

TOWN OF WINTER PARK, CO

September 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 September 2021, which were remitted to the Town in October 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 September 2021 sales tax collections were 21% above September 2020 collections. All Sectors have experienced double digit growth over 2020 collections for both the month of August and year to date. For the year, the Town is 30% ahead of 2020 and is 13% ahead of pre-pandemic 2019 collections. The Town's year to date collections continue to exceed budgeted collections.

Current Month

7% Tax	September 2021	September 2020	21-20 %	September 2019	21-19 %	September 2018	21-18 %	September 2017	21-17 %	September 2016	21-16 %	September 2015	21-15 %
Sales Tax - Not Lodging (5%)	401,441	347,982	15%	326,103	23%	308,114	30%	257,107	56%	237,840	69%	209,259	92%
Lodging/Accomm Tax (5%)	183,351	133,609	37%	116,447	57%	95,949	91%	94,632	94%	77,607	136%	66,310	177%
Monthly Total (5%)	584,792	481,591	21%	442,550	32%	404,063	45%	351,739	66%	315,447	85%	275,569	112%
Transit & Trails Tax (2%)	233,917	192,636	21%	177,020	32%	161,625	45%	140,695	66%	126,179		-	
Total Collected for Month	818,708	674,227	21%	619,570	32%	565,688	45%	492,434	66%	441,626	85%	275,569	197%

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%)	4,008,706	3,252,402	23%	3,792,741	6%	3,482,426	15%	3,117,276	29%	2,919,445	37%	2,746,841	46%
Lodging/Accomm Tax (5%)	1,790,796	1,228,602	46%	1,352,125	32%	1,244,018	44%	1,202,984	49%	971,943	84%	1,000,253	79%
YTD Total (5%)	5,799,502	4,481,004	29%	5,144,866	13%	4,726,444	23%	4,320,260	34%	3,891,388	49%	3,747,094	55%
Transit & Trails Tax (2%)	2,319,801	1,796,002	29%	2,058,445	13%	1,890,578	23%	1,728,230	34%	1,556,555		-	
Total Collected for Year	8,119,303	6,277,006	29%	7,203,311	13%	6,617,022	23%	6,048,490	34%	5,447,943	49%	3,747,094	117%

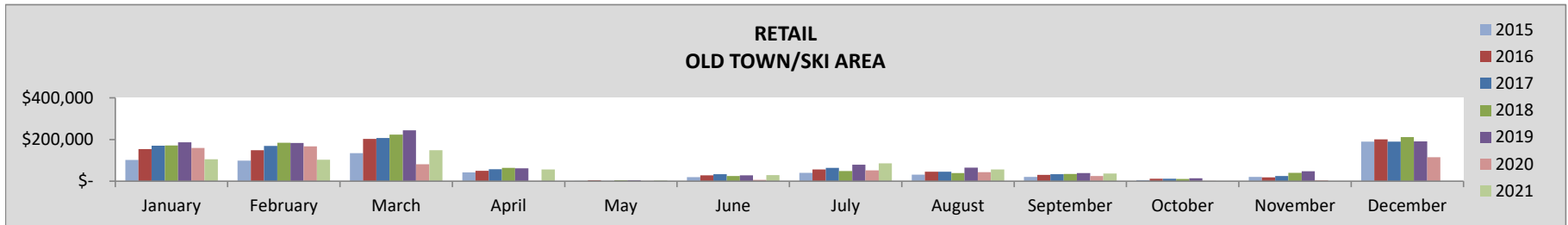
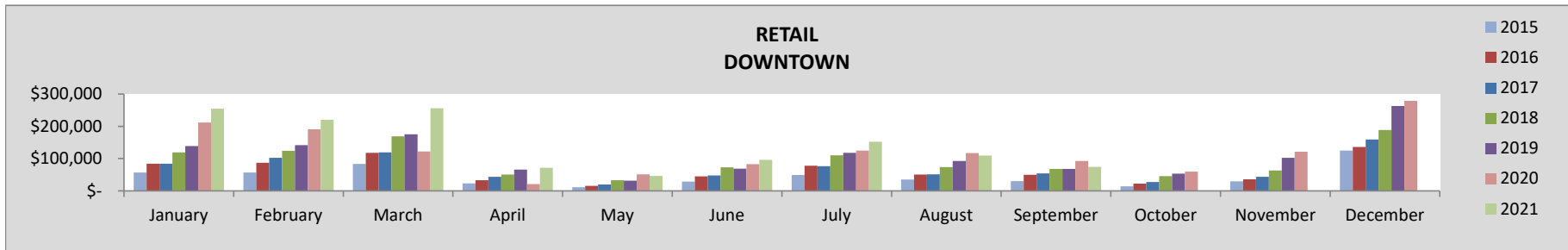
TAX COMPARISON BY INDUSTRY CLASS AND LOCATION

