

TOWN OF WINTER PARK, CO

February 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 February 2021, which were remitted to the Town in March 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 February 2021 sales tax collections were 19% below February 2020 collections and year to date collections are trailing 2020 collections by 14%. The sector with the largest decline in collections (42%) was the Restaurant/Bar Sector. This sector saw heightened restrictions in February with the Resort area restaurants closed to indoor dining for a portion of the month. Year to date collections exceed budgeted collections. The Town will continue to monitor sales tax collections and adjust the financial plan accordingly.

Current Month

7% Tax	February 2021	February 2020	21-20 %	February 2019	21-19 %	February 2018	21-18 %	February 2017	21-17 %	February 2016	21-16 %	February 2015	21-15 %
Sales Tax - Not Lodging (5%)	509,141	653,576	-22%	608,697	-16%	571,379	-11%	528,294	-4%	464,638	10%	449,775	13%
Lodging/Accomm Tax (5%)	240,996	271,578	-11%	210,054	15%	227,957	6%	225,374	7%	171,430	41%	180,392	34%
Monthly Total (5%)	750,137	925,154	-19%	818,751	-8%	799,336	-6%	753,668	0%	636,068	18%	630,167	19%
Transit & Trails Tax (2%)	300,055	370,091	-19%	327,501	-8%	319,734	-6%	301,467	0%	254,427		-	
Total Collected for Month	1,050,192	1,295,245	-19%	1,146,252	-8%	1,119,070	-6%	1,055,135	0%	890,495	18%	630,167	67%

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%)	1,076,785	1,322,535	-19%	1,223,835	-12%	1,156,239	-7%	1,052,513	2%	961,316	12%	909,680	18%
Lodging/Accomm Tax (5%)	485,984	498,902	-3%	433,917	12%	419,820	16%	400,099	21%	310,629	56%	351,671	38%
YTD Total (5%)	1,562,770	1,821,437	-14%	1,657,752	-6%	1,576,059	-1%	1,452,612	8%	1,271,945	23%	1,261,351	24%
Transit & Trails Tax (2%)	625,108	728,605	-14%	663,102	-6%	630,424	-1%	581,045	8%	508,778		-	
Total Collected for Year	2,187,878	2,550,042	-14%	2,320,854	-6%	2,206,483	-1%	2,033,657	8%	1,780,723	23%	1,261,351	73%

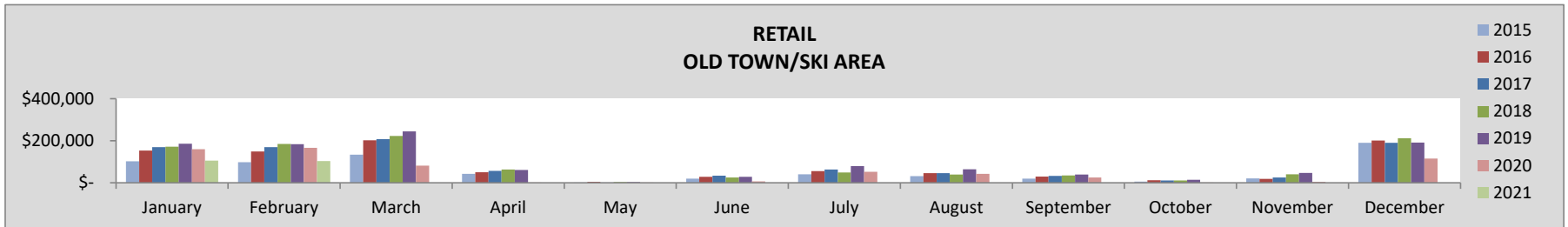
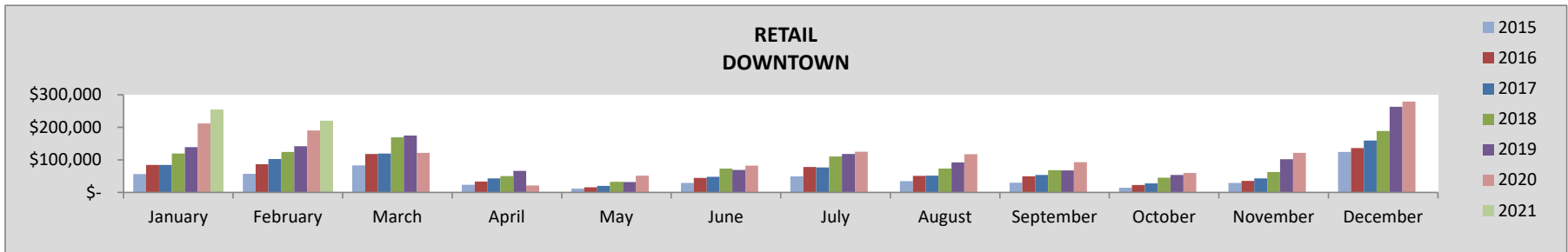
TAX COMPARISON BY INDUSTRY CLASS AND LOCATION

