

# TOWN OF WINTER PARK, CO

## June 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 June 2021, which were remitted to the Town in July 2021, 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 June 2021 sales tax collections were 69% above June 2020 collections and year to date collections exceed 2020 collections by 26%. All Sectors and Geographic Regions experienced growth over 2020 collection for both the month and year to date. For the year, the Town is 26% ahead of 2020 and are 4% ahead of pre-pandemic 2019 collections. The Town's year to date collections continue to exceed budgeted collections.

#### Current Month

7% Tax	June 2021	June 2020	21-20 %	June 2019	21-19 %	June 2018	21-18 %	June 2017	21-17 %	June 2016	21-16 %	June 2015	21-15 %
Sales Tax - Not Lodging (5%)	397,623	271,732	46%	292,637	36%	262,216	52%	247,412	61%	218,094	82%	216,289	84%
Lodging/Accomm Tax (5%)	165,397	61,548	169%	94,433	75%	88,154	88%	80,046	107%	64,477	157%	53,163	211%
Monthly Total (5%)	563,020	333,280	69%	387,070	45%	350,370	61%	327,458	72%	282,571	99%	269,452	109%
Transit & Trails Tax (2%)	225,208	133,312	69%	154,828	45%	140,148	61%	130,983	72%	113,029		-	
Total Collected for Month	788,228	466,592	69%	541,898	45%	490,518	61%	458,441	72%	395,600	99%	269,452	193%

#### 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%)	2,678,029	2,228,607	20%	2,700,868	-1%	2,552,284	5%	2,272,512	18%	2,134,165	25%	2,012,220	33%
Lodging/Accomm Tax (5%)	1,211,036	854,045	42%	1,040,605	16%	982,594	23%	931,416	30%	722,848	68%	794,707	52%
YTD Total (5%)	3,889,064	3,082,652	26%	3,741,473	4%	3,534,878	10%	3,203,928	21%	2,857,013	36%	2,806,927	39%
Transit & Trails Tax (2%)	1,555,482	1,233,061	26%	1,496,590	4%	1,413,951	10%	1,281,697	21%	1,142,805		-	
Total Collected for Year	5,444,546	4,315,713	26%	5,238,063	4%	4,948,829	10%	4,485,625	21%	3,999,818	36%	2,806,927	94%

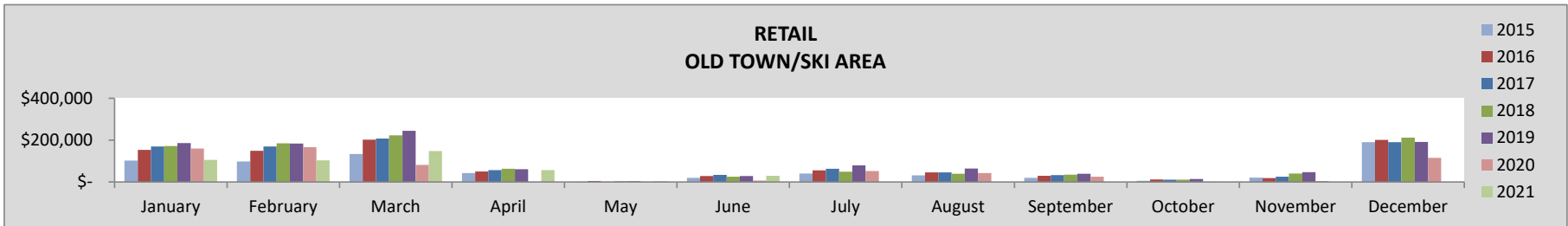
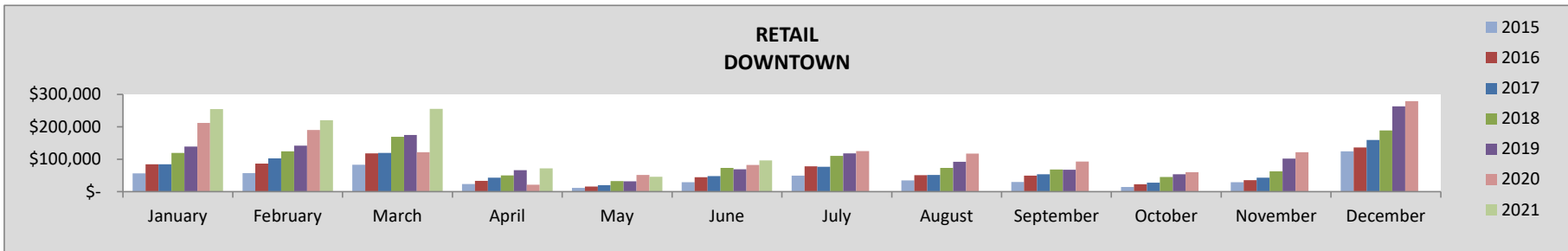
## TAX COMPARISON BY INDUSTRY CLASS AND LOCATION