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

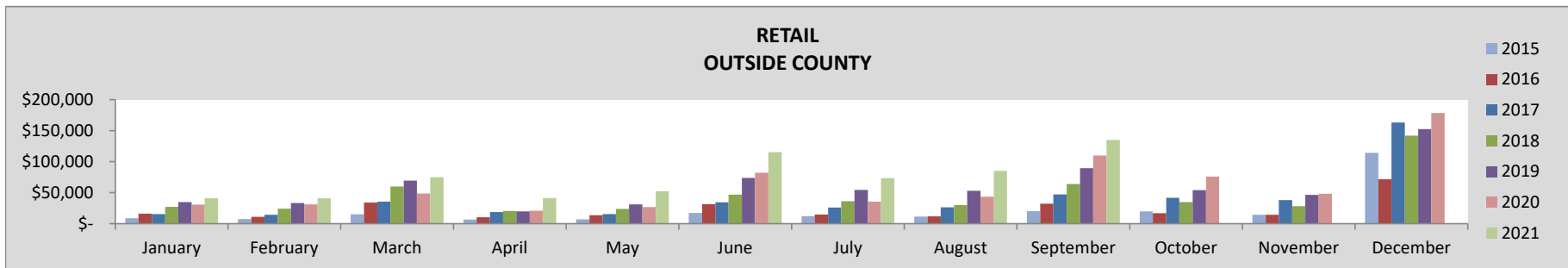
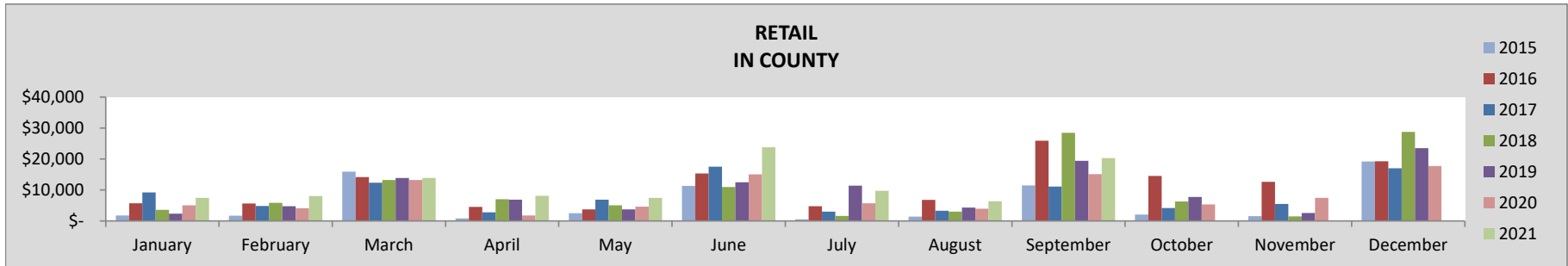
RETAIL

September	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	265,951	243,014	9%	216,068	23%	195,707	36%	145,499	83%	137,751	93%	81,759	132%
Downtown	74,151	92,675	-20%	67,906	9%	67,994	9%	53,952	37%	49,525	50%	30,001	77%
Old Town/Ski Area	36,445	25,250	44%	39,449	-8%	35,119	4%	33,166	10%	30,021	21%	20,225	29%
In County	20,259	15,132	34%	19,423	4%	28,488	-29%	11,101	83%	25,883	-22%	11,464	26%
Outside County	135,096	109,957	23%	89,290	51%	64,106	111%	47,281	186%	32,322	318%	20,069	381%

YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	2,670,381	2,047,492	30%	2,328,707	15%	2,027,276	32%	1,683,809	59%	1,543,165	73%	1,017,017	88%
Downtown	1,280,147	1,014,273	26%	900,620	42%	820,731	56%	599,661	113%	561,277	128%	374,686	144%
Old Town/Ski Area	625,525	535,283	17%	891,953	-30%	795,014	-21%	779,713	-20%	719,723	-13%	489,190	-9%
In County	104,959	68,576	53%	78,843	33%	78,708	33%	71,030	48%	86,524	21%	47,357	58%
Outside County	659,750	429,359	54%	457,291	44%	332,822	98%	233,406	183%	175,640	276%	105,782	345%



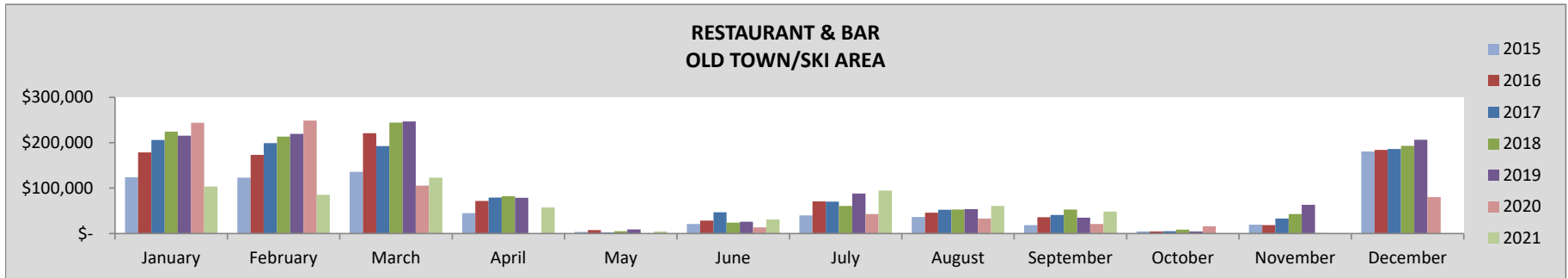
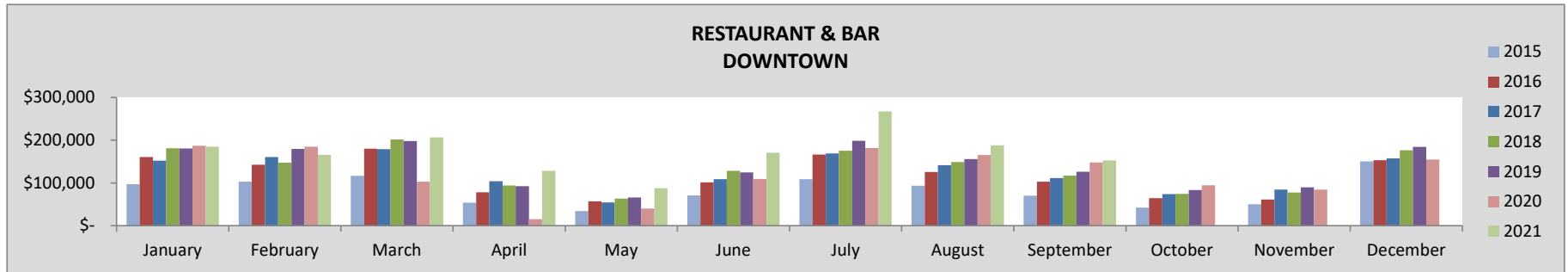
RETAIL - CONTINUED



RESTAURANT & BAR

September	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	200,822	169,172	19%	161,372	24%	170,289	18%	152,344	32%	139,018	44%	88,663	62%
Downtown	152,523	147,898	3%	126,156	21%	117,470	30%	111,607	37%	102,827	48%	70,160	55%
Old Town/Ski Area	48,300	21,275	127%	35,216	37%	52,819	-9%	40,737	19%	36,191	33%	18,503	86%

