

TOWN OF WINTER PARK, CO

November 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 November 2021, which were remitted to the Town in December 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 November 2021 sales tax collections were 67% above November 2020 collections. All Sectors have experienced double digit growth over 2020 collections year to date. For the year, the Town is 31% ahead of 2020 and is 16% ahead of pre-pandemic 2019 collections. The Lodging Sector has experience the most significant growth in 2021 at 48%. 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	November 2021	November 2020	21-20 %	November 2019	21-19 %	November 2018	21-18 %	November 2017	21-17 %	November 2016	21-16 %	November 2015	21-15 %
Sales Tax - Not Lodging (5%)	353,835	235,399	50%	301,330	17%	225,234	57%	207,172	71%	154,156	130%	175,273	102%
Lodging/Accomm Tax (5%)	151,137	67,770	123%	51,471	194%	45,067	235%	52,803	186%	30,592	394%	245,046	-38%
Monthly Total (5%)	504,972	303,169	67%	352,801	43%	270,301	87%	259,975	94%	184,748	173%	420,319	20%
Transit & Trails Tax (2%)	201,989	121,268	67%	141,120	43%	108,121	87%	103,990	94%	73,895		-	
Total Collected for Month	706,960	424,437	67%	493,921	43%	378,422	87%	363,965	94%	258,643	173%	420,319	68%

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%)	4,623,010	3,703,280	25%	4,319,173	7%	3,871,244	19%	3,473,824	33%	3,203,202	44%	3,039,331	52%
Lodging/Accomm Tax (5%)	2,050,511	1,381,151	48%	1,428,587	44%	1,323,008	55%	1,283,463	60%	1,027,511	100%	1,258,162	63%
YTD Total (5%)	6,673,522	5,084,431	31%	5,747,760	16%	5,194,252	28%	4,757,287	40%	4,230,713	58%	4,297,493	55%
Transit & Trails Tax (2%)	2,669,409	2,037,372	31%	2,299,104	16%	2,077,701	28%	1,903,041	40%	1,692,285		-	
Total Collected for Year	9,342,930	7,121,803	31%	8,046,864	16%	7,271,953	28%	6,660,328	40%	5,922,998	58%	4,297,493	117%

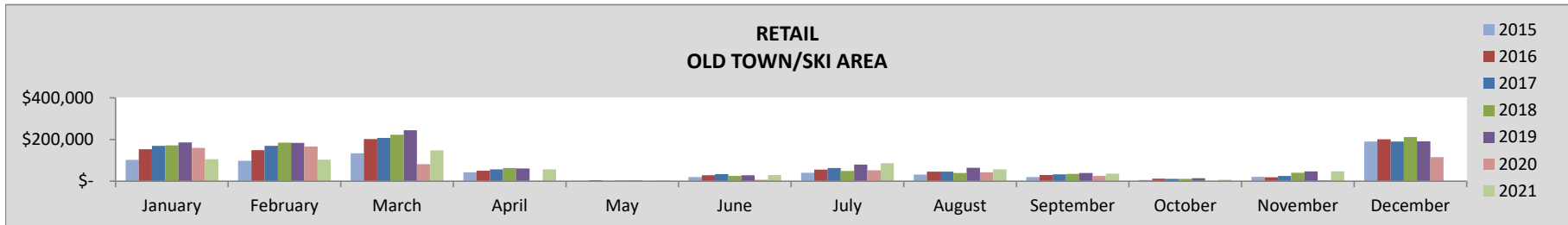
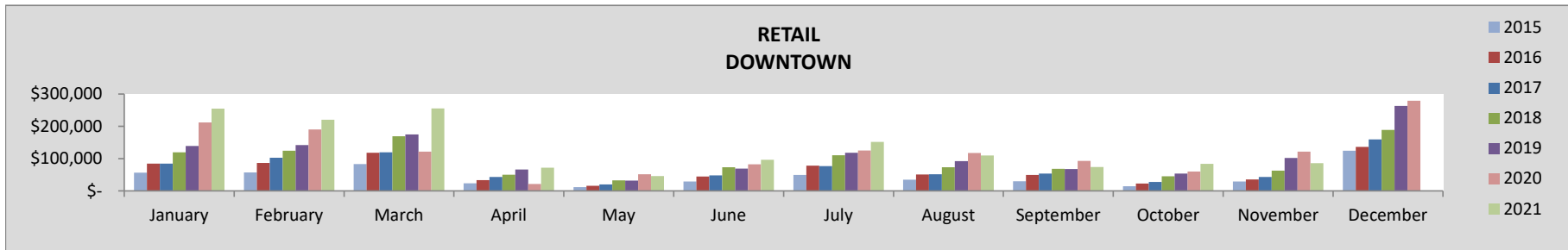
TAX COMPARISON BY INDUSTRY CLASS AND LOCATION