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

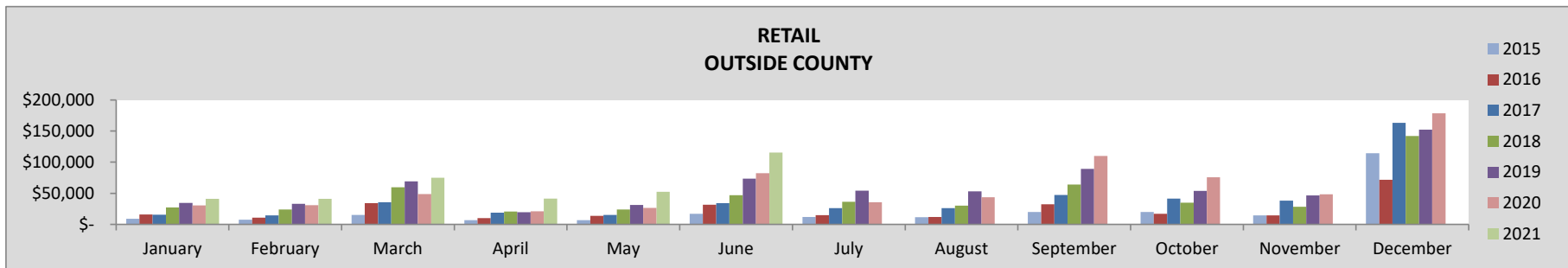
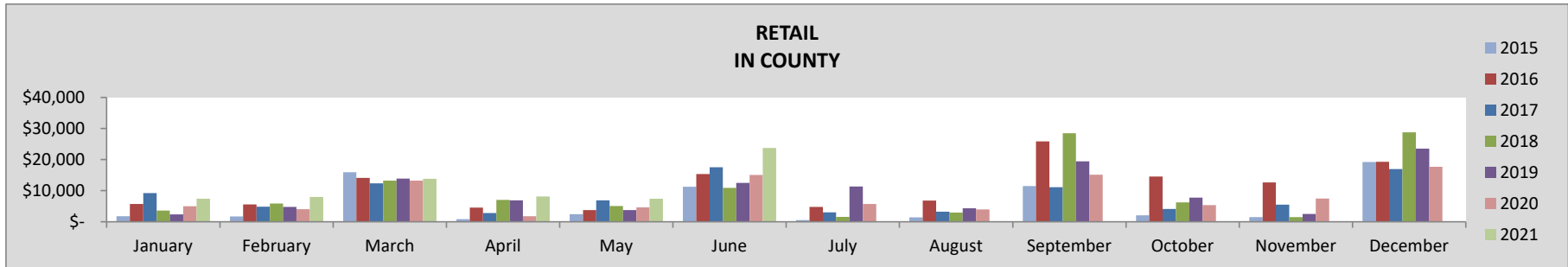
### RETAIL

June	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	265,056	186,578	42%	182,655	45%	155,451	71%	133,383	99%	120,079	121%	76,878	146%
Downtown	96,107	82,467	17%	68,906	39%	73,027	32%	48,109	100%	44,724	115%	29,077	136%
Old Town/Ski Area	29,698	6,887	331%	29,525	1%	24,682	20%	33,466	-11%	28,413	5%	19,313	10%
In County	23,776	15,040	58%	12,058	97%	10,917	118%	17,513	36%	15,353	55%	11,298	50%
Outside County	115,475	82,184	41%	72,166	60%	46,825	147%	34,295	237%	31,588	266%	17,191	380%

YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	1,826,117	1,377,890	33%	1,634,730	12%	1,488,491	23%	1,242,352	47%	1,136,443	61%	753,517	73%
Downtown	944,461	679,363	39%	622,462	52%	568,942	66%	417,629	126%	382,925	147%	260,586	159%
Old Town/Ski Area	446,711	414,640	8%	708,531	-37%	671,601	-33%	637,295	-30%	587,732	-24%	396,692	-20%
In County	68,657	43,794	57%	43,701	57%	45,661	50%	53,615	28%	49,051	40%	33,974	44%
Outside County	366,287	240,092	53%	260,036	41%	202,288	81%	133,812	174%	116,735	214%	62,265	320%



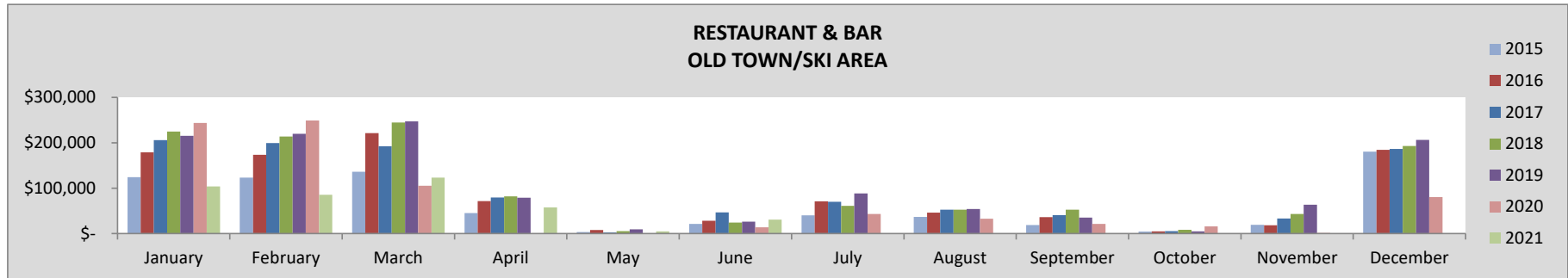
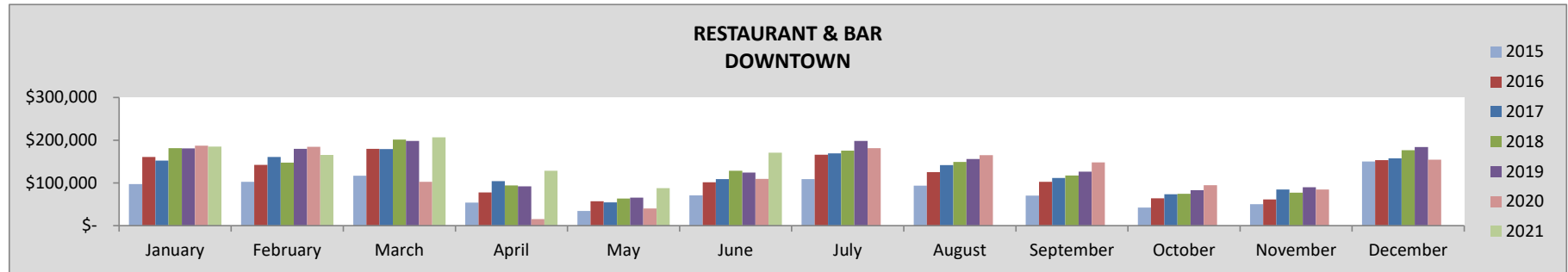
## RETAIL - CONTINUED



