

TOWN OF WINTER PARK, CO
August 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 August 2021 sales tax collections were 25% above August 2020 collections and year to date collections exceed 2020 collections by 30%. All Sectors have experienced double digit growth over 2020 collections year to date. For the year, the Town is 30% ahead of 2020 and is 11% ahead of pre-pandemic 2019 collections. The Town's year to date collections continue to exceed budgeted collections.

Current Month

7% Tax	August 2021	August 2020	21-20 %	August 2019	21-19 %	August 2018	21-18 %	August 2017	21-17 %	August 2016	21-16 %	August 2015	21-15 %
Sales Tax - Not Lodging (5%)	402,553	328,057	23%	337,751	19%	280,452	44%	263,428	53%	236,842	70%	233,082	73%
Lodging/Accomm Tax (5%)	154,193	117,647	31%	73,716	109%	67,124	130%	68,362	126%	71,296	116%	62,806	146%
Monthly Total (5%)	556,746	445,704	25%	411,467	35%	347,576	60%	331,790	68%	308,138	81%	295,888	88%
Transit & Trails Tax (2%)	222,699	178,281	25%	164,587	35%	139,031	60%	132,716	68%	123,255		-	
Total Collected for Month	779,445	623,985	25%	576,054	35%	486,607	60%	464,506	68%	431,393	81%	295,888	163%

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%)	3,607,265	2,906,991	24%	3,466,638	4%	3,174,312	14%	2,860,170	26%	2,681,605	35%	2,537,582	42%
Lodging/Accomm Tax (5%)	1,607,446	1,094,993	47%	1,235,678	30%	1,148,069	40%	1,108,352	45%	894,337	80%	933,942	72%
YTD Total (5%)	5,214,711	4,001,984	30%	4,702,316	11%	4,322,381	21%	3,968,522	31%	3,575,942	46%	3,471,524	50%
Transit & Trails Tax (2%)	2,085,884	1,600,794	30%	1,881,425	11%	1,728,952	21%	1,587,535	31%	1,430,377		-	
Total Collected for Year	7,300,595	5,602,778	30%	6,583,741	11%	6,051,333	21%	5,556,057	31%	5,006,319	46%	3,471,524	110%

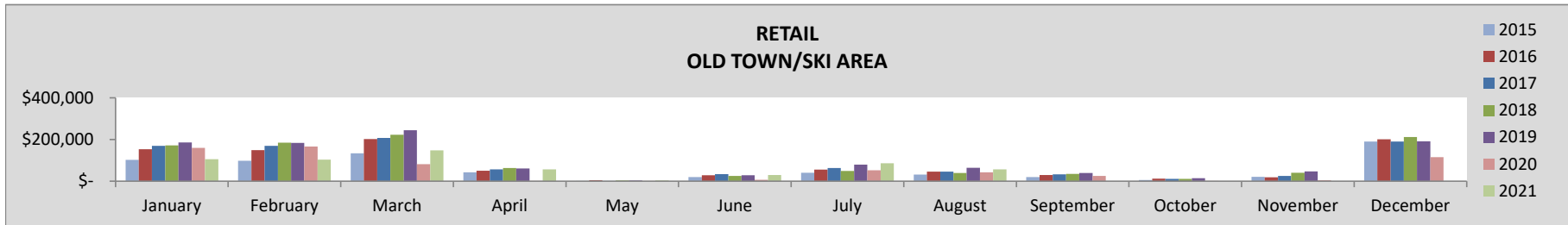
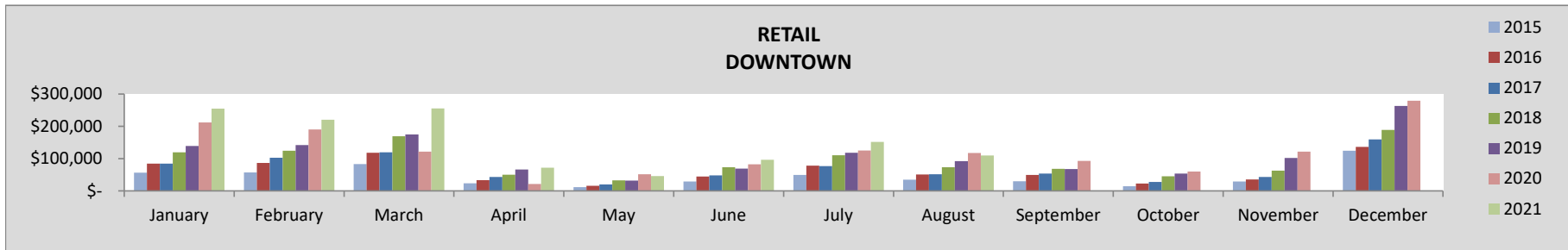
TAX COMPARISON BY INDUSTRY CLASS AND LOCATION