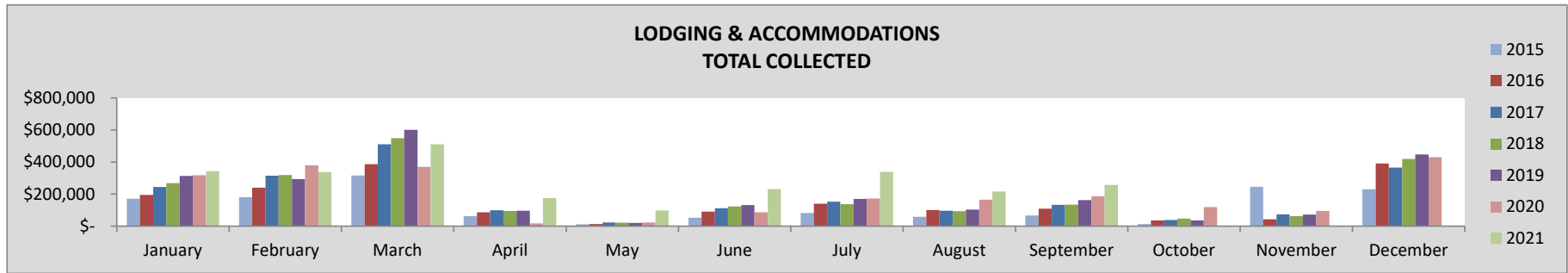
YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	2,161,333	1,844,035	17%	2,296,066	-6%	2,219,185	-3%	2,071,375	4%	1,948,588	11%	1,296,524	19%
Downtown	1,551,678	1,133,831	37%	1,321,962	17%	1,258,312	23%	1,182,066	31%	1,114,134	39%	748,267	48%
Old Town/Ski Area	609,655	710,205	-14%	974,104	-37%	960,873	-37%	889,304	-31%	834,455	-27%	548,257	-21%



LODGING & ACCOMMODATION

September	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	256,691	187,053	37%	163,026	57%	134,329	91%	132,485	94%	108,649	136%	66,310	177%

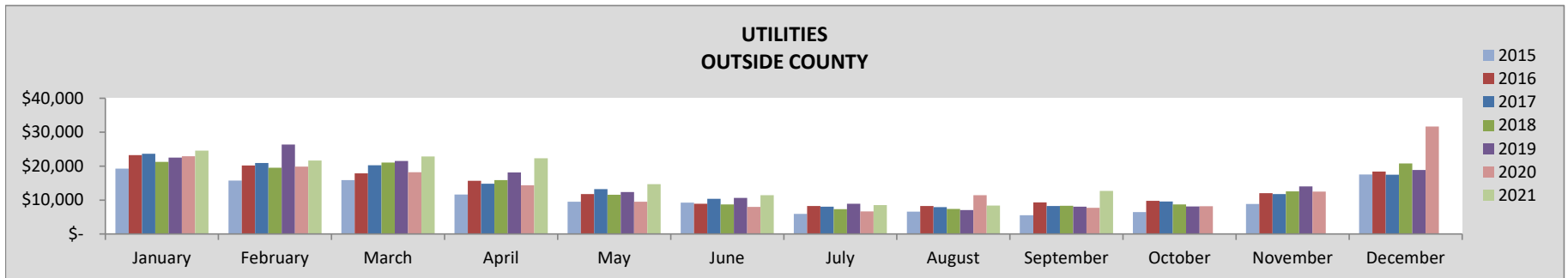
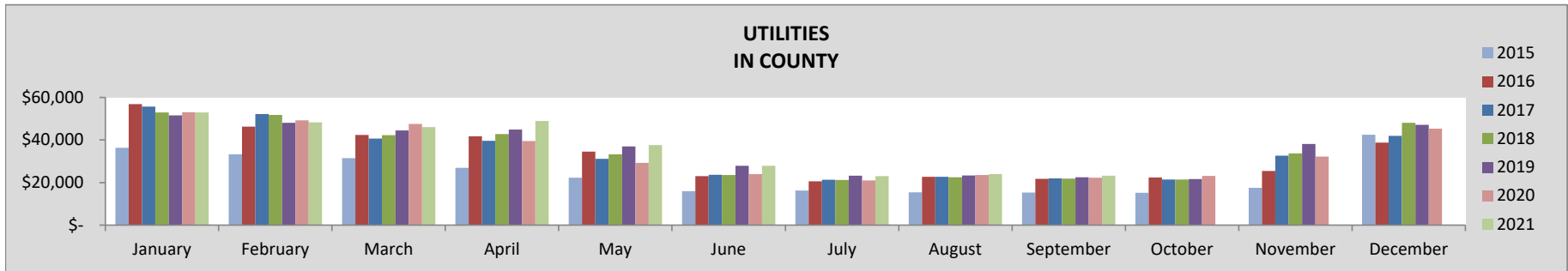
YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	2,507,115	1,720,043	46%	1,892,976	32%	1,741,626	44%	1,684,177	49%	1,360,721	84%	1,000,253	79%



UTILITIES

September	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	35,964	29,952	20%	30,582	18%	30,208	19%	30,238	19%	31,070	16%	20,826	23%
In County	23,264	22,224	5%	22,506	3%	21,880	6%	21,991	6%	21,760	7%	15,296	9%
Outside County	12,700	7,728	64%	8,076	57%	8,328	53%	8,247	54%	9,310	36%	5,530	64%