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

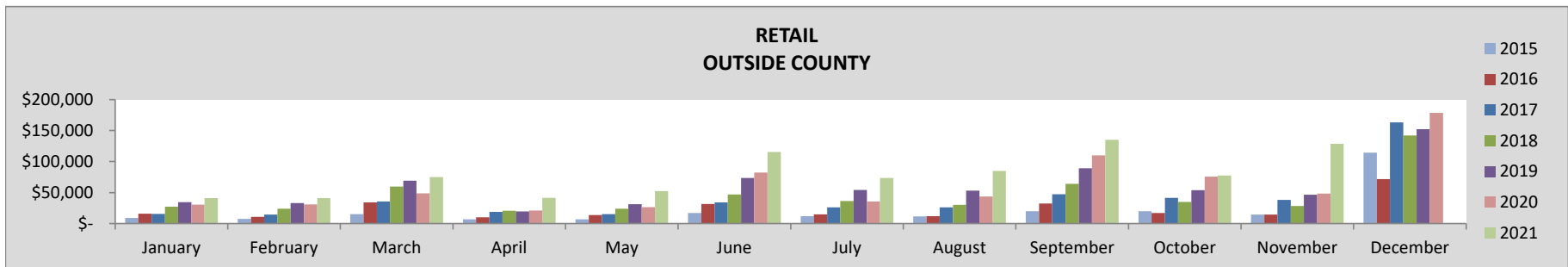
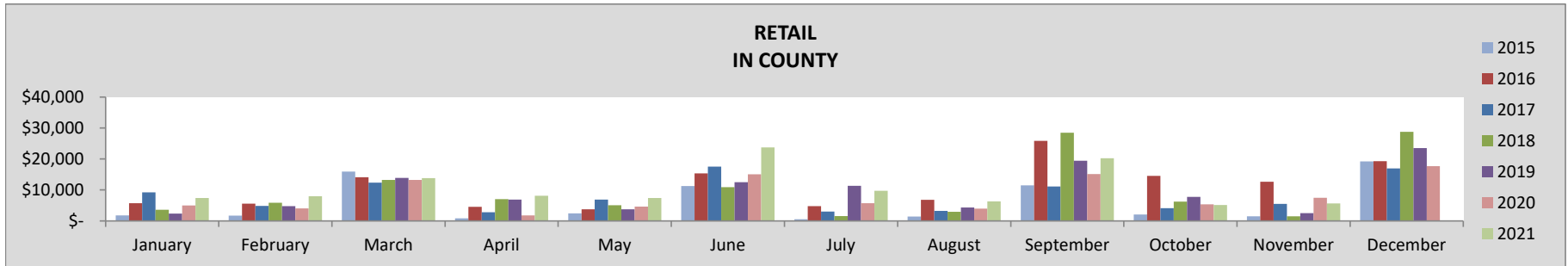
RETAIL

November	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	266,324	181,387	47%	198,574	34%	132,948	100%	112,050	138%	81,252	228%	66,307	187%
Downtown	85,721	121,474	-29%	102,169	-16%	62,931	36%	43,315	98%	35,570	141%	29,437	108%
Old Town/Ski Area	46,459	4,157	1018%	47,259	-2%	40,373	15%	25,104	85%	18,554	150%	20,840	59%
In County	5,671	7,452	-24%	2,537	124%	1,502	278%	5,509	3%	12,635	-55%	1,515	167%
Outside County	128,473	48,305	166%	46,610	176%	28,142	357%	38,123	237%	14,493	786%	14,515	532%

YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	3,110,321	2,370,996	31%	2,656,213	17%	2,257,585	38%	1,880,391	65%	1,690,464	84%	1,124,739	98%
Downtown	1,449,965	1,195,701	21%	1,055,993	37%	929,218	56%	670,419	116%	619,331	134%	418,148	148%
Old Town/Ski Area	678,819	540,442	26%	951,909	-29%	846,175	-20%	816,231	-17%	750,315	-10%	515,542	-6%
In County	115,786	81,367	42%	89,596	29%	86,461	34%	80,673	44%	113,711	2%	50,949	62%
Outside County	865,751	553,486	56%	558,715	55%	395,732	119%	313,068	177%	207,107	318%	140,099	341%



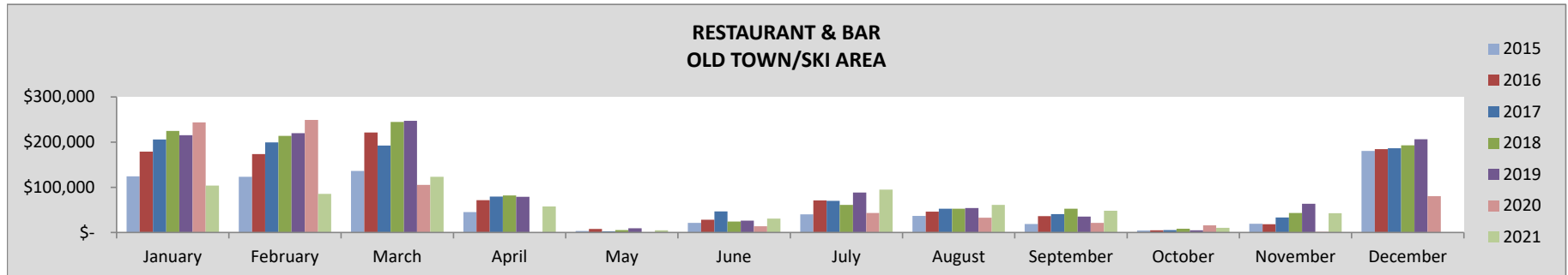
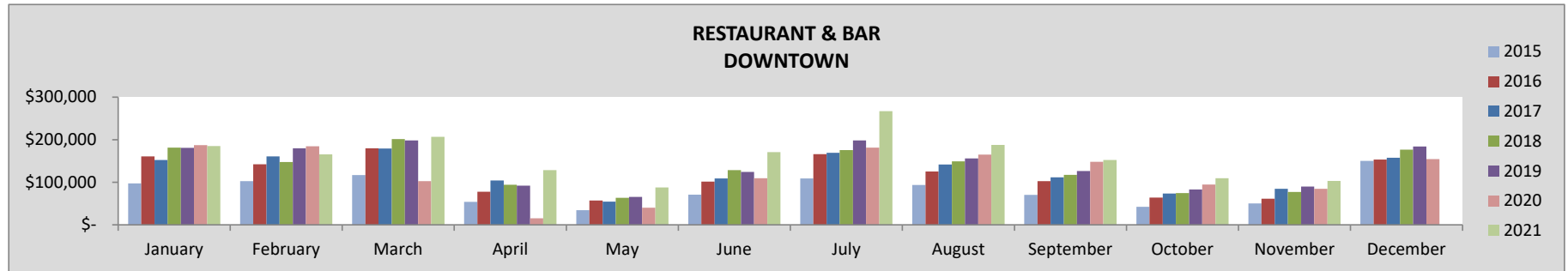
RETAIL - CONTINUED



