

TOWN OF WINTER PARK, CO

October 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 October 2021, which were remitted to the Town in November 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 October 2021 sales tax collections were 23% above October 2020 collections. All Sectors have experienced double digit growth over 2020 collections year to date. For the year, the Town is 29% ahead of 2020 and is 14% ahead of pre-pandemic 2019 collections. The Lodging Sector has experience the most significant growth in 2021 at 45%. We attribute this to strong visitorship coupled with increased sales tax compliance now that booking platforms are required to remit sales tax directly to the Town for all bookings made through their sites. The Town's year to date collections continue to exceed budgeted collections.

Current Month

7% Tax	October 2021	October 2020	21-20 %	October 2019	21-19 %	October 2018	21-18 %	October 2017	21-17 %	October 2016	21-16 %	October 2015	21-15 %
Sales Tax - Not Lodging (5%)	261,079	215,478	21%	224,058	17%	163,584	60%	149,377	75%	129,612	101%	117,218	123%
Lodging/Accomm Tax (5%)	108,578	84,779	28%	24,991	334%	33,923	220%	27,676	292%	24,975	335%	12,863	744%
Monthly Total (5%)	369,657	300,257	23%	249,049	48%	197,507	87%	177,053	109%	154,587	139%	130,081	184%
Transit & Trails Tax (2%)	147,863	120,103	23%	100,914	47%	79,003	87%	70,821	109%	61,835		-	
Total Collected for Month	517,519	420,360	23%	349,963	48%	276,510	87%	247,874	109%	216,422	139%	130,081	298%

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%)	4,269,785	3,552,659	20%	4,041,790	6%	3,646,010	17%	3,266,653	31%	3,049,057	40%	2,864,058	49%
Lodging/Accomm Tax (5%)	1,899,374	1,228,602	55%	1,352,125	40%	1,277,941	49%	1,230,660	54%	996,919	91%	1,013,116	87%
YTD Total (5%)	6,169,159	4,781,261	29%	5,393,915	14%	4,923,951	25%	4,497,313	37%	4,045,976	52%	3,877,174	59%
Transit & Trails Tax (2%)	2,467,664	1,916,105	29%	2,159,359	14%	1,969,580	25%	1,799,051	37%	1,618,390		-	
Total Collected for Year	8,636,822	6,697,366	29%	7,553,274	14%	6,893,531	25%	6,296,364	37%	5,664,366	52%	3,877,174	123%

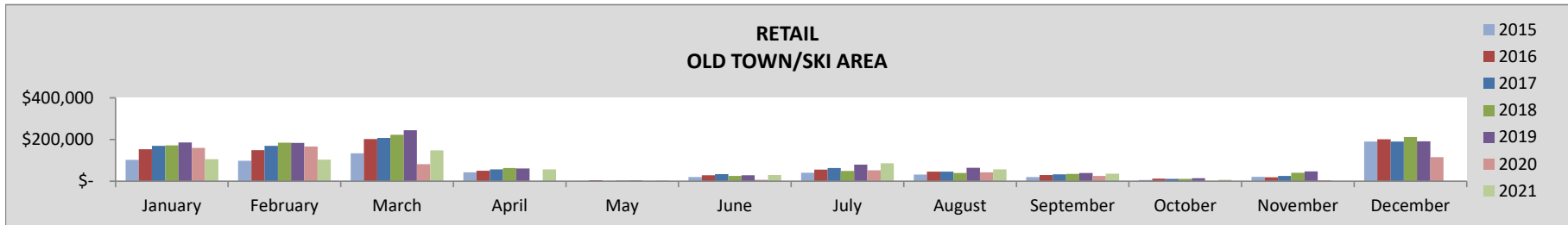
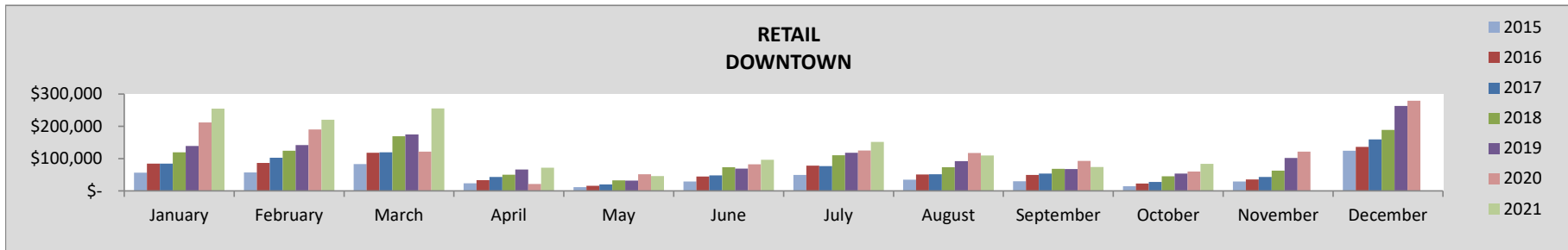
TAX COMPARISON BY INDUSTRY CLASS AND LOCATION