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

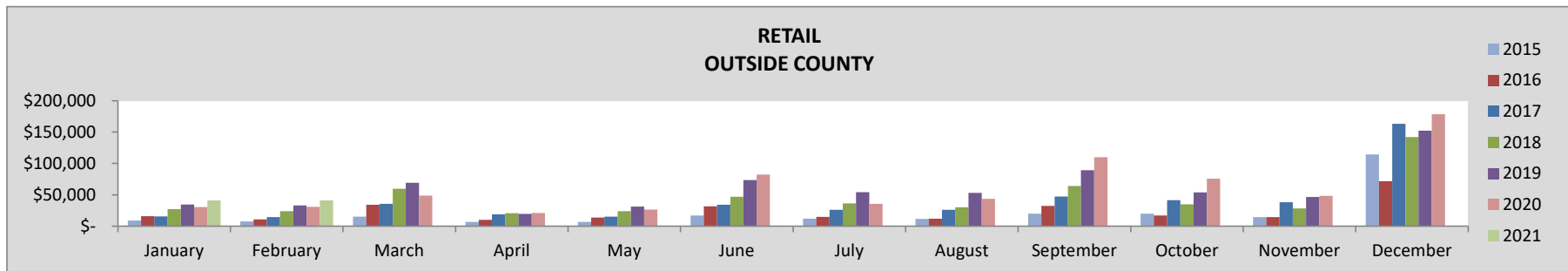
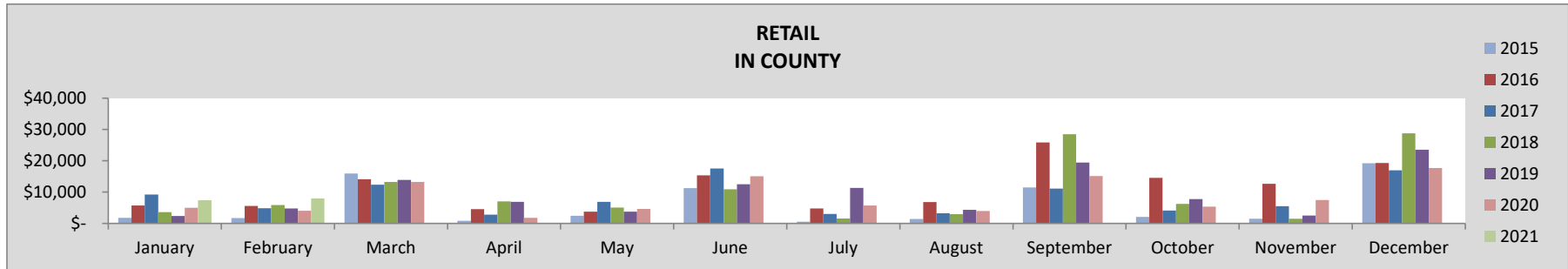
RETAIL

February	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	372,460	392,077	-5%	363,015	3%	339,138	10%	290,957	28%	251,870	48%	164,456	62%
Downtown	220,178	190,455	16%	141,796	55%	124,392	77%	102,363	115%	86,843	154%	57,020	176%
Old Town/Ski Area	103,202	166,520	-38%	183,309	-44%	184,829	-44%	169,411	-39%	148,480	-30%	98,271	-25%
In County	8,022	4,083	96%	4,752	69%	5,843	37%	4,845	66%	5,613	43%	1,707	236%
Outside County	41,059	31,018	32%	33,157	24%	24,074	71%	14,339	186%	10,935	275%	7,459	293%

YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	780,773	799,109	-2%	725,024	8%	660,303	18%	569,755	37%	511,643	53%	333,863	67%
Downtown	474,661	402,323	18%	280,648	69%	243,610	95%	186,586	154%	171,115	177%	113,777	198%
Old Town/Ski Area	208,563	326,064	-36%	369,543	-44%	356,085	-41%	339,221	-39%	302,201	-31%	200,293	-26%
In County	15,462	9,111	70%	7,096	118%	9,430	64%	14,051	10%	11,304	37%	3,477	218%
Outside County	82,086	61,611	33%	67,737	21%	51,179	60%	29,896	175%	27,022	204%	16,317	259%



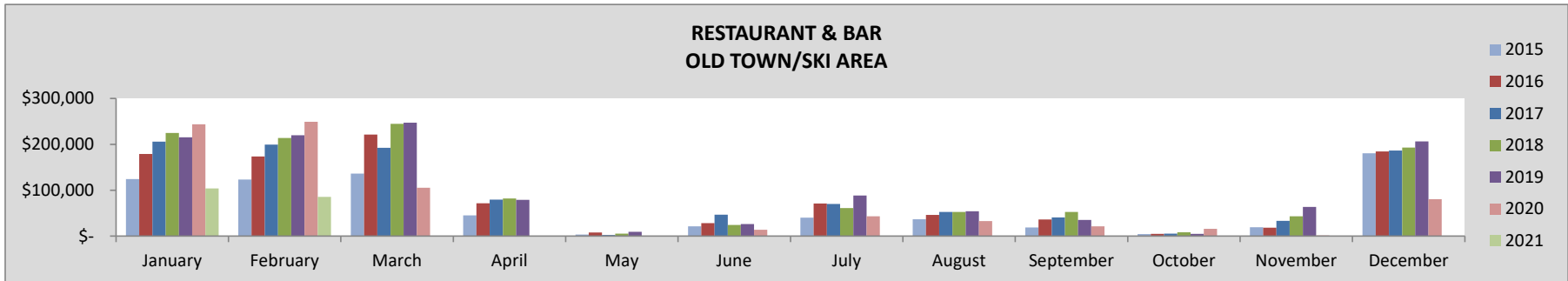
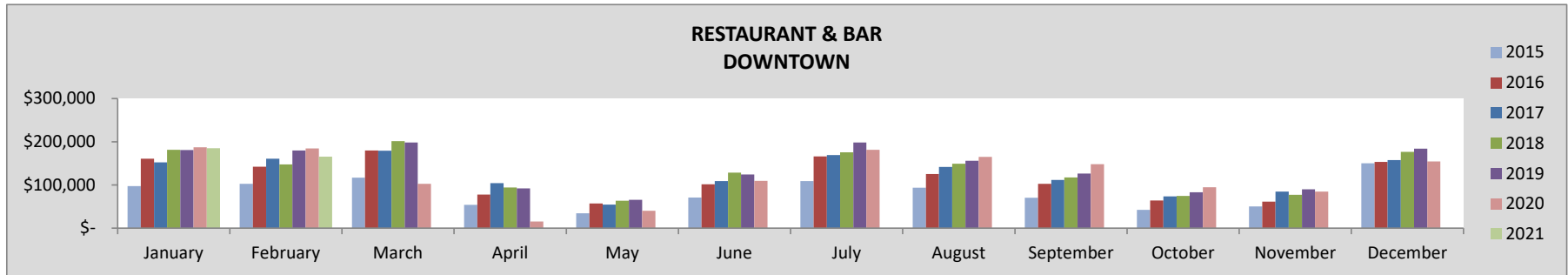
RETAIL - CONTINUED



RESTAURANT & BAR

February	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	251,070	434,032	-42%	399,384	-37%	360,982	-30%	359,906	-30%	315,853	-21%	225,858	-21%
Downtown	165,634	184,805	-10%	179,586	-8%	147,324	12%	160,601	3%	142,412	16%	102,764	15%
Old Town/Ski Area	85,436	249,227	-66%	219,798	-61%	213,658	-60%	199,305	-57%	173,442	-51%	123,094	-50%