RESTAURANT & BAR

November	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	145,764	85,952	70%	153,139	-5%	120,551	21%	117,796	24%	79,799	83%	69,613	50%
Downtown	102,902	84,664	22%	89,680	15%	77,439	33%	84,584	22%	61,444	67%	50,230	46%
Old Town/Ski Area	42,862	1,288	3228%	63,459	-32%	43,111	-1%	33,212	29%	18,355	134%	19,383	58%

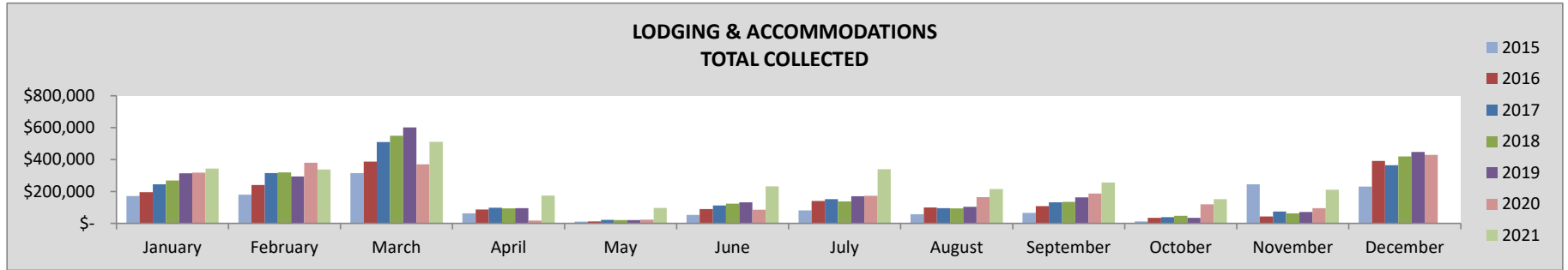
YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	2,427,048	2,040,623	19%	2,537,063	-4%	2,422,485	0%	2,267,960	7%	2,097,438	16%	1,412,802	23%
Downtown	1,764,234	1,313,252	34%	1,494,918	18%	1,410,113	25%	1,340,289	32%	1,239,770	42%	840,751	50%
Old Town/Ski Area	662,814	727,372	-9%	1,042,145	-36%	1,012,372	-35%	927,671	-29%	857,669	-23%	572,051	-17%



LODGING & ACCOMMODATION

November	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	211,592	94,878	123%	72,059	194%	63,094	235%	73,924	186%	42,829	394%	245,046	-38%

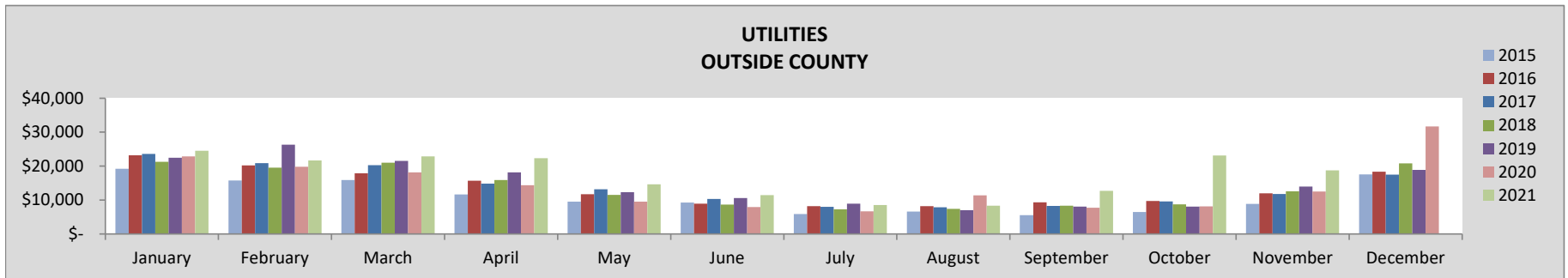
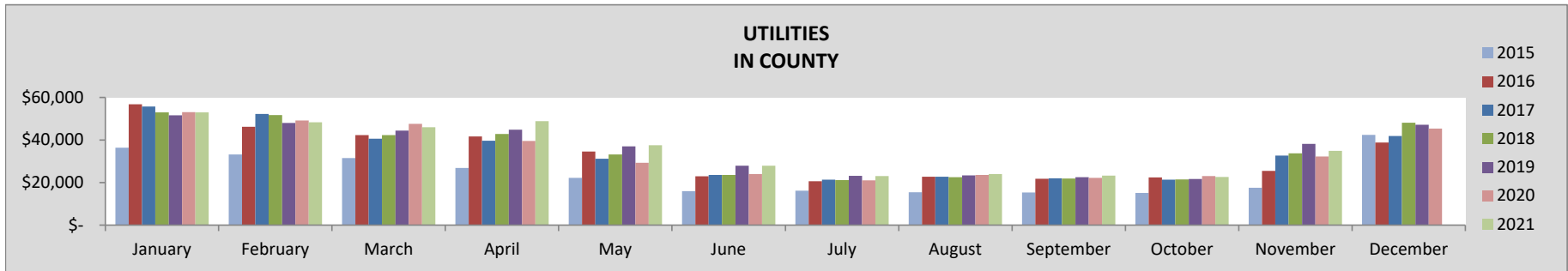
YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	2,870,716	1,933,611	48%	2,000,022	44%	1,852,212	55%	1,796,849	60%	1,438,515	100%	1,258,162	63%



