

TOWN OF WINTER PARK, CO

July 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 July 2021, which were remitted to the Town in August 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 July 2021 sales tax collections were 62% above July 2020 collections and year to date collections exceed 2020 collections by 31%. All Sectors have experienced double digit growth over 2020 collections for both the month and year to date. For the year, the Town is 31% ahead of 2020 and is 9% ahead of pre-pandemic 2019 collections. The Town's year to date collections continue to exceed budgeted collections.

Current Month

7% Tax	July 2021	July 2020	21-20 %	July 2019	21-19 %	July 2018	21-18 %	July 2017	21-17 %	July 2016	21-16 %	July 2015	21-15 %
Sales Tax - Not Lodging (5%)	526,786	350,328	50%	428,290	23%	341,575	54%	324,230	62%	310,598	70%	283,691	86%
Lodging/Accomm Tax (5%)	242,217	123,300	96%	121,357	100%	98,351	146%	108,575	123%	100,193	142%	81,727	196%
Monthly Total (5%)	769,003	473,628	62%	549,647	40%	439,926	75%	432,805	78%	410,791	87%	365,418	110%
Transit & Trails Tax (2%)	307,601	189,452	62%	219,979	40%	175,970	75%	173,122	78%	164,316		-	
Total Collected for Month	1,076,604	663,080	62%	769,626	40%	615,896	75%	605,927	78%	575,107	87%	365,418	195%

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%)	3,204,711	2,763,694	16%	3,129,157	2%	2,893,859	11%	2,596,741	23%	2,444,763	31%	2,295,910	40%
Lodging/Accomm Tax (5%)	1,453,253	792,587	83%	1,161,962	25%	1,080,945	34%	1,039,990	40%	823,041	77%	876,433	66%
YTD Total (5%)	4,657,964	3,556,281	31%	4,291,119	9%	3,974,804	17%	3,636,731	28%	3,267,804	43%	3,172,343	47%
Transit & Trails Tax (2%)	1,863,186	1,422,513	31%	1,716,569	9%	1,589,922	17%	1,454,819	28%	1,307,122		-	
Total Collected for Year	6,521,150	4,978,794	31%	6,007,688	9%	5,564,726	17%	5,091,550	28%	4,574,926	43%	3,172,343	106%

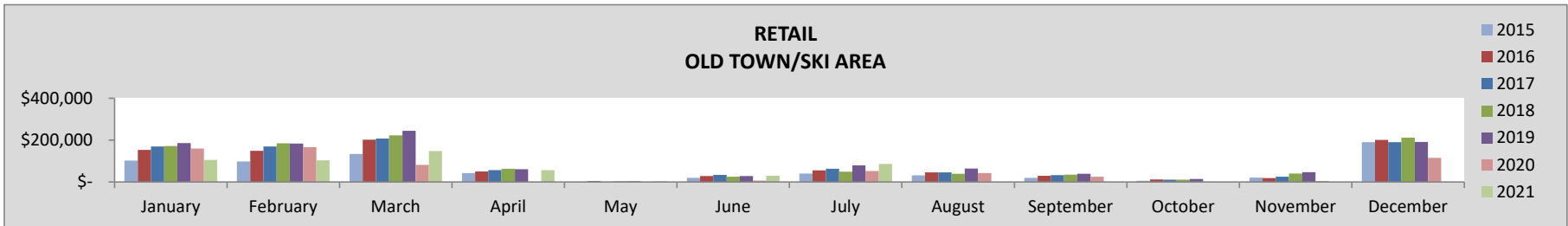
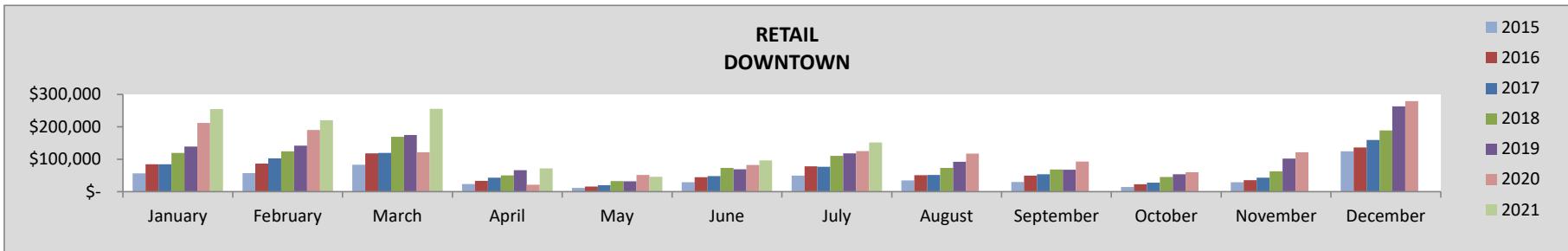
TAX COMPARISON BY INDUSTRY CLASS AND LOCATION

