

TOWN OF WINTER PARK, CO

February 2020



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 February 2020, which were remitted to the Town in March 2020, 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 February 2020 sales tax collections reflect a 13% increase over February 2019 with Retail up 8%, Restaurant & Bar up 9% and Lodging up 29%. The significant increase in the Lodging sector for the month of February was due in part to the new Voluntary Collection Agreements the Town entered into with Homeaway (VRBO) and Airbnb. Beginning February 1, 2020, these companies began remitting taxes directly to the Town on reservations made on the platforms after February 1. Previously, property owners would remit their own taxes and most were set up to file quarterly as opposed to monthly. February taxes would have been included with March collections. Year to date the Town's sales tax collections were 10% ahead of 2019 with Retail up 10%, Restaurant & Bar up 9% and Lodging up 15%. Sales tax collection increases were seen within the Downtown, Old Town/Ski Area and County geographic areas for both the month and year to date.

While sales tax collections through the month of February showed strong increases over 2019, we will see a significant decline beginning in the month of March due to social distancing recommendations in response to the COVID-19 pandemic, including the closing of Winter Park Resort on March 15, 2020 and the Colorado Stay at Home Order that took effect on March 26, 2020.

Current Month

7% Tax	February 2020	February 2019	19 - 18 %	February 2018	19 - 17 %	February 2017	19 - 16 %	February 2016	19 - 15 %	February 2015	19 - 14 %	February 2014	19 - 13 %
Sales Tax - Not Lodging (5%)	653,576	608,697	7%	571,379	14%	528,294	24%	464,638	41%	449,775	45%	416,404	57%
Lodging/Accomm Tax (5%)	271,578	210,054	29%	227,957	19%	225,374	21%	171,430	58%	180,392	51%	162,699	67%
Monthly Total (5%)	925,154	818,751	13%	799,336	16%	753,668	23%	636,068	45%	630,167	47%	579,103	60%
Transit & Trails Tax (2%)	370,091	327,501	13%	319,734	16%	301,467	23%	254,427	-	-	-	-	-
Total Collected for Month	1,295,245	1,146,252	13%	1,119,070	16%	1,055,135	23%	890,495	-	630,167	-	579,103	-

Year-To-Date

7% Tax	YTD 2020	YTD 2019	19 - 18 %	YTD 2018	19 - 17 %	YTD 2017	19 - 16 %	YTD 2016	19 - 15 %	YTD 2015	19 - 14 %	YTD 2014	19 - 13 %
Sales Tax - Not Lodging (5%)	1,322,535	1,223,835	8%	1,156,239	14%	1,052,513	26%	961,316	38%	909,680	45%	829,965	59%
Lodging/Accomm Tax (5%)	498,902	433,917	15%	419,820	19%	400,099	25%	310,629	61%	351,671	42%	322,779	55%
YTD Total (5%)	1,821,437	1,657,752	10%	1,576,059	16%	1,452,612	25%	1,271,945	43%	1,261,351	44%	1,152,744	58%
Transit & Trails Tax (2%)	728,605	663,102	10%	630,424	16%	581,045	25%	508,778	-	-	-	-	-
Total Collected for Year	2,550,042	2,320,854	10%	2,206,483	16%	2,033,657	25%	1,780,723	-	1,261,351	-	1,152,744	-

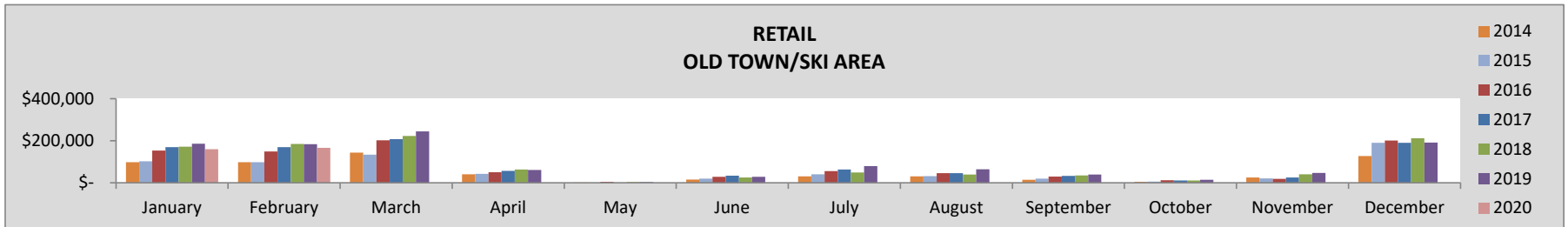
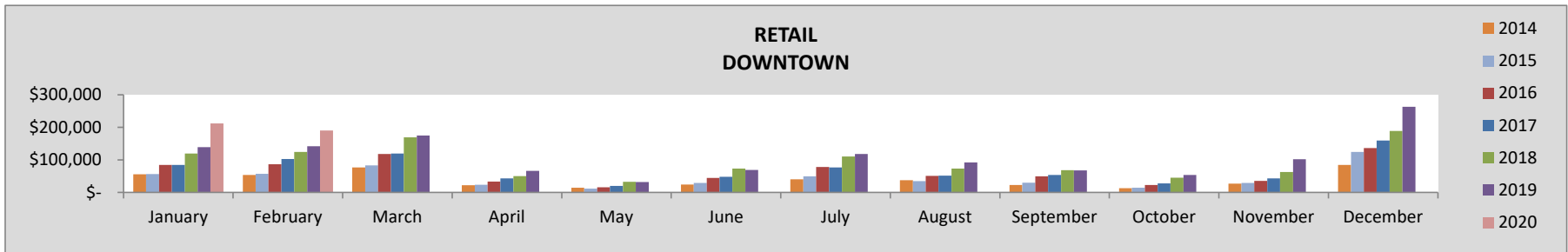
TAX COMPARISON BY INDUSTRY CLASS AND LOCATION