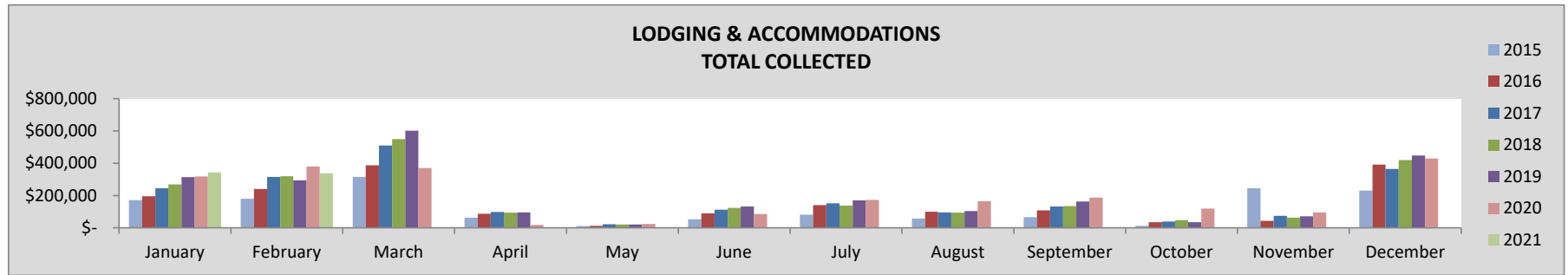
YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	539,901	864,938	-38%	795,663	-32%	766,915	-30%	718,046	-25%	655,662	-18%	447,287	-14%
Downtown	350,656	371,813	-6%	360,448	-3%	328,573	7%	312,731	12%	303,192	16%	200,152	25%
Old Town/Ski Area	189,246	493,124	-62%	435,215	-57%	438,343	-57%	405,315	-53%	352,470	-46%	247,135	-45%



LODGING & ACCOMMODATION

February	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	337,394	380,134	-11%	294,076	15%	319,140	6%	315,524	7%	240,002	41%	180,392	34%

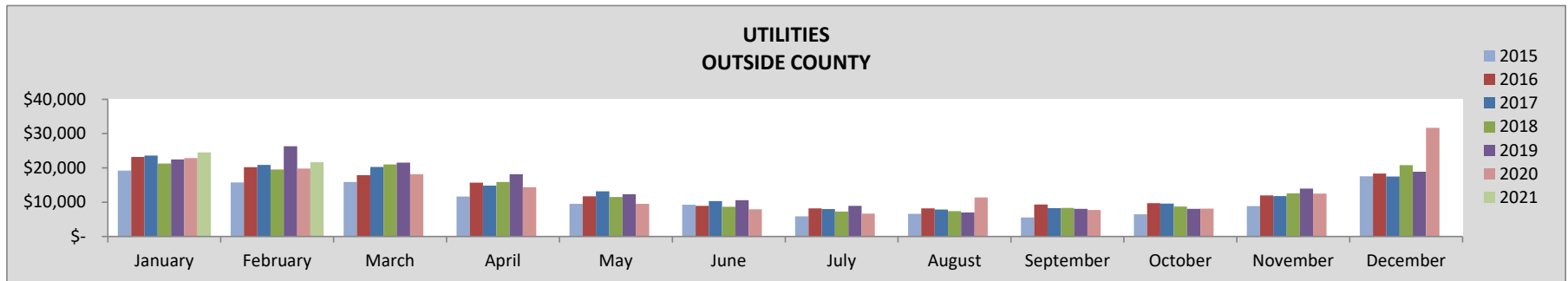
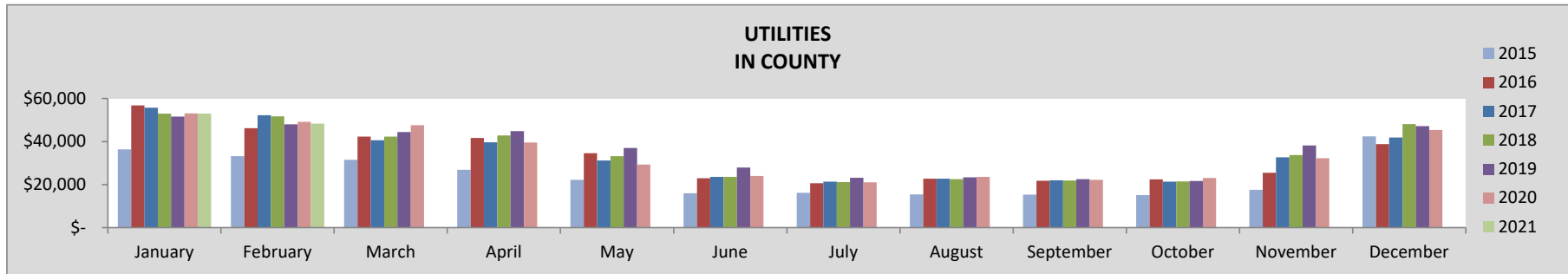
YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	680,378	698,388	-3%	607,484	12%	587,748	16%	560,139	21%	434,881	56%	351,671	38%



UTILITIES

February	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	69,938	69,058	1%	74,399	-6%	71,257	-2%	73,091	-4%	66,430	5%	49,015	2%
In County	48,279	49,216	-2%	48,059	0%	51,737	-7%	52,193	-7%	46,235	4%	33,246	4%
Outside County	21,659	19,842	9%	26,339	-18%	19,519	11%	20,899	4%	20,195	7%	15,769	-2%