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

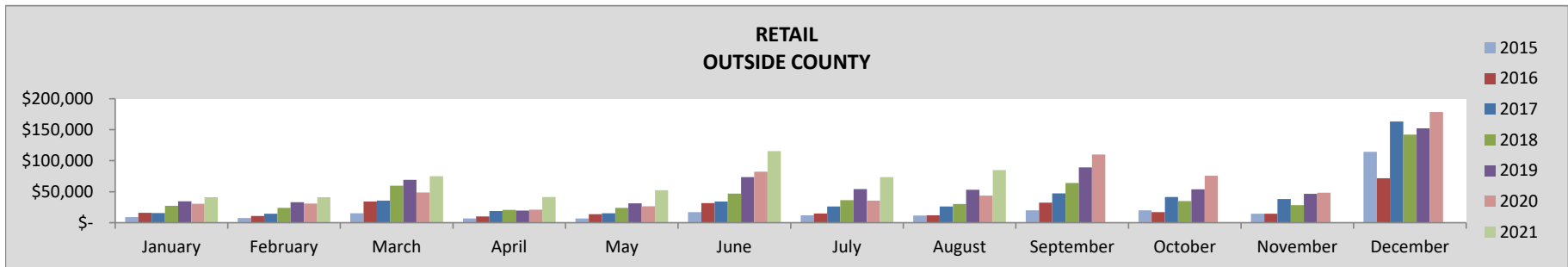
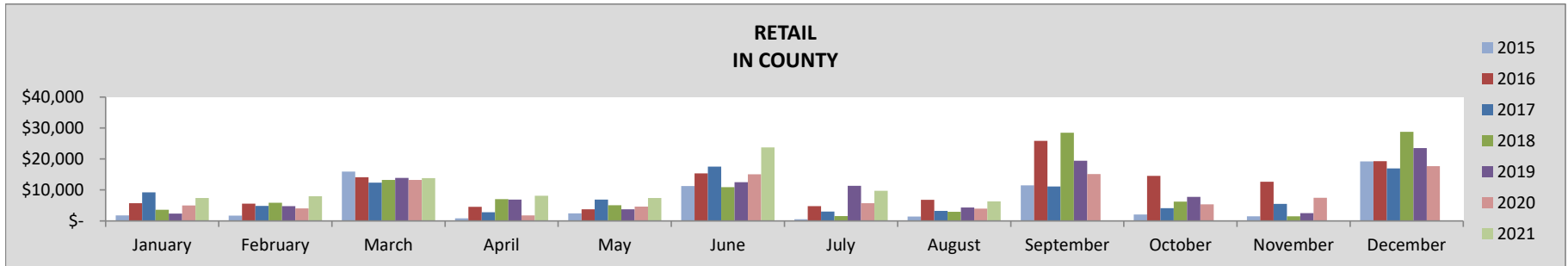
RETAIL

August	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	257,589	207,641	24%	214,920	20%	145,833	77%	126,647	103%	115,098	124%	79,485	131%
Downtown	109,473	117,096	-7%	92,462	18%	73,533	49%	51,308	113%	50,704	116%	34,865	124%
Old Town/Ski Area	56,775	42,905	32%	64,485	-12%	39,134	45%	45,824	24%	45,813	24%	31,800	28%
In County	6,339	3,949	61%	4,347	46%	2,966	114%	3,281	93%	6,805	-7%	1,402	223%
Outside County	85,002	43,690	95%	53,626	59%	30,200	181%	26,234	224%	11,776	622%	11,417	432%

YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	2,404,429	1,804,477	33%	2,112,639	14%	1,831,569	31%	1,538,311	56%	1,405,413	71%	935,257	84%
Downtown	1,205,996	921,598	31%	832,714	45%	752,737	60%	545,710	121%	511,752	136%	344,685	150%
Old Town/Ski Area	589,080	510,033	15%	852,504	-31%	759,895	-22%	746,547	-21%	689,702	-15%	468,965	-10%
In County	84,699	53,444	58%	59,419	43%	50,220	69%	59,929	41%	60,642	40%	35,893	69%
Outside County	524,654	319,402	64%	368,001	43%	268,716	95%	186,125	182%	143,317	266%	85,713	337%



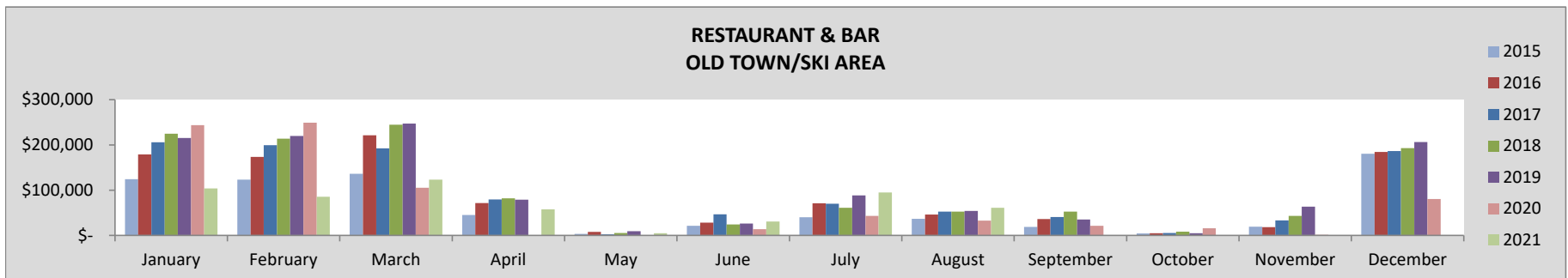
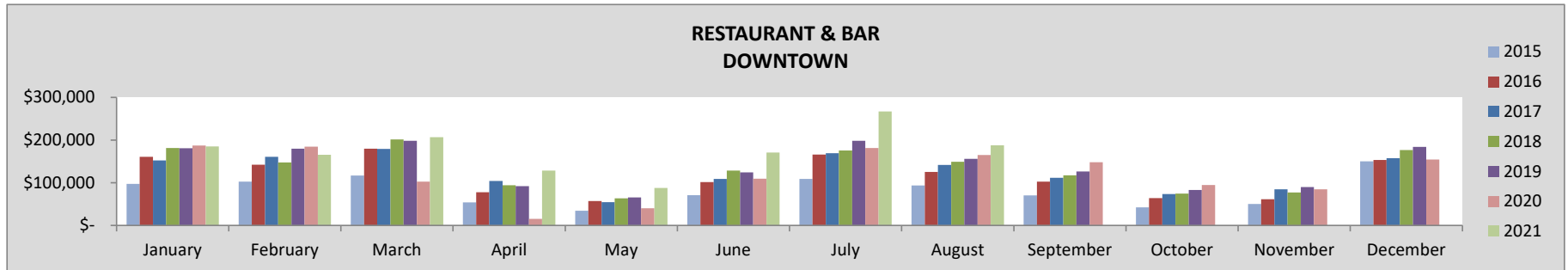
RETAIL - CONTINUED



RESTAURANT & BAR

August	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	248,836	198,015	26%	209,949	19%	201,728	23%	194,104	28%	171,370	45%	130,307	36%
Downtown	187,849	165,137	14%	155,888	21%	148,998	26%	141,760	33%	125,490	50%	93,593	43%
Old Town/Ski Area	60,987	32,878	85%	54,061	13%	52,730	16%	52,344	17%	45,880	33%	36,714	19%