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

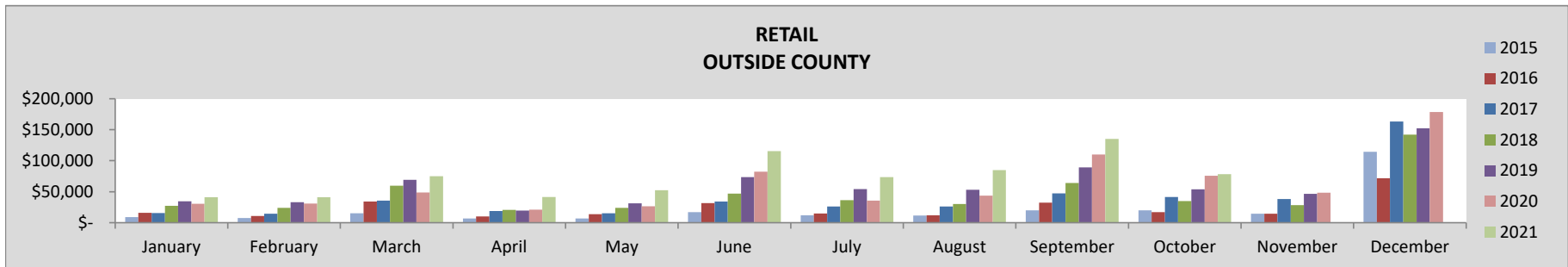
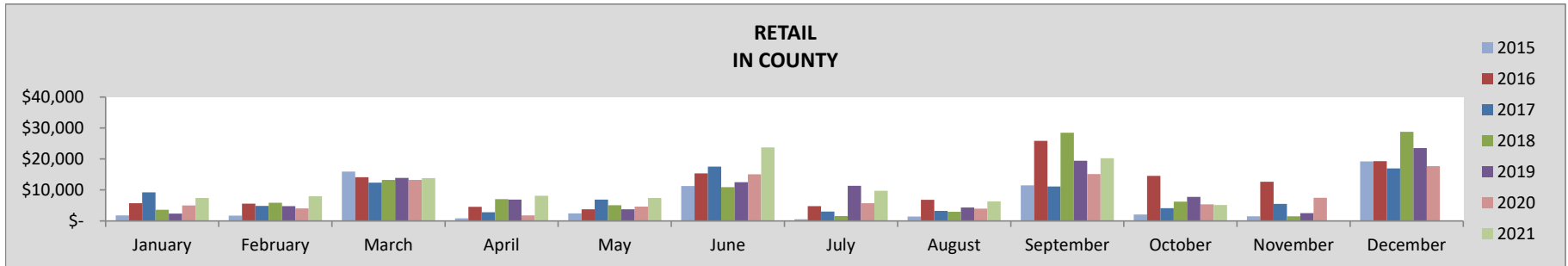
RETAIL

October	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	174,469	142,117	23%	129,263	35%	97,361	79%	84,532	106%	66,048	164%	41,416	201%
Downtown	84,097	59,954	40%	53,362	58%	45,556	85%	27,443	206%	22,484	274%	14,025	328%
Old Town/Ski Area	6,835	1,002	582%	14,209	-52%	10,787	-37%	11,414	-40%	12,039	-43%	5,512	-11%
In County	5,157	5,339	-3%	7,758	-34%	6,251	-18%	4,135	25%	14,551	-65%	2,077	77%
Outside County	78,380	75,822	3%	53,933	45%	34,768	125%	41,539	89%	16,974	362%	19,801	183%

YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	2,844,850	2,189,608	30%	2,457,969	16%	2,124,637	34%	1,768,341	61%	1,609,212	77%	1,058,432	92%
Downtown	1,364,244	1,074,227	27%	953,982	43%	866,287	57%	627,104	118%	583,761	134%	388,711	151%
Old Town/Ski Area	632,360	536,285	18%	906,162	-30%	805,801	-22%	791,127	-20%	731,761	-14%	494,702	-9%
In County	110,116	73,915	49%	86,601	27%	84,959	30%	75,164	47%	101,076	9%	49,434	59%
Outside County	738,130	505,182	46%	511,224	44%	367,590	101%	274,945	168%	192,614	283%	125,581	320%



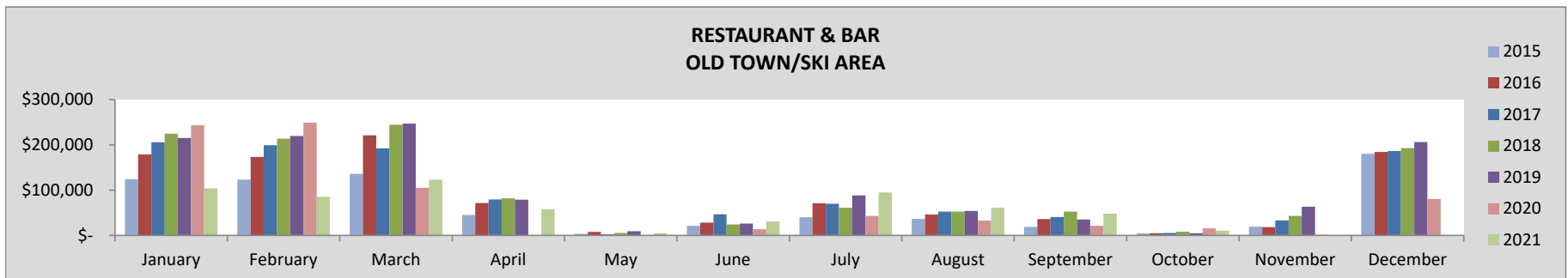
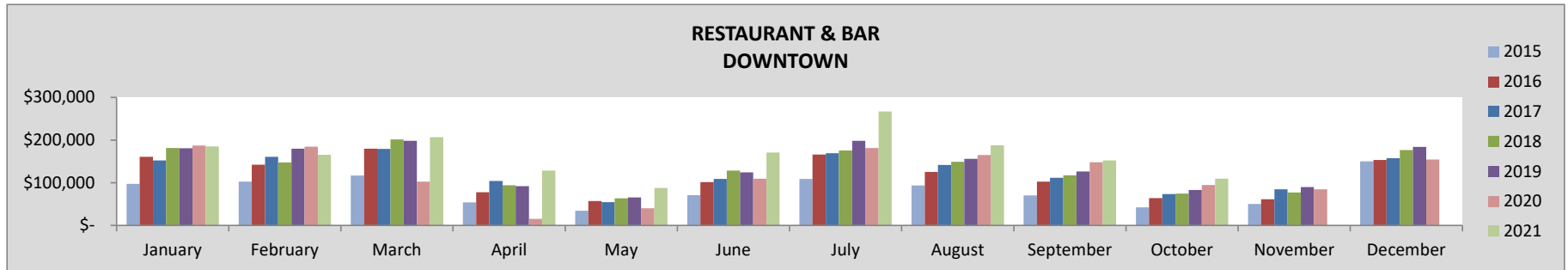
RETAIL - CONTINUED



RESTAURANT & BAR

October	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	119,950	110,636	8%	87,858	37%	82,749	45%	78,789	52%	69,052	74%	46,665	84%
Downtown	109,654	94,757	16%	83,276	32%	74,361	47%	73,634	49%	64,192	71%	42,254	85%
Old Town/Ski Area	10,296	15,879	-35%	4,582	125%	8,388	23%	5,154	100%	4,859	112%	4,411	67%