## RESTAURANT & BAR

June	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	201,599	122,914	64%	150,570	34%	152,520	32%	155,619	30%	129,941	55%	91,964	57%
Downtown	170,709	109,311	56%	124,416	37%	128,370	33%	108,916	57%	101,560	68%	70,655	73%
Old Town/Ski Area	30,890	13,603	127%	26,154	18%	24,150	28%	46,703	-34%	28,381	9%	21,308	4%

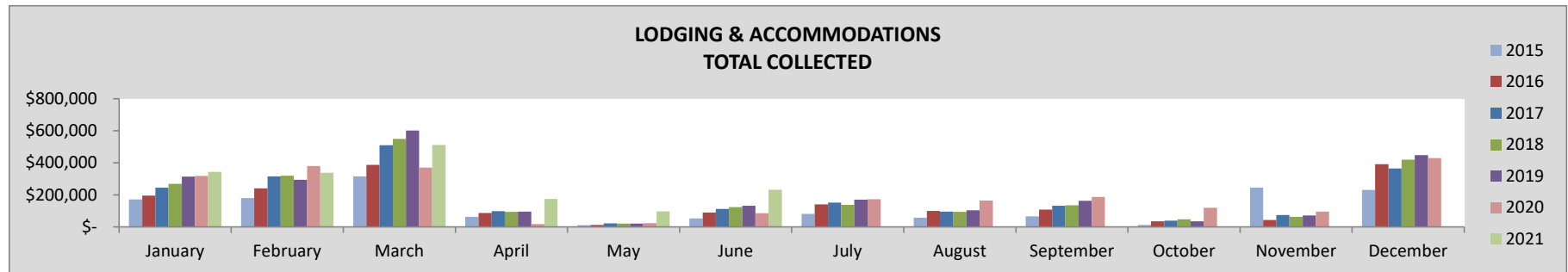
YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	1,349,624	1,252,135	8%	1,637,847	-18%	1,610,692	-16%	1,485,404	-9%	1,401,161	-4%	928,404	4%
Downtown	944,146	639,169	48%	841,358	12%	816,258	16%	759,409	24%	719,625	31%	475,508	42%
Old Town/Ski Area	405,478	612,967	-34%	796,489	-49%	794,434	-49%	725,995	-44%	681,537	-41%	452,896	-36%



## LODGING & ACCOMMODATION

June	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	231,555	86,041	169%	132,206	75%	123,415	88%	112,065	107%	90,268	157%	53,163	211%

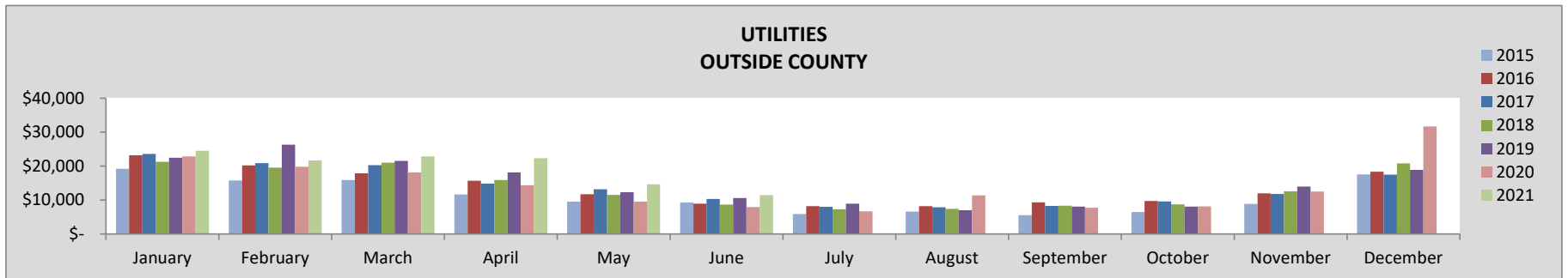
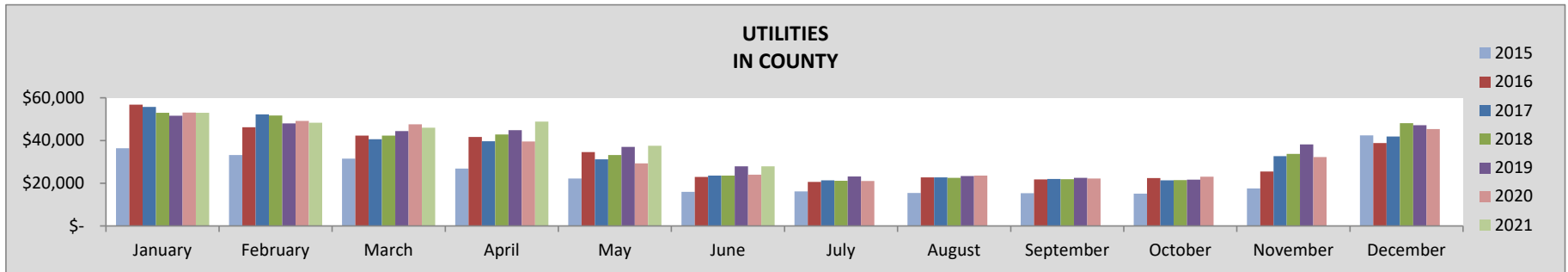
YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	1,695,450	1,195,663	42%	1,456,848	16%	1,375,632	23%	1,303,982	30%	1,011,987	68%	794,707	52%



# UTILITIES

June	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	39,375	31,973	23%	38,526	2%	32,275	22%	33,960	16%	31,922	23%	25,179	12%
In County	27,926	24,011	16%	27,925	0%	23,585	18%	23,623	18%	22,996	21%	15,918	25%
Outside County	11,449	7,962	44%	10,601	8%	8,690	32%	10,338	11%	8,927	28%	9,261	-12%