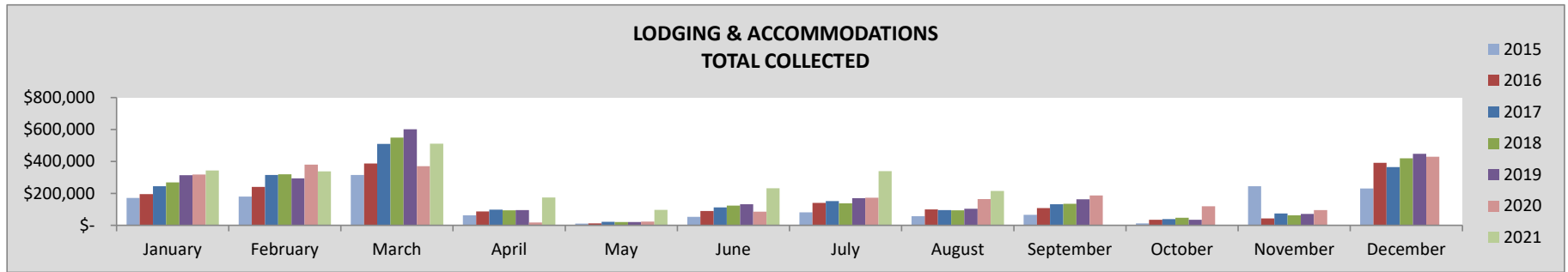
YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	1,960,511	1,674,863	17%	2,134,694	-8%	2,048,897	-4%	1,919,031	2%	1,809,570	8%	1,207,861	16%
Downtown	1,399,155	985,933	42%	1,195,806	17%	1,140,842	23%	1,070,462	31%	1,011,307	38%	678,106	47%
Old Town/Ski Area	561,356	688,930	-19%	938,888	-40%	908,054	-38%	848,569	-34%	798,264	-30%	529,754	-24%



LODGING & ACCOMMODATION

August	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	215,870	164,706	31%	103,202	109%	93,974	130%	95,706	126%	99,814	116%	57,509	168%

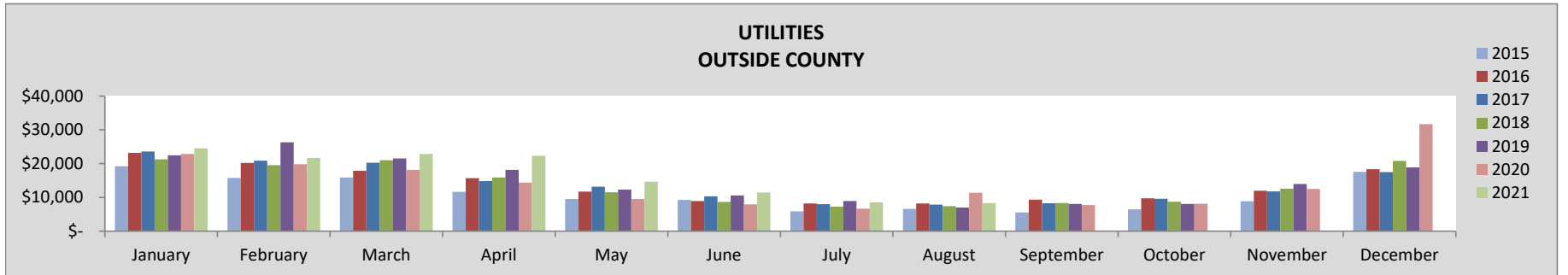
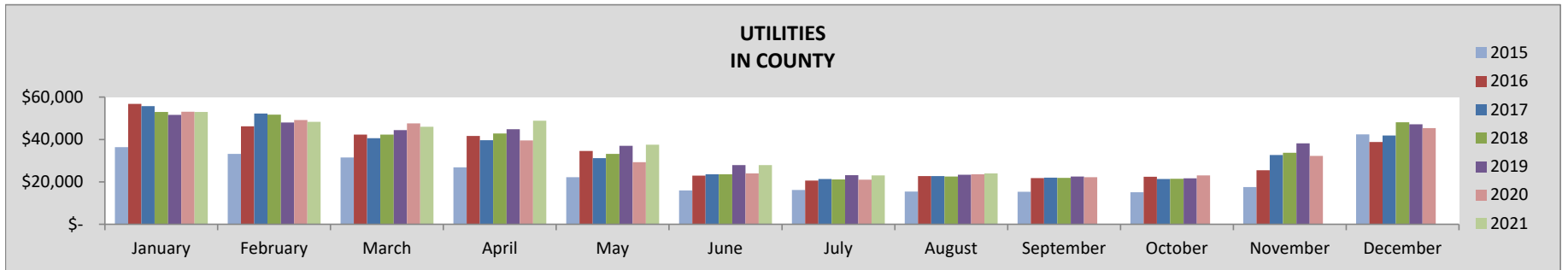
YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	2,250,424	1,532,990	47%	1,729,949	30%	1,607,297	40%	1,551,693	45%	1,252,072	80%	933,942	72%



UTILITIES

August	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	32,354	34,988	-8%	30,412	6%	29,917	8%	30,571	6%	30,911	5%	21,975	5%
In County	24,009	23,571	2%	23,382	3%	22,507	7%	22,691	6%	22,700	6%	15,392	11%
Outside County	8,345	11,417	-27%	7,030	19%	7,409	13%	7,880	6%	8,212	2%	6,583	-9%