UTILITIES

November	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	53,607	44,724	20%	52,142	3%	46,273	16%	44,469	21%	37,485	43%	26,396	45%
In County	34,860	32,233	8%	38,151	-9%	33,684	3%	32,676	7%	25,489	37%	17,525	42%
Outside County	18,747	12,491	50%	13,990	34%	12,590	49%	11,793	59%	11,996	56%	8,871	51%

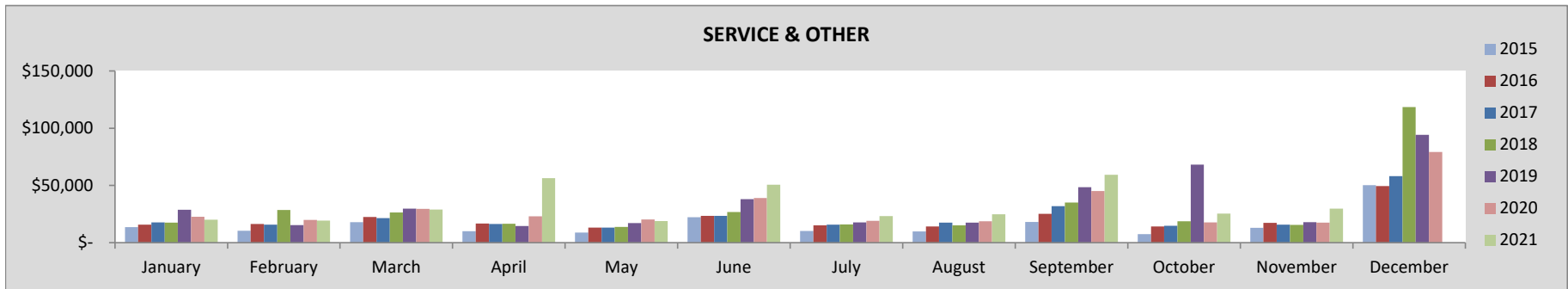
YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	578,347	504,006	15%	540,270	7%	509,548	14%	511,766	13%	502,789	15%	360,394	15%
In County	389,390	364,782	7%	382,761	2%	367,281	6%	363,080	7%	357,631	9%	245,701	13%
Outside County	188,957	139,224	36%	157,509	20%	142,267	33%	148,686	27%	145,158	30%	114,693	18%



SERVICE & OTHER

November	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	29,674	17,496	70%	18,007	65%	15,556	91%	15,725	89%	17,268	72%	12,957	64%
Downtown	762	14	5342%	743	3%	290	163%	789	-3%	-	-	1,481	-63%
Old Town/Ski Area	2,672	2,672	0%	2,672	0%	-	-	2,672	0%	2,672	0%	3,817	-50%
In County	2,422	599	304%	380	537%	247	880%	392	518%	1,812	34%	48	3504%
Outside County	23,819	14,211	68%	14,212	68%	15,019	59%	11,871	101%	12,784	86%	7,611	124%

YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	356,498	272,566	31%	313,296	14%	230,124	55%	203,363	75%	193,792	84%	141,396	80%
Downtown	6,329	7,457	-15%	19,234	-67%	7,000	-10%	6,053	5%	4,529	40%	3,849	17%
Old Town/Ski Area	29,389	29,390	0%	31,595	-7%	27,372	7%	29,389	0%	30,189	-3%	20,992	0%
In County	22,606	17,888	26%	20,770	9%	11,030	105%	8,049	181%	10,600	113%	5,486	194%
Outside County	298,175	217,832	37%	241,697	23%	184,721	61%	159,873	87%	148,475	101%	111,070	92%



SALES TAX COMPARISON BY LOCATION

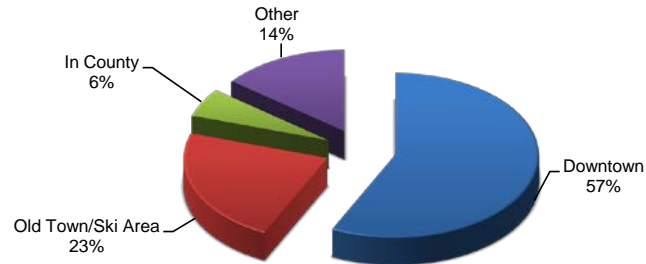
The following compares sales tax collections for the current month and year by location of the business. For lodging properties managed by a property management company, the lodging and accommodation taxes are reflected in the geographic area of the property management company offices.

GEOGRAPHIC AREA

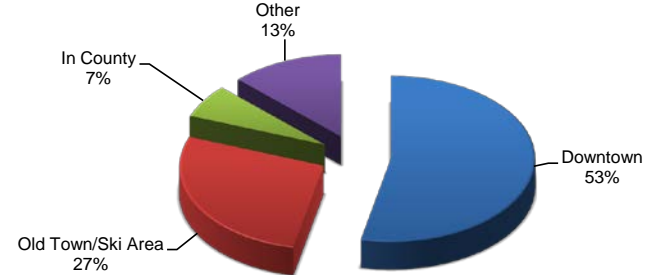
November	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
Downtown	366,212	283,729	29%	219,466	67%	165,129	122%	169,769	116%	115,762	216%	207,075	26%
Old Town/Ski Area	126,718	24,380	420%	158,535	-20%	122,110	4%	93,831	35%	63,661	99%	163,159	-45%
In County	42,993	41,321	4%	41,108	5%	35,432	21%	38,577	11%	39,936	8%	19,087	61%
Outside County	171,038	75,007	128%	74,812	129%	55,751	207%	61,787	177%	39,274	336%	30,997	294%

YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
Downtown	5,343,074	3,800,047	41%	3,548,514	51%	3,254,134	64%	2,897,672	84%	2,513,254	113%	1,858,299	105%
Old Town/Ski Area	2,118,935	1,945,759	9%	3,046,699	-30%	2,830,327	-25%	2,689,228	-21%	2,426,824	-13%	1,771,196	-15%
In County	528,032	465,454	13%	493,274	7%	464,772	14%	451,801	17%	482,180	10%	302,136	25%
Outside County	1,352,889	910,543	49%	958,374	41%	722,720	87%	621,627	118%	500,740	170%	365,863	164%