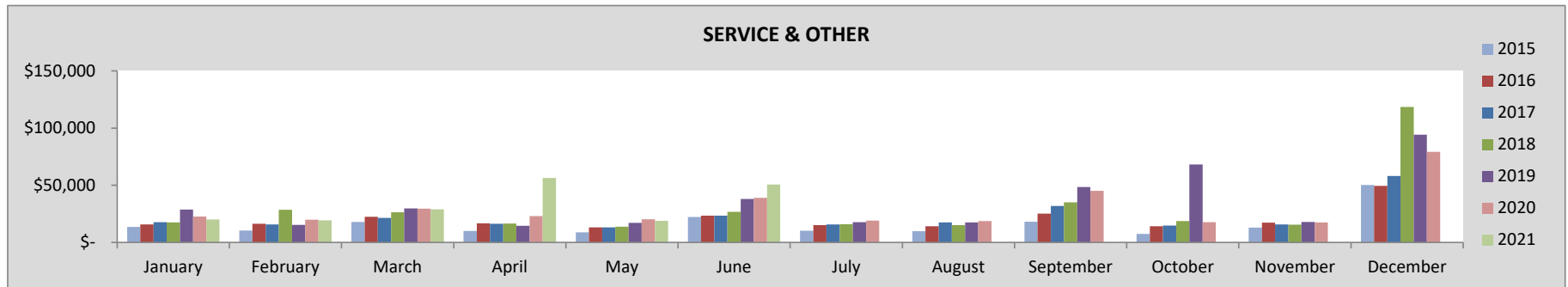
YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	379,148	335,381	13%	365,311	4%	344,551	10%	346,165	10%	342,340	11%	247,469	9%
In County	261,632	242,619	8%	253,890	3%	246,611	6%	243,009	8%	244,681	7%	166,138	12%
Outside County	117,516	92,761	27%	111,421	5%	97,940	20%	103,156	14%	97,659	20%	81,331	3%



## SERVICE & OTHER

June	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	50,643	39,085	30%	37,940	33%	26,856	89%	23,414	116%	23,390	117%	22,269	62%
Downtown	1,736	619	181%	1,468	18%	2,619	-34%	575	202%	544	219%	506	145%
Old Town/Ski Area	2,672	2,672	0%	2,783	-4%	2,672	0%	2,672	0%	2,672	0%	1,908	0%
In County	3,850	831	363%	5,795	-34%	1,522	153%	2,181	77%	2,489	55%	964	185%
Outside County	42,385	34,963	21%	27,894	52%	20,044	111%	17,987	136%	17,684	140%	18,891	60%

YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	194,207	154,644	26%	143,327	35%	129,464	50%	107,722	80%	107,886	80%	82,829	67%
Downtown	3,094	4,627	-33%	2,375	30%	3,315	-7%	2,153	44%	1,711	81%	858	158%
Old Town/Ski Area	16,030	16,031	0%	16,142	-1%	16,685	-4%	16,030	0%	16,830	-5%	11,450	0%
In County	9,247	10,746	-14%	14,155	-35%	8,085	14%	5,396	71%	5,709	62%	2,771	138%
Outside County	165,836	123,240	35%	110,654	50%	101,380	64%	84,143	97%	83,636	98%	67,750	75%



## SALES TAX COMPARISON BY LOCATION

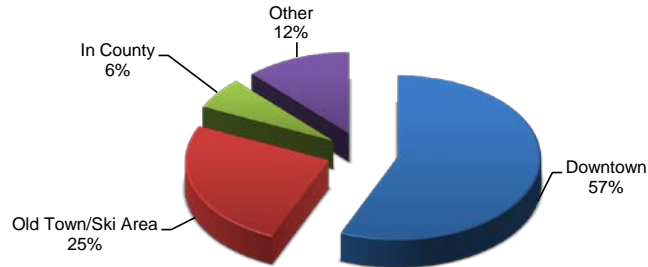
The following compares sales tax collections for the current month and year by location of the business. For lodging properties managed by a property management company, the lodging and accommodation taxes are reflected in the geographic area of the property management company offices.

### GEOGRAPHIC AREA

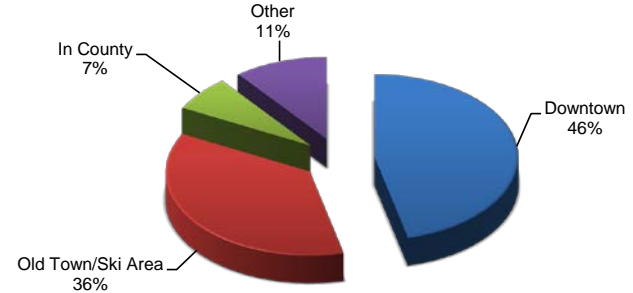
June	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
Downtown	458,872	268,142	71%	269,023	71%	272,585	68%	213,645	115%	192,872	138%	126,036	160%
Old Town/Ski Area	104,487	33,425	213%	116,436	-10%	106,349	-2%	138,860	-25%	103,691	1%	69,894	7%
In County	55,559	39,915	39%	45,779	21%	36,024	54%	43,317	28%	40,839	36%	28,180	41%
Outside County	169,309	125,110	35%	110,660	53%	75,559	124%	62,619	170%	58,199	191%	45,342	167%

YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
Downtown	3,073,590	1,996,753	54%	2,154,814	43%	2,046,532	50%	1,798,703	71%	1,543,593	99%	1,100,955	99%
Old Town/Ski Area	1,381,706	1,565,445	-12%	2,289,387	-40%	2,200,335	-37%	2,063,790	-33%	1,858,515	-26%	1,291,743	-24%
In County	339,611	297,422	14%	311,746	9%	300,357	13%	302,019	12%	299,679	13%	202,883	20%
Outside County	649,640	456,094	42%	482,112	35%	401,607	62%	321,111	102%	298,031	118%	211,346	120%

