869	24,708	28,180	16,996	17,891	27,820	17,458	19,087	63,367
■ 2016	63,171	52,194	58,438	46,480	38,558	40,839	26,584	29,702	48,452	37,827	39,936	59,958
■ 2017	65,491	57,345	54,410	43,239	38,217	43,317	24,624	26,262	34,566	25,753	38,577	65,780
■ 2018	56,909	60,316	58,721	49,992	38,394	36,024	22,989	25,776	52,461	27,757	35,432	86,049
■ 2019	54,285	52,989	63,640	51,841	43,212	46,311	34,834	28,727	46,613	29,712	41,108	78,082
■ 2020	60,526	54,042	63,477	41,887	37,574	39,915	27,156	28,327	42,639	28,590	41,321	69,909
■ 2021	61,083	57,172	63,059	57,284	45,453	55,559	33,761	30,625	51,990	29,053	42,993	70,819

**SALES & TRANSIT/TRAILS TAX COLLECTION
OUTSIDE COUNTY**

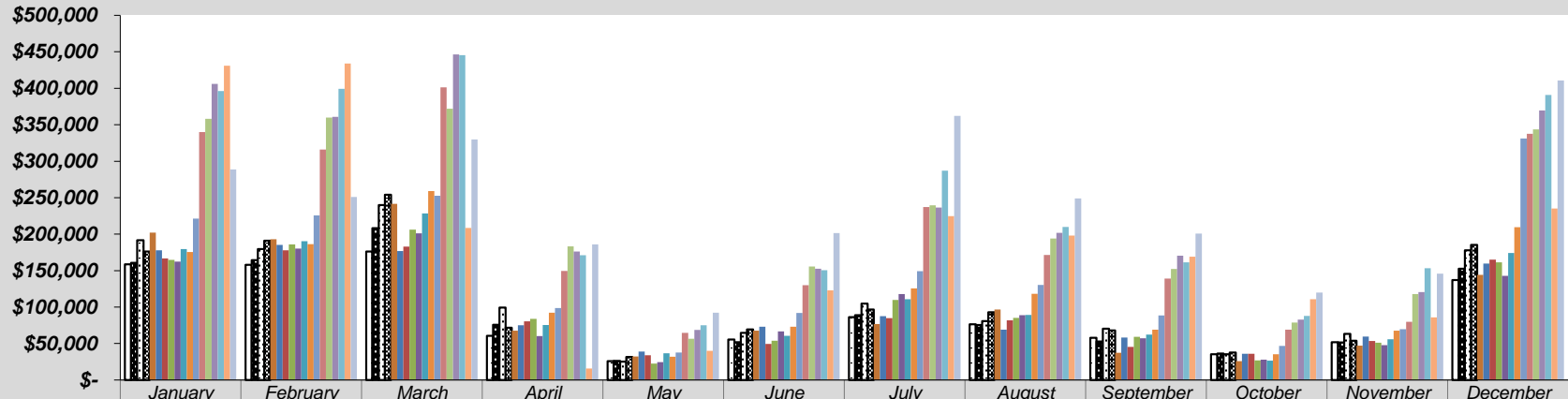


**SALES & TRANSIT/TRAILS TAX COLLECTION
RETAIL**



	January	February	March	April	May	June	July	August	September	October	November	December
□ 2004	134,027	141,965	185,800	61,439	15,698	37,283	70,845	59,997	53,695	27,357	48,923	178,325
■ 2005	135,842	136,529	221,859	75,009	17,953	47,192	61,070	54,271	64,559	30,328	49,410	204,921
□ 2006	172,441	170,889	255,944	96,680	18,826	61,102	74,545	65,526	67,630	44,766	71,608	226,795
■ 2007	171,630	174,663	278,155	82,191	38,171	99,368	88,600	84,484	91,183	52,028	78,259	239,875
■ 2008	196,774	190,185	259,964	67,851	22,909	52,513	65,726	1,334	55,883	39,718	48,545	204,862
■ 2009	160,021	138,777	188,917	67,338	18,171	38,719	57,545	52,829	46,508	24,684	35,599	180,277
■ 2010	135,351	156,779	211,409	65,656	14,205	41,961	60,773	48,741	47,976	23,967	49,746	205,036
■ 2011	137,789	142,197	205,968	72,394	12,758	44,336	63,234	54,273	51,223	28,183	45,173	186,450
■ 2012	131,584	142,022	186,441	51,662	11,876	44,121	73,982	56,521	54,088	28,587	39,307	187,752
■ 2013	149,706	150,901	228,702	60,486	15,313	54,189	75,957	66,525	71,131	35,273	65,692	226,484
■ 2014	167,323	161,359	245,915	67,866	23,421	60,586	84,806	83,332	73,378	30,056	65,498	262,121
■ 2015	169,407	164,456	248,354	73,165	21,258	76,878	102,255	79,485	81,759	41,416	66,307	448,244
■ 2016	259,773	251,870	368,954	98,324	37,444	120,079	153,872	115,098	137,751	66,048	81,252	427,649
■ 2017	278,797	290,957	374,849	121,825	42,540	133,383	169,312	126,647	145,499	84,532	112,050	529,369
■ 2018	321,165	339,138	465,484	141,541	65,711	155,451	197,245	145,833	195,707	97,361	132,948	571,003