2021 YTD TAX COLLECTION BY GEOGRAPHIC AREA

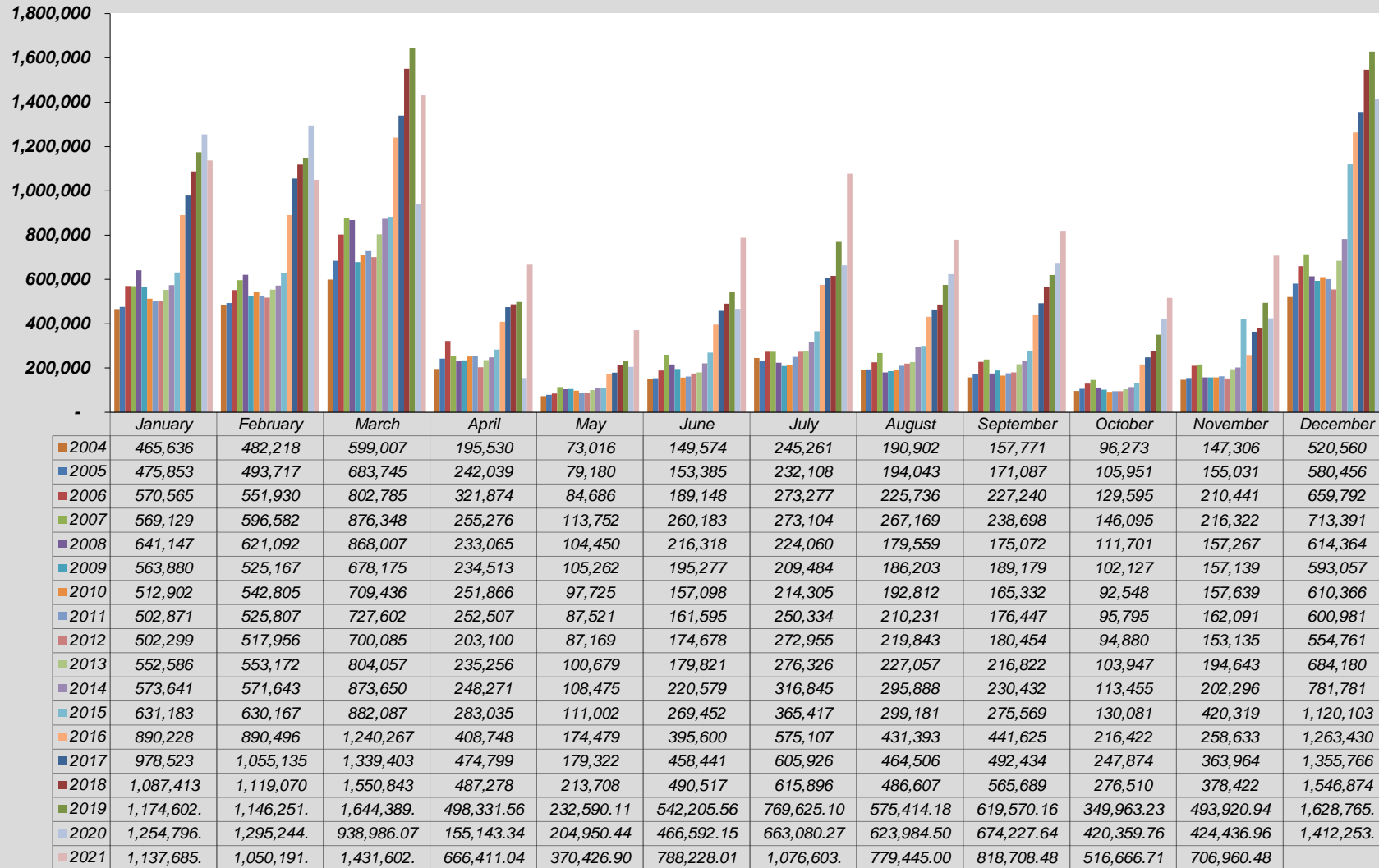


2020 YTD TAX COLLECTION BY GEOGRAPHIC AREA

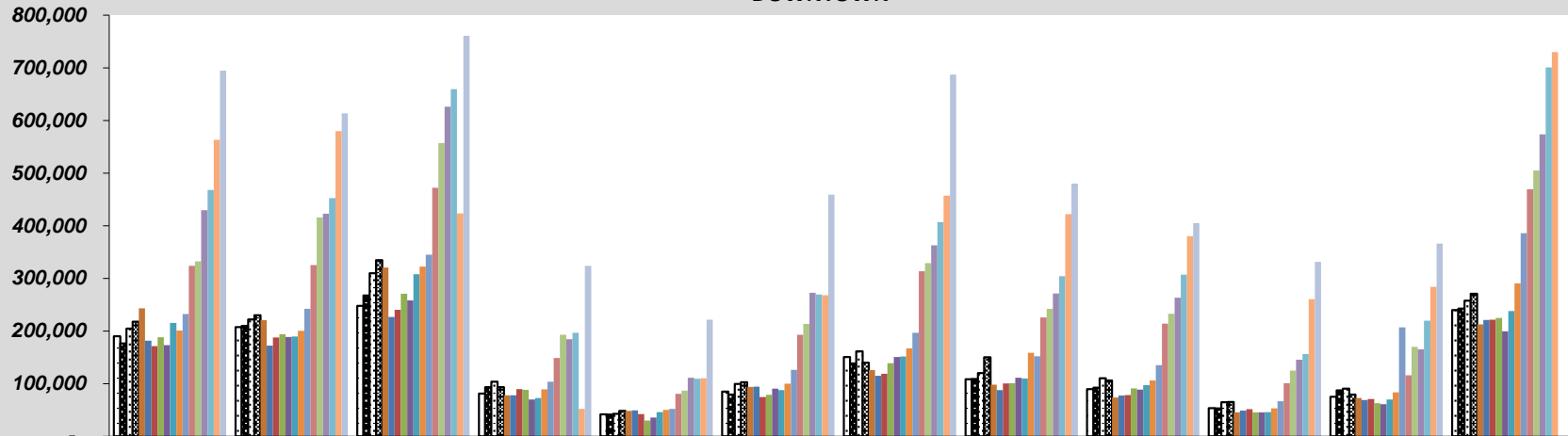


SALES, LODGING AND ACCOMMODATIONS HISTORICAL COMPARISONS

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

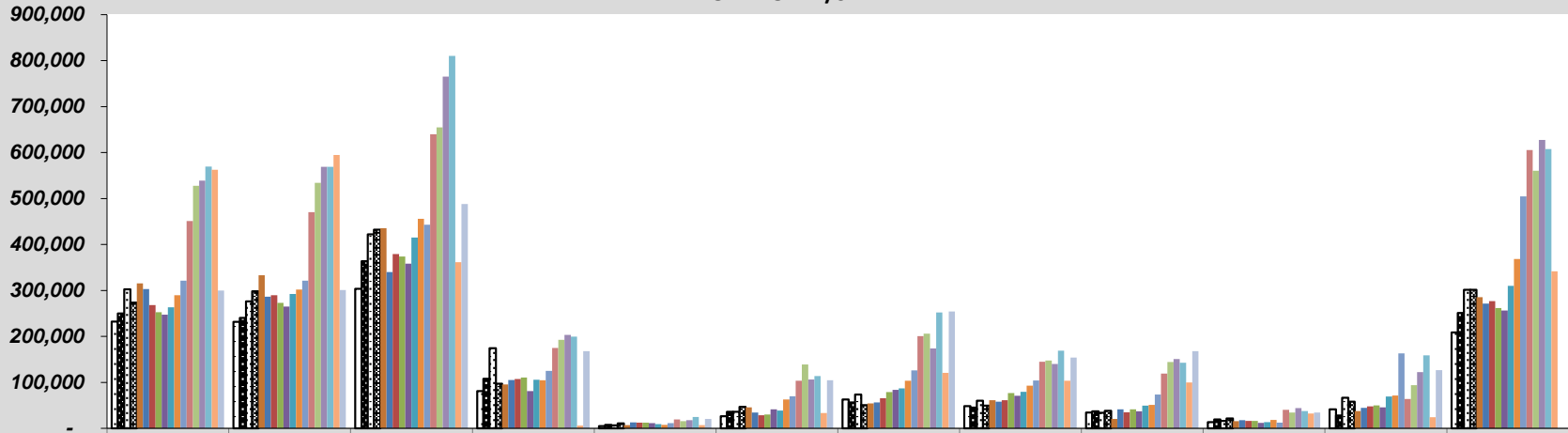


**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION
DOWNTOWN**