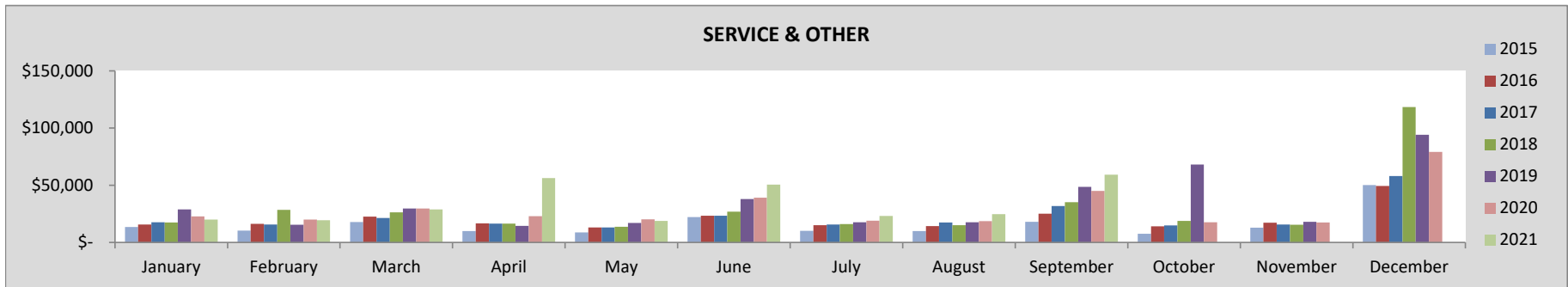
YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	478,977	428,045	12%	458,405	4%	433,144	11%	436,311	10%	433,125	11%	312,376	10%
In County	331,906	309,471	7%	322,977	3%	312,181	6%	309,005	7%	309,720	7%	213,031	11%
Outside County	147,072	118,574	24%	135,428	9%	120,963	22%	127,306	16%	123,405	19%	99,345	6%



SERVICE & OTHER

September	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	59,280	45,037	32%	48,522	22%	35,156	69%	31,868	86%	25,137	136%	18,010	135%
Downtown	2,241	2,729	-18%	15,144	-85%	3,389	-34%	2,436	-8%	2,817	-20%	1,509	6%
Old Town/Ski Area	2,672	2,672	0%	2,706	-1%	2,672	0%	2,672	0%	2,672	0%	1,908	0%
In County	8,408	5,258	60%	4,684	80%	2,093	302%	1,472	471%	809	939%	1,060	467%
Outside County	45,959	34,377	34%	25,988	77%	27,003	70%	25,288	82%	18,839	144%	13,532	143%

YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	301,497	237,391	27%	227,157	33%	195,791	54%	172,818	74%	162,345	86%	120,924	78%
Downtown	5,554	7,422	-25%	17,968	-69%	6,703	-17%	5,264	6%	4,529	23%	2,367	68%
Old Town/Ski Area	24,045	24,046	0%	26,252	-8%	24,700	-3%	24,045	0%	24,845	-3%	17,175	0%
In County	18,924	17,133	10%	20,101	-6%	10,694	77%	7,437	154%	7,934	139%	5,202	160%
Outside County	252,974	188,790	34%	162,837	55%	153,693	65%	136,072	86%	125,038	102%	96,181	88%



SALES TAX COMPARISON BY LOCATION

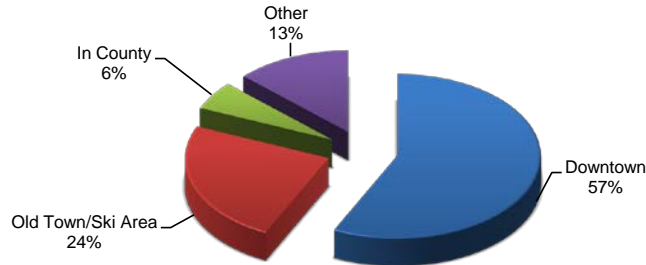
The following compares sales tax collections for the current month and year by location of the business. For lodging properties managed by a property management company, the lodging and accommodation taxes are reflected in the geographic area of the property management company offices.

GEOGRAPHIC AREA

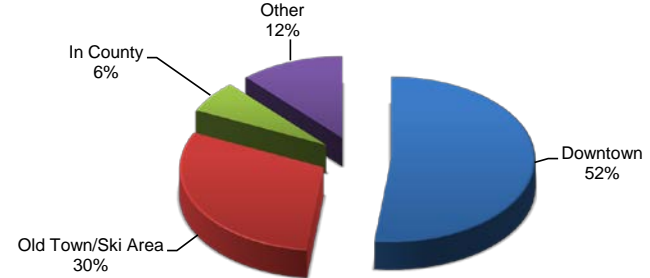
September	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
Downtown	404,848	379,956	7%	306,808	32%	263,170	54%	232,931	74%	213,844	89%	134,995	114%
Old Town/Ski Area	168,115	99,570	69%	142,795	18%	150,621	12%	144,119	17%	118,858	41%	73,623	63%
In County	51,990	42,639	22%	46,613	12%	52,461	-1%	34,566	50%	48,452	7%	27,820	33%
Outside County	193,756	152,063	27%	123,354	57%	99,437	95%	80,818	140%	60,471	220%	39,132	254%

YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
Downtown	4,645,521	3,255,713	43%	3,172,399	46%	2,943,676	58%	2,602,940	78%	2,296,487	102%	1,584,795	109%
Old Town/Ski Area	1,957,994	1,889,026	4%	2,853,432	-31%	2,664,284	-27%	2,561,295	-24%	2,322,956	-16%	1,595,400	-12%
In County	455,987	395,543	15%	421,921	8%	401,583	14%	387,472	18%	404,417	13%	265,590	23%
Outside County	1,059,801	736,724	44%	755,556	40%	607,478	74%	496,783	113%	424,083	150%	262,177	189%