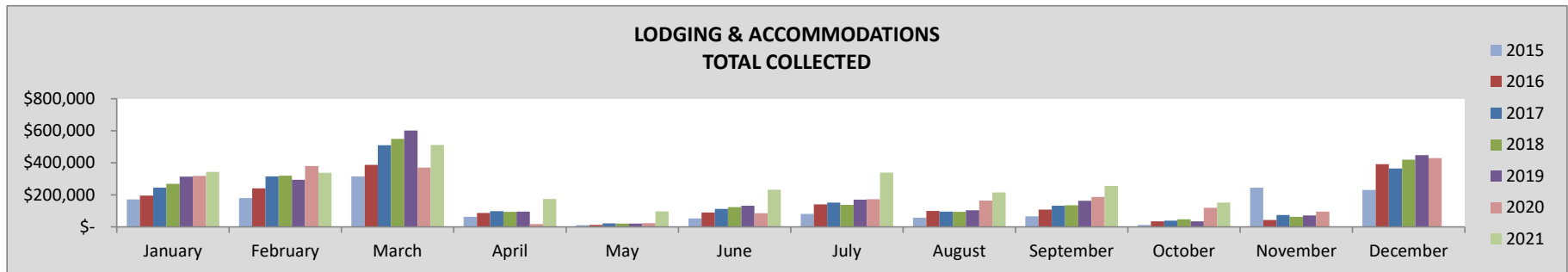
YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	2,281,283	1,954,672	17%	2,383,924	-4%	2,301,934	-1%	2,150,164	6%	2,017,640	13%	1,343,189	21%
Downtown	1,661,332	1,228,588	35%	1,405,238	18%	1,332,673	25%	1,255,706	32%	1,178,326	41%	790,521	50%
Old Town/Ski Area	619,951	726,084	-15%	978,686	-37%	969,261	-36%	894,458	-31%	839,314	-26%	552,668	-20%



LODGING & ACCOMMODATION

October	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	152,009	118,690	28%	34,987	334%	47,492	220%	38,747	292%	34,965	335%	12,863	744%

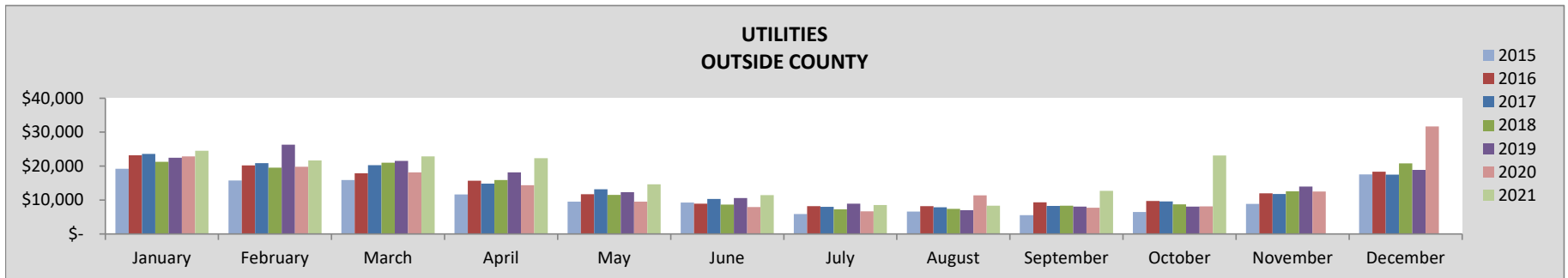
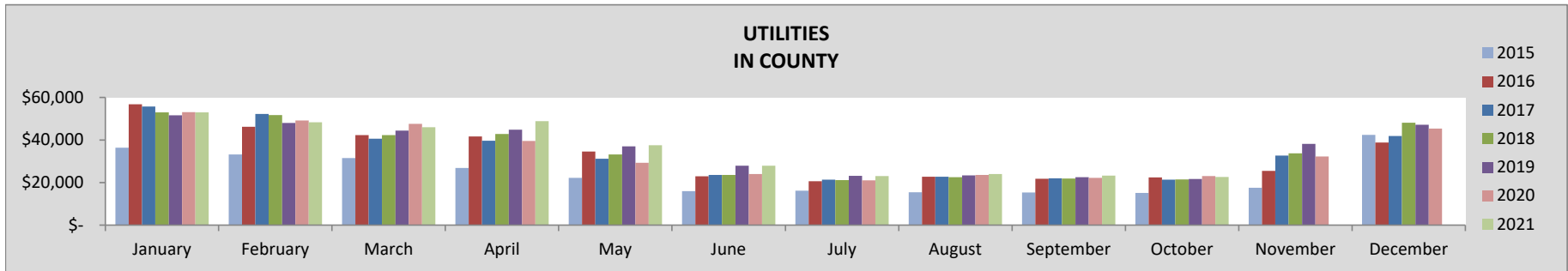
YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	2,659,124	1,838,733	45%	1,927,963	38%	1,789,118	49%	1,722,924	54%	1,395,686	91%	1,013,116	87%



UTILITIES

October	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	45,764	31,237	47%	29,723	54%	30,130	52%	30,986	48%	32,179	42%	21,622	51%
In County	22,625	23,078	-2%	21,633	5%	21,416	6%	21,398	6%	22,422	1%	15,145	7%
Outside County	23,139	8,159	184%	8,090	186%	8,714	166%	9,588	141%	9,757	137%	6,477	155%