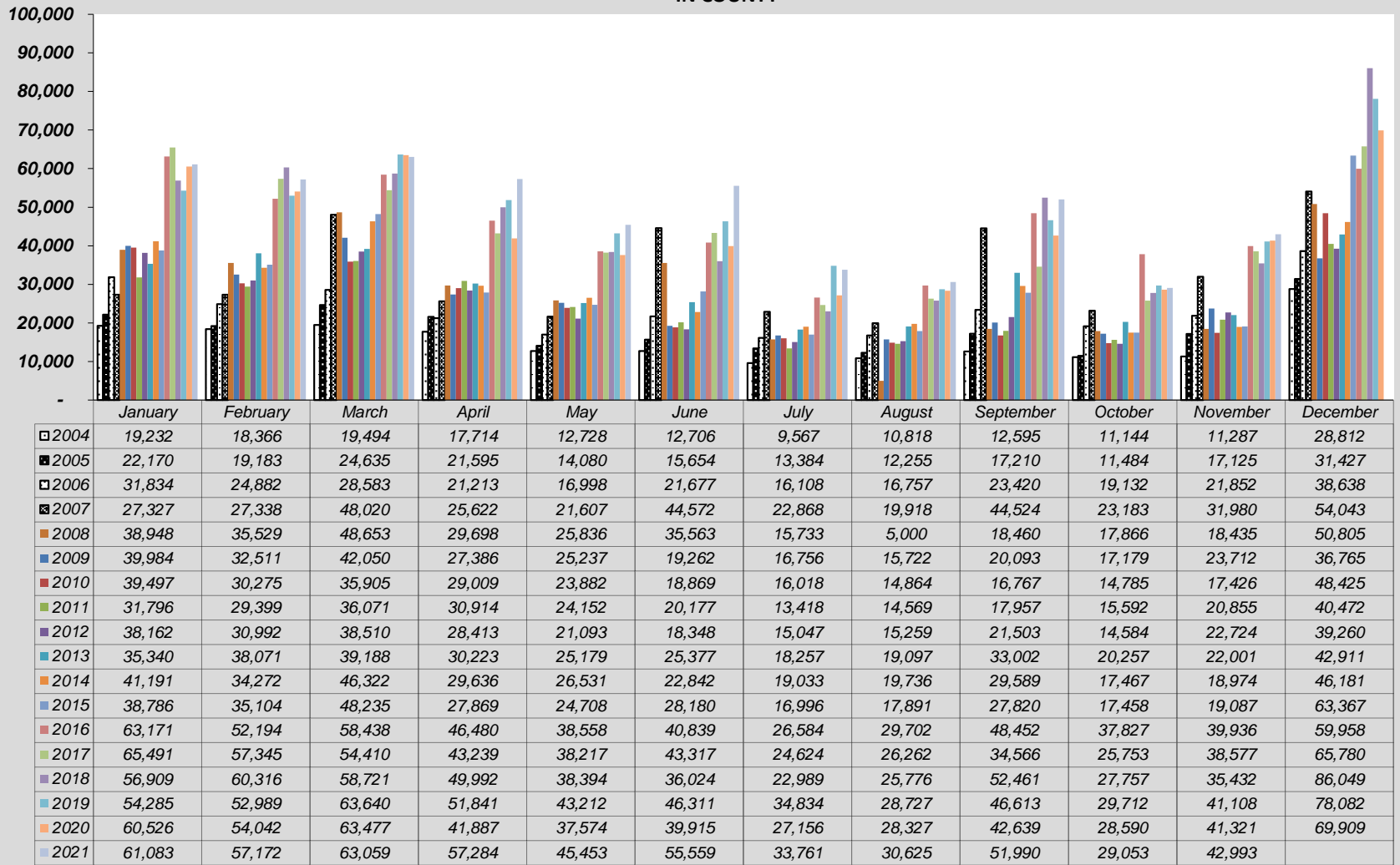
	January	February	March	April	May	June	July	August	September	October	November	December
□ 2004	189,887	207,596	247,987	81,394	41,700	85,062	150,598	108,521	89,811	53,559	75,232	239,742
■ 2005	176,642	209,770	267,426	93,554	41,267	79,262	138,438	108,790	92,455	53,214	87,103	242,741
□ 2006	204,761	221,968	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	687,105	479,978	404,848	331,341	366,212	