2021 YTD TAX COLLECTION BY GEOGRAPHIC AREA

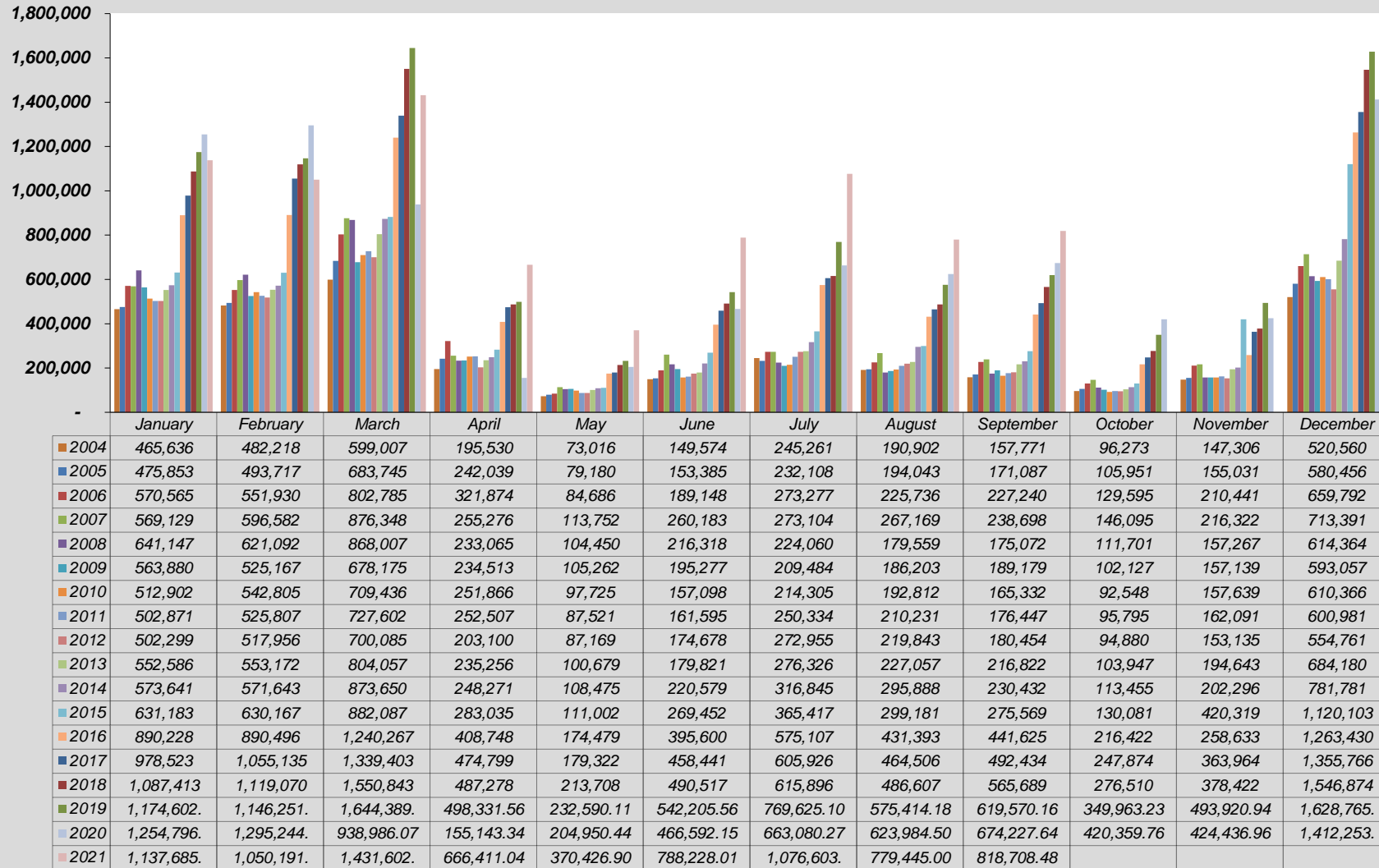


2020 YTD TAX COLLECTION BY GEOGRAPHIC AREA

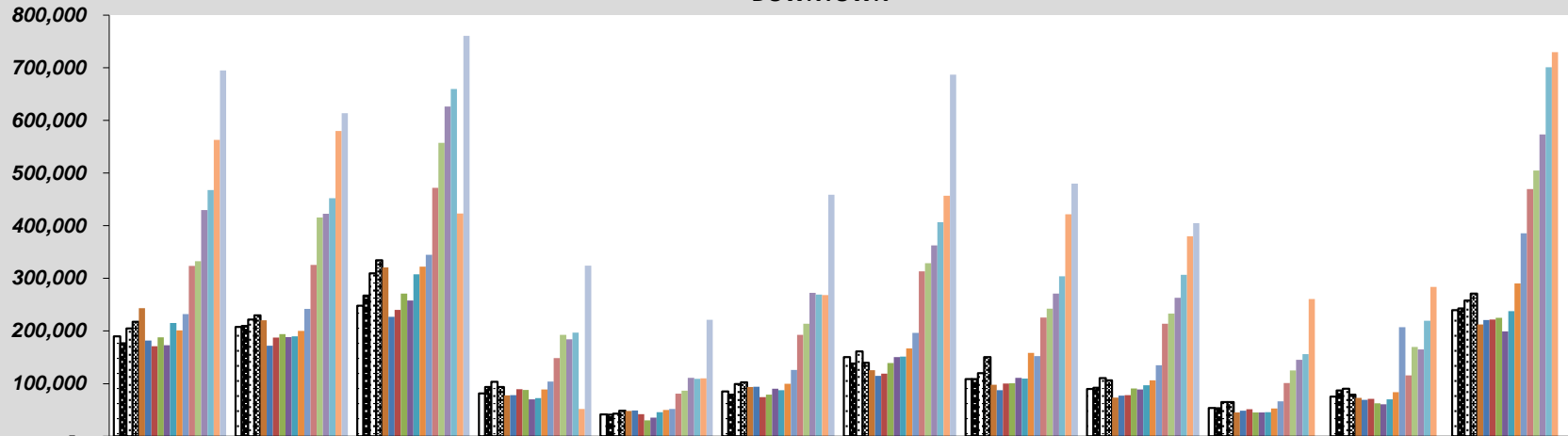


SALES, LODGING AND ACCOMMODATIONS HISTORICAL COMPARISONS

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

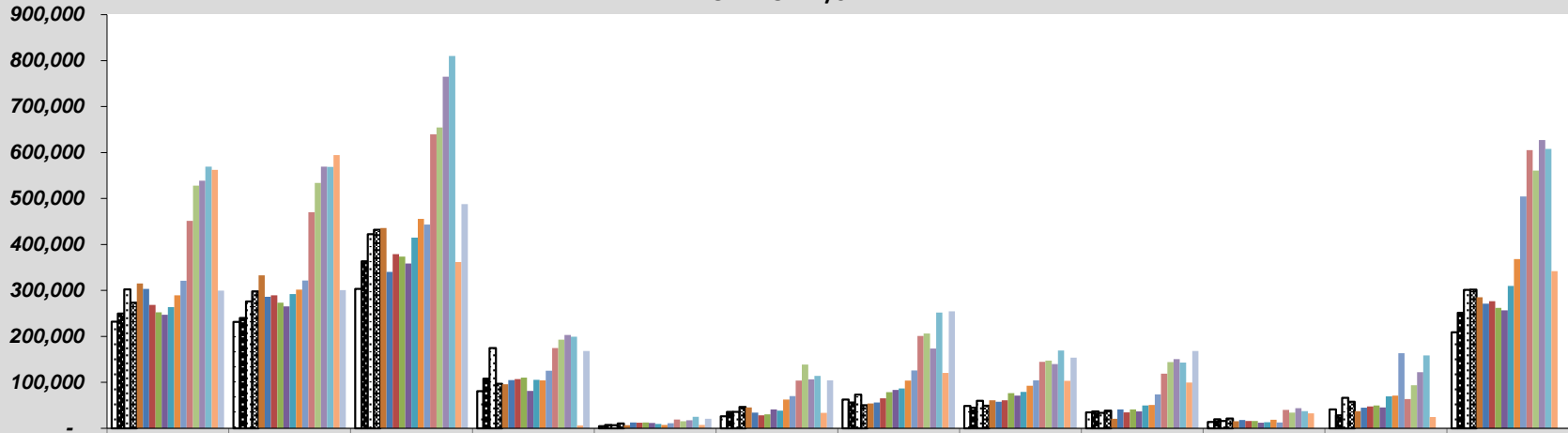


**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION
DOWNTOWN**