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

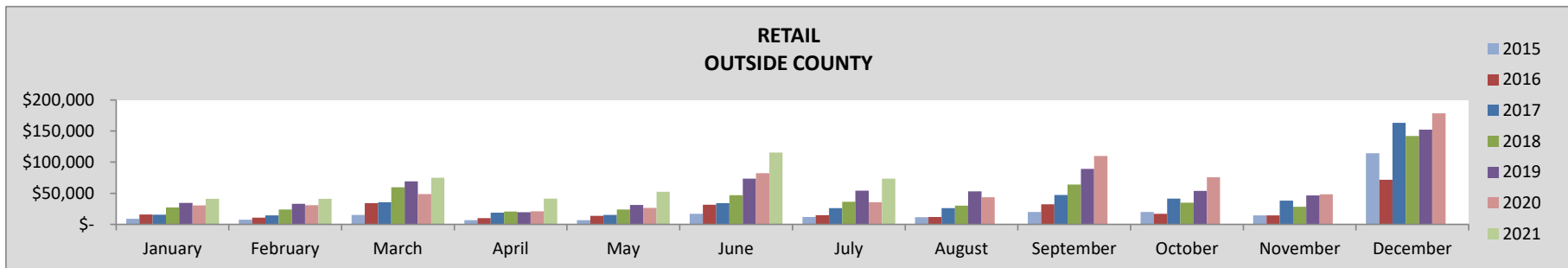
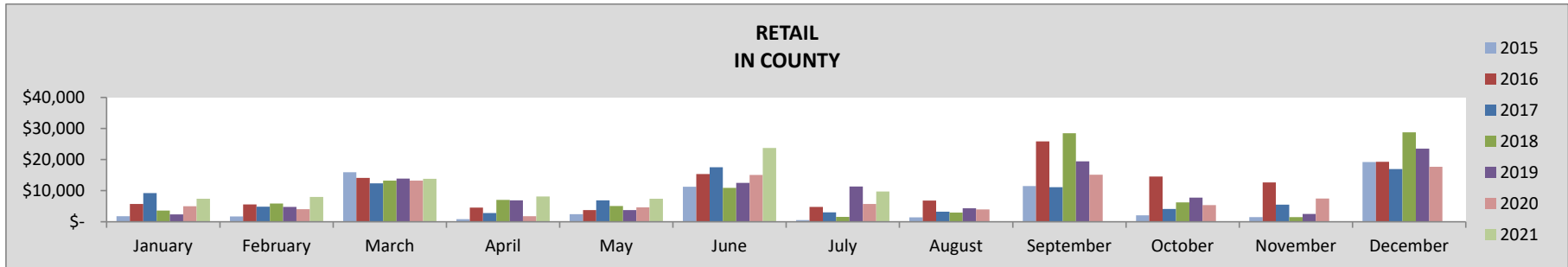
RETAIL

July	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	320,724	218,946	46%	262,988	22%	197,245	63%	169,312	89%	153,872	108%	102,255	124%
Downtown	152,062	125,138	22%	117,790	29%	110,262	38%	76,772	98%	78,122	95%	49,234	121%
Old Town/Ski Area	85,594	52,488	63%	79,488	8%	49,161	74%	63,428	35%	56,157	52%	40,473	51%
In County	9,703	5,701	70%	11,371	-15%	1,594	509%	3,033	220%	4,786	103%	517	1241%
Outside County	73,364	35,619	106%	54,339	35%	36,228	103%	26,079	181%	14,806	396%	12,031	336%

YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	2,146,841	1,596,836	34%	1,897,718	13%	1,685,736	27%	1,411,664	52%	1,290,315	66%	855,772	79%
Downtown	1,096,524	804,501	36%	740,252	48%	679,204	61%	494,402	122%	461,048	138%	309,820	153%
Old Town/Ski Area	532,305	467,128	14%	788,019	-32%	720,762	-26%	700,724	-24%	643,889	-17%	437,165	-13%
In County	78,361	49,495	58%	55,072	42%	47,254	66%	56,648	38%	53,837	46%	34,491	62%
Outside County	439,652	275,712	59%	314,375	40%	238,516	84%	159,891	175%	131,541	234%	74,296	323%



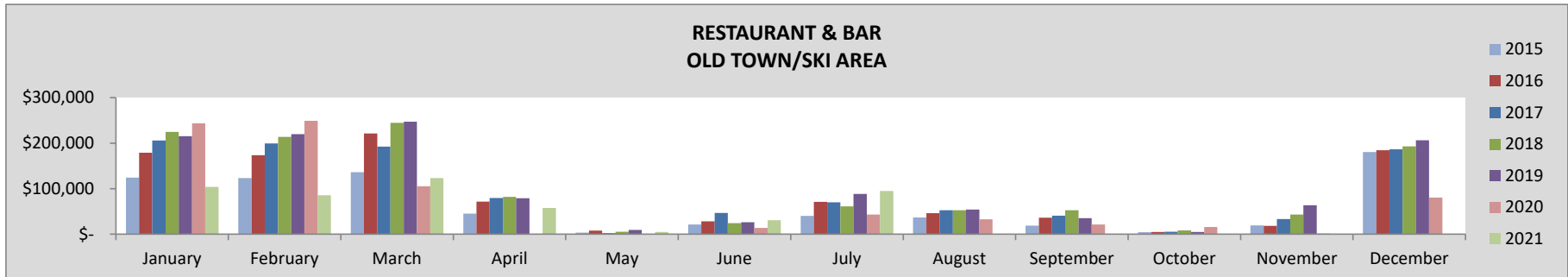
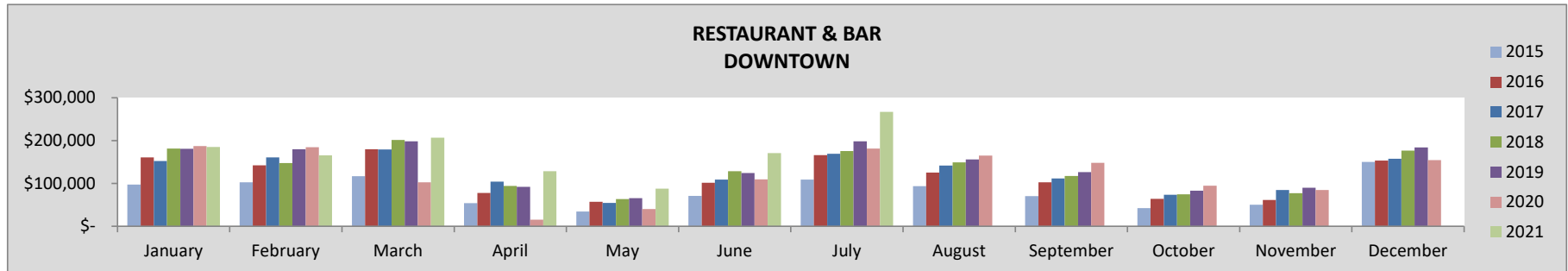
RETAIL - CONTINUED