**2021 YTD TAX COLLECTION BY GEOGRAPHIC AREA**



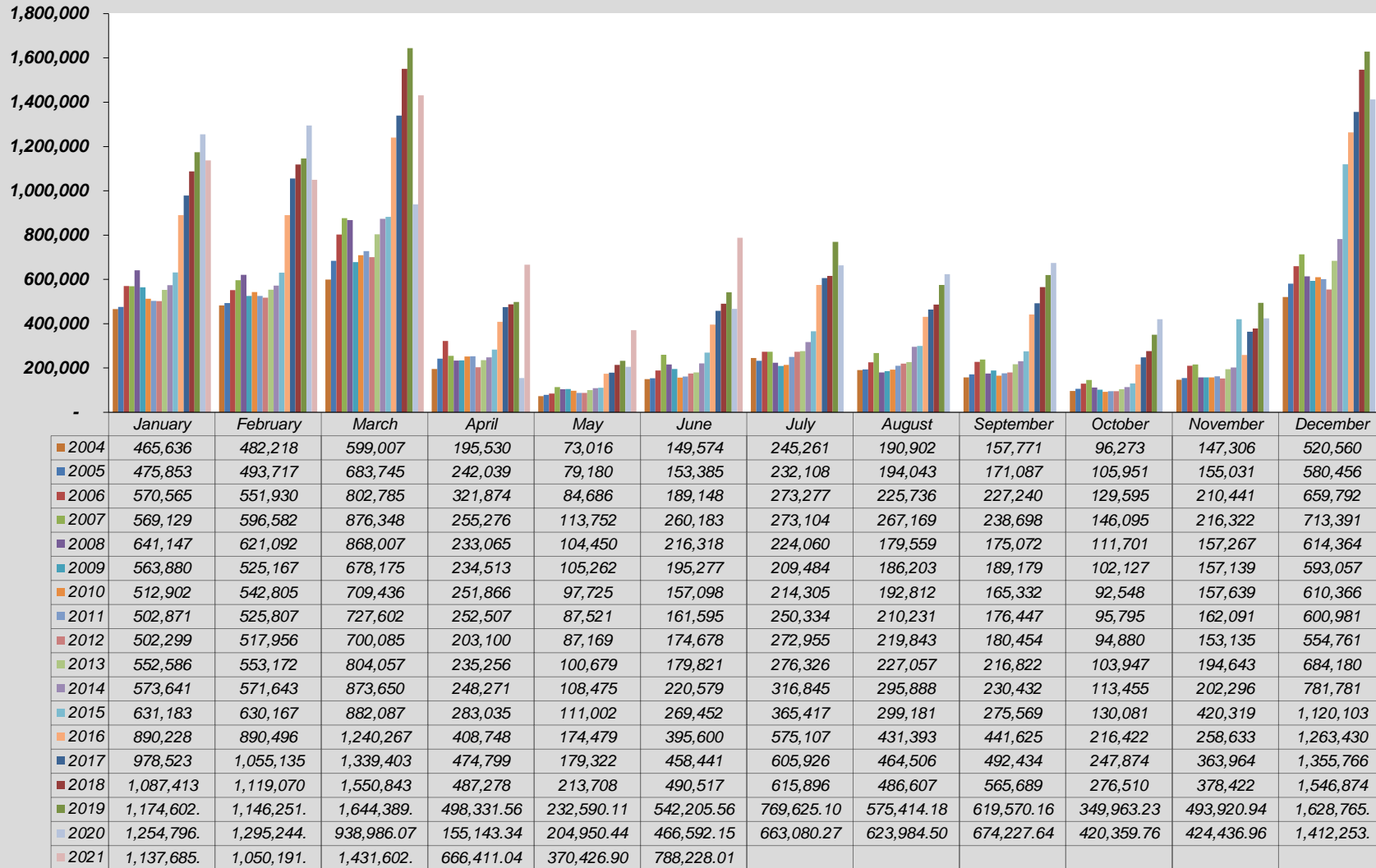
**2020 YTD TAX COLLECTION BY GEOGRAPHIC AREA**