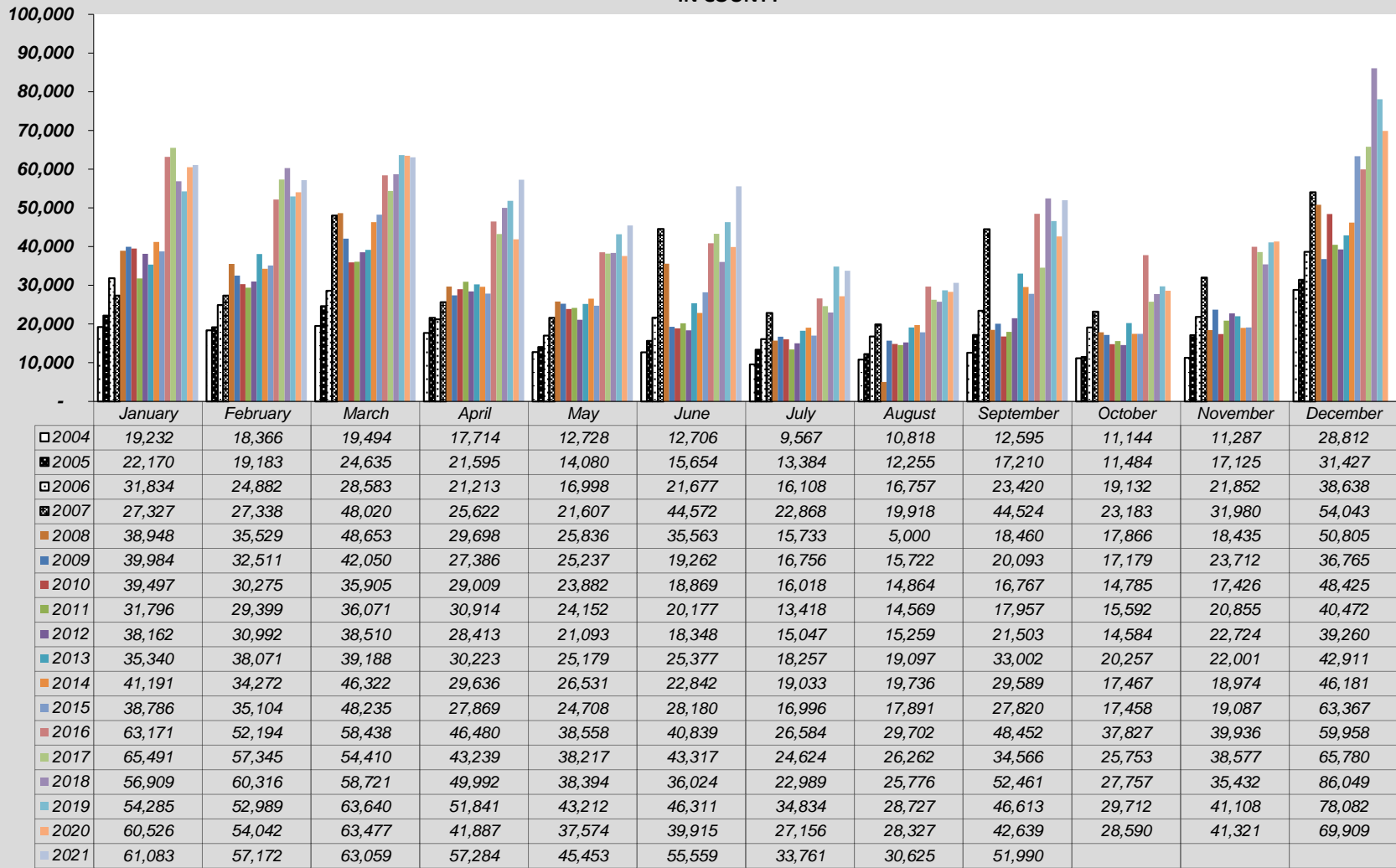
	January	February	March	April	May	June	July	August	September	October	November	December
2004	189,887	207,596	247,987	81,394	41,700	85,062	150,598	108,521	89,811	53,559	75,232	239,742
2005	176,642	209,770	267,426	93,554	41,267	79,262	138,438	108,790	92,455	53,214	87,103	242,741
2006	204,761	221,968	309,736	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			