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

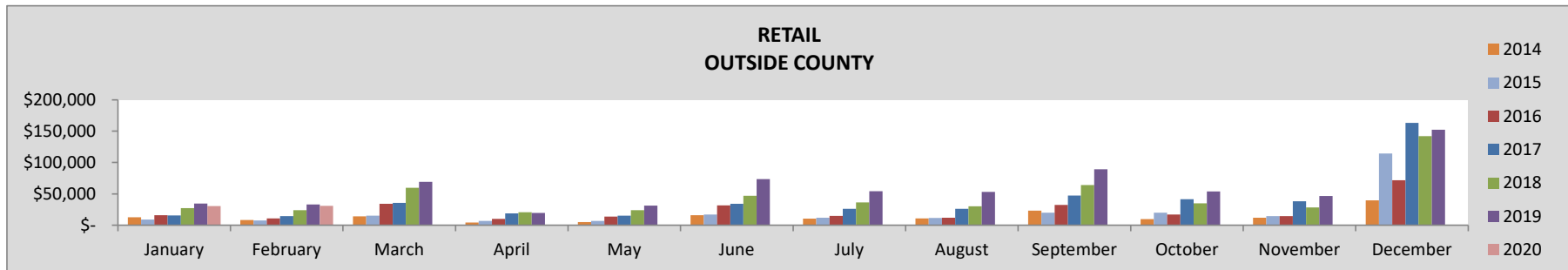
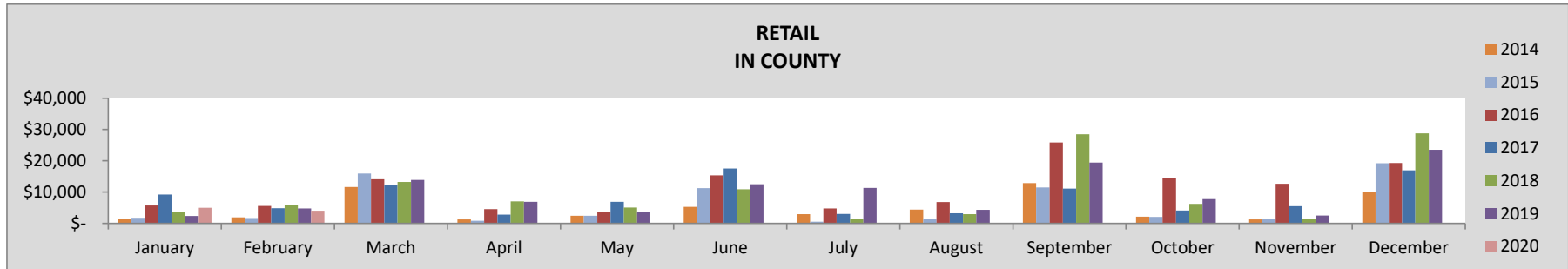
RETAIL

February	2020	2019	20-19%	2018	20-18 %	2017	20-17 %	2016	20-16%	2015	20-15%	2014	20-14%
TOTAL	392,077	363,015	8%	339,138	16%	290,957	35%	251,870	11%	164,456	70%	161,359	74%
Downtown	190,455	141,796	34%	124,392	53%	102,363	86%	86,843	57%	57,020	139%	53,590	154%
Old Town/Ski Area	166,520	183,309	-9%	184,829	-10%	169,411	-2%	148,480	-20%	98,271	21%	97,698	22%
In County	4,083	4,752	-14%	5,843	-30%	4,845	-16%	5,613	-48%	1,707	71%	1,903	53%
Outside County	31,018	33,157	-6%	24,074	29%	14,339	116%	10,935	103%	7,459	197%	8,168	171%

YEAR-TO-DATE	2020	2019	20-19%	2018	20-18 %	2017	20-17 %	2016	20-16%	2015	20-15%	2014	20-14%
TOTAL	799,109	725,024	10%	660,303	21%	569,755	40%	511,643	12%	333,863	71%	328,682	74%
Downtown	402,323	280,648	43%	243,610	65%	186,586	116%	171,115	68%	113,777	153%	109,247	163%
Old Town/Ski Area	326,064	369,543	-12%	356,085	-8%	339,221	-4%	302,201	-23%	200,293	16%	195,153	19%
In County	9,111	7,096	28%	9,430	-3%	14,051	-35%	11,304	-42%	3,477	87%	3,448	89%
Outside County	61,611	51,179	20%	51,179	20%	29,896	106%	27,022	63%	16,317	170%	20,834	111%



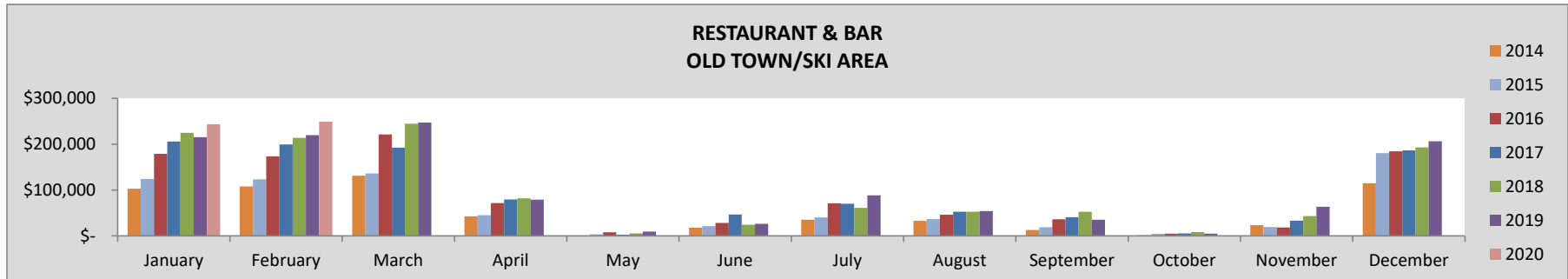
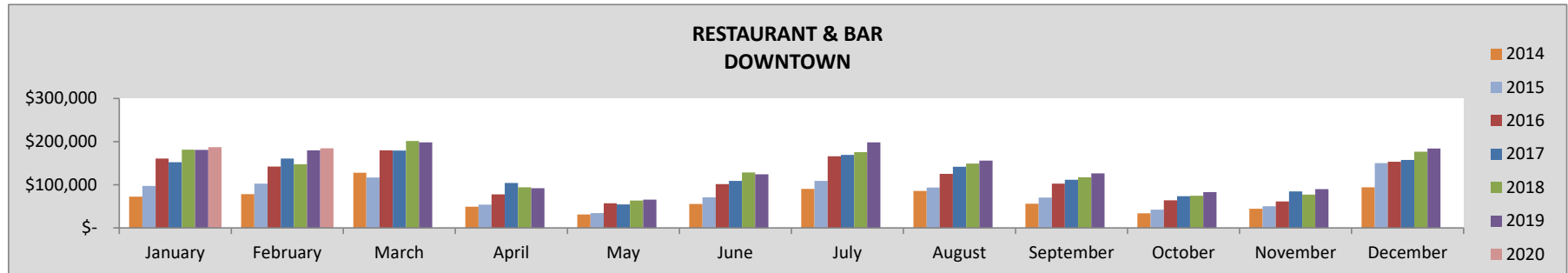
RETAIL - CONTINUED