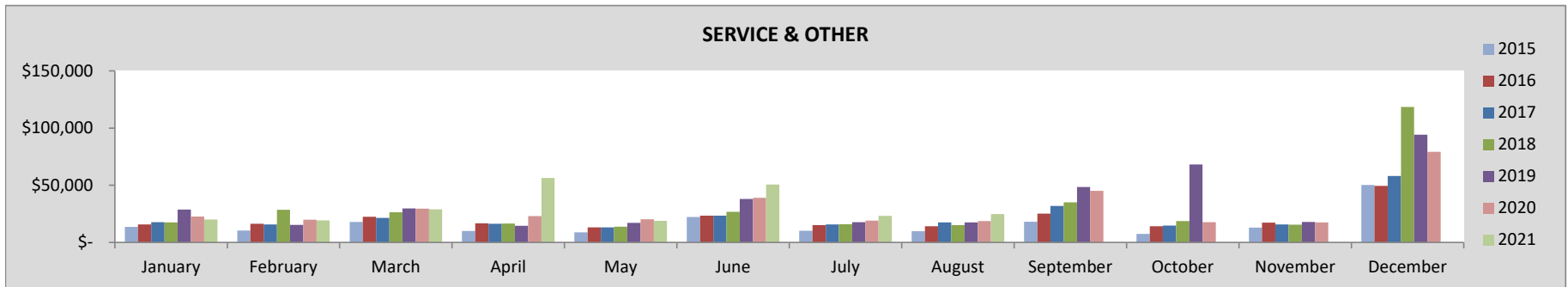
YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	443,013	398,093	11%	427,823	4%	402,937	10%	406,073	9%	402,055	10%	291,550	9%
In County	308,642	287,247	7%	300,471	3%	290,301	6%	287,014	8%	287,959	7%	197,735	11%
Outside County	134,371	110,846	21%	127,352	6%	112,636	19%	119,058	13%	114,095	18%	93,815	2%



SERVICE & OTHER

August	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	24,796	18,634	33%	17,570	41%	15,155	64%	17,477	42%	14,199	75%	9,905	79%
Downtown	89	41	118%	250	-64%	-	-	(5)	-1885%	-	-	-	-
Old Town/Ski Area	2,672	2,672	0%	2,672	0%	2,672	0%	2,672	0%	2,672	0%	1,908	0%
In County	260	798	-67%	998	-74%	303	-14%	289	-10%	197	32%	1,097	-83%
Outside County	21,775	15,123	44%	13,650	60%	12,181	79%	14,521	50%	11,330	92%	6,900	125%

YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	242,217	192,354	26%	178,635	36%	160,634	51%	140,949	72%	137,208	77%	102,914	68%
Downtown	3,313	4,693	-29%	2,824	17%	3,315	0%	2,831	17%	1,711	94%	858	176%
Old Town/Ski Area	21,374	21,374	0%	23,546	-9%	22,029	-3%	21,374	0%	22,174	-4%	15,266	0%
In County	10,516	11,875	-11%	15,417	-32%	8,601	22%	5,963	76%	7,125	48%	4,142	81%
Outside County	207,015	154,413	34%	136,848	51%	126,690	63%	110,782	87%	106,199	95%	82,648	79%



SALES TAX COMPARISON BY LOCATION

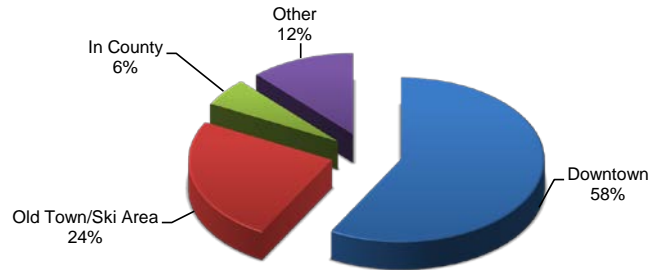
The following compares sales tax collections for the current month and year by location of the business. For lodging properties managed by a property management company, the lodging and accommodation taxes are reflected in the geographic area of the property management company offices.

GEOGRAPHIC AREA

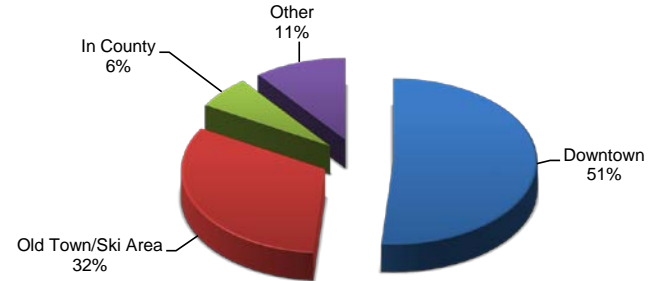
August	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
Downtown	479,978	421,871	14%	303,913	58%	271,251	77%	242,362	98%	225,582	113%	152,158	125%
Old Town/Ski Area	153,721	103,557	48%	169,106	-9%	139,879	10%	147,247	4%	144,791	6%	104,232	5%
In County	30,625	28,327	8%	28,727	7%	25,776	19%	26,262	17%	29,702	3%	17,891	22%
Outside County	115,121	70,230	64%	74,307	55%	49,791	131%	48,635	137%	31,318	268%	24,901	230%

YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
Downtown	4,240,673	2,875,757	47%	2,865,591	48%	2,680,506	58%	2,370,009	79%	2,082,643	104%	1,449,801	109%
Old Town/Ski Area	1,789,879	1,789,457	0%	2,710,637	-34%	2,513,663	-29%	2,417,175	-26%	2,204,098	-19%	1,521,777	-16%
In County	403,997	352,904	14%	375,308	8%	349,122	16%	352,906	14%	355,965	13%	237,770	21%
Outside County	866,046	584,661	48%	632,202	37%	508,042	70%	415,966	108%	363,611	138%	262,177	136%