RESTAURANT & BAR

July	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	362,051	224,713	61%	286,899	26%	236,477	53%	239,523	51%	237,039	53%	149,149	73%
Downtown	267,160	181,627	47%	198,560	35%	175,586	52%	169,294	58%	166,193	61%	109,005	75%
Old Town/Ski Area	94,891	43,086	120%	88,339	7%	60,891	56%	70,229	35%	70,847	34%	40,144	69%

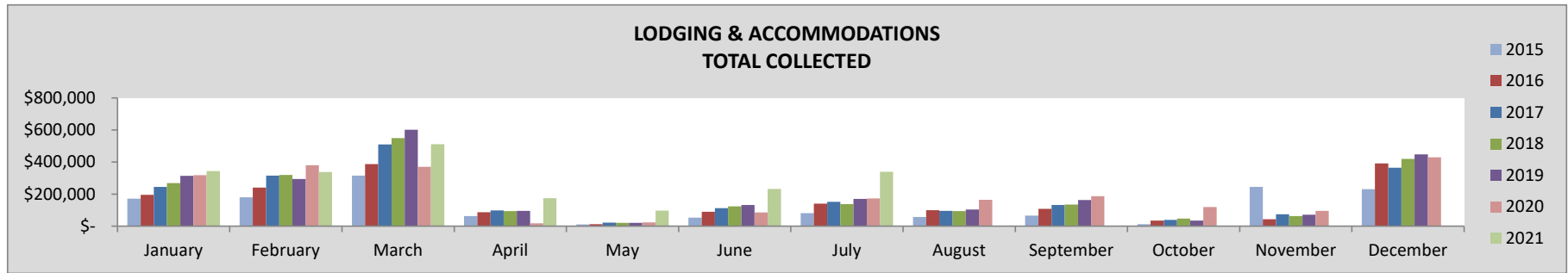
YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	1,711,675	1,476,848	16%	1,924,746	-11%	1,847,168	-7%	1,724,927	-1%	1,638,200	4%	1,077,554	13%
Downtown	1,211,306	820,796	48%	1,039,918	16%	991,844	22%	928,702	30%	885,817	37%	584,513	48%
Old Town/Ski Area	500,369	656,052	-24%	884,827	-43%	855,325	-41%	796,224	-37%	752,384	-33%	493,040	-28%



LODGING & ACCOMMODATION

July	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	339,104	172,620	96%	169,900	100%	137,691	146%	152,005	123%	140,270	142%	81,727	196%

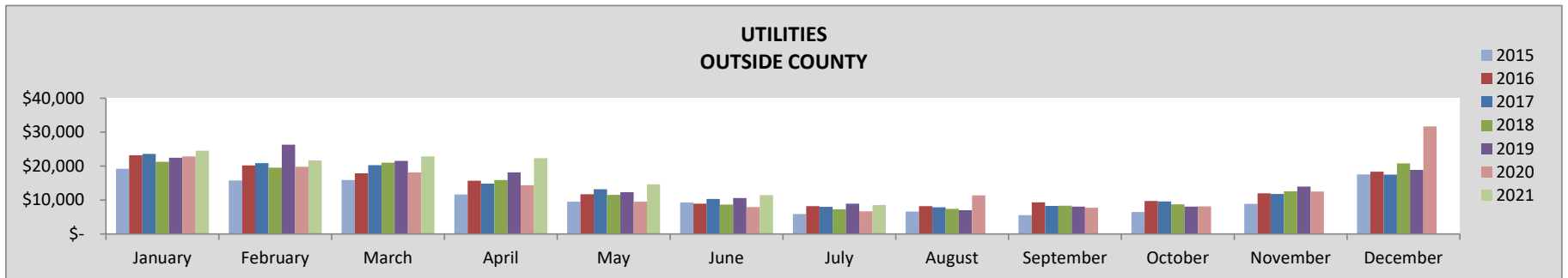
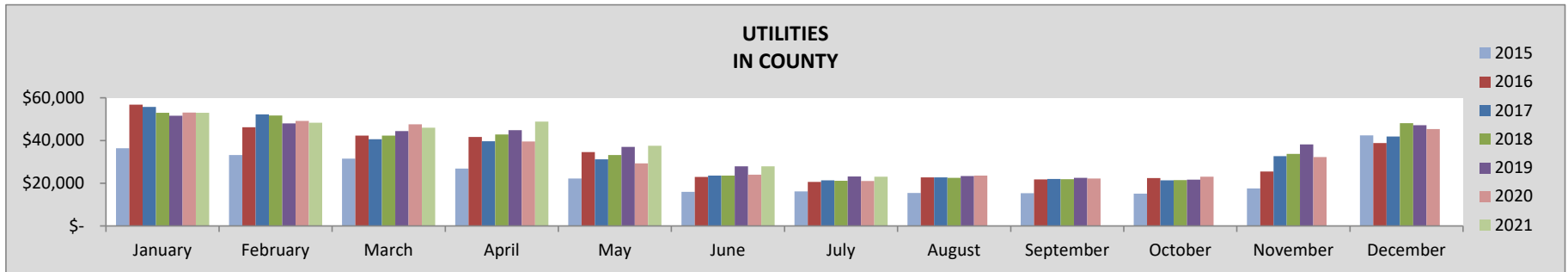
YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	2,034,554	1,368,284	49%	1,626,747	25%	1,513,323	34%	1,455,986	40%	1,152,257	77%	876,433	66%