RESTAURANT & BAR

February	2020	2019	20-19%	2018	20-18 %	2017	20-17 %	2016	20-16%	2015	20-15%	2014	20-14%
TOTAL	434,032	399,384	9%	360,982	20%	359,906	21%	315,853	-2%	225,858	37%	193,775	60%
Downtown	184,805	179,586	3%	147,324	25%	160,601	15%	142,412	-7%	102,764	28%	85,710	54%
Old Town/Ski Area	249,227	219,798	13%	213,658	17%	199,305	25%	173,442	3%	123,094	45%	108,066	65%

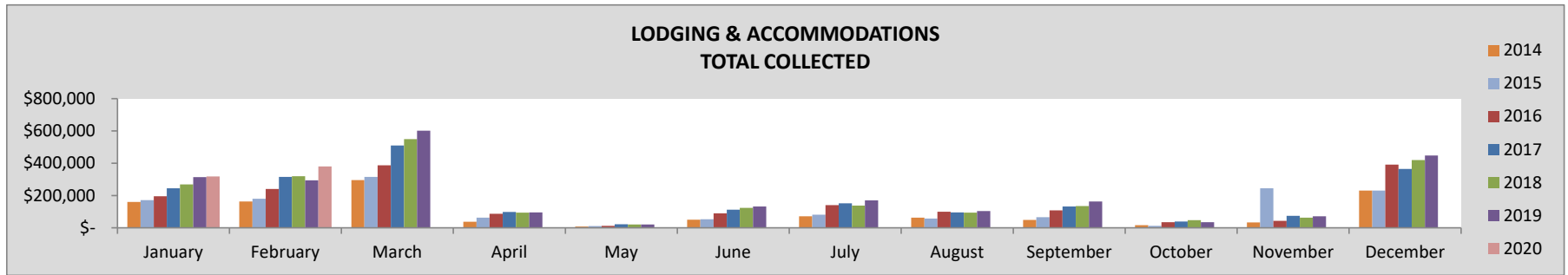
YEAR-TO-DATE	2020	2019	20-19%	2018	20-18 %	2017	20-17 %	2016	20-16%	2015	20-15%	2014	20-14%
TOTAL	864,938	795,663	9%	766,915	13%	718,046	20%	655,662	-6%	447,287	38%	369,383	67%
Downtown	371,813	360,448	3%	328,573	13%	312,731	19%	303,192	-12%	200,152	33%	158,418	68%
Old Town/Ski Area	493,124	435,215	13%	438,343	12%	405,315	22%	352,470	0%	247,135	43%	210,966	67%



LODGING & ACCOMMODATION

February	2020	2019	20-19%	2018	20-18 %	2017	20-17 %	2016	20-16%	2015	20-15%	2014	20-14%
TOTAL	380,134	294,076	29%	319,140	19%	315,524	20%	240,002	13%	180,392	51%	162,699	67%

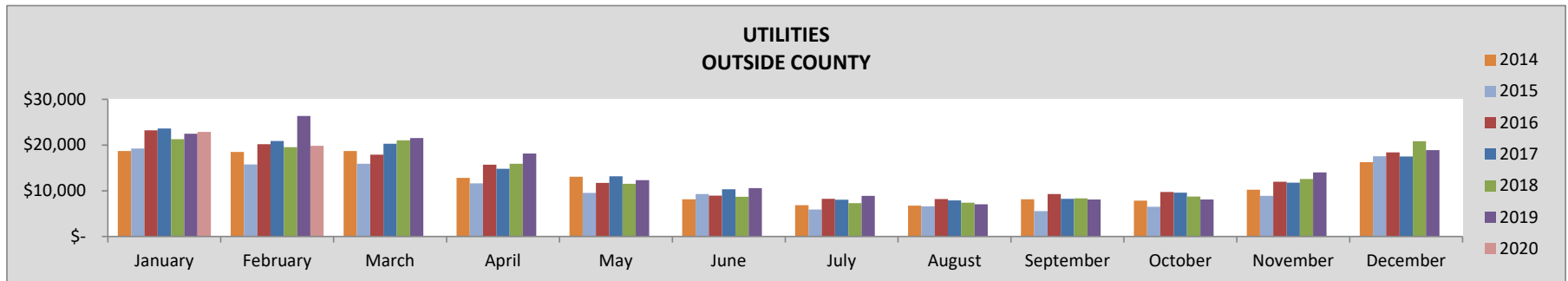
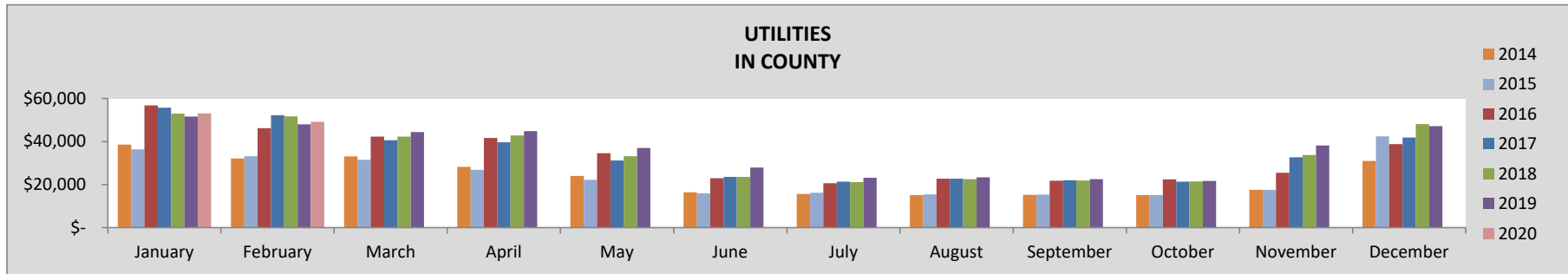
YEAR-TO-DATE	2020	2019	20-19%	2018	20-18 %	2017	20-17 %	2016	20-16%	2015	20-15%	2014	20-14%
TOTAL	698,388	607,484	15%	587,748	19%	560,139	25%	434,881	15%	351,671	42%	322,779	55%