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

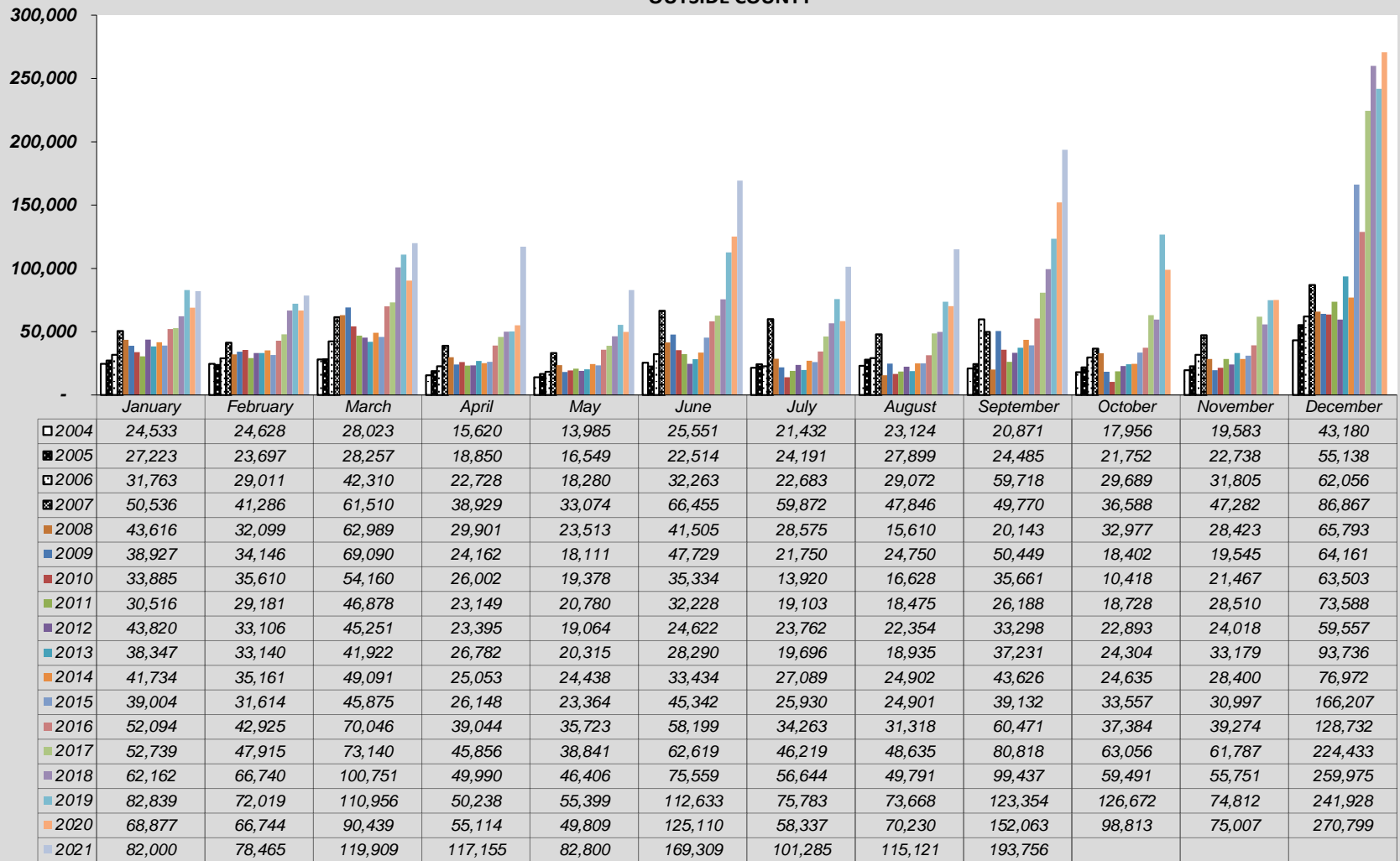


	January	February	March	April	May	June	July	August	September	October	November	December
2004	231,985	231,628	303,503	80,802	4,662	26,255	62,663	48,560	34,494	13,614	41,203	208,826
2005	249,817	240,337	363,428	108,041	7,285	35,955	56,095	45,100	36,936	19,501	28,064	251,150
2006	302,207	276,069	422,156	174,404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