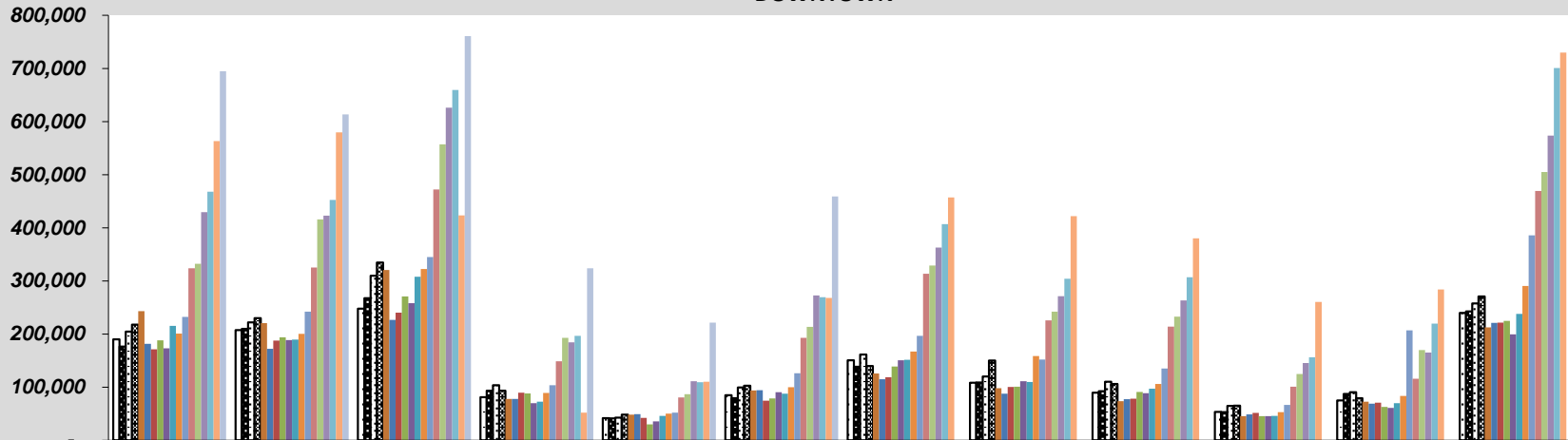


## SALES, LODGING AND ACCOMMODATIONS HISTORICAL COMPARISONS

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

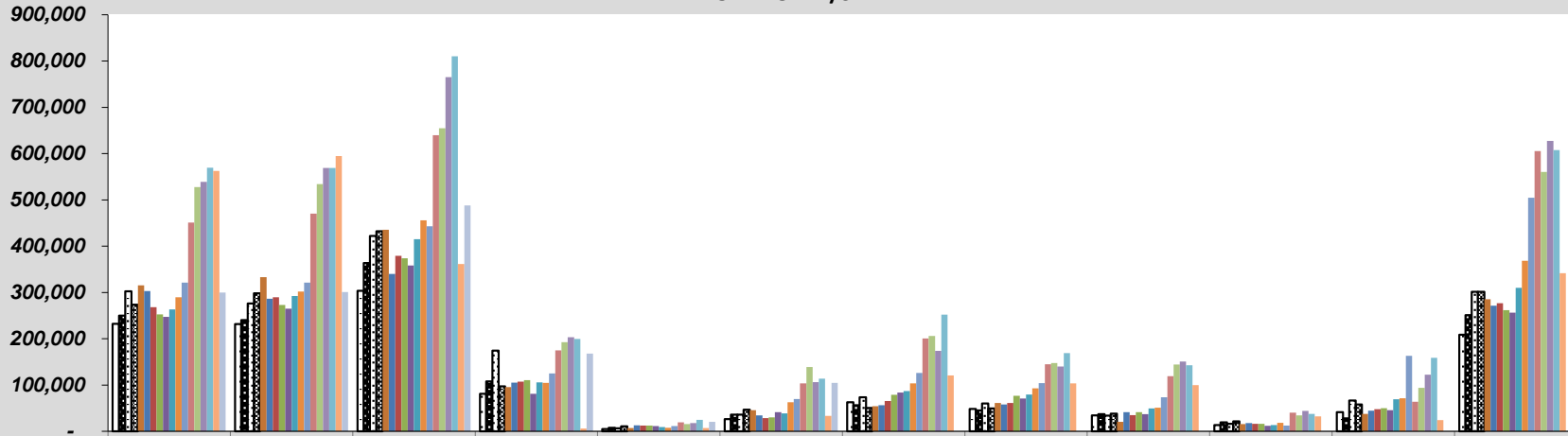


**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION  
DOWNTOWN**



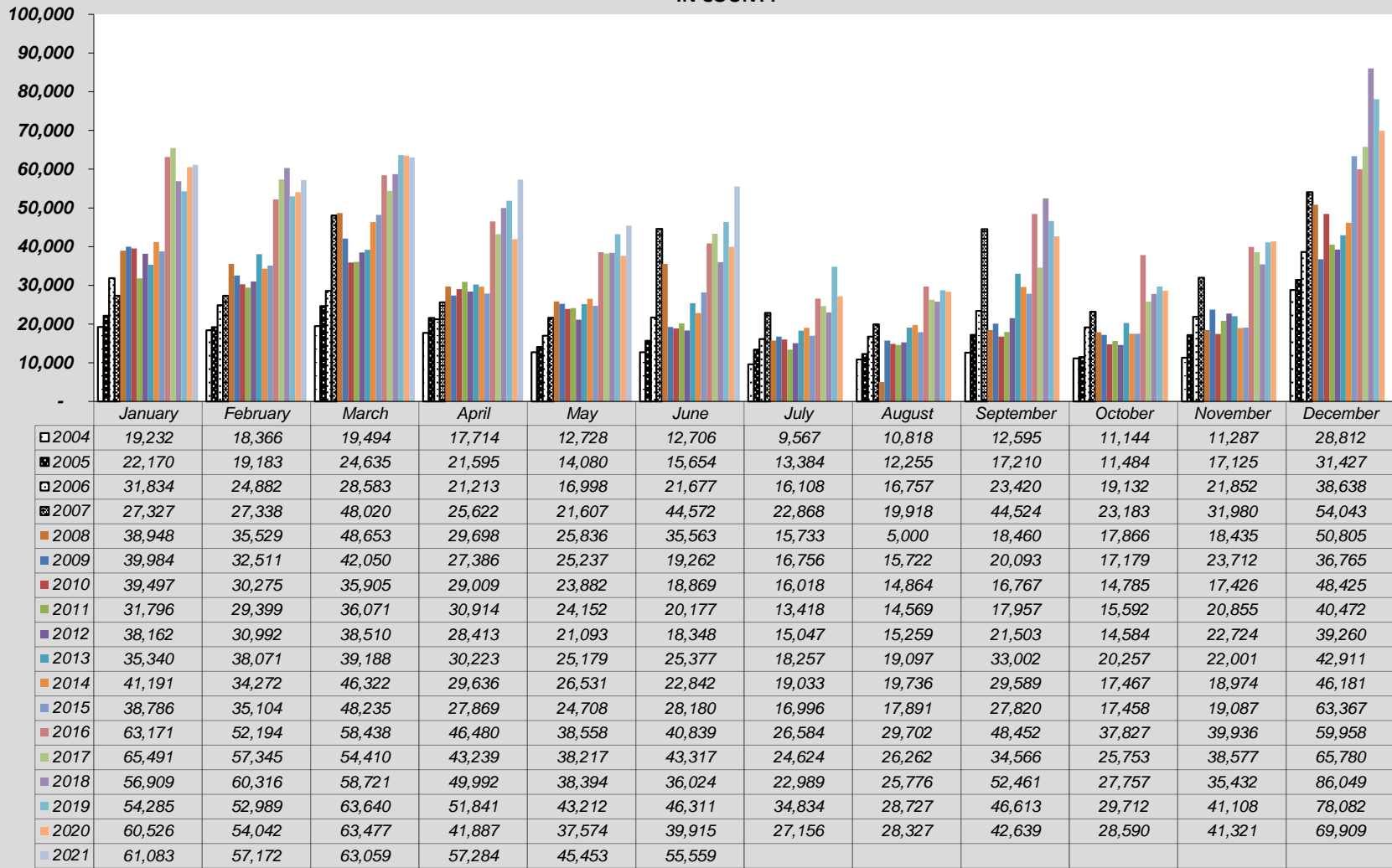
	January	February	March	April	May	June	July	August	September	October	November	December
□ 2004	189,887	207,596	247,987	81,394	41,700	85,062	150,598	108,521	89,811	53,559	75,232	239,742
■ 2005	176,642	209,770	267,426	93,554	41,267	79,262	138,438	108,790	92,455	53,214	87,103	242,741
□ 2006	204,761	221,968	309,736	103,529	42,822	99,396	161,219	119,911	110,464	64,862	90,392	257,854
■ 2007	217,699	229,852	334,603	93,599	48,448	102,629	139,872	150,255	106,139	65,071	79,112	270,895
■ 2008	243,252	220,418	320,783	77,884	48,347	93,834	125,674	97,840	73,717	45,459	72,886	212,444
■ 2009	181,728	172,141	226,780	78,035	49,152	94,181	114,744	87,776	77,334	48,662	69,072	220,810
■ 2010	171,120	187,573	240,275	89,547	42,217	74,635	118,894	100,342	78,172	51,453	70,919	221,734