UTILITIES

February	2020	2019	20-19%	2018	20-18 %	2017	20-17 %	2016	20-16%	2015	20-15%	2014	20-14%
TOTAL	69,058	74,399	-7%	71,257	-3%	73,091	-6%	66,430	-26%	49,015	1%	50,630	-3%
In County	49,216	48,059	2%	51,737	-5%	52,193	-6%	46,235	-24%	33,246	6%	32,151	9%
Outside County	19,842	26,339	-25%	19,519	2%	20,899	-5%	20,195	-30%	15,769	-10%	18,479	-23%

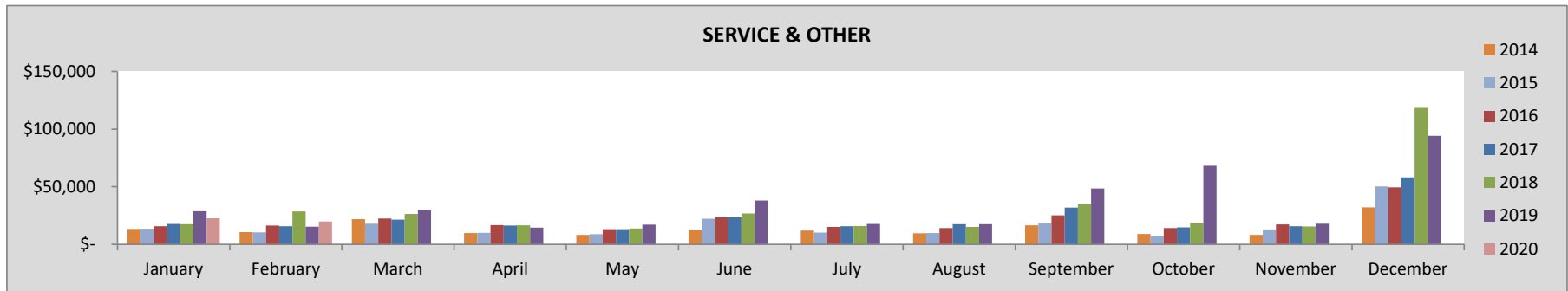
YEAR-TO-DATE	2020	2019	20-19%	2018	20-18 %	2017	20-17 %	2016	20-16%	2015	20-15%	2014	20-14%
TOTAL	144,981	148,486	-2%	145,488	0%	152,393	-5%	146,478	-29%	104,591	-1%	107,962	-4%
In County	102,253	99,667	3%	104,696	-2%	107,885	-5%	103,071	-29%	69,575	5%	70,778	3%
Outside County	42,728	48,819	-12%	40,793	5%	44,509	-4%	43,407	-30%	35,016	-13%	37,184	-18%



SERVICE & OTHER

February	2020	2019	20-19%	2018	20-18 %	2017	20-17 %	2016	20-16%	2015	20-15%	2014	20-14%
TOTAL	19,944	15,379	30%	28,554	-30%	15,657	27%	16,340	-13%	10,446	36%	10,640	34%
Downtown	731	7	10342%	-	-	-	-	-	-	-	-	-	-
Old Town/Ski Area	2,672	2,672	0%	2,672	0%	2,672	0%	4,198	-55%	1,908	0%	1,908	0%
In County	656	177	271%	2,736	-76%	308	113%	346	36%	152	208%	218	115%
Outside County	15,885	12,523	27%	23,146	-31%	12,678	25%	11,796	-4%	8,386	35%	8,514	33%

YEAR-TO-DATE	2020	2019	20-19%	2018	20-18 %	2017	20-17 %	2016	20-16%	2015	20-15%	2014	20-14%
TOTAL	42,625	44,197	-4%	46,028	-7%	33,325	28%	32,060	-5%	23,939	27%	23,938	27%
Downtown	2,949	39	7462%	-	-	832	254%	338	523%	-	-	7	29994%
Old Town/Ski Area	5,343	5,343	0%	5,999	-11%	5,344	0%	6,143	-38%	3,817	0%	3,817	0%
In County	3,051	512	496%	3,100	-2%	900	239%	989	120%	838	160%	1,237	76%
Outside County	31,281	38,302	-18%	36,930	-15%	26,250	19%	24,589	-9%	19,285	16%	18,877	18%



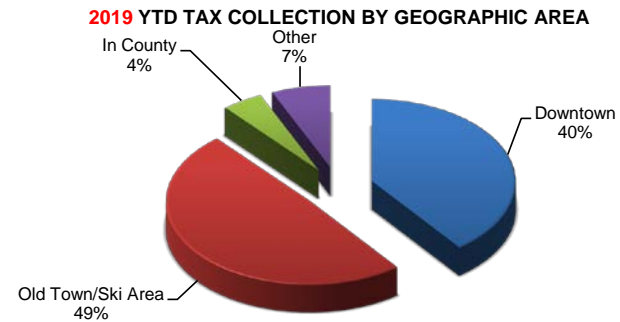
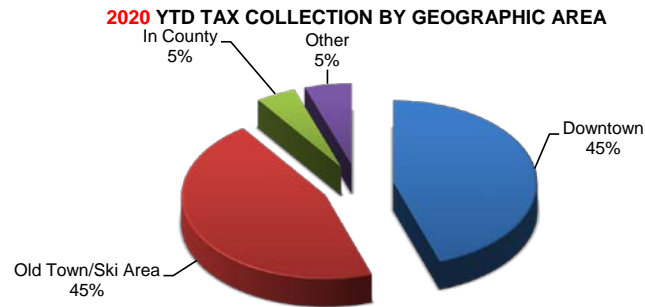
SALES TAX COMPARISON BY LOCATION