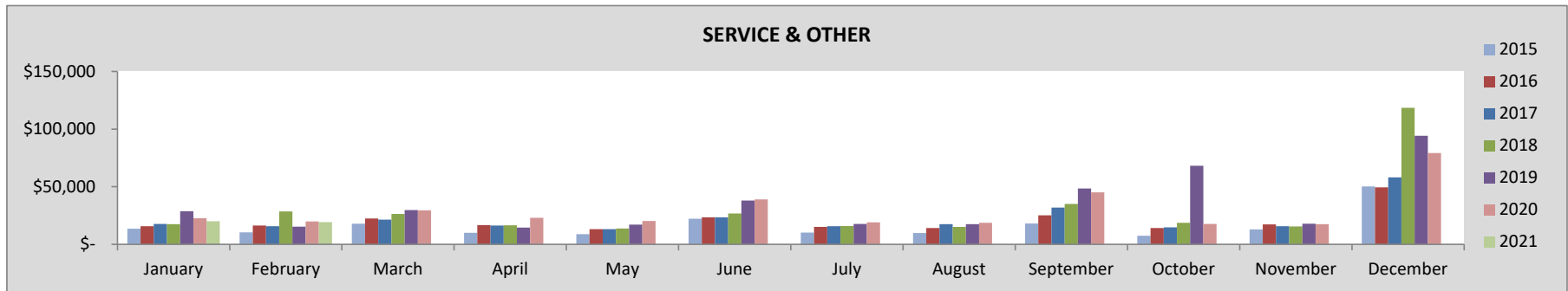
YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	147,432	144,981	2%	148,486	-1%	145,488	1%	152,393	-3%	146,478	1%	104,591	1%
In County	101,226	102,253	-1%	99,667	2%	104,696	-3%	107,885	-6%	103,071	-2%	69,575	4%
Outside County	46,207	42,728	8%	48,819	-5%	40,793	13%	44,509	4%	43,407	6%	35,016	-6%



SERVICE & OTHER

February	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	19,330	19,944	-3%	15,379	26%	28,554	-32%	15,657	23%	16,340	18%	10,446	32%
Downtown	48	731	-93%	7	581%	-	-	-	-	-	-	-	-
Old Town/Ski Area	2,672	2,672	0%	2,672	0%	2,672	0%	2,672	0%	4,198	-36%	1,908	0%
In County	863	656	32%	177	388%	2,736	-68%	308	180%	346	149%	152	306%
Outside County	15,748	15,885	-1%	12,523	26%	23,146	-32%	12,678	24%	11,796	33%	8,386	34%

YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	39,393	42,625	-8%	44,197	-11%	46,028	-14%	33,325	18%	32,060	23%	23,939	18%
Downtown	335	2,949	-89%	39	758%	-	-	832	-60%	338	-1%	-	-
Old Town/Ski Area	5,343	5,343	0%	5,343	0%	5,999	-11%	5,344	0%	6,143	-13%	3,817	0%
In County	1,543	3,051	-49%	512	201%	3,100	-50%	900	71%	989	56%	838	31%
Outside County	32,172	31,281	3%	38,302	-16%	36,930	-13%	26,250	23%	2,489	1193%	19,285	19%



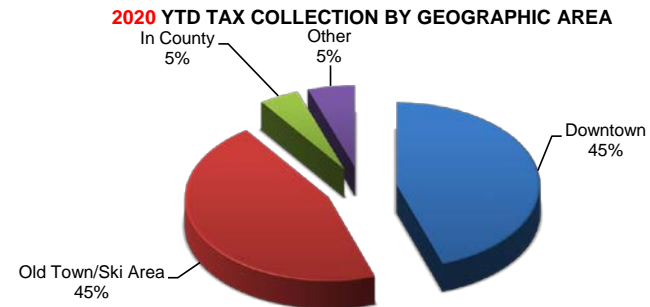
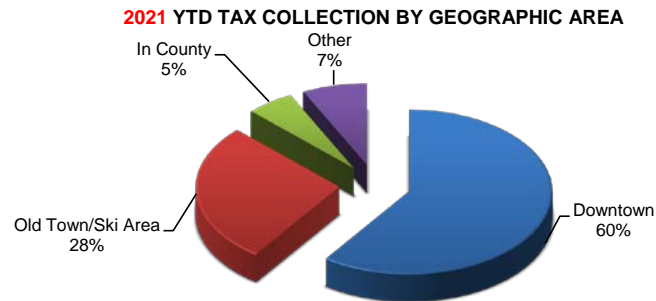
SALES TAX COMPARISON BY LOCATION

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

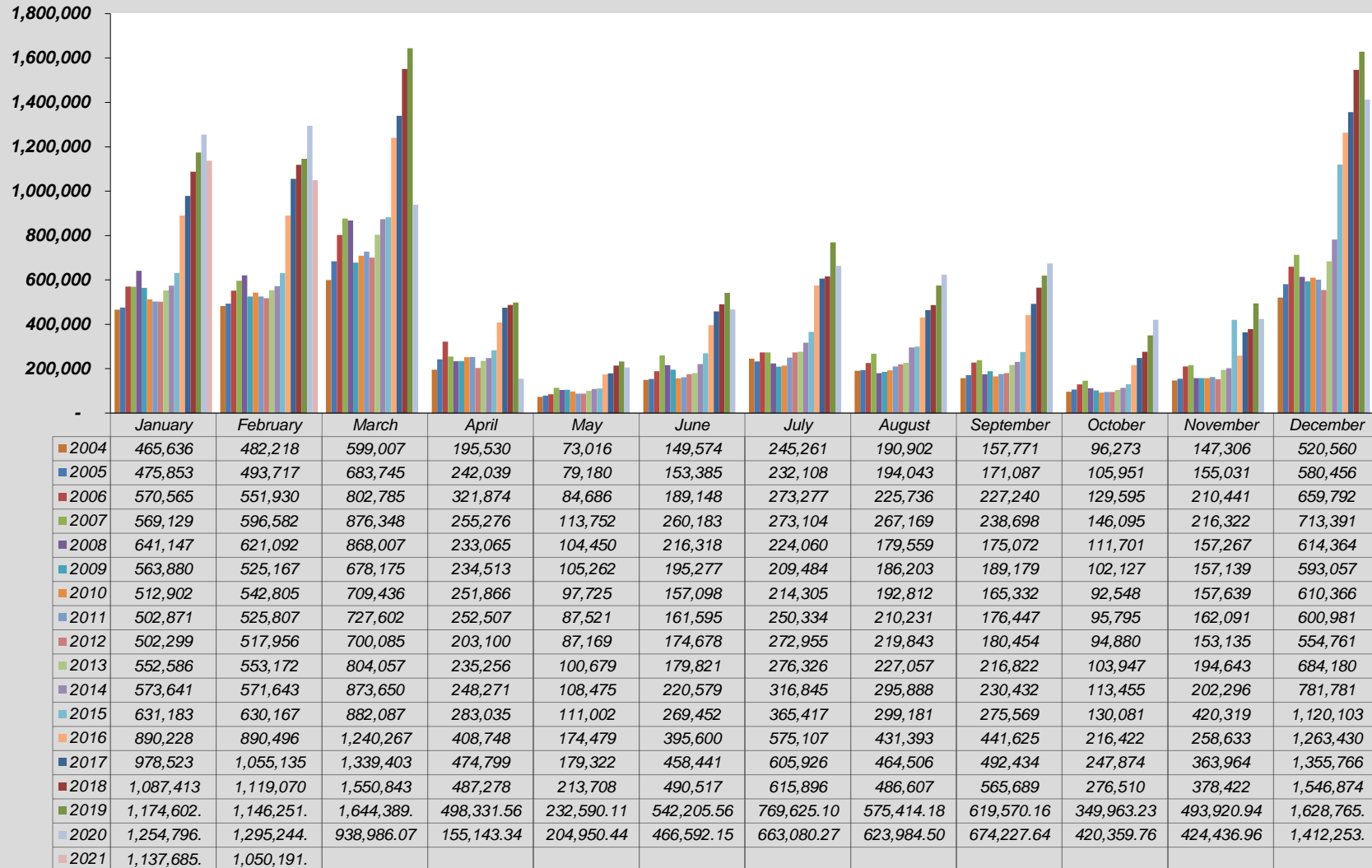
February	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
Downtown	613,659	579,861	6%	452,373	36%	422,786	45%	415,698	48%	325,329	89%	242,040	81%
Old Town/Ski Area	300,895	594,598	-49%	568,870	-47%	569,228	-47%	534,177	-44%	470,047	-36%	321,410	-33%
In County	57,172	54,042	6%	52,989	8%	60,316	-5%	57,345	0%	52,194	10%	35,104	16%
Outside County	78,465	66,744	18%	72,019	9%	66,740	18%	47,915	64%	42,925	83%	31,614	77%

YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
Downtown	1,308,408	1,142,970	14%	920,312	42%	852,387	53%	748,162	75%	649,143	102%	474,387	97%
Old Town/Ski Area	600,749	1,156,883	-48%	1,138,409	-47%	1,107,970	-46%	1,062,005	-43%	921,197	-35%	642,456	-33%
In County	118,255	114,568	3%	107,274	10%	117,225	1%	122,836	-4%	115,364	3%	73,890	14%
Outside County	160,465	135,621	18%	154,858	4%	128,901	24%	100,654	59%	95,019	69%	70,617	62%

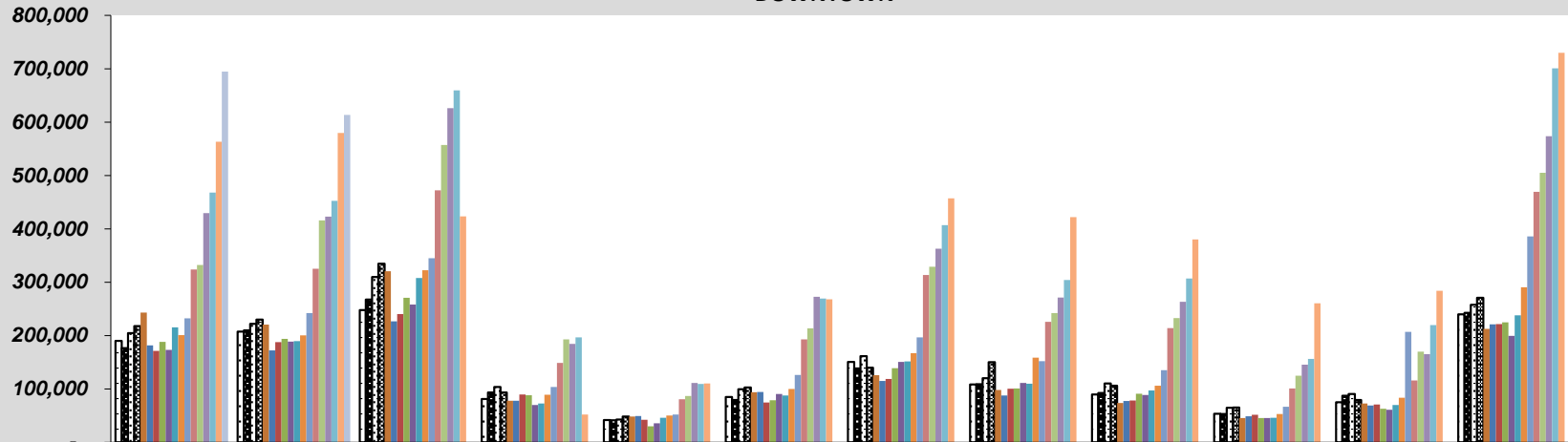


SALES, LODGING AND ACCOMMODATIONS HISTORICAL COMPARISONS