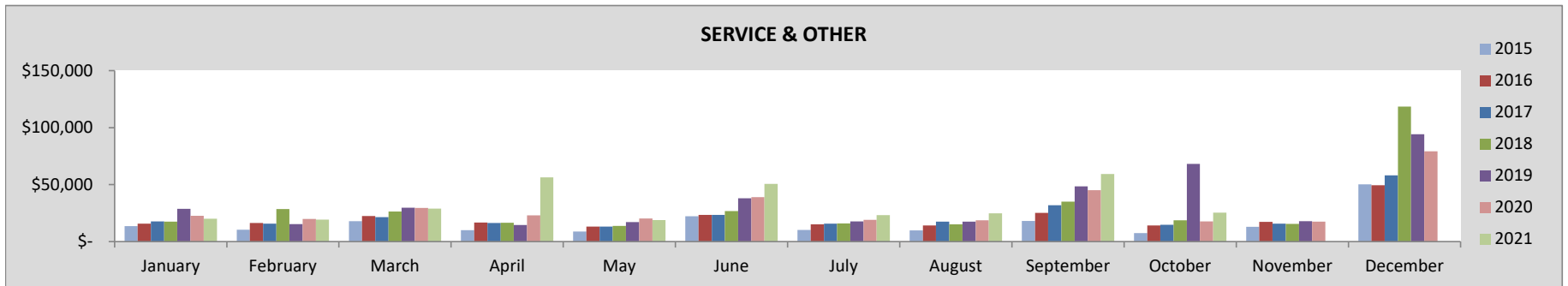
YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	524,741	459,282	14%	488,129	8%	463,275	13%	467,297	12%	465,304	13%	333,998	12%
In County	354,531	332,549	7%	344,610	3%	333,597	6%	330,404	7%	332,142	7%	228,176	11%
Outside County	170,210	126,733	34%	143,519	19%	129,677	31%	136,893	24%	133,162	28%	105,822	15%



SERVICE & OTHER

October	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	25,328	17,679	43%	68,132	-63%	18,777	35%	14,820	71%	14,178	79%	7,515	141%
Downtown	13	20	-33%	523	-97%	7	91%	-	-	-	-	-	-
Old Town/Ski Area	2,672	2,672	0%	2,672	0%	2,672	0%	2,672	0%	2,672	0%	-	-
In County	1,260	156	708%	289	336%	90	1300%	219	475%	854	48%	236	281%
Outside County	21,383	14,831	44%	64,648	-67%	16,009	34%	11,929	79%	10,653	101%	7,279	110%

YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
TOTAL	326,825	255,070	28%	295,289	11%	214,568	52%	187,638	74%	176,524	85%	128,439	82%
Downtown	5,567	7,443	-25%	18,491	-70%	6,711	-17%	5,264	6%	4,529	23%	2,367	68%
Old Town/Ski Area	26,717	26,718	0%	28,924	-8%	27,372	-2%	26,717	0%	27,517	-3%	17,175	11%
In County	20,184	17,290	17%	20,390	-1%	10,784	87%	7,656	164%	8,788	130%	5,438	165%
Outside County	274,357	203,621	35%	227,485	21%	169,702	62%	148,001	85%	135,691	102%	103,459	89%



SALES TAX COMPARISON BY LOCATION

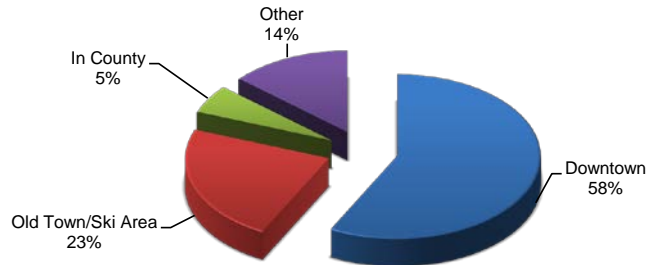
The following compares sales tax collections for the current month and year by location of the business. For lodging properties managed by a property management company, the lodging and accommodation taxes are reflected in the geographic area of the property management company offices.

GEOGRAPHIC AREA

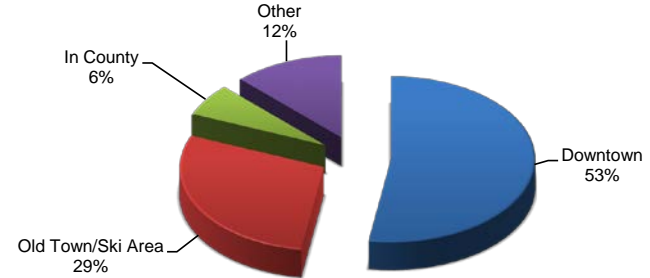
October	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
Downtown	331,341	260,605	27%	156,286	112%	145,329	128%	124,963	165%	101,005	228%	66,429	256%
Old Town/Ski Area	34,223	32,353	6%	37,325	-8%	43,933	-22%	34,102	0%	40,207	-15%	12,637	93%
In County	29,053	28,590	2%	29,680	-2%	27,757	5%	25,753	13%	37,827	-23%	17,458	19%
Outside County	122,902	98,813	24%	126,672	-3%	59,491	107%	63,056	95%	37,384	229%	33,557	162%

YEAR-TO-DATE	2021	2020	21-20%	2019	21-19%	2018	21-18%	2017	21-17%	2016	21-16%	2015	21-15%
Downtown	4,976,862	3,516,318	42%	3,328,684	50%	3,089,005	61%	2,727,903	82%	2,397,492	108%	1,651,224	115%
Old Town/Ski Area	1,992,218	1,921,379	4%	2,890,758	-31%	2,708,217	-26%	2,595,397	-23%	2,363,163	-16%	1,608,037	-12%
In County	485,040	424,133	14%	451,601	7%	429,340	13%	413,224	17%	442,244	10%	283,049	22%
Outside County	1,182,703	835,536	42%	882,228	34%	666,970	77%	559,840	111%	461,467	156%	334,866	152%