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

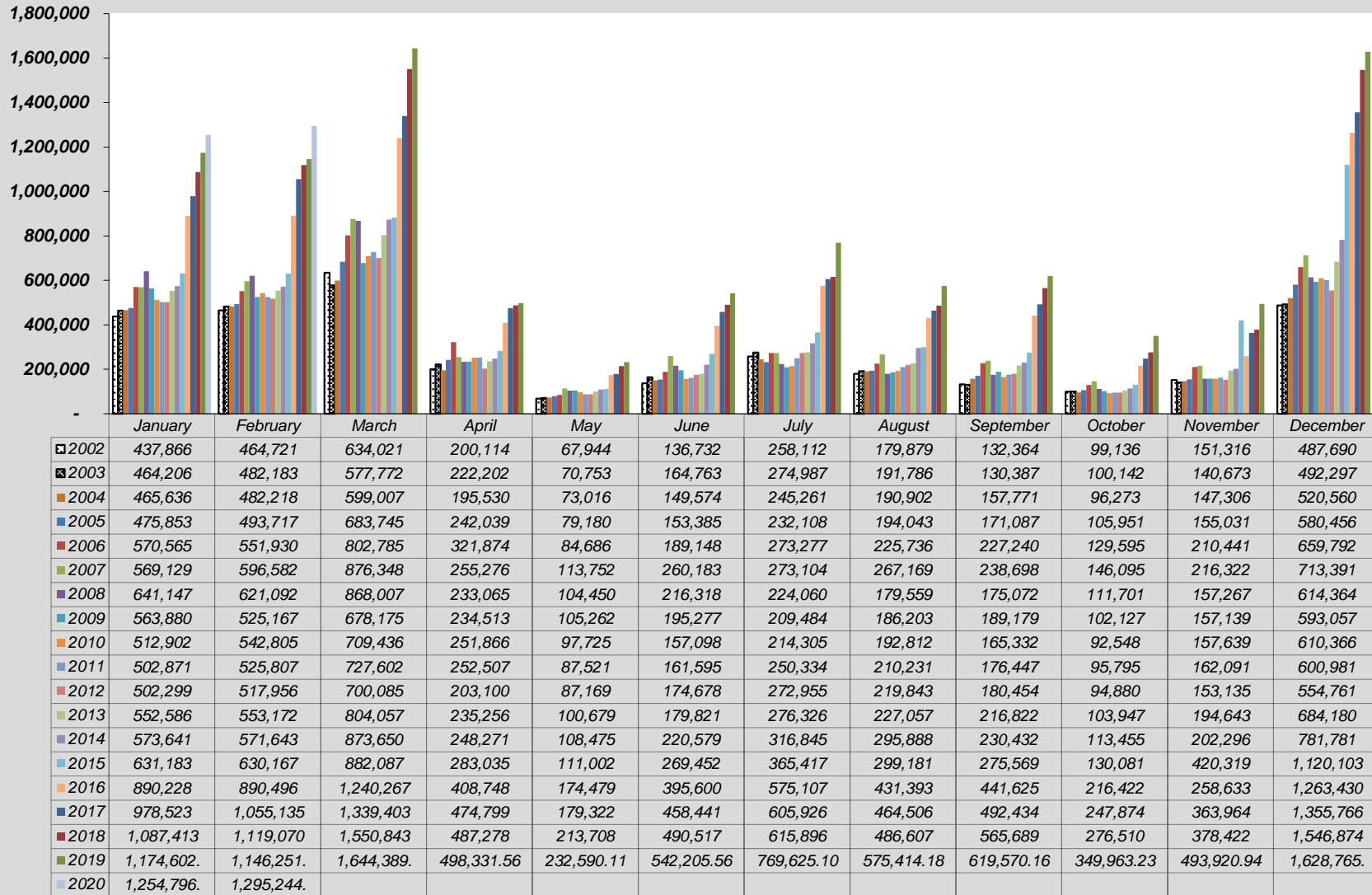
February	2020	2019	20-19%	2018	20-18 %	2017	20-17 %	2016	20-16%	2015	20-15%	2014	20-14%
Downtown	579,861	452,373	28%	422,786	37%	415,698	39%	325,329	27%	242,040	71%	207,754	99%
Old Town/Ski Area	594,598	568,870	5%	569,228	4%	534,177	11%	470,047	-10%	321,410	32%	301,917	41%
In County	54,042	52,989	2%	60,316	-10%	57,345	-6%	52,194	-26%	35,104	10%	34,272	13%
Outside County	66,744	72,019	-7%	66,740	0%	47,915	39%	42,925	11%	31,614	51%	35,161	36%

YEAR-TO-DATE	2020	2019	20-19%	2018	20-18 %	2017	20-17 %	2016	20-16%	2015	20-15%	2014	20-14%
Downtown	1,142,970	920,312	24%	852,387	34%	748,162	53%	649,143	26%	474,387	72%	408,846	100%
Old Town/Ski Area	1,156,883	1,138,409	2%	1,107,970	4%	1,062,005	9%	921,197	-10%	642,456	29%	591,541	40%
In County	114,568	107,274	7%	117,225	-2%	122,836	-7%	115,364	-29%	73,890	11%	75,463	8%
Outside County	135,621	154,858	-12%	128,901	5%	100,654	35%	95,019	2%	70,617	37%	76,895	26%