■ 2019	362,009	363,015	502,304	153,922	70,826	182,963	262,988	214,281	216,068	129,263	198,574	630,266
■ 2020	407,032	392,077	265,184	44,593	82,425	186,578	218,946	207,641	243,014	142,117	181,387	590,820
■ 2021	408,313	372,460	492,661	178,043	109,585	265,056	320,724	257,589	265,951	173,617	266,324	800,239

**SALES & TRANSIT/TRAILS TAX COLLECTION
RESTAURANT & BAR**



	January	February	March	April	May	June	July	August	September	October	November	December
2004	\$158,689	157,872	176,026	60,534	25,976	55,420	86,183	76,285	57,834	35,322	51,886	137,032
2005	\$160,716	164,528	208,250	75,858	26,048	51,813	88,833	75,476	52,671	36,413	51,593	152,701
2006	\$191,716	179,567	239,755	99,493	25,324	64,560	104,770	80,733	70,236	35,351	63,444	177,979
2007	\$176,124	190,882	254,122	71,592	31,509	69,187	96,806	92,985	67,935	37,615	53,682	185,346
2008	\$201,955	192,991	241,393	67,594	32,230	67,657	76,727	96,666	37,366	25,876	46,969	144,155
2009	\$177,870	185,113	176,747	75,062	39,105	73,097	87,487	69,007	58,257	35,967	59,467	159,512
2010	\$166,655	177,945	182,945	80,477	33,824	49,476	84,945	81,800	45,336	35,993	53,496	164,956
2011	\$164,578	185,784	206,022	83,668	22,442	53,848	109,632	85,146	59,196	26,974	51,043	161,332
2012	\$162,329	180,221	200,936	60,381	24,391	66,518	117,719	88,737	57,114	27,907	47,855	142,850
2013	\$179,383	190,206	228,308	75,510	36,641	60,472	110,919	89,132	62,414	26,599	55,804	174,096
2014	\$175,608	186,315	259,173	92,109	31,776	73,034	125,581	118,312	68,897	35,175	67,762	209,432
2015	\$221,429	225,858	252,678	98,705	37,771	91,964	149,149	130,307	88,663	46,665	69,613	331,121
2016	\$339,808	315,853	401,241	149,599	64,717	129,941	237,039	171,370	139,018	69,052	79,799	337,740
2017	\$358,140	359,906	371,879	183,250	56,610	155,619	239,523	194,104	152,344	78,789	117,796	343,742
2018	\$405,934	360,982	446,358	176,294	68,604	152,520	236,477	201,728	170,289	82,749	120,551	369,505
2019	\$396,280	399,384	445,447	171,055	75,112	150,570	286,899	209,949	161,372	87,858	153,139	390,756
2020	\$430,906	434,032	208,442	15,674	40,168	122,914	224,713	198,015	169,172	110,636	85,952	235,130
2021	\$288,831	251,070	329,887	185,931	92,306	201,599	362,051	248,836	200,822	119,950	145,764	410,651

**LODGING, ACCOMMODATION & TRANSIT/TRAILS TAX COLLECTION
LODGING & ACCOMMODATION**