■ 2011	188,189	194,049	270,875	88,113	30,094	79,026	139,041	100,726	90,948	45,525	62,920	224,976
■ 2012	173,074	188,678	257,893	70,038	35,506	90,502	150,484	111,248	88,797	45,321	60,855	199,407
■ 2013	215,401	189,797	307,803	72,535	45,830	87,541	151,451	109,582	96,971	45,852	70,072	237,820
■ 2014	201,092	200,294	322,386	89,055	50,002	99,863	167,058	158,668	106,210	52,837	83,697	290,278
■ 2015	232,347	242,040	344,909	103,776	51,846	126,036	196,688	152,158	134,995	66,429	207,075	385,820
■ 2016	323,814	325,329	472,227	148,531	80,821	192,872	313,468	225,582	213,844	101,005	115,762	469,531
■ 2017	332,464	415,698	557,291	192,896	86,709	213,645	328,944	242,362	232,931	124,963	169,769	505,005
■ 2018	429,601	422,786	626,252	184,221	111,086	272,585	362,724	271,251	263,170	145,329	165,129	573,440
■ 2019	467,939	452,373	659,660	196,711	109,109	269,418	406,864	303,913	306,808	156,254	219,466	700,922
■ 2020	563,109	579,861	423,403	51,938	110,300	268,142	457,133	421,871	379,956	260,605	283,729	729,796
■ 2021	694,749	613,659	760,832	323,951	221,525	458,872						