2021 YTD TAX COLLECTION BY GEOGRAPHIC AREA

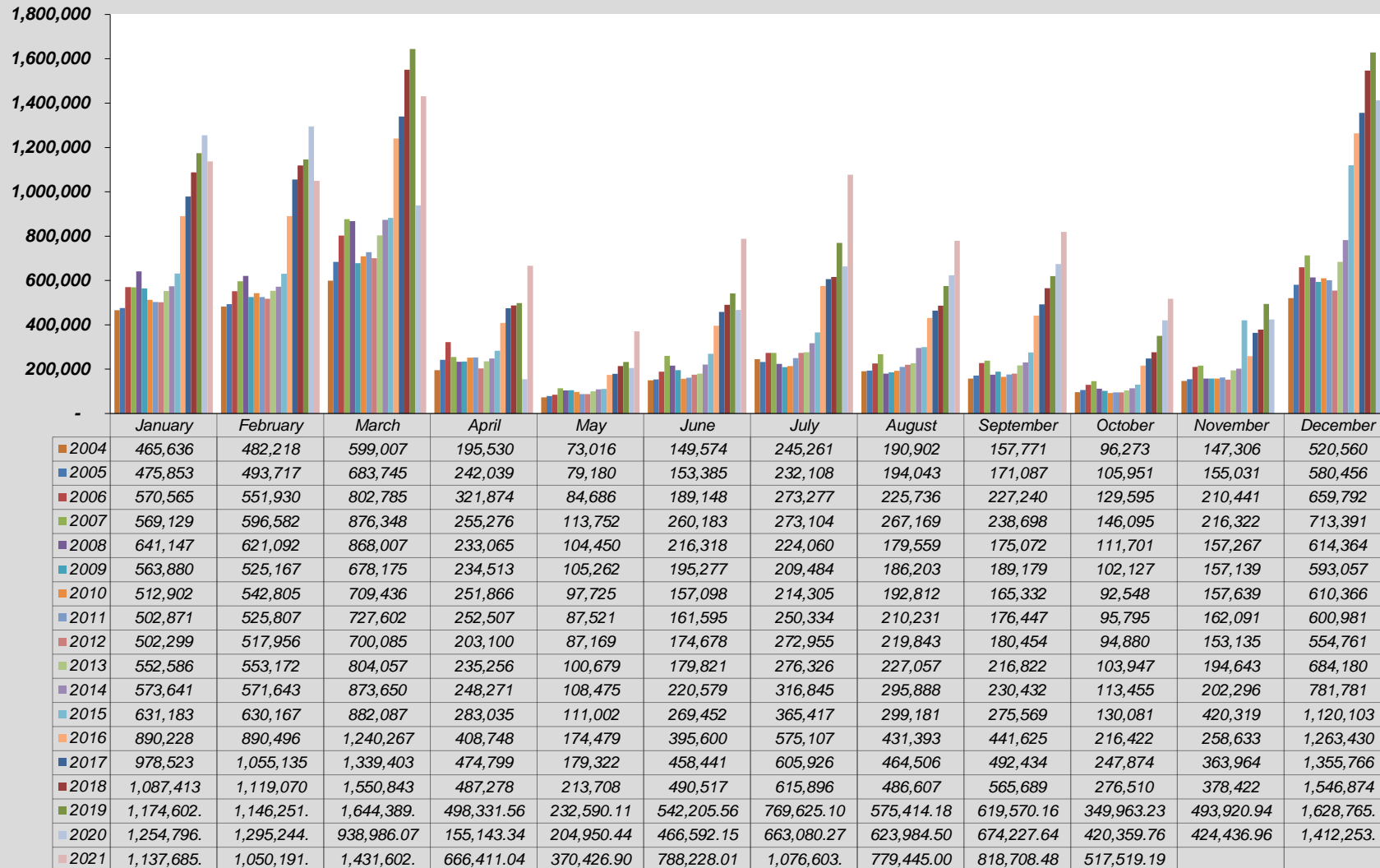


2020 YTD TAX COLLECTION BY GEOGRAPHIC AREA

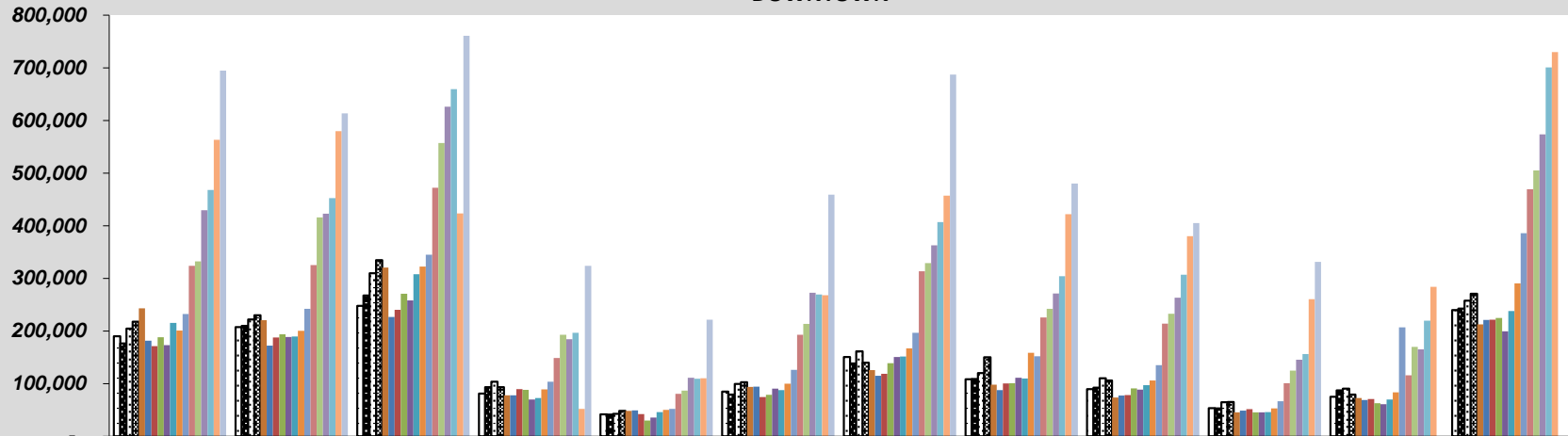


SALES, LODGING AND ACCOMMODATIONS HISTORICAL COMPARISONS

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

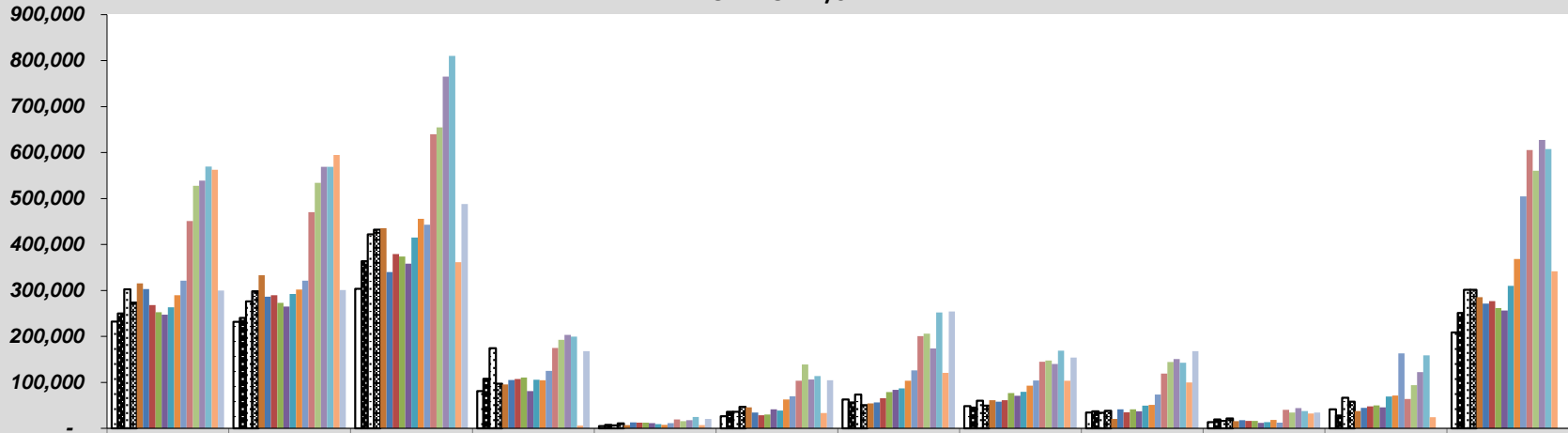


**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION
DOWNTOWN**