2021 YTD TAX COLLECTION BY GEOGRAPHIC AREA

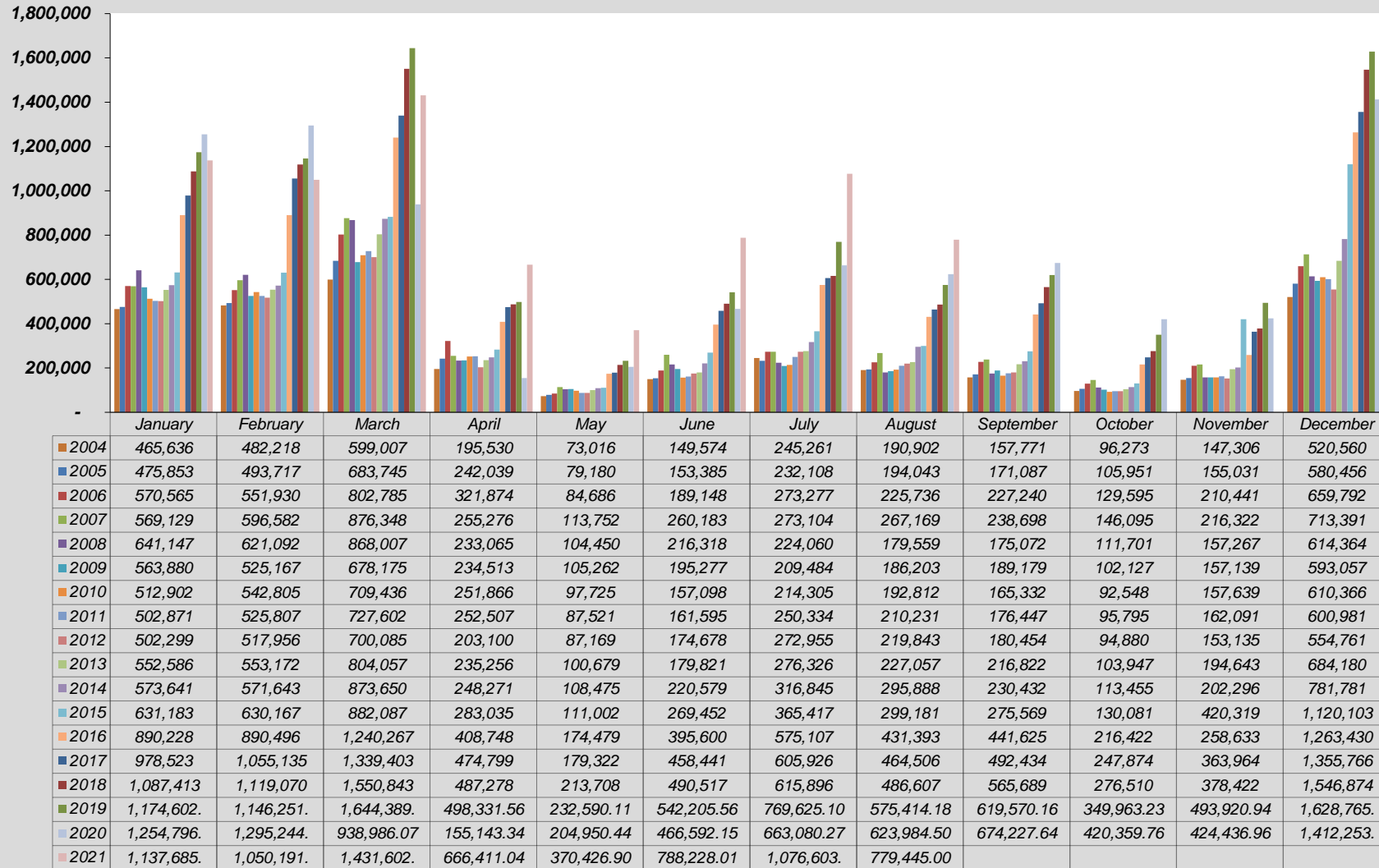


2020 YTD TAX COLLECTION BY GEOGRAPHIC AREA

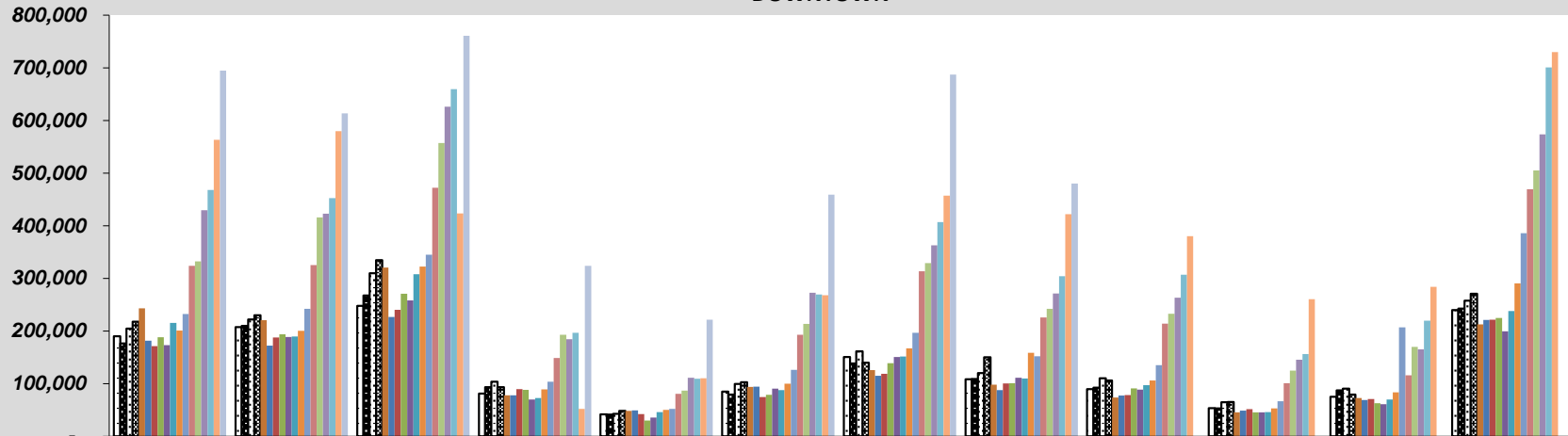


SALES, LODGING AND ACCOMMODATIONS HISTORICAL COMPARISONS

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

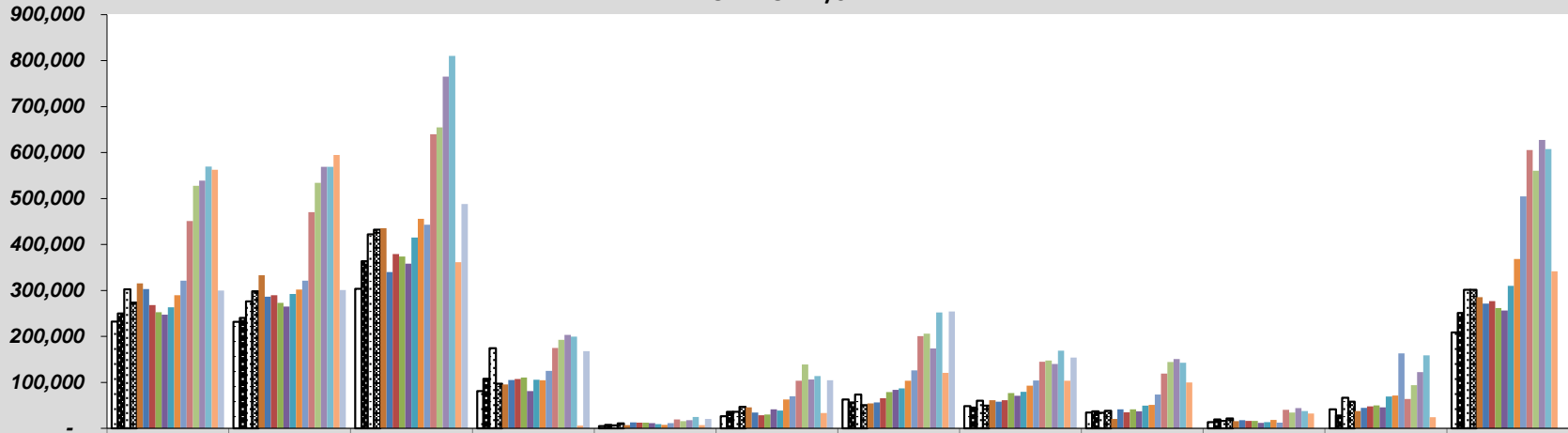


**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION
DOWNTOWN**