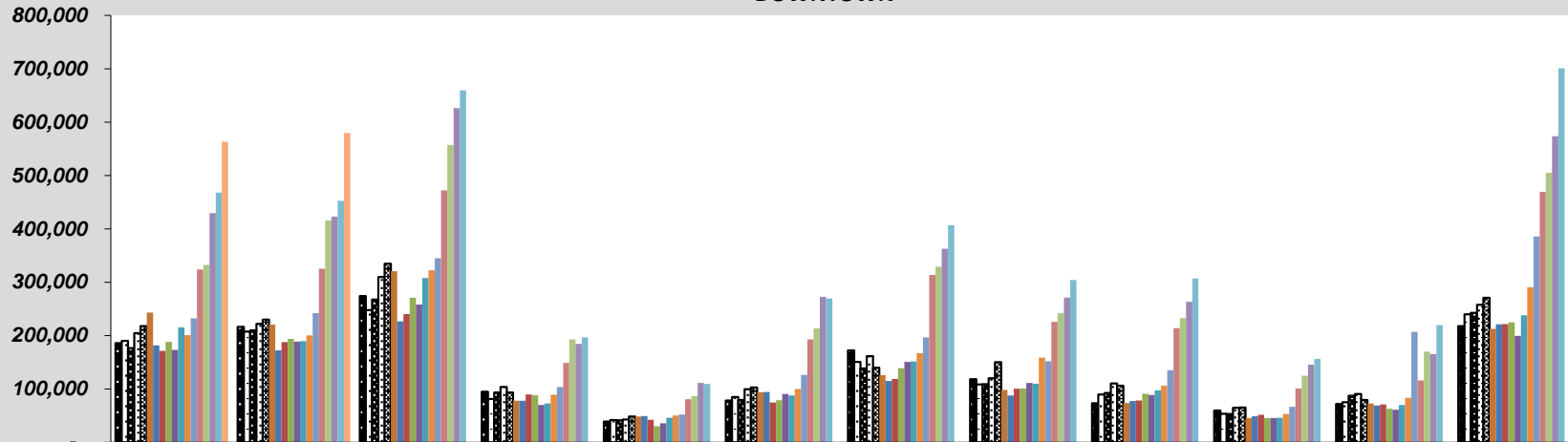


SALES, LODGING AND ACCOMMODATIONS HISTORICAL COMPARISONS

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

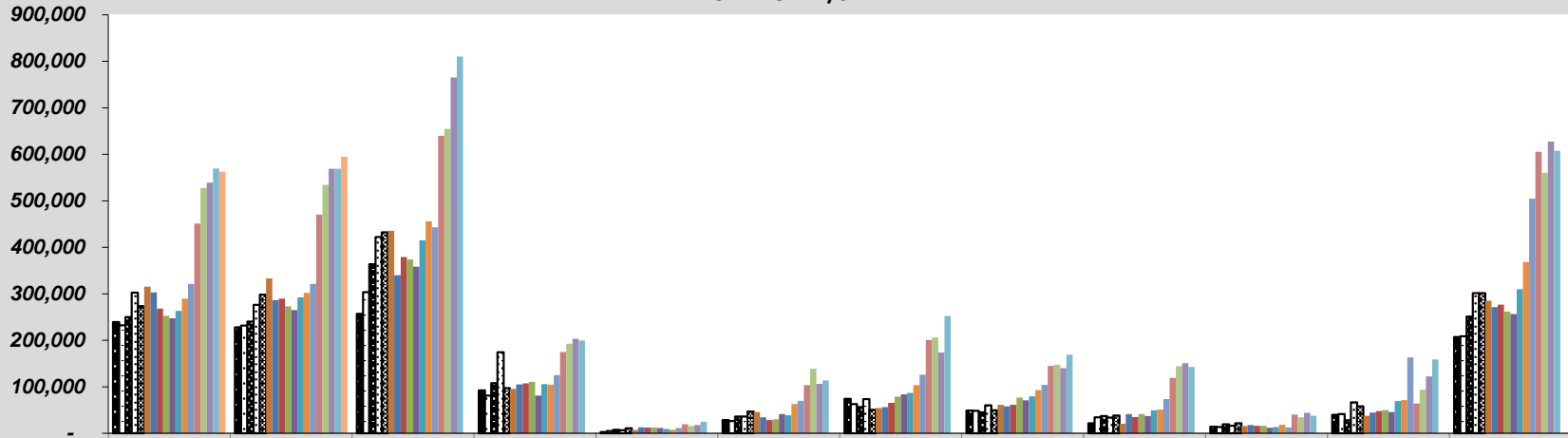


**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION
DOWNTOWN**



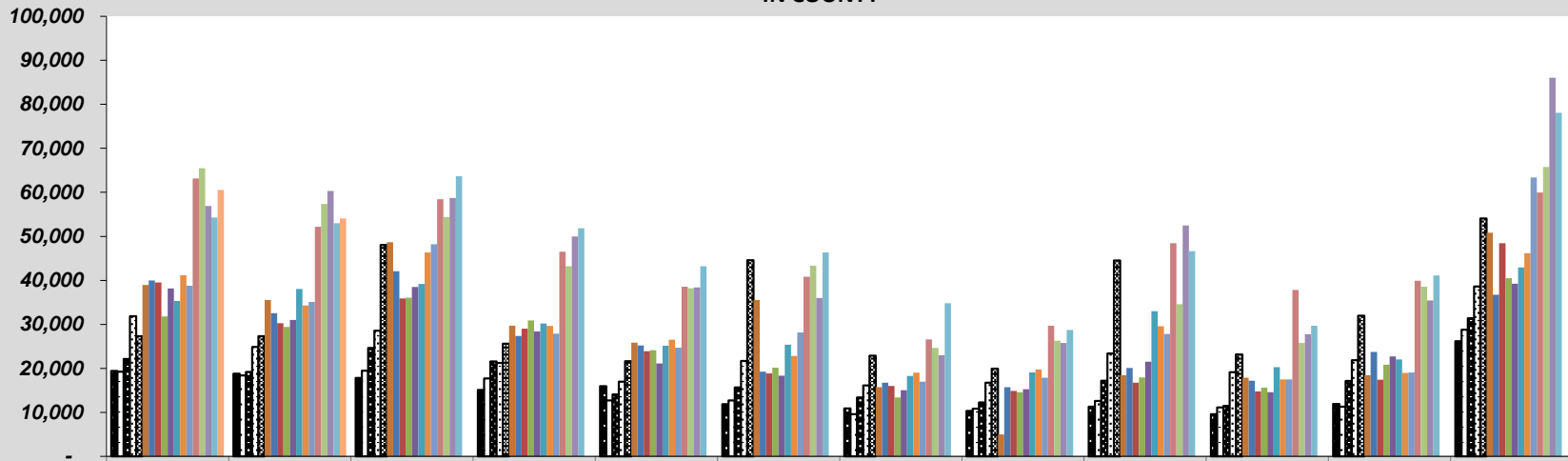
	January	February	March	April	May	June	July	August	September	October	November	December
■ 2003	186,050	216,502	274,068	94,855	38,853	78,285	172,064	118,390	73,387	59,362	71,992	217,888
□ 2004	189,887	207,596	247,987	81,394	41,700	85,062	150,598	108,521	89,811	53,559	75,232	239,742
■ 2005	176,642	209,770	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										