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

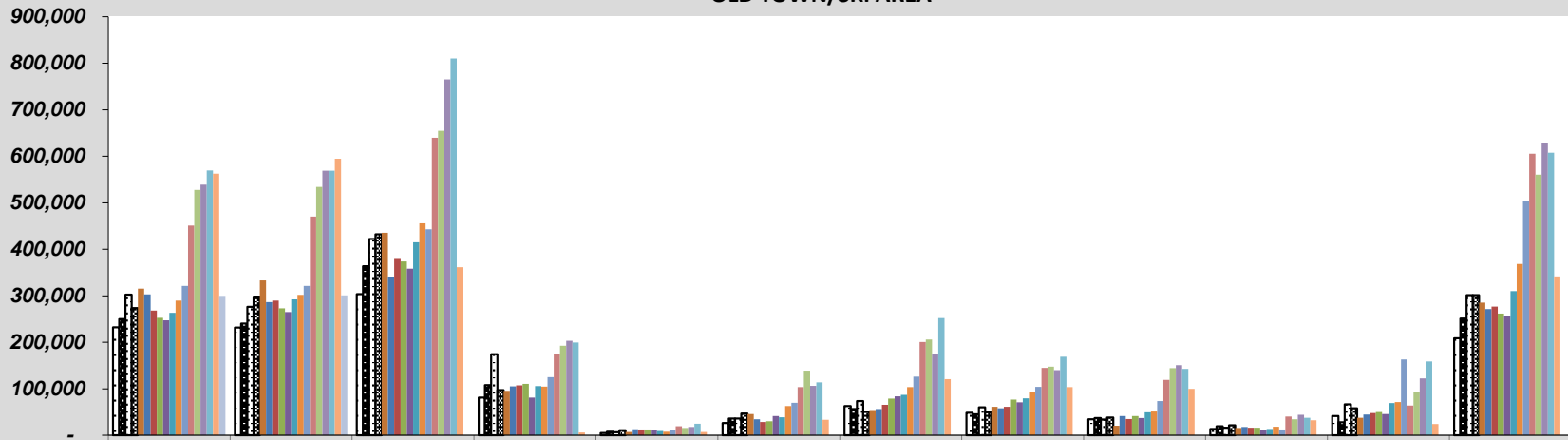


**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION
DOWNTOWN**



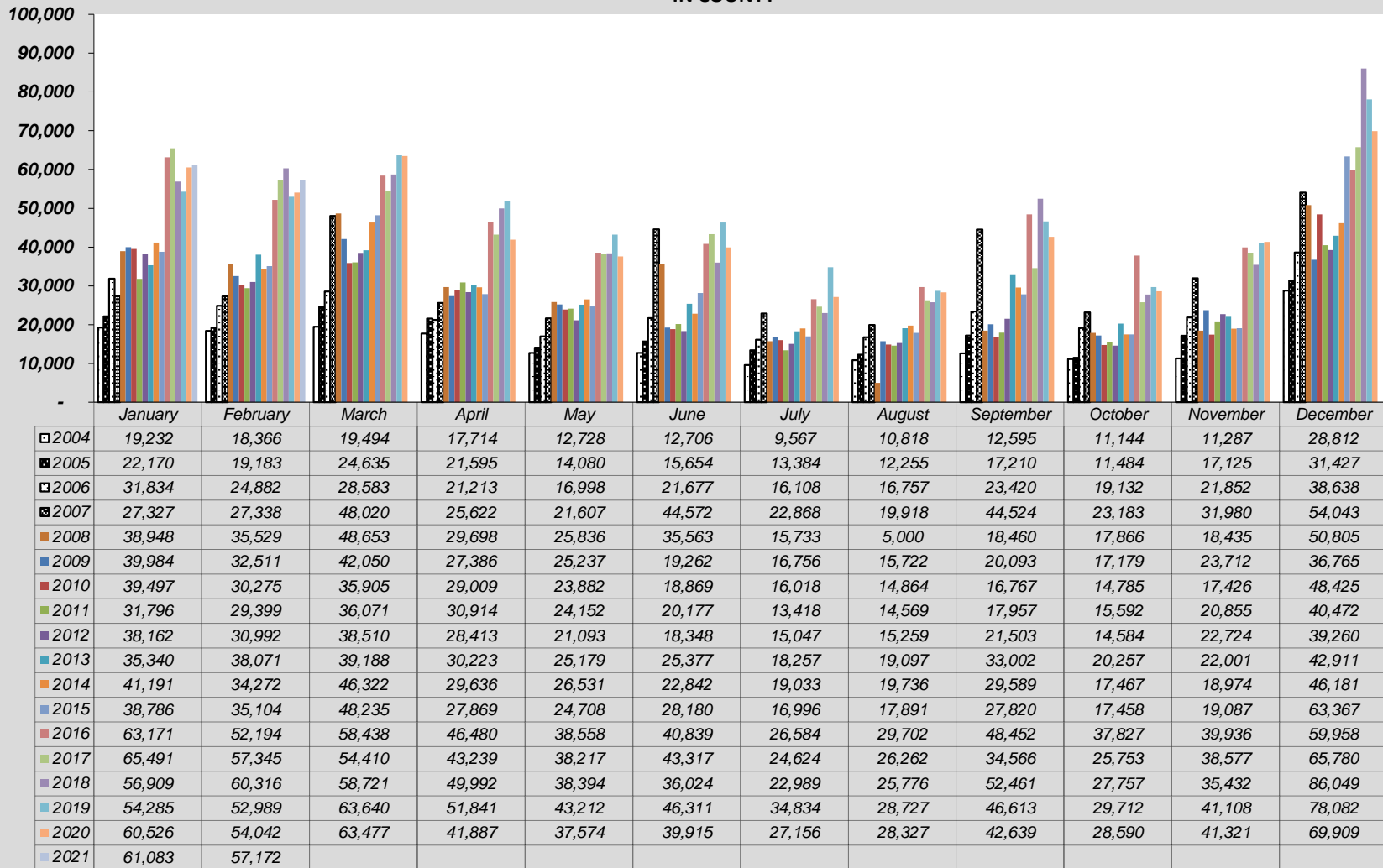
	January	February	March	April	May	June	July	August	September	October	November	December
□ 2004	189,887	207,596	247,987	81,394	41,700	85,062	150,598	108,521	89,811	53,559	75,232	239,742
■ 2005	176,642	209,770	267,426	93,554	41,267	79,262	138,438	108,790	92,455	53,214	87,103	242,741
□ 2006	204,761	221,968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