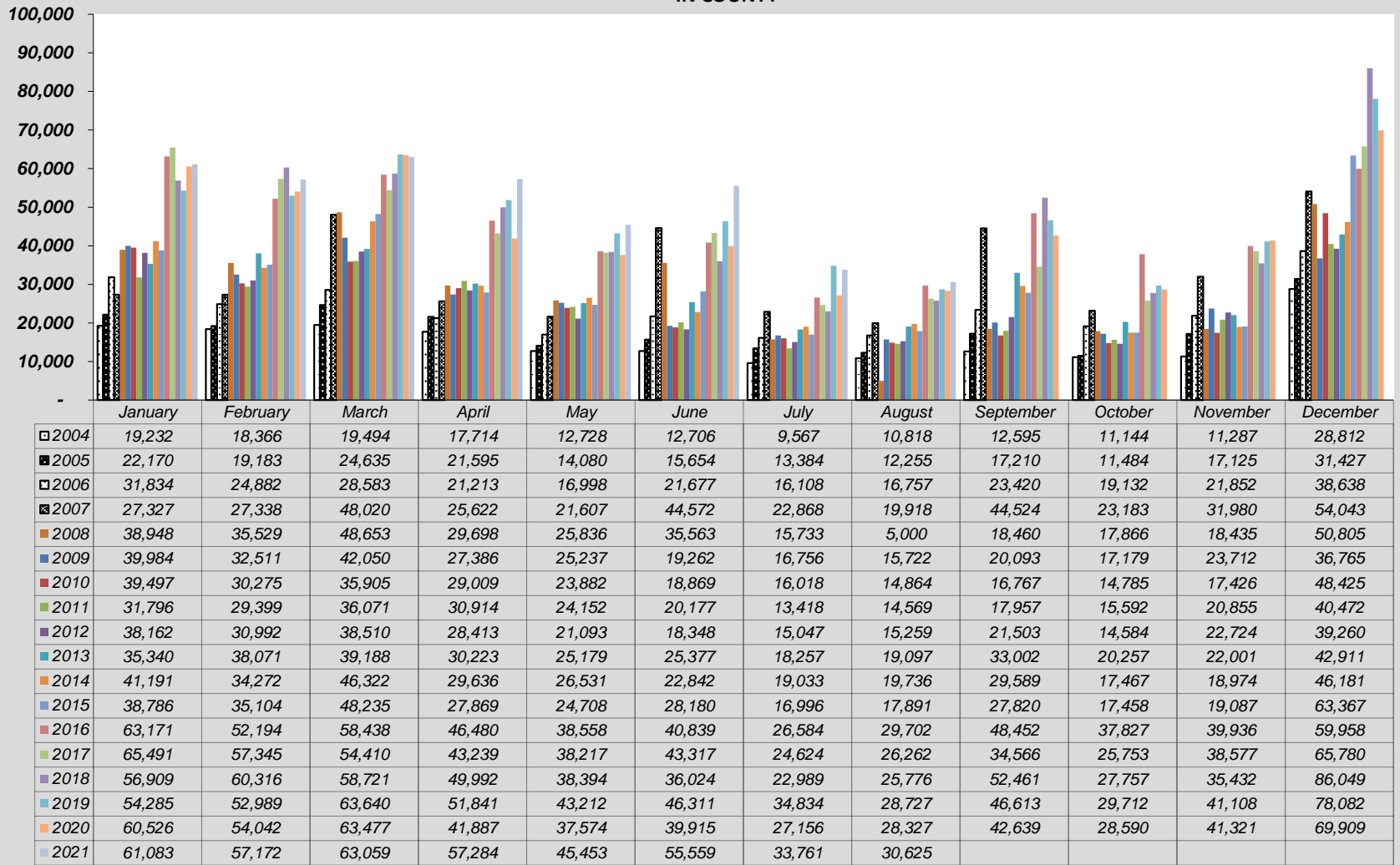
	January	February	March	April	May	June	July	August	September	October	November	December
□ 2004	189,887	207,596	247,987	81,394	41,700	85,062	150,598	108,521	89,811	53,559	75,232	239,742
■ 2005	176,642	209,770	267,426	93,554	41,267	79,262	138,438	108,790	92,455	53,214	87,103	242,741
□ 2006	204,761	221,968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