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



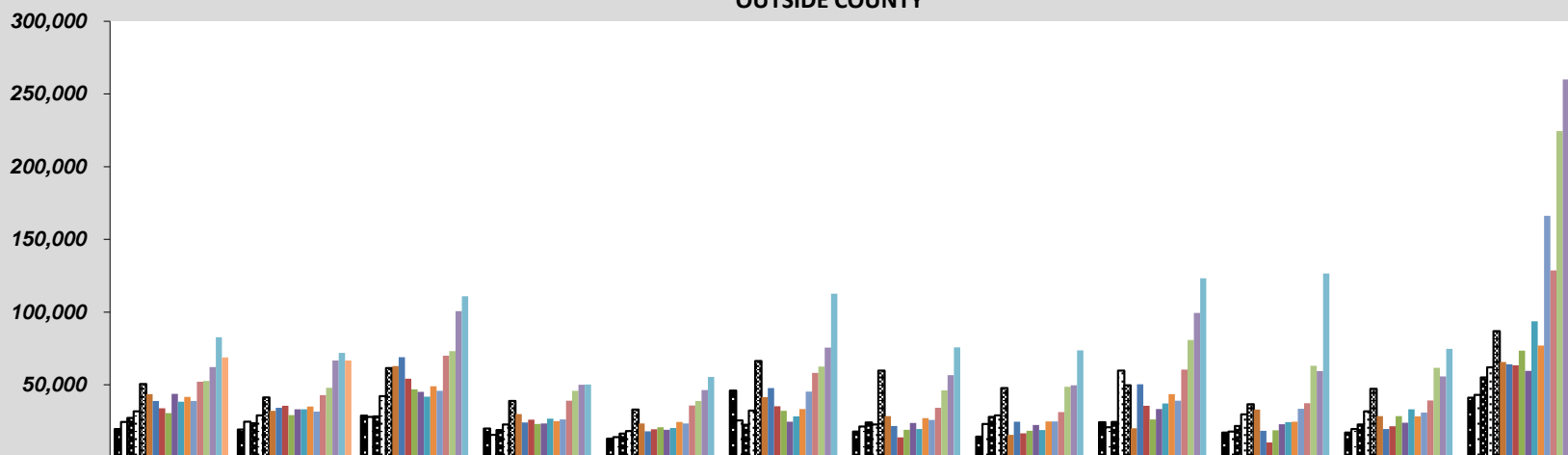
	January	February	March	April	May	June	July	August	September	October	November	December
2003	239,159	227,710	257,069	92,273	2,985	28,593	74,198	48,645	21,358	13,966	39,555	207,026
2004	231,985	231,628	303,503	80,802	4,662	26,255	62,663	48,560	34,494	13,614	41,203	208,826
2005	249,817	240,337	363,428	108,041	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										

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



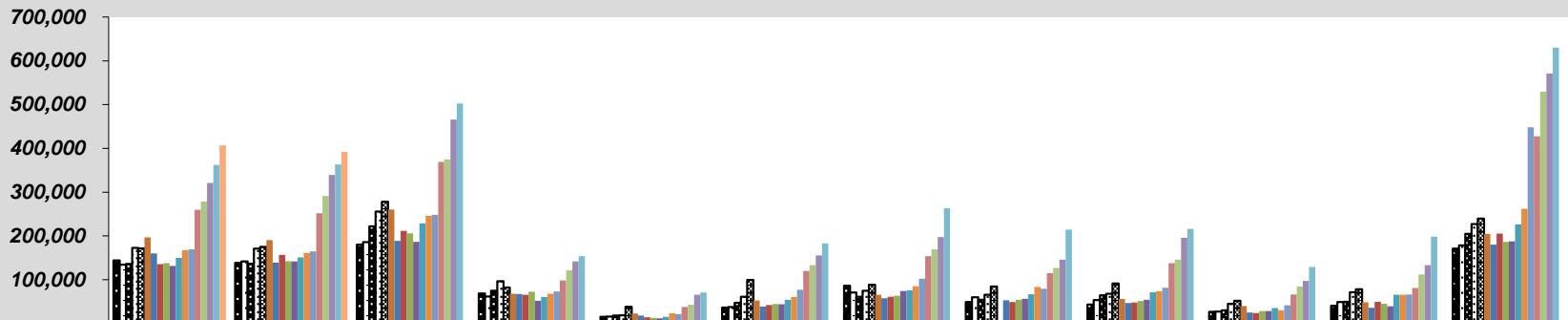
	January	February	March	April	May	June	July	August	September	October	November	December
■ 2003	19,438	18,776	17,844	15,101	15,976	11,878	10,915	10,351	11,306	9,571	11,896	26,170
□ 2004	19,232	18,366	19,494	17,714	12,728	12,706	9,567	10,818	12,595	11,144	11,287	28,812
■ 2005	22,170	19,183	24,635	21,595	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										