UTILITIES

July	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	31,511	27,724	14%	32,100	-2%	28,469	11%	29,337	7%	28,803	9%	22,106	2%
In County	23,000	21,056	9%	23,200	-1%	21,182	9%	21,314	8%	20,579	12%	16,205	1%
Outside County	8,511	6,668	28%	8,900	-4%	7,287	17%	8,022	6%	8,224	3%	5,901	3%

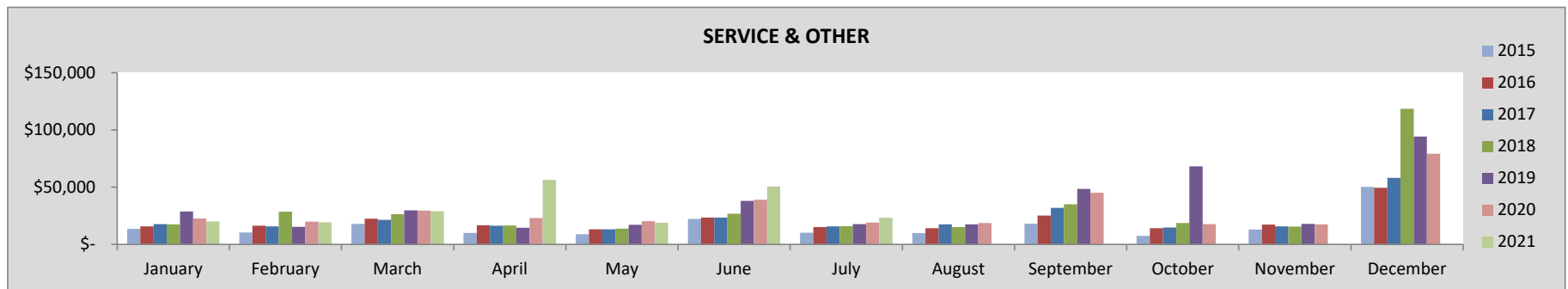
YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	410,659	363,105	13%	397,411	3%	373,020	10%	375,501	9%	371,144	11%	269,575	9%
In County	284,632	263,676	8%	277,089	3%	267,793	6%	264,323	8%	265,260	7%	182,343	11%
Outside County	126,027	99,429	27%	120,322	5%	105,226	20%	111,178	13%	105,884	19%	87,232	3%



SERVICE & OTHER

July	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	23,214	19,077	22%	17,738	31%	16,014	45%	15,750	47%	15,123	53%	10,181	63%
Downtown	129	25	417%	199	-35%	-	-	683	-81%	-	-	-	-
Old Town/Ski Area	2,672	2,672	0%	4,733	-44%	2,672	0%	2,672	0%	2,672	0%	1,908	0%
In County	1,009	331	205%	264	282%	213	373%	277	264%	1,219	-17%	274	163%
Outside County	19,404	16,050	21%	12,544	55%	13,129	48%	12,118	60%	11,233	73%	7,998	73%

YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	217,421	173,721	25%	161,065	35%	145,479	49%	123,472	76%	123,009	77%	93,009	67%
Downtown	3,224	4,652	-31%	2,574	25%	3,315	-3%	2,836	14%	1,711	88%	858	168%
Old Town/Ski Area	18,702	18,703	0%	20,875	-10%	19,357	-3%	18,702	0%	19,502	-4%	13,358	0%
In County	10,256	11,077	-7%	14,419	-29%	8,298	24%	5,673	81%	6,928	48%	3,045	141%
Outside County	185,240	139,290	33%	123,198	50%	114,509	62%	96,261	92%	94,869	95%	75,748	75%



SALES TAX COMPARISON BY LOCATION

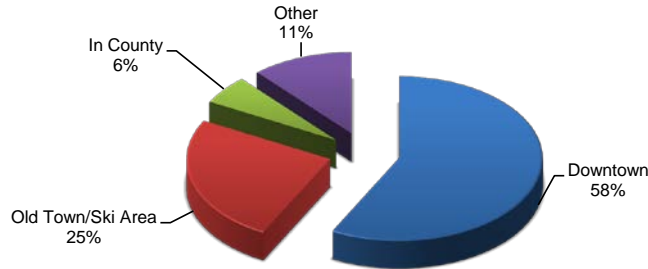
The following compares sales tax collections for the current month and year by location of the business. For lodging properties managed by a property management company, the lodging and accommodation taxes are reflected in the geographic area of the property management company offices.

GEOGRAPHIC AREA

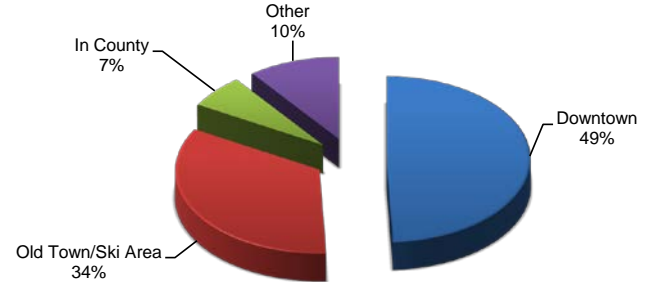
July	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
Downtown	687,105	457,133	50%	406,864	69%	362,724	89%	328,944	109%	313,468	119%	196,688	150%
Old Town/Ski Area	254,452	120,455	111%	252,144	1%	173,538	47%	206,139	23%	200,792	27%	125,802	44%
In County	33,761	27,156	24%	34,834	-3%	22,989	47%	24,624	37%	26,584	27%	16,996	42%
Outside County	101,285	58,337	74%	75,783	34%	56,644	79%	46,219	119%	34,263	196%	25,930	179%

YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
Downtown	3,760,695	2,453,886	53%	2,561,678	47%	2,409,255	56%	2,127,647	77%	1,857,061	103%	1,297,643	107%
Old Town/Ski Area	1,636,158	1,685,900	-3%	2,541,531	-36%	2,373,874	-31%	2,269,928	-28%	2,059,307	-21%	1,417,545	-18%
In County	373,372	324,577	15%	346,580	8%	323,346	15%	326,644	14%	326,263	14%	219,879	21%
Outside County	750,924	514,431	46%	557,895	35%	458,251	64%	367,330	104%	332,294	126%	237,276	126%

2021 YTD TAX COLLECTION BY GEOGRAPHIC AREA

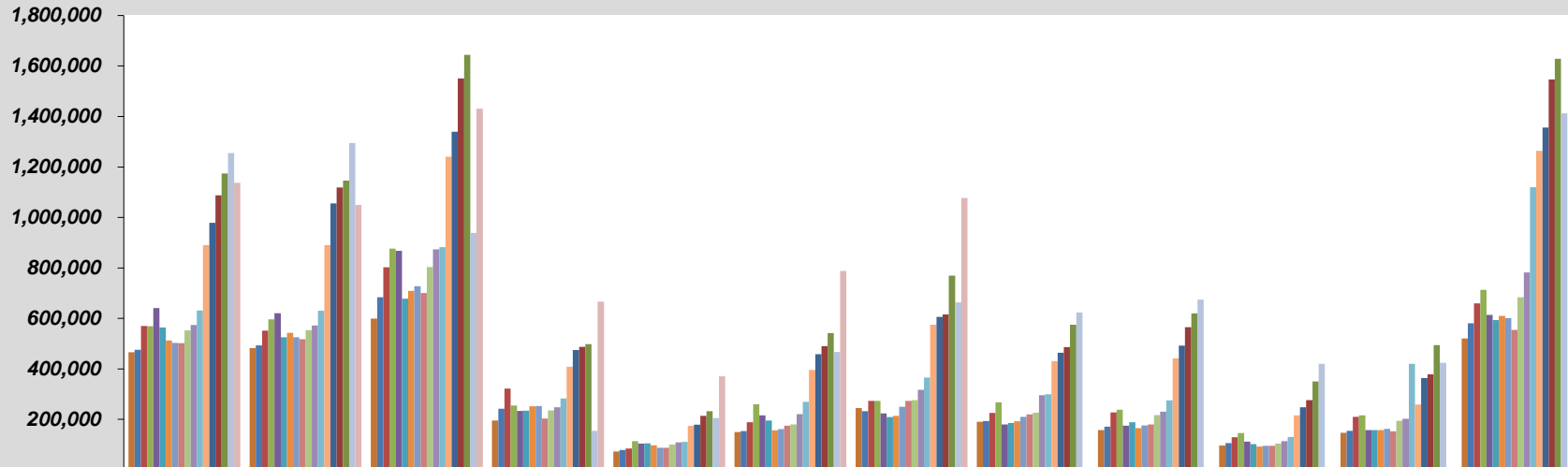


2020 YTD TAX COLLECTION BY GEOGRAPHIC AREA



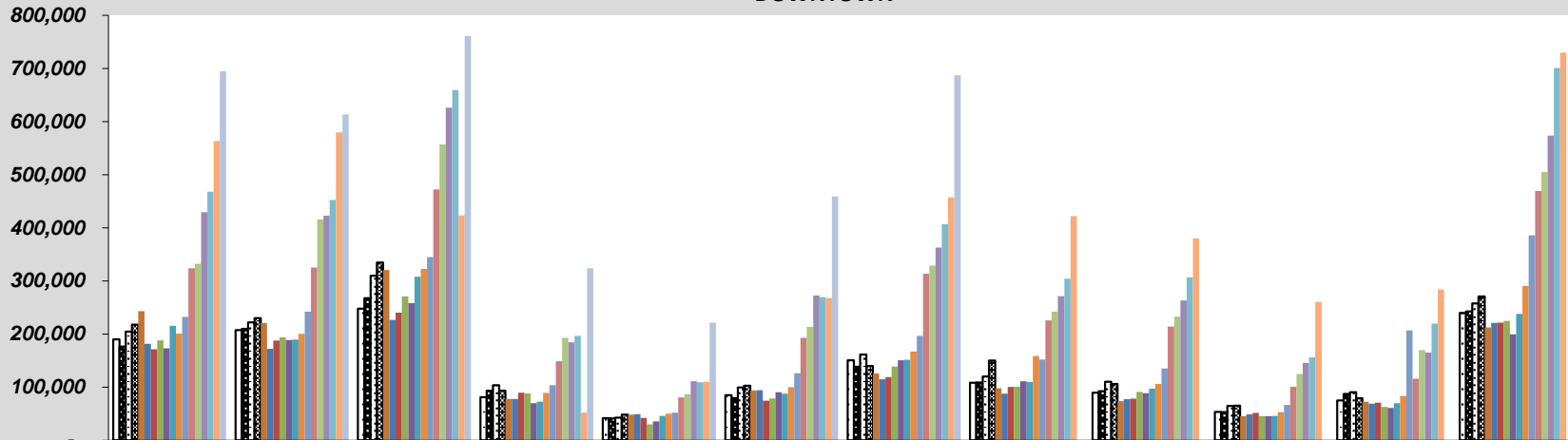
SALES, LODGING AND ACCOMMODATIONS HISTORICAL COMPARISONS

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



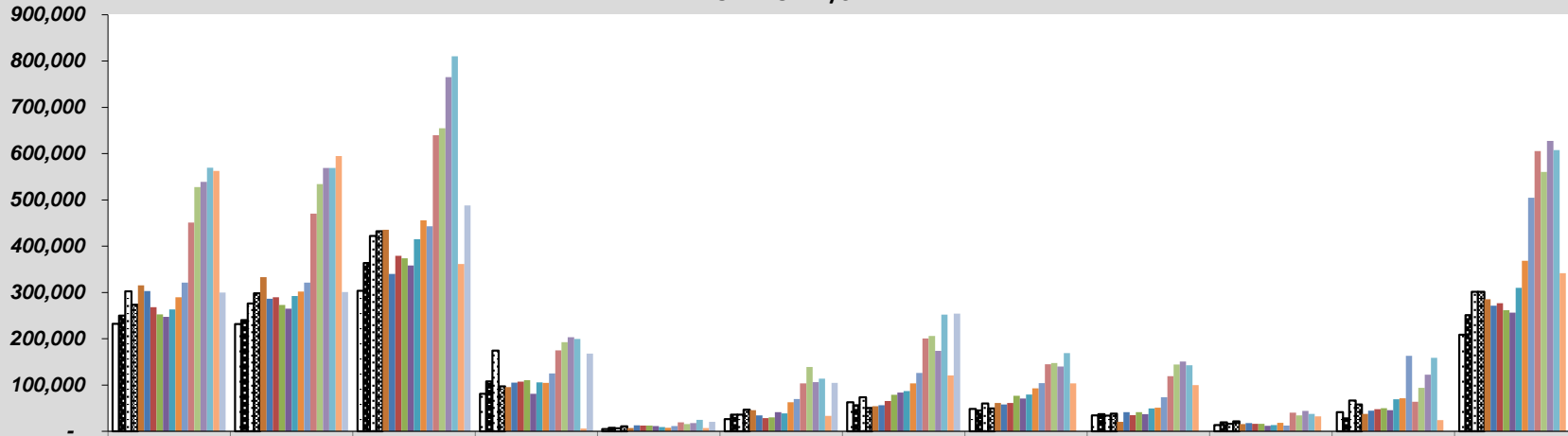
	January	February	March	April	May	June	July	August	September	October	November	December
2004	465,636	482,218	599,007	195,530	73,016	149,574	245,261	190,902	157,771	96,273	147,306	520,560
2005	475,853	493,717	683,745	242,039	79,180	153,385	232,108	194,043	171,087	105,951	155,031	580,456
2006	570,565	551,930	802,785	321,874	84,686	189,148	273,277	225,736	227,240	129,595	210,441	659,792
2007	569,129	596,582	876,348	255,276	113,752	260,183	273,104	267,169	238,698	146,095	216,322	713,391
2008	641,147	621,092	868,007	233,065	104,450	216,318	224,060	179,559	175,072	111,701	157,267	614,364