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

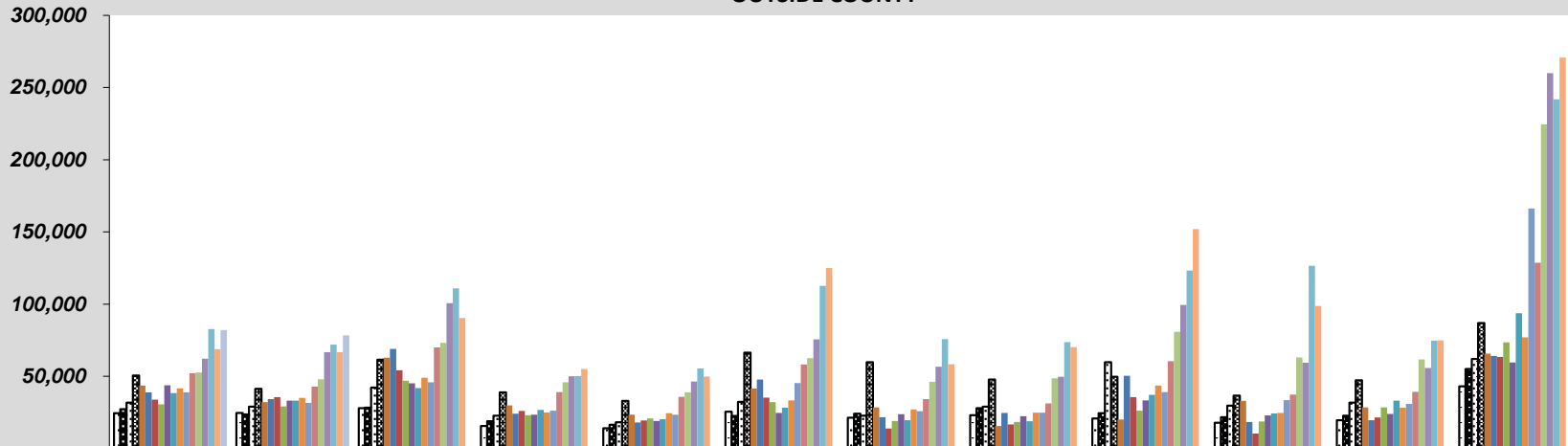


	January	February	March	April	May	June	July	August	September	October	November	December
2004	231,985	231,628	303,503	80,802	4,662	26,255	62,663	48,560	34,494	13,614	41,203	208,826
2005	249,817	240,337	363,428	108,041	7,285	35,955	56,095	45,100	36,936	19,501	28,064	251,150
2006	302,207	276,069	422,156	174,404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

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

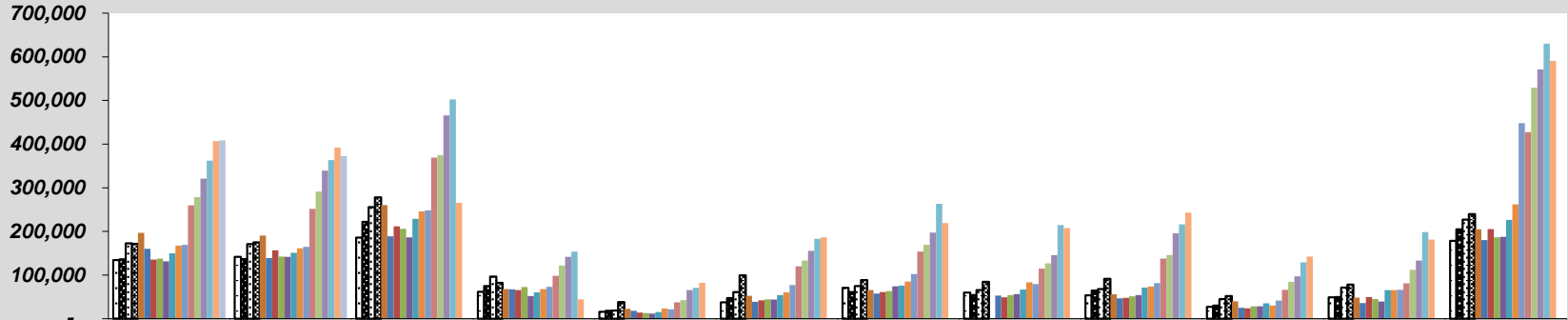


**SALES & TRANSIT/TRAILS TAX COLLECTION
OUTSIDE COUNTY**



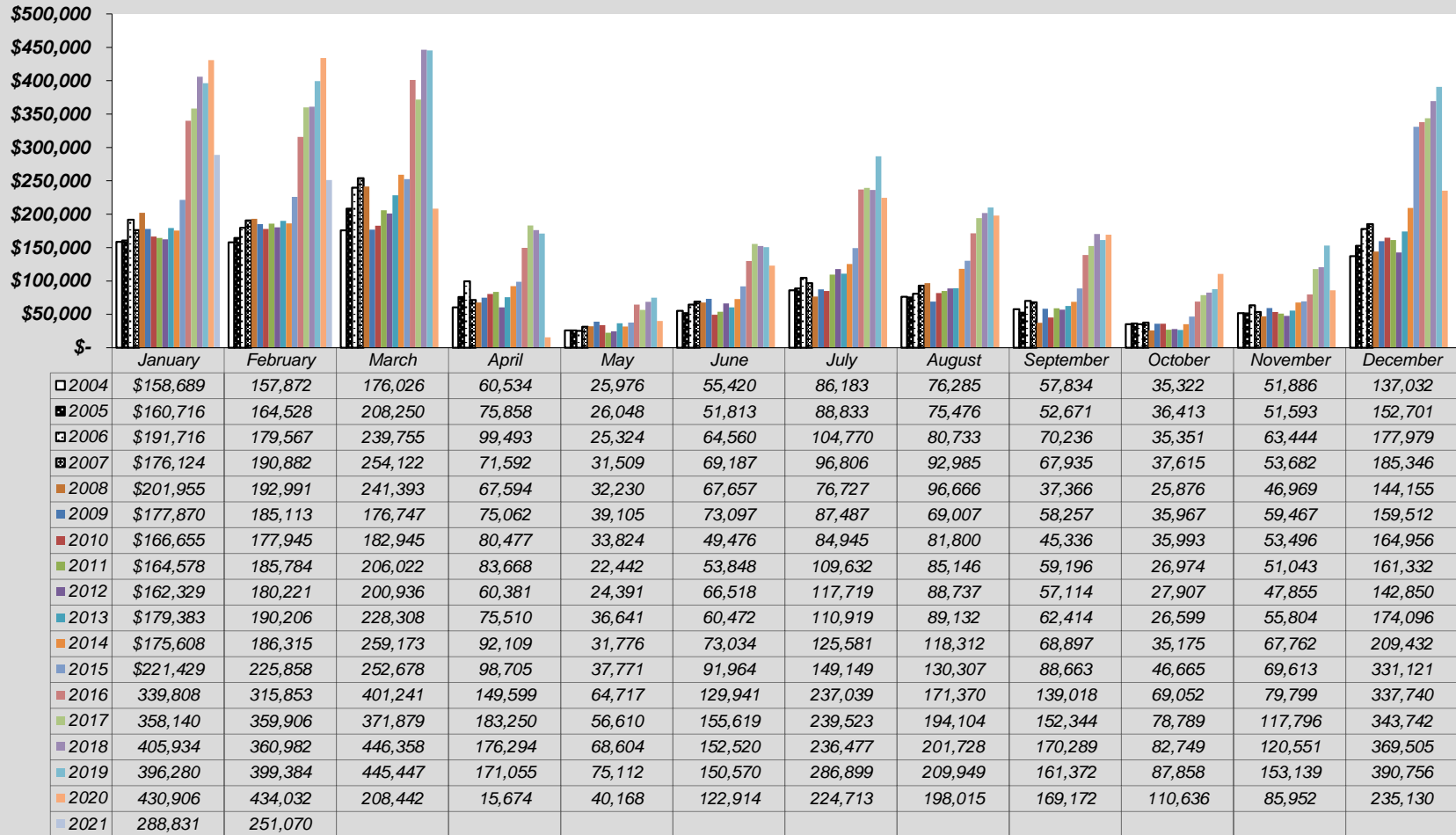
	January	February	March	April	May	June	July	August	September	October	November	December
□ 2004	24,533	24,628	28,023	15,620	13,985	25,551	21,432	23,124	20,871	17,956	19,583	43,180
■ 2005	27,223	23,697	28,257	18,850	16,549	22,514	24,191	27,899	24,485	21,752	22,738	55,138
▣ 2006	31,763	29,011	42,310	22,728	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	90,439	55,114	49,809	125,110	58,337	70,230	152,063	98,813	75,007	270,799
■ 2021	82,000	78,465										