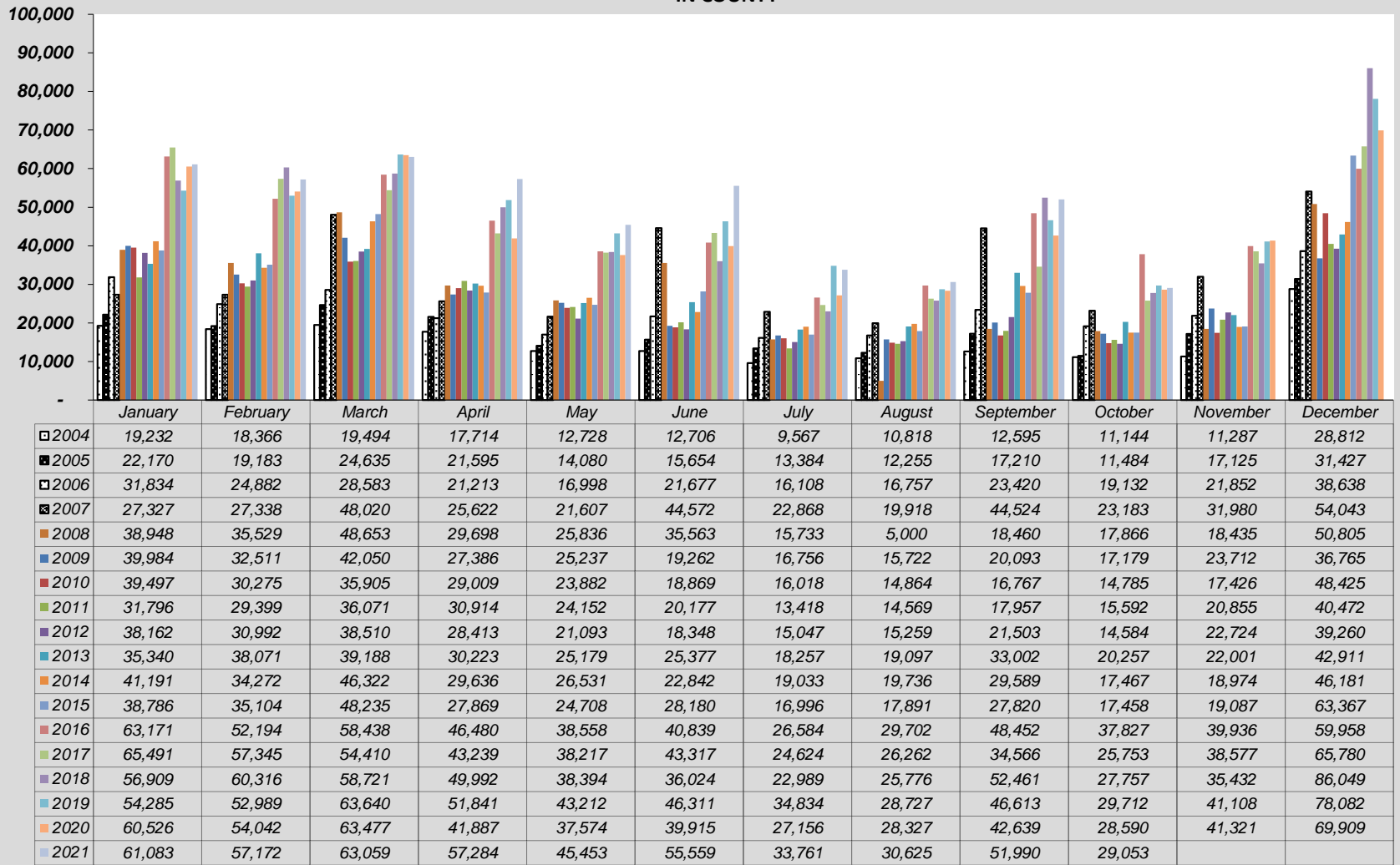
	January	February	March	April	May	June	July	August	September	October	November	December
□ 2004	189,887	207,596	247,987	81,394	41,700	85,062	150,598	108,521	89,811	53,559	75,232	239,742
■ 2005	176,642	209,770	267,426	93,554	41,267	79,262	138,438	108,790	92,455	53,214	87,103	242,741
▣ 2006	204,761	221,968	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	331,341		