2009	563,880	525,167	678,175	234,513	105,262	195,277	209,484	186,203	189,179	102,127	157,139	593,057
2010	512,902	542,805	709,436	251,866	97,725	157,098	214,305	192,812	165,332	92,548	157,639	610,366
2011	502,871	525,807	727,602	252,507	87,521	161,595	250,334	210,231	176,447	95,795	162,091	600,981
2012	502,299	517,956	700,085	203,100	87,169	174,678	272,955	219,843	180,454	94,880	153,135	554,761
2013	552,586	553,172	804,057	235,256	100,679	179,821	276,326	227,057	216,822	103,947	194,643	684,180
2014	573,641	571,643	873,650	248,271	108,475	220,579	316,845	295,888	230,432	113,455	202,296	781,781
2015	631,183	630,167	882,087	283,035	111,002	269,452	365,417	299,181	275,569	130,081	420,319	1,120,103
2016	890,228	890,496	1,240,267	408,748	174,479	395,600	575,107	431,393	441,625	216,422	258,633	1,263,430
2017	978,523	1,055,135	1,339,403	474,799	179,322	458,441	605,926	464,506	492,434	247,874	363,964	1,355,766
2018	1,087,413	1,119,070	1,550,843	487,278	213,708	490,517	615,896	486,607	565,689	276,510	378,422	1,546,874
2019	1,174,602.	1,146,251.	1,644,389.	498,331.56	232,590.11	542,205.56	769,625.10	575,414.18	619,570.16	349,963.23	493,920.94	1,628,765.
2020	1,254,796.	1,295,244.	938,986.07	155,143.34	204,950.44	466,592.15	663,080.27	623,984.50	674,227.64	420,359.76	424,436.96	1,412,253.
2021	1,137,685.	1,050,191.	1,431,602.	666,411.04	370,426.90	788,228.01	1,076,603.					