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



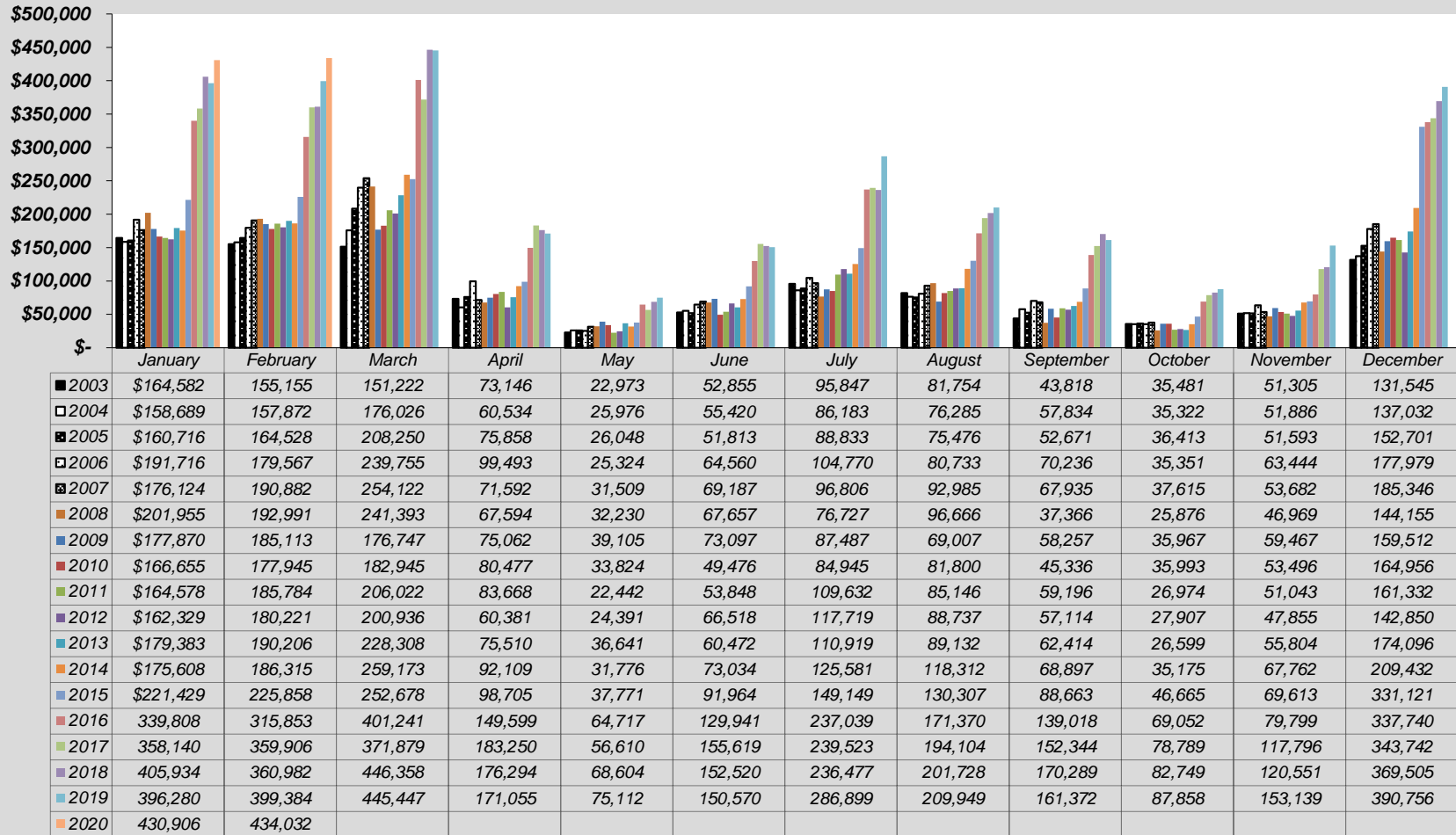
	January	February	March	April	May	June	July	August	September	October	November	December
■ 2003	19,558	19,194	28,802	19,973	12,938	46,007	17,810	14,400	24,336	17,245	17,230	41,213
□ 2004	24,533	24,628	28,023	15,620	13,985	25,551	21,432	23,124	20,871	17,956	19,583	43,180
■ 2005	27,223	23,697	28,257	18,850	16,549	22,514	24,191	27,899	24,485	21,752	22,738	55,138
□ 2006	31,763	29,011	42,310	22,728	18,280	32,263	22,683	29,072	59,718	29,689	31,805	62,056
■ 2007	50,536	41,286	61,510	38,929	33,074	66,455	59,872	47,846	49,770	36,588	47,282	86,867
■ 2008	43,616	32,099	62,989	29,901	23,513	41,505	28,575	15,610	20,143	32,977	28,423	65,793
■ 2009	38,927	34,146	69,090	24,162	18,111	47,729	21,750	24,750	50,449	18,402	19,545	64,161
■ 2010	33,885	35,610	54,160	26,002	19,378	35,334	13,920	16,628	35,661	10,418	21,467	63,503
■ 2011	30,516	29,181	46,878	23,149	20,780	32,228	19,103	18,475	26,188	18,728	28,510	73,588
■ 2012	43,820	33,106	45,251	23,395	19,064	24,622	23,762	22,354	33,298	22,893	24,018	59,557
■ 2013	38,347	33,140	41,922	26,782	20,315	28,290	19,696	18,935	37,231	24,304	33,179	93,736
■ 2014	41,734	35,161	49,091	25,053	24,438	33,434	27,089	24,902	43,626	24,635	28,400	76,972
■ 2015	39,004	31,614	45,875	26,148	23,364	45,342	25,930	24,901	39,132	33,557	30,997	166,207
■ 2016	52,094	42,925	70,046	39,044	35,723	58,199	34,263	31,318	60,471	37,384	39,274	128,732
■ 2017	52,739	47,915	73,140	45,856	38,841	62,619	46,219	48,635	80,818	63,056	61,787	224,433
■ 2018	62,162	66,740	100,751	49,990	46,406	75,559	56,644	49,791	99,437	59,491	55,751	259,975
■ 2019	82,839	72,019	110,956	50,238	55,399	112,633	75,783	73,668	123,354	126,672	74,812	241,928
■ 2020	68,877	66,744										

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



	January	February	March	April	May	June	July	August	September	October	November	December
■ 2003	143,853	138,061	180,322	68,254	15,019	36,459	86,450	48,853	43,411	26,818	40,485	170,929
□ 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										

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



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