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

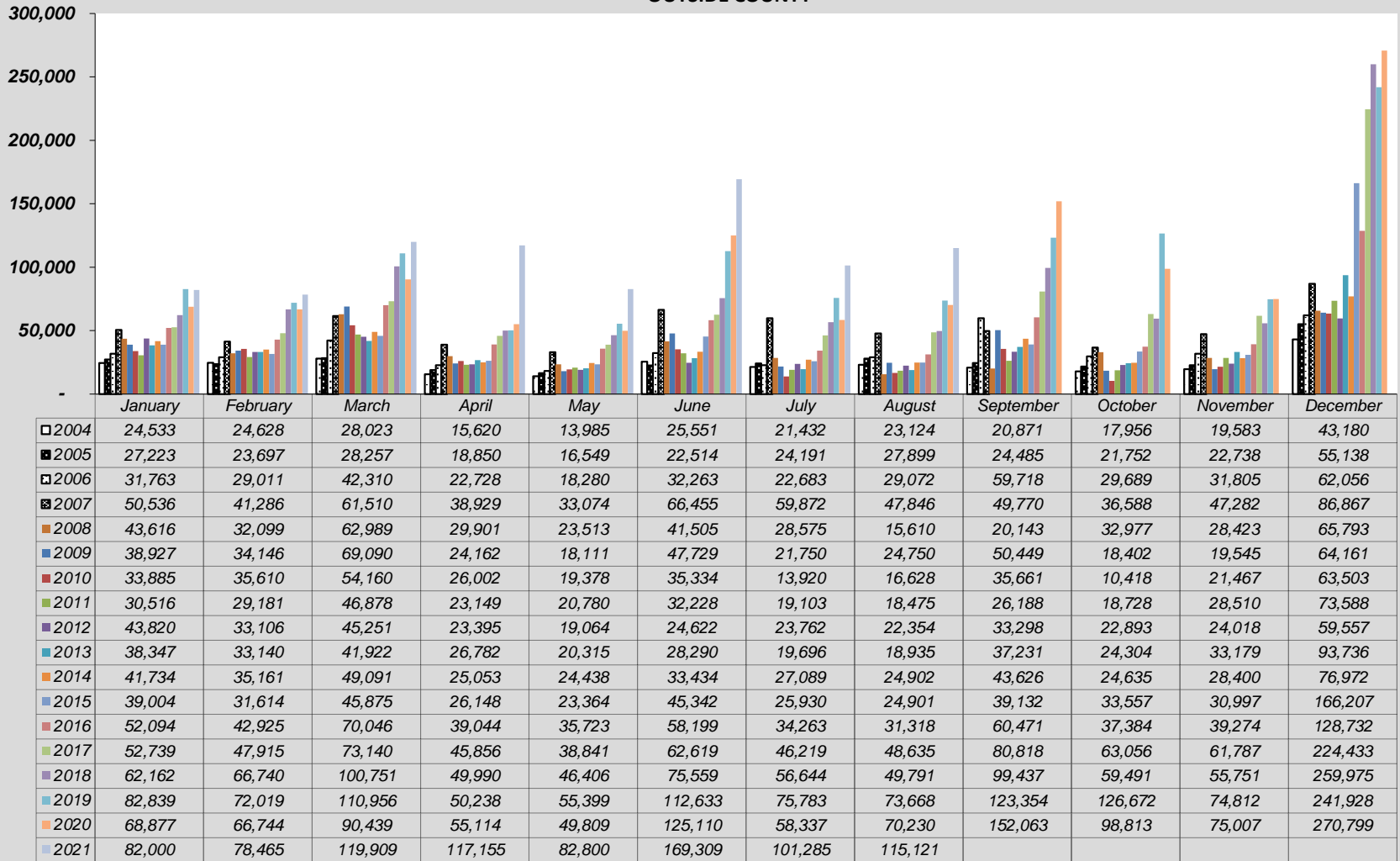


	January	February	March	April	May	June	July	August	September	October	November	December
2004	231,985	231,628	303,503	80,802	4,662	26,255	62,663	48,560	34,494	13,614	41,203	208,826
2005	249,817	240,337	363,428	108,041	7,285	35,955	56,095	45,100	36,936	19,501	28,064	251,150
2006	302,207	276,069	422,156	174,404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