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

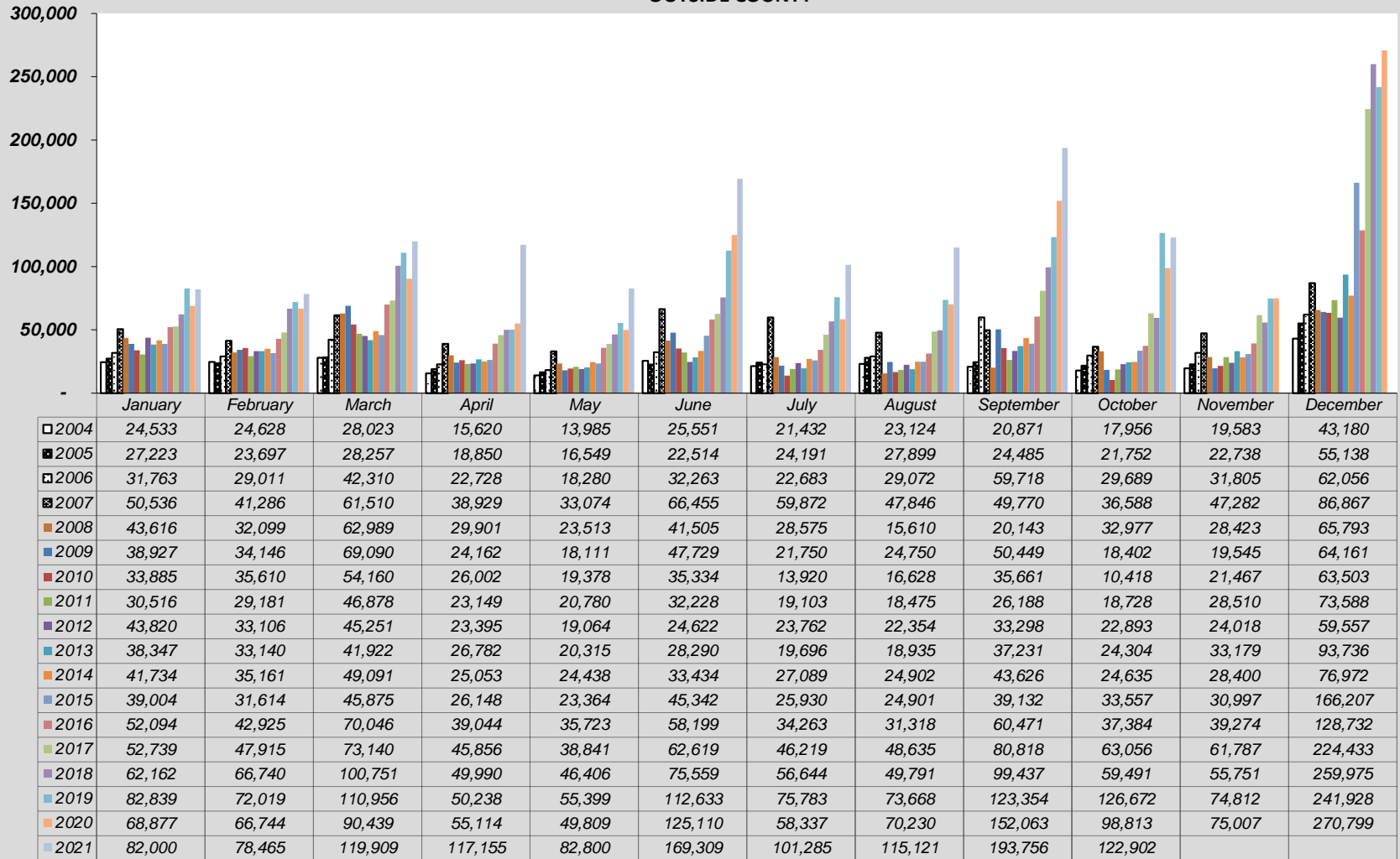


	January	February	March	April	May	June	July	August	September	October	November	December
2004	231,985	231,628	303,503	80,802	4,662	26,255	62,663	48,560	34,494	13,614	41,203	208,826
2005	249,817	240,337	363,428	108,041	7,285	35,955	56,095	45,100	36,936	19,501	28,064	251,150
2006	302,207	276,069	422,156	174,404	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	34,223		

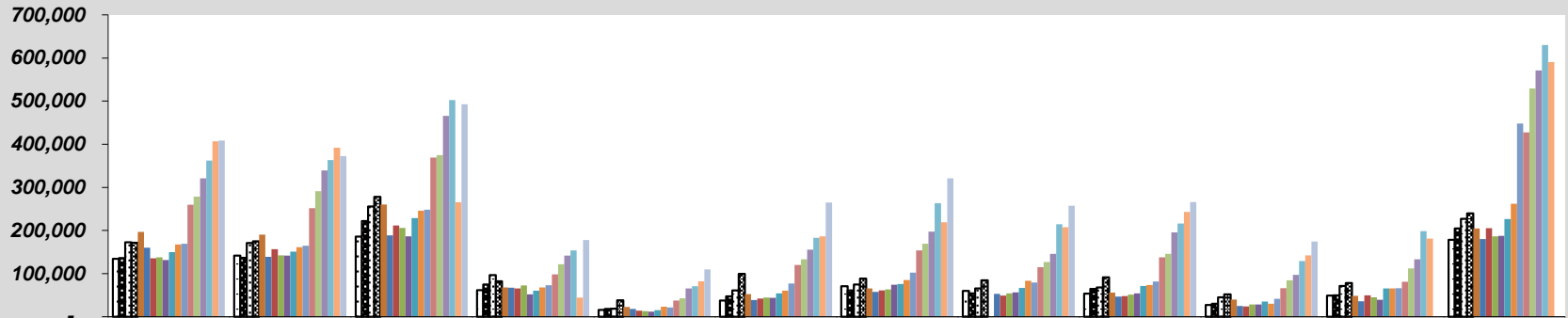
**SALES & TRANSIT/TRAILS TAX COLLECTION
IN COUNTY**