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

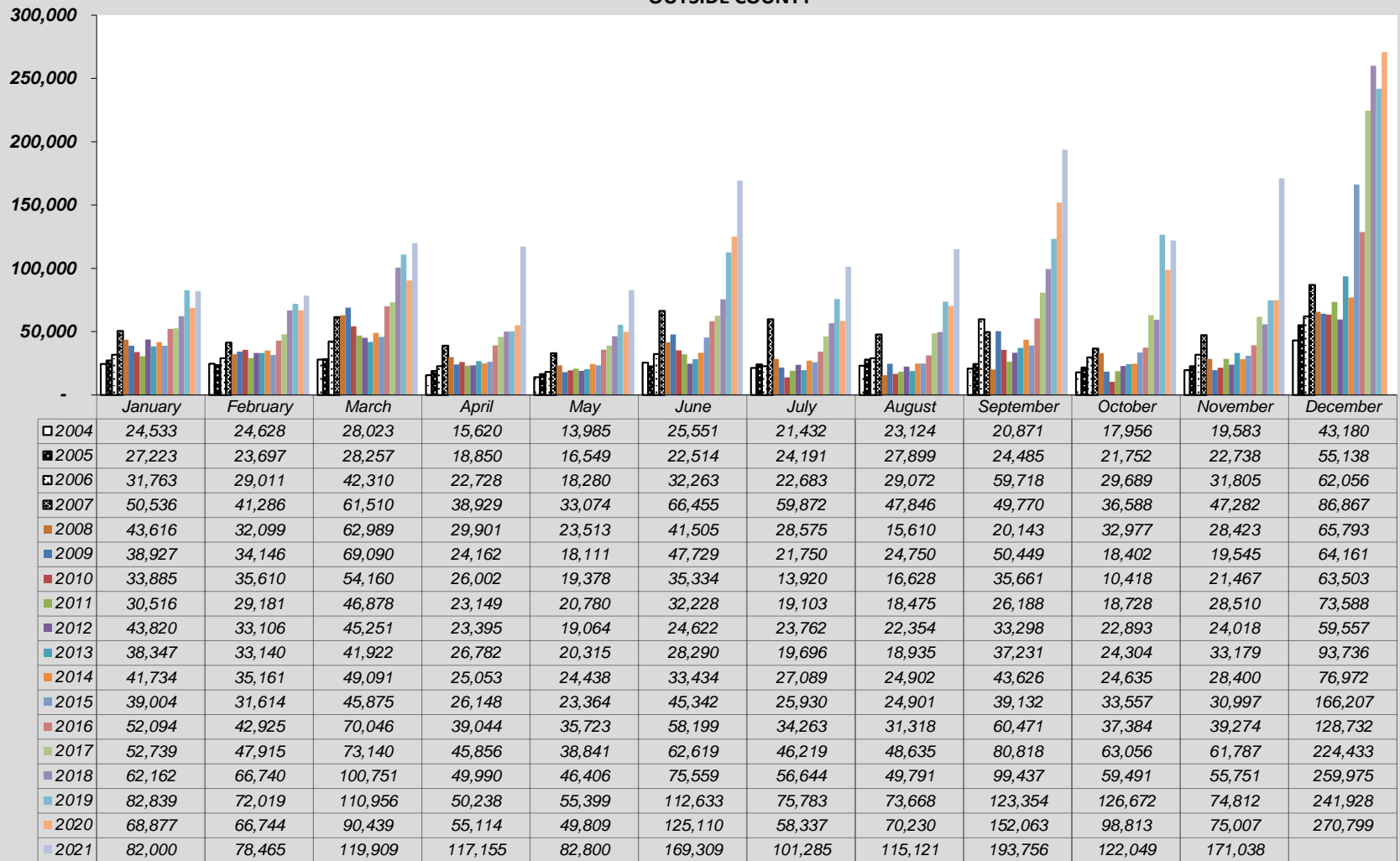


	January	February	March	April	May	June	July	August	September	October	November	December
2004	231,985	231,628	303,503	80,802	4,662	26,255	62,663	48,560	34,494	13,614	41,203	208,826
2005	249,817	240,337	363,428	108,041	7,285	35,955	56,095	45,100	36,936	19,501	28,064	251,150
2006	302,207	276,069	422,156	174,404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