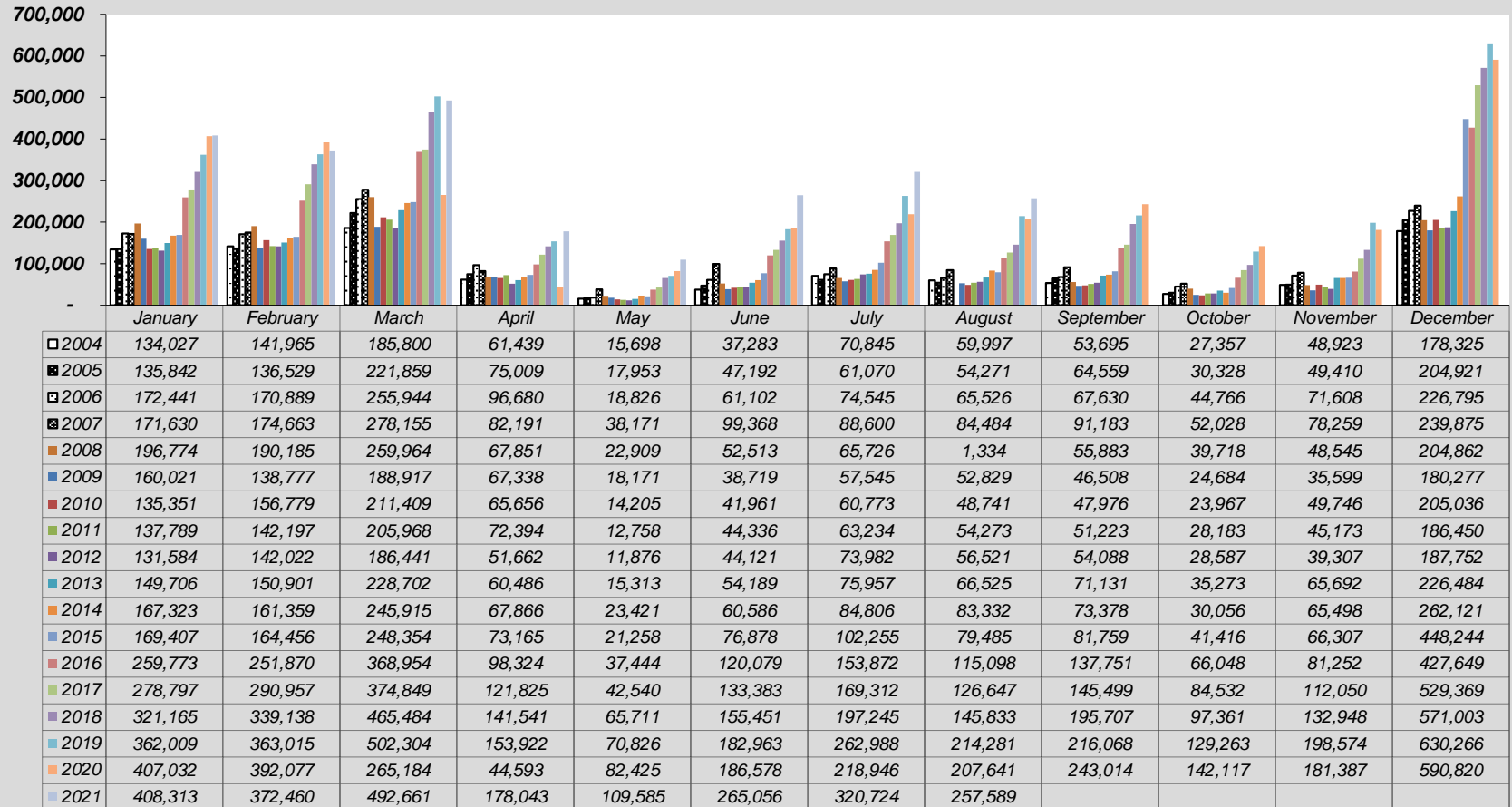
**SALES & TRANSIT/TRAILS TAX COLLECTION
IN COUNTY**



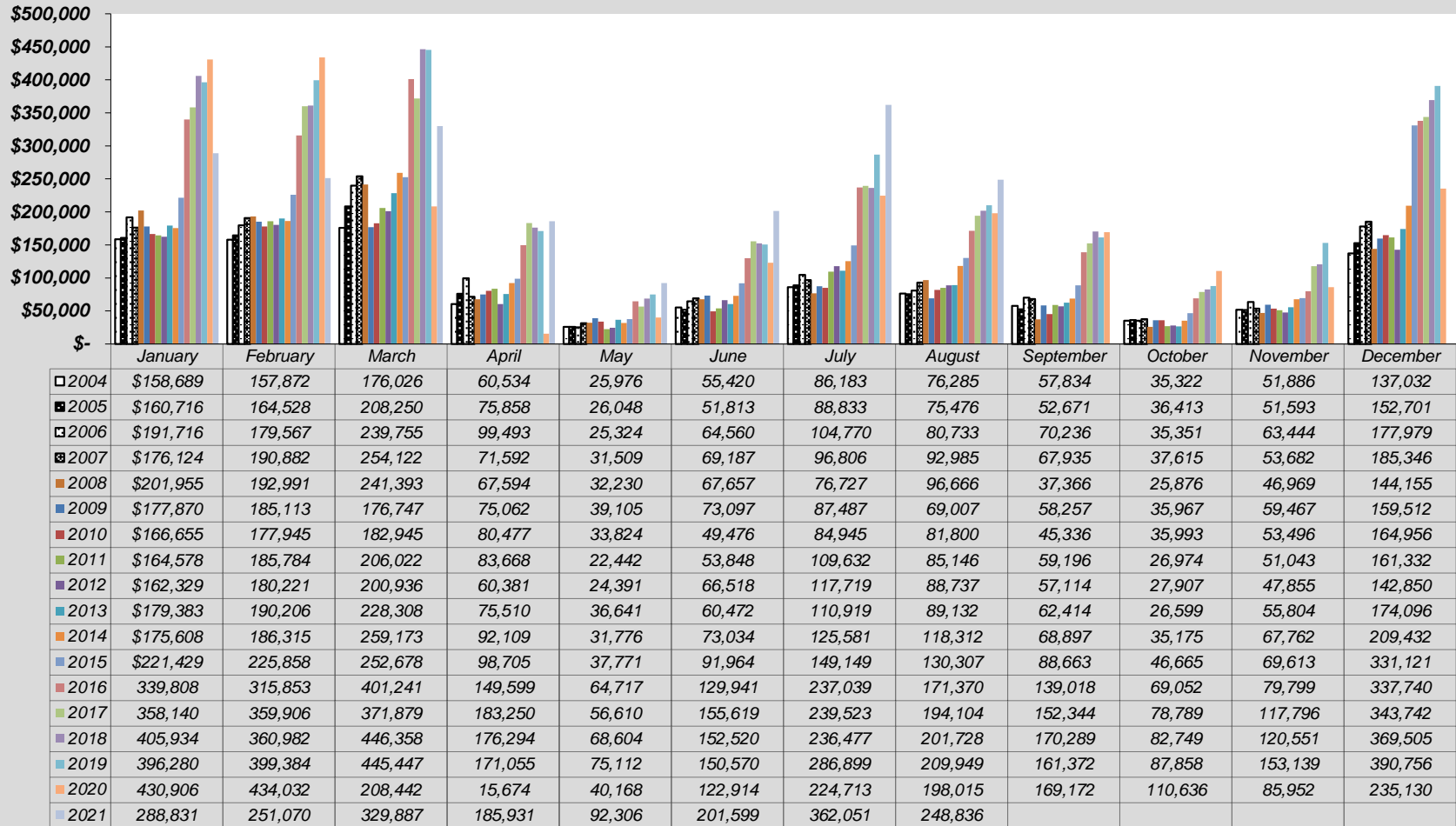
**SALES & TRANSIT/TRAILS TAX COLLECTION
OUTSIDE COUNTY**



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



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



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