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

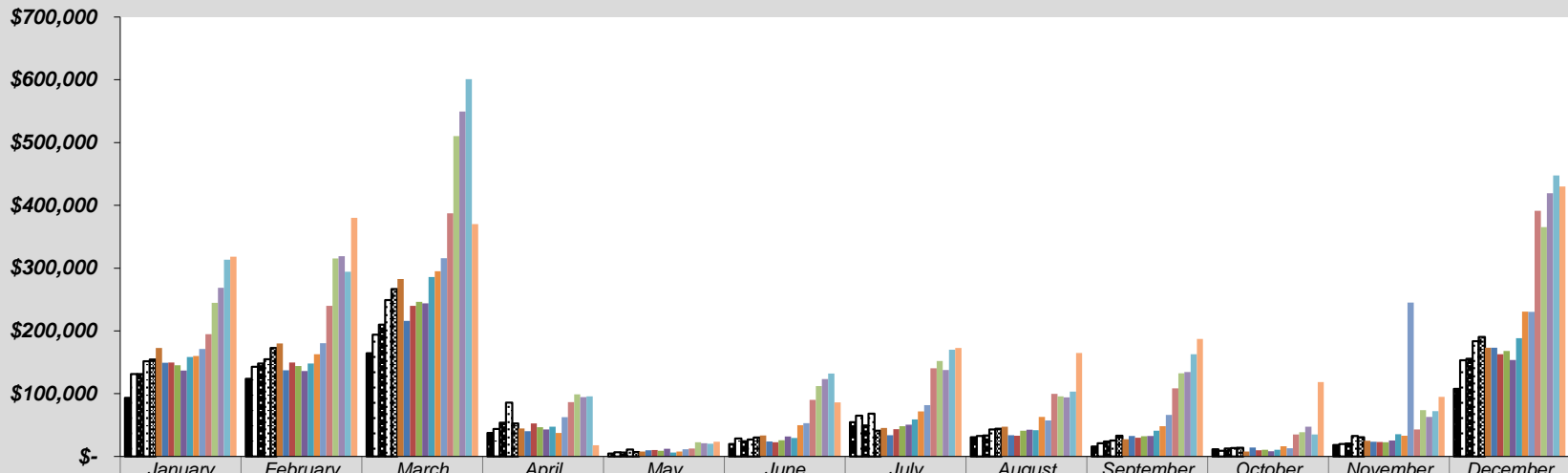


	January	February	March	April	May	June	July	August	September	October	November	December
□ 2004	134,027	141,965	185,800	61,439	15,698	37,283	70,845	59,997	53,695	27,357	48,923	178,325
■ 2005	135,842	136,529	221,859	75,009	17,953	47,192	61,070	54,271	64,559	30,328	49,410	204,921
▣ 2006	172,441	170,889	255,944	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										

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



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



	January	February	March	April	May	June	July	August	September	October	November	December
■ 2003	\$93,261	123,883	164,272	37,522	4,713	19,834	54,703	30,668	15,745	11,510	18,079	107,769
□ 2004	\$131,105	142,907	193,888	43,621	6,705	28,565	64,974	32,431	21,203	8,958	19,799	153,312
■ 2005	\$131,163	148,114	210,006	53,769	6,293	24,364	49,524	33,455	23,848	12,802	20,833	155,768
□ 2006	\$151,710	154,652	249,036	85,807	10,947	26,829	68,111	42,812	25,334	13,368	32,679	183,782
■ 2007	\$154,306	172,844	266,603	52,463	7,106	30,041	40,991	44,330	33,084	13,674	30,486	190,511
■ 2008	\$172,942	180,032	282,480	44,407	7,761	33,491	45,583	47,216	27,568	7,765	25,082	173,178
■ 2009	\$149,318	137,171	215,961	40,330	9,827	23,683	33,729	33,986	32,668	14,352	23,470	173,308
■ 2010	\$149,765	149,730	240,103	52,497	10,094	22,741	43,553	32,942	29,629	9,916	22,864	162,690
■ 2011	\$145,055	143,887	246,277	46,712	9,197	25,935	48,298	41,195	32,054	10,832	22,597	167,864
■ 2012	\$136,974	135,882	244,000	43,097	12,262	31,738	50,561	42,407	32,665	8,087	25,331	153,559
■ 2013	\$158,620	148,115	285,673	47,479	6,301	29,452	59,059	41,608	40,927	10,588	35,236	188,426
■ 2014	\$160,080	162,699	294,972	37,320	7,984	49,830	71,947	62,806	48,295	16,189	33,054	230,844
■ 2015	\$171,278	180,392	315,771	62,688	11,414	53,163	81,727	57,509	66,310	12,863	245,046	230,507
■ 2016	\$194,879	240,002	387,339	86,691	12,808	90,268	140,270	99,814	108,649	34,965	42,829	391,429
■ 2017	\$244,615	315,524	510,268	98,823	22,687	112,065	152,005	95,706	132,485	38,747	73,924	365,135
■ 2018	\$268,608	319,140	549,263	94,330	20,876	123,415	137,691	93,974	134,329	47,492	63,094	419,077
■ 2019	\$313,408	294,076	601,018	95,818	20,321	132,206	169,900	103,202	163,026	34,987	72,059	447,538
■ 2020	\$318,254	380,134	370,005	17,949	23,280	86,041	172,620	164,706	187,053	118,690	94,878	430,153