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



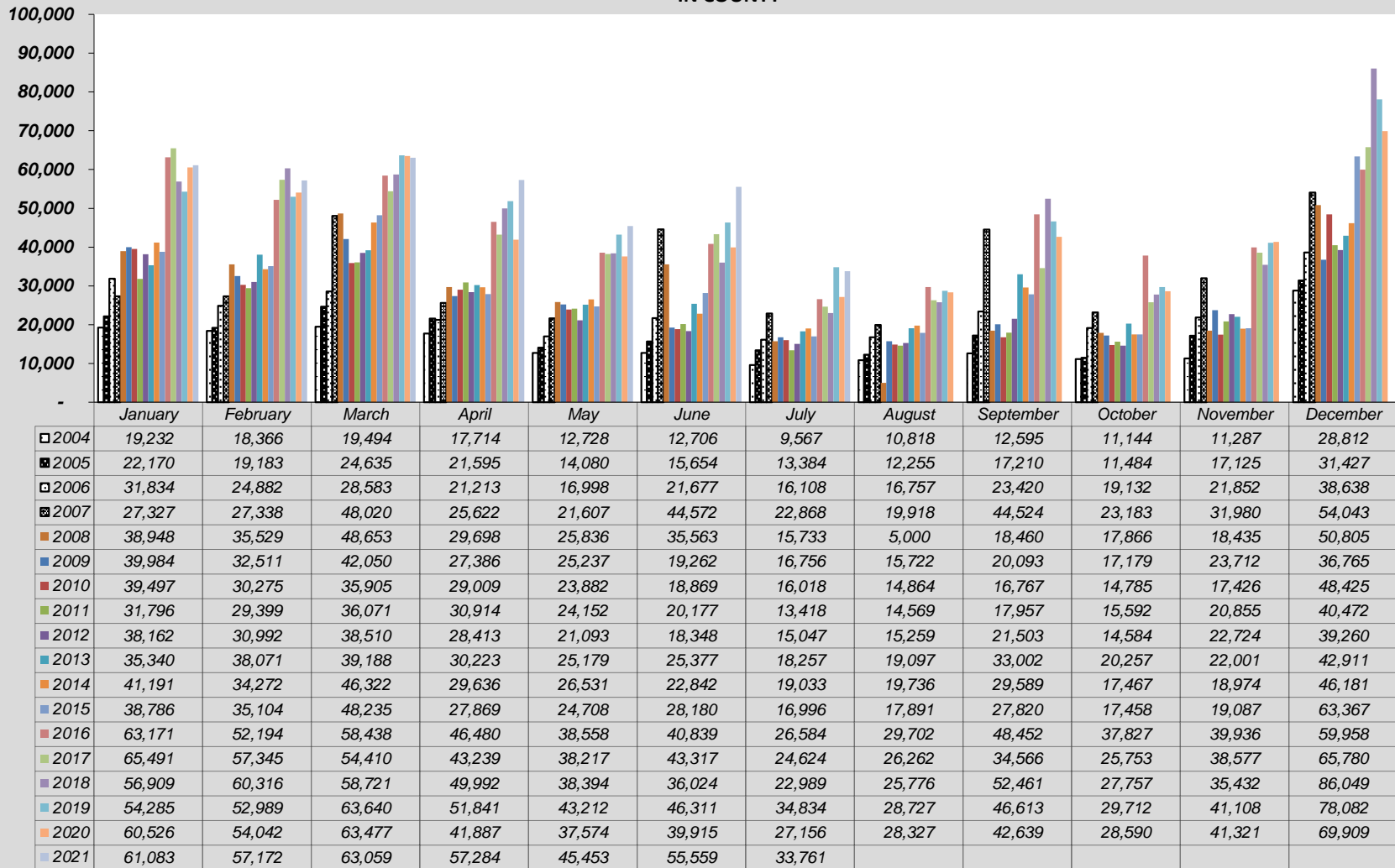
	January	February	March	April	May	June	July	August	September	October	November	December
□ 2004	189,887	207,596	247,987	81,394	41,700	85,062	150,598	108,521	89,811	53,559	75,232	239,742
■ 2005	176,642	209,770	267,426	93,554	41,267	79,262	138,438	108,790	92,455	53,214	87,103	242,741
□ 2006	204,761	221,968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