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

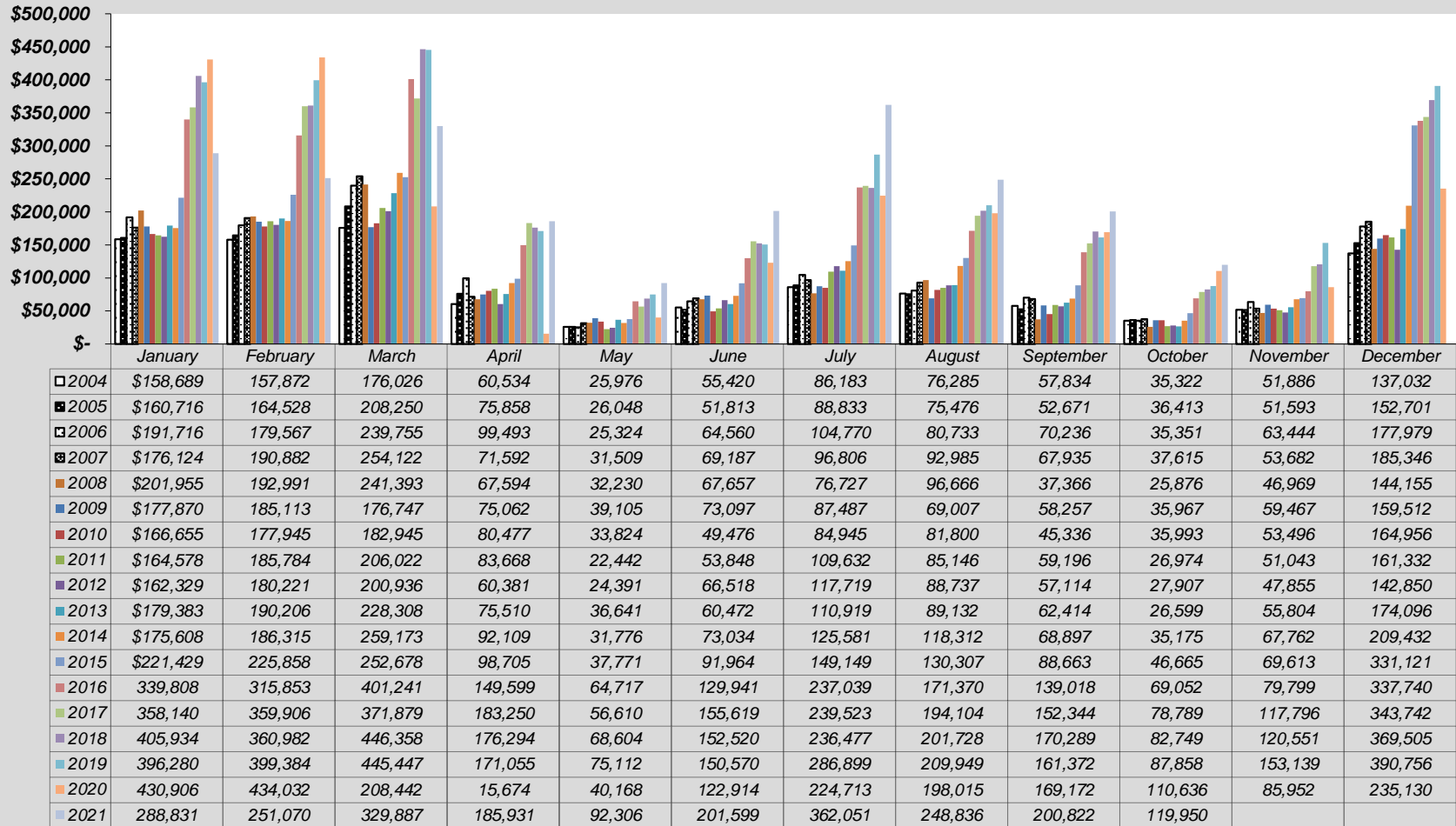


**SALES & TRANSIT/TRAILS TAX COLLECTION
RETAIL**

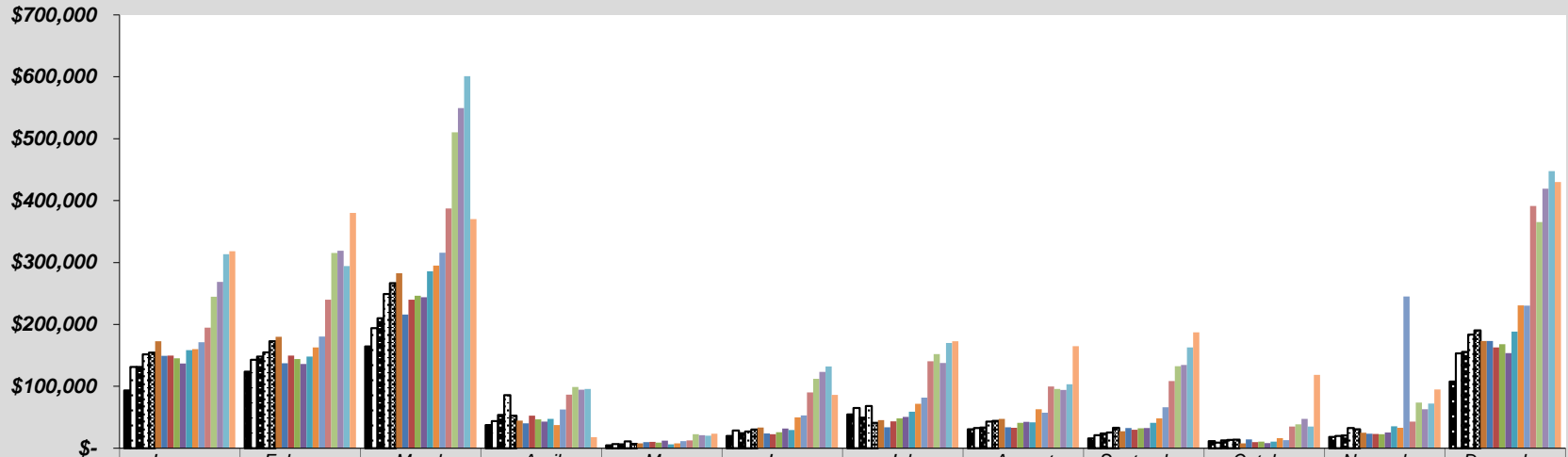


	January	February	March	April	May	June	July	August	September	October	November	December
□ 2004	134,027	141,965	185,800	61,439	15,698	37,283	70,845	59,997	53,695	27,357	48,923	178,325
■ 2005	135,842	136,529	221,859	75,009	17,953	47,192	61,070	54,271	64,559	30,328	49,410	204,921
□ 2006	172,441	170,889	255,944	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	257,589	265,951	174,469		

**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