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

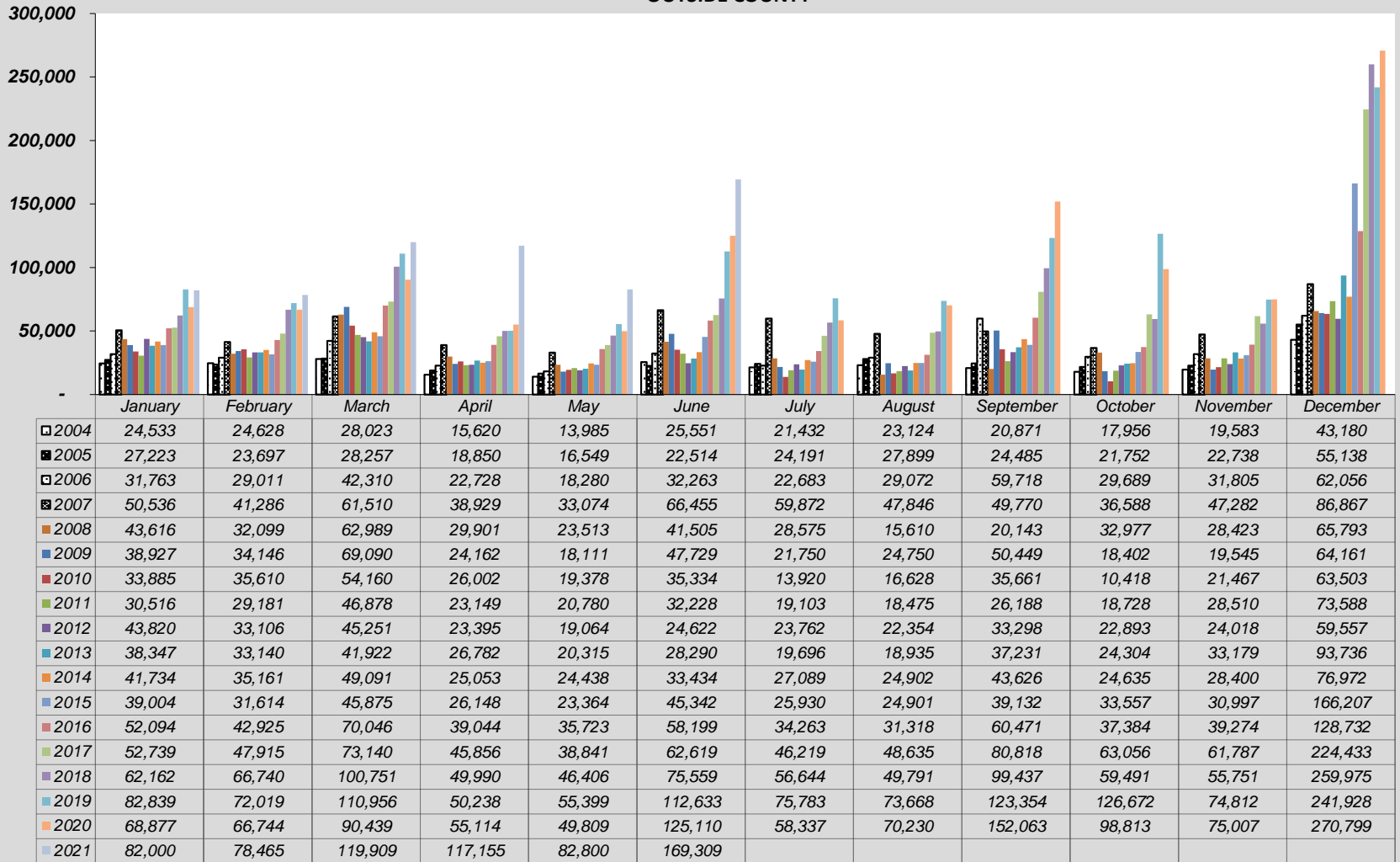


	January	February	March	April	May	June	July	August	September	October	November	December
2004	231,985	231,628	303,503	80,802	4,662	26,255	62,663	48,560	34,494	13,614	41,203	208,826
2005	249,817	240,337	363,428	108,041	7,285	35,955	56,095	45,100	36,936	19,501	28,064	251,150
2006	302,207	276,069	422,156	174,404	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						

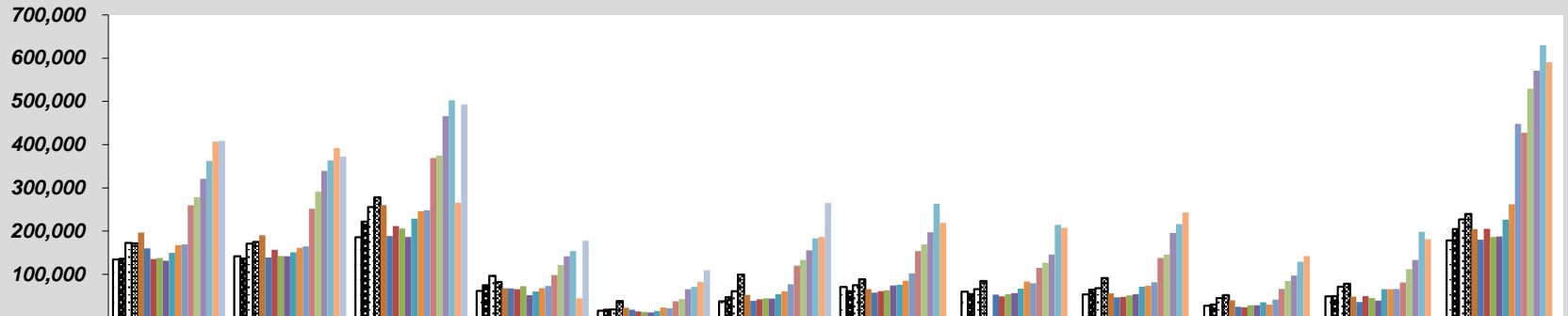
**SALES & TRANSIT/TRAILS TAX COLLECTION  
IN COUNTY**



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

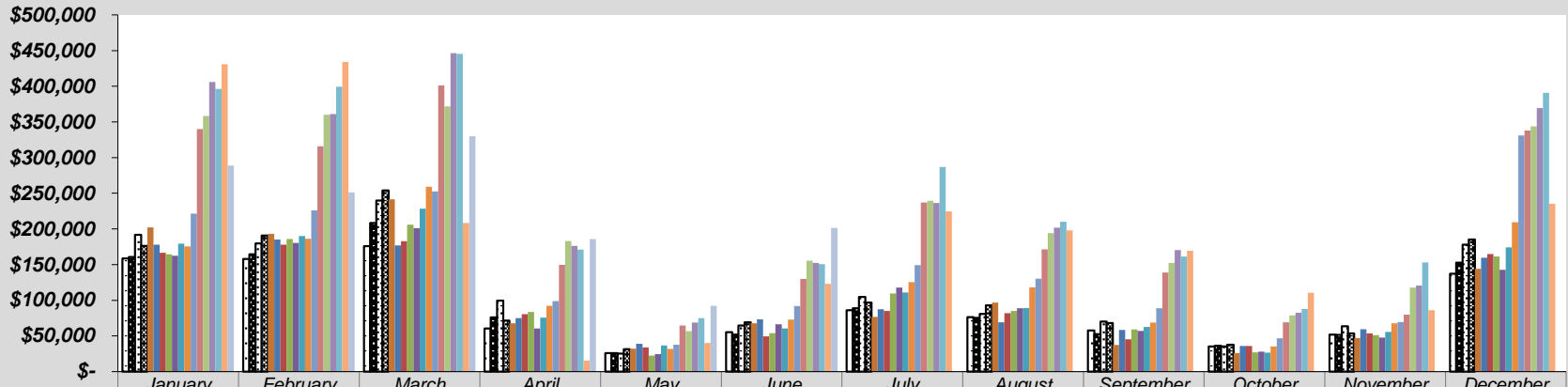


**SALES & TRANSIT/TRAILS TAX COLLECTION  
RETAIL**



	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						

**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						

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