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

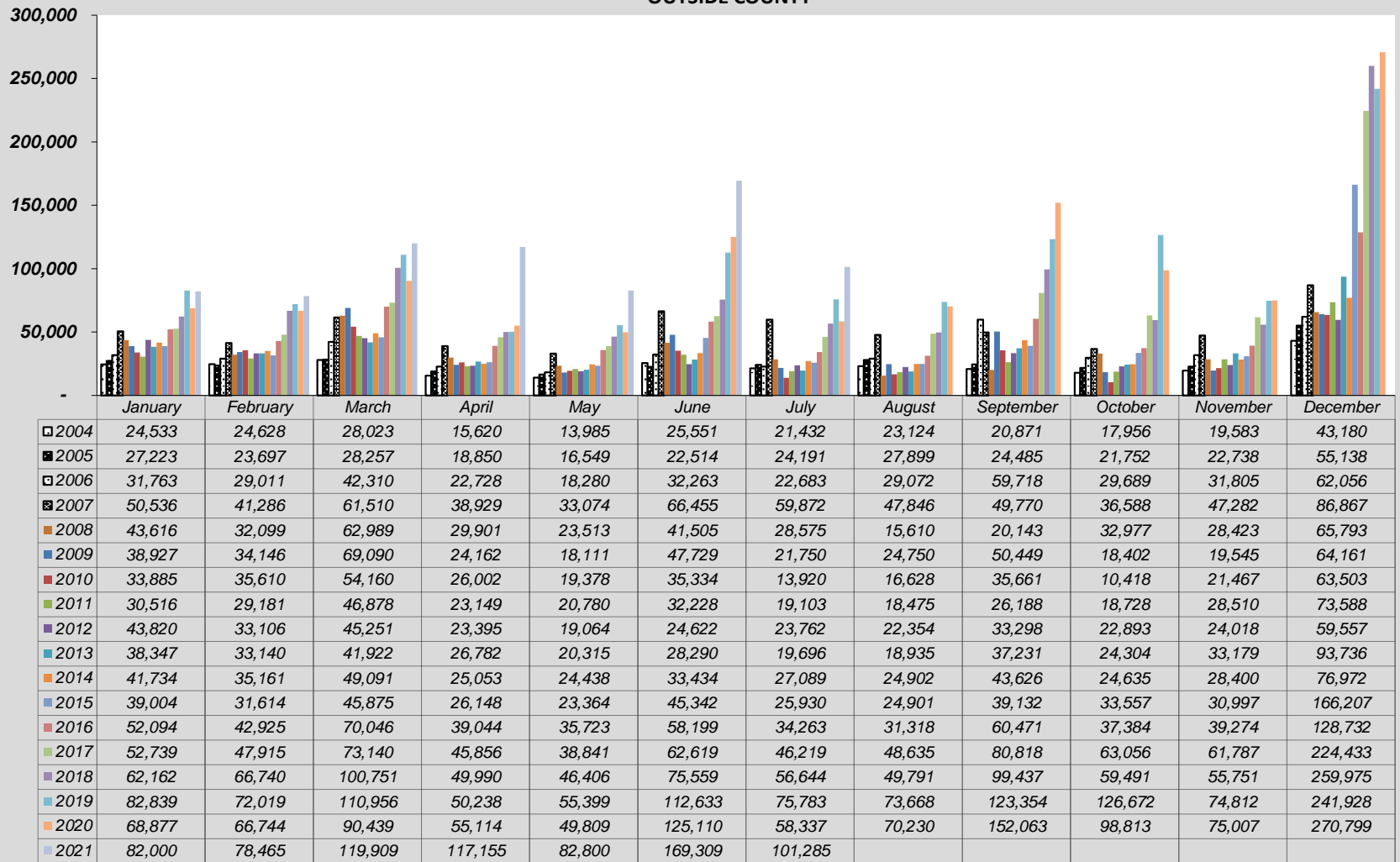


	January	February	March	April	May	June	July	August	September	October	November	December
2004	231,985	231,628	303,503	80,802	4,662	26,255	62,663	48,560	34,494	13,614	41,203	208,826
2005	249,817	240,337	363,428	108,041	7,285	35,955	56,095	45,100	36,936	19,501	28,064	251,150
2006	302,207	276,069	422,156	174,404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

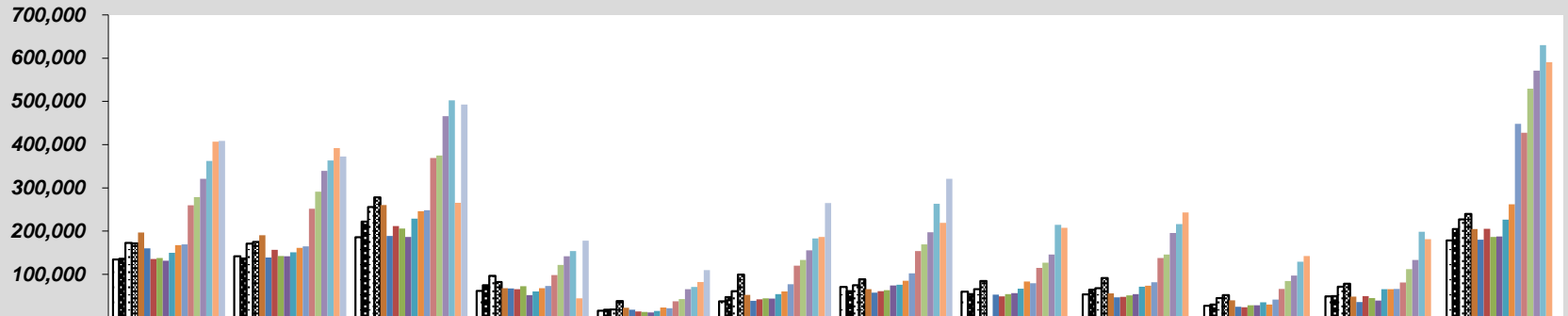
**SALES & TRANSIT/TRAILS TAX COLLECTION
IN COUNTY**



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

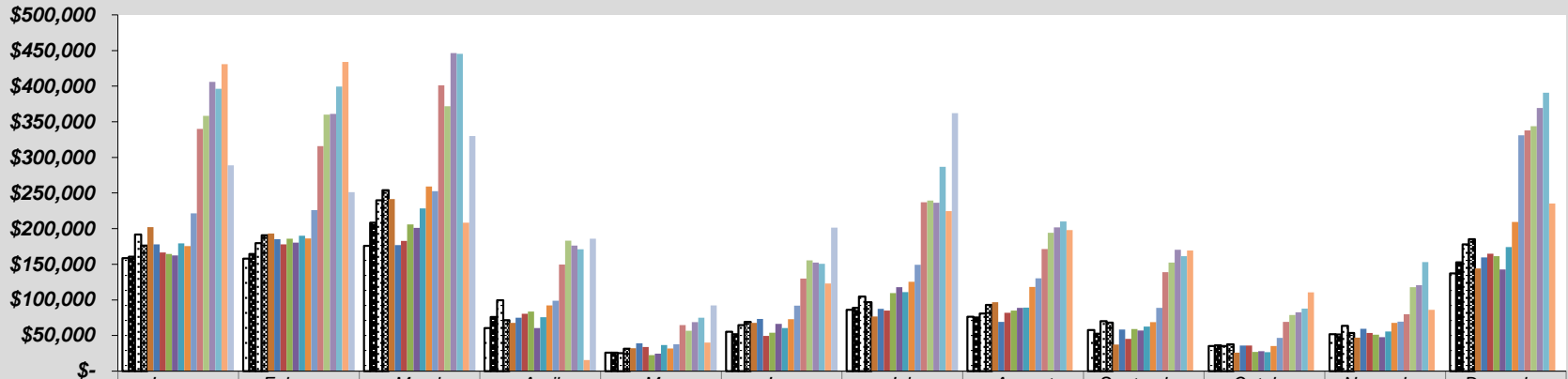


**SALES & TRANSIT/TRAILS TAX COLLECTION
RETAIL**



	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					

**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	362,051					

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