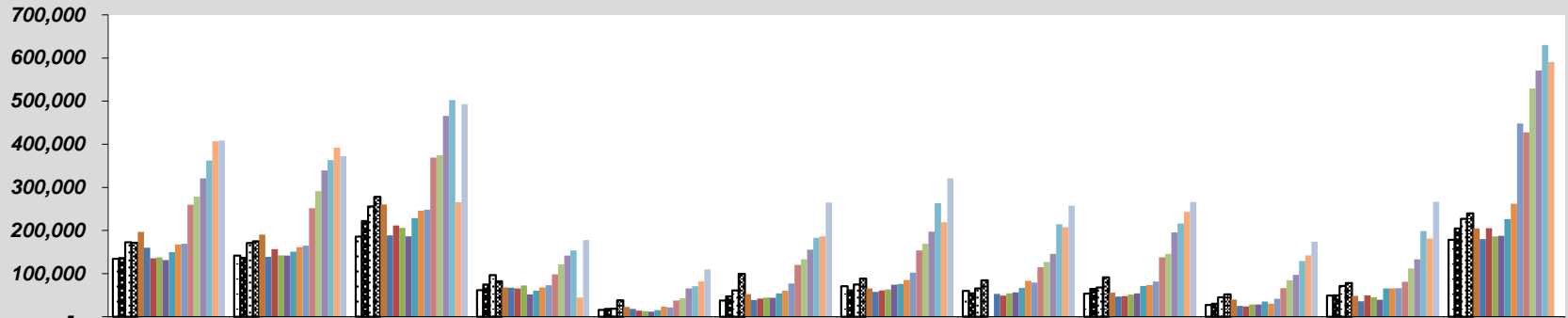
**SALES & TRANSIT/TRAILS TAX COLLECTION
IN COUNTY**



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

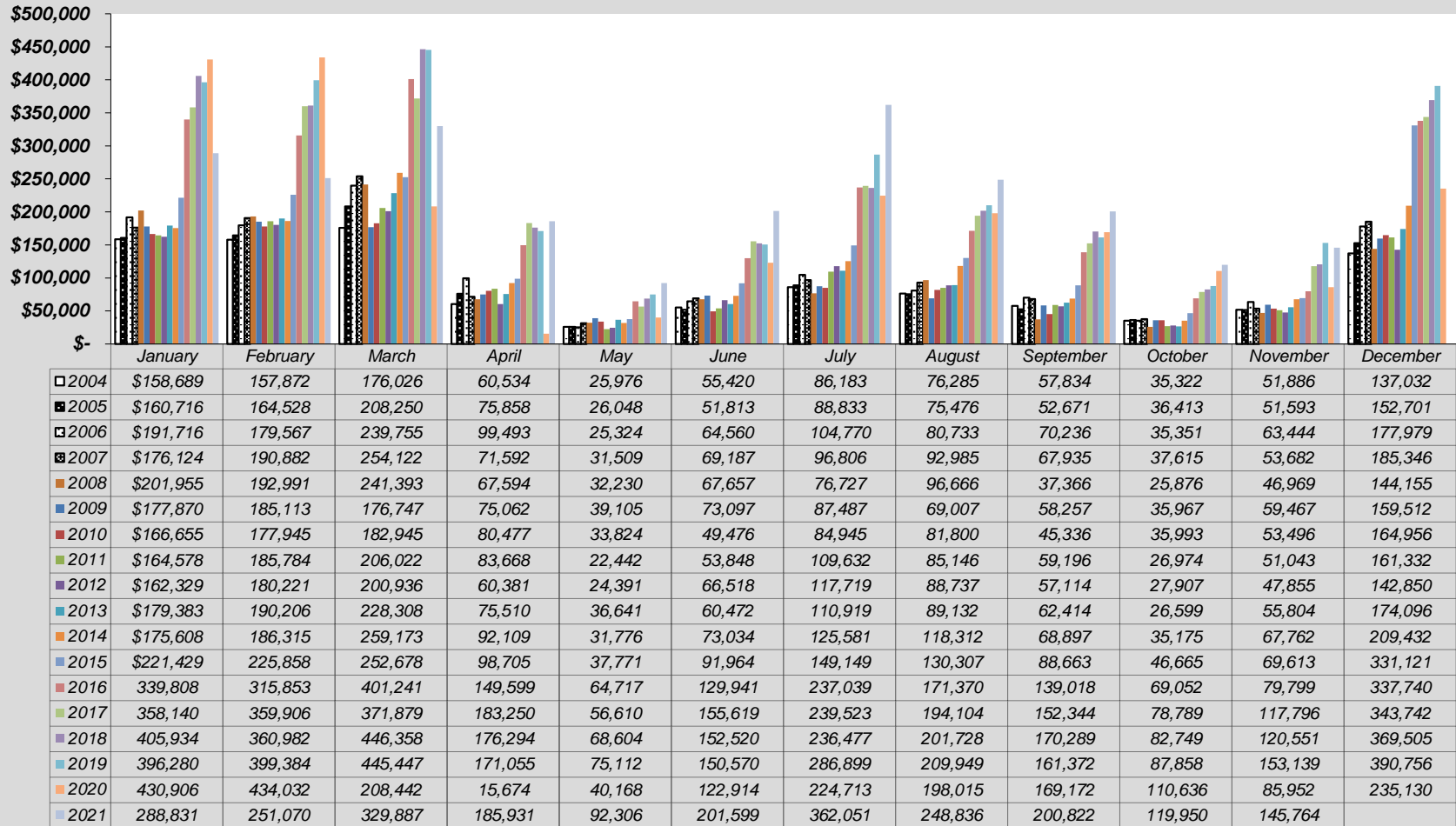


**SALES & TRANSIT/TRAILS TAX COLLECTION
RETAIL**



	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	320,724	257,589	265,951	173,617	266,324	

**SALES & TRANSIT/TRAILS TAX COLLECTION
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