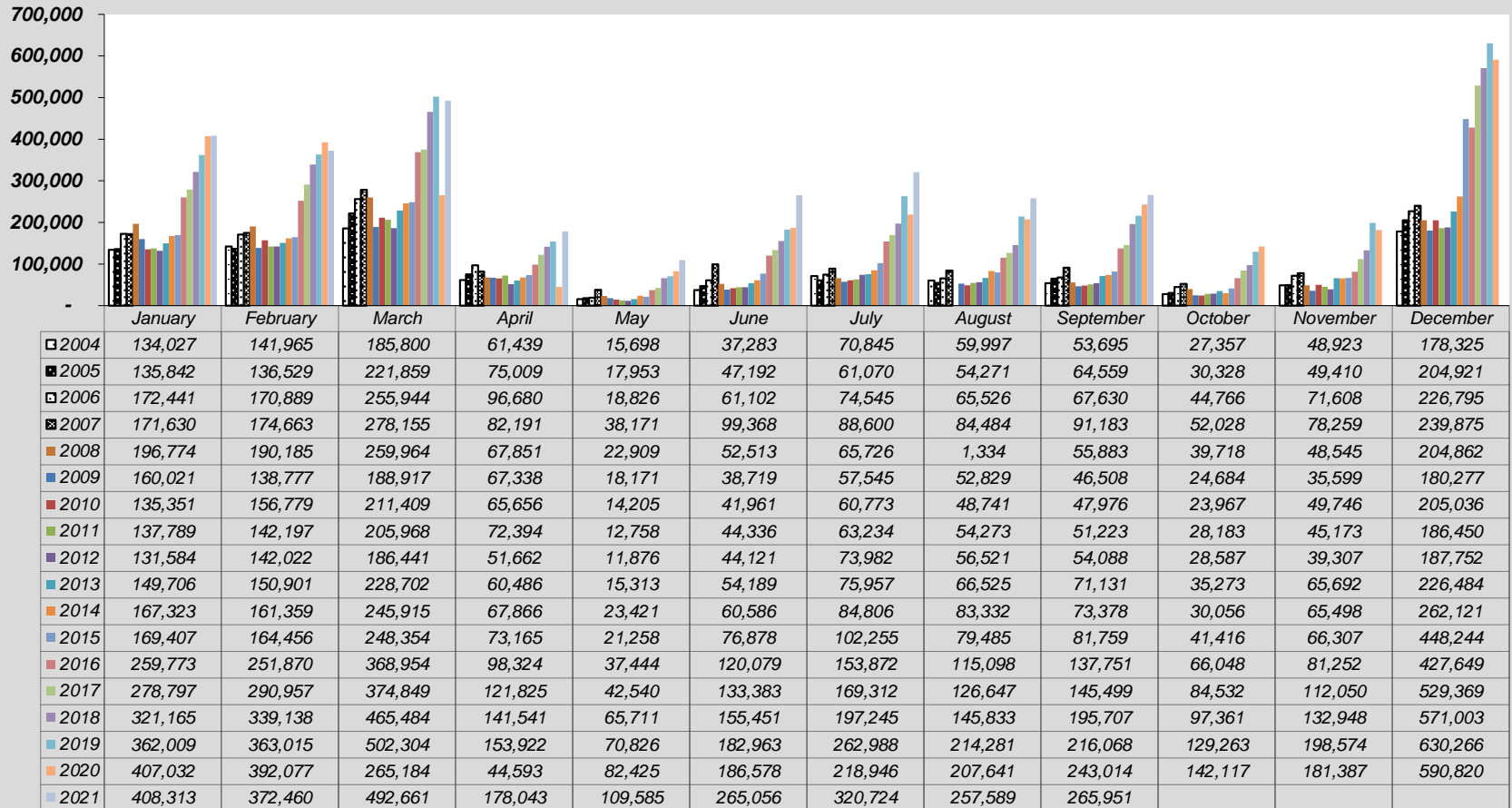
**SALES & TRANSIT/TRAILS TAX COLLECTION
IN COUNTY**



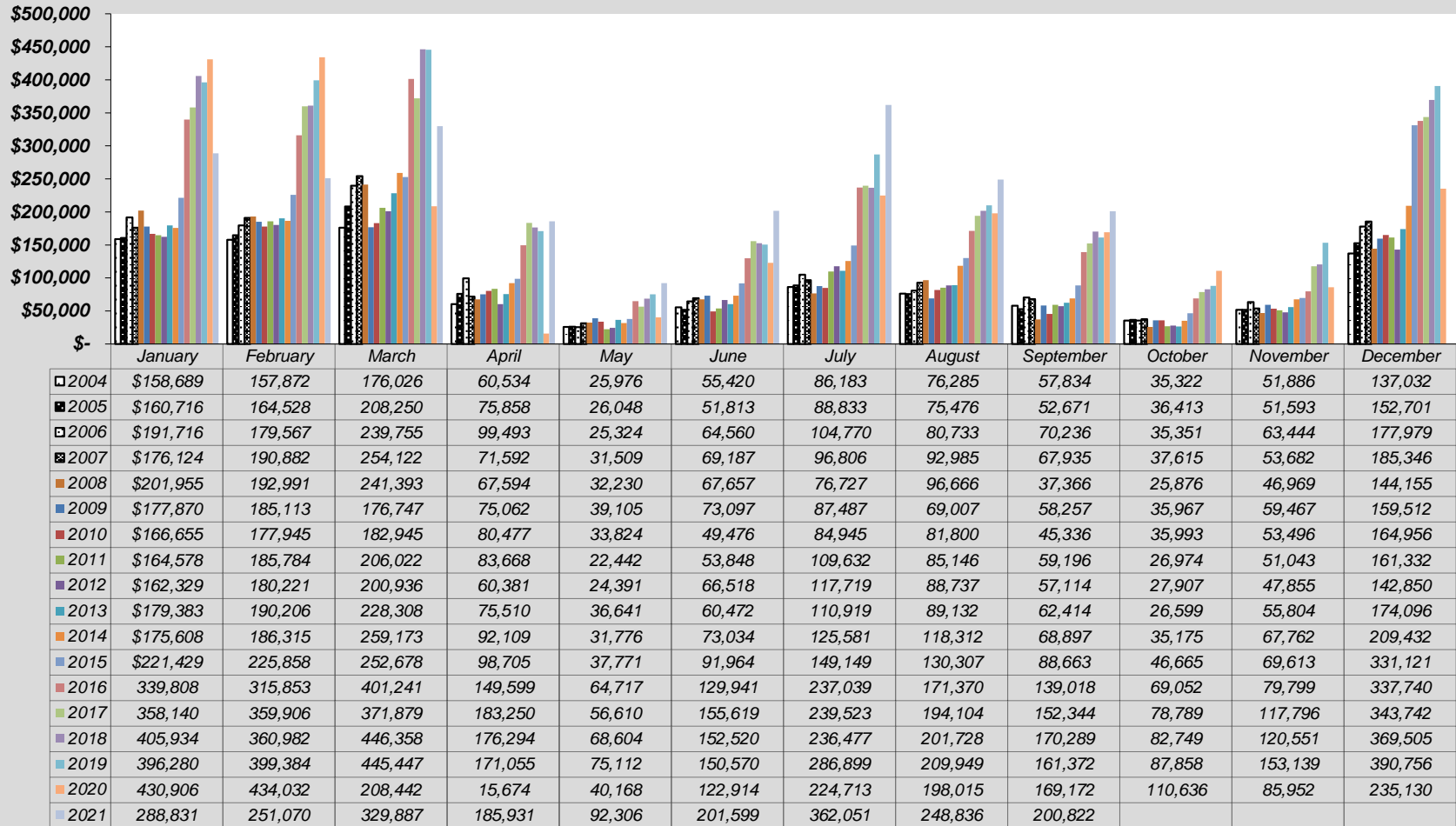
**SALES & TRANSIT/TRAILS TAX COLLECTION
OUTSIDE COUNTY**



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



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



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

