

# TOWN OF WINTER PARK, CO

## January 2022



### 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 January 2022, which were remitted to the Town in February 2022, and includes an analysis for the year-to-date results along with prior year results.

#### SUMMARY RESULTS FOR SALES, LODGING, ACCOMMODATION AND TRANSIT/TRAILS TAX

The Town of Winter Park's January 2022 sales tax collections were 47% above January 2021 collections. All Sectors have experienced double digit growth over 2021 collections year to date. The Restaurant & Bar Old Town Ski Area Sector had the most significant growth at 140% compared to January 2021. This is a reflection of the resort area having more restaurants & bars open as COVID restrictions lessen. The Lodging Sector also had a significant increase of 69% compared to January 2021. 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 exceed budgeted collections.

#### Current Month

7% Tax	January 2022	January 2021	22-21 %	January 2020	22-20 %	January 2019	22-19 %	January 2018	22-18 %	January 2017	22-17 %
Sales Tax - Not Lodging (5%)	783,161	567,644	38%	668,959	17%	615,138	27%	584,861	34%	524,220	49%
Lodging/Accomm Tax (5%)	415,252	244,989	69%	227,324	83%	223,863	85%	191,863	116%	174,725	138%
Monthly Total (5%)	1,198,413	812,633	47%	896,283	34%	839,002	43%	776,724	54%	698,945	71%
Transit & Trails Tax (2%)	479,365	325,053	47%	358,513	34%	335,601	43%	310,689	54%	279,578	71%
Total Collected for Month	1,677,779	1,137,686	47%	1,254,797	34%	1,174,602	43%	1,087,413	54%	978,523	71%

#### Year-To-Date

7% Tax	YTD 2022	YTD 2021	22-21 %	YTD 2020	22-20 %	YTD 2019	22-19 %	YTD 2018	22-18 %	YTD 2017	22-17 %
Sales Tax - Not Lodging (5%)	783,161	567,644	38%	668,959	17%	615,138	27%	584,861	34%	524,220	49%
Lodging/Accomm Tax (5%)	415,252	244,989	69%	227,324	83%	223,863	85%	191,863	116%	174,725	138%
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Transit & Trails Tax (2%)	479,365	325,053	47%	358,513	34%	335,601	43%	310,689	54%	279,578	71%
Total Collected for Year	1,677,779	1,137,686	47%	1,254,797	34%	1,174,602	43%	1,087,413	54%	978,523	71%

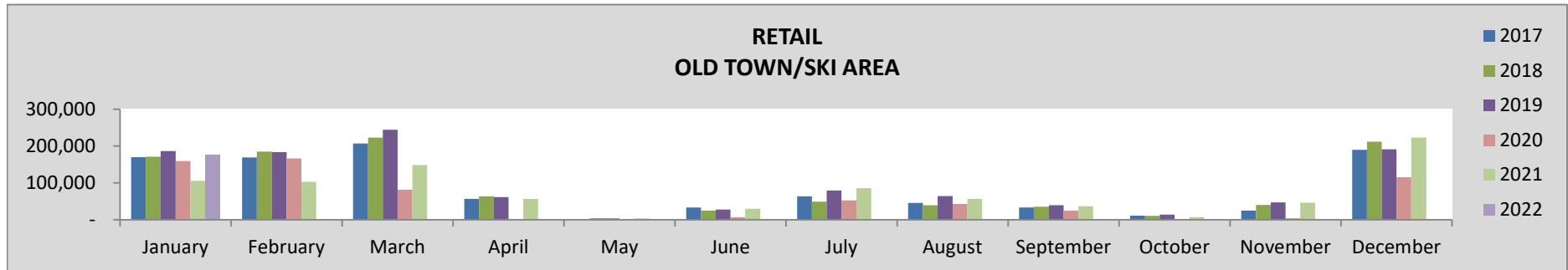
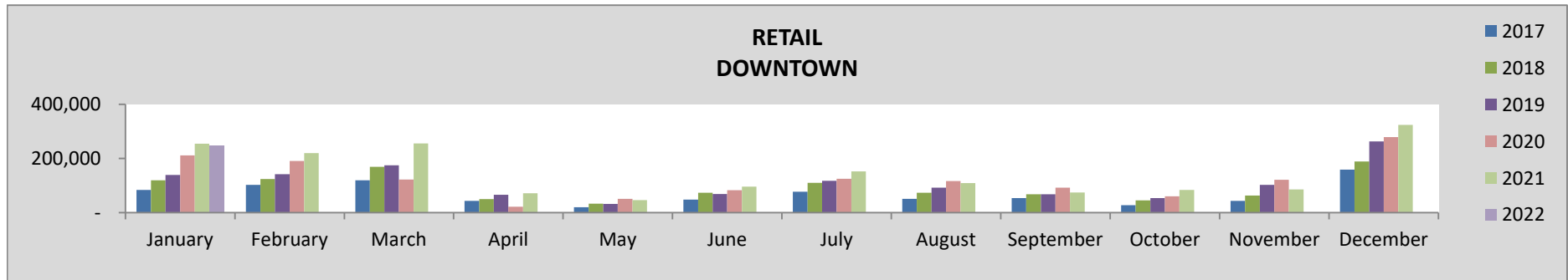
## TAX COMPARISON BY INDUSTRY CLASS AND LOCATION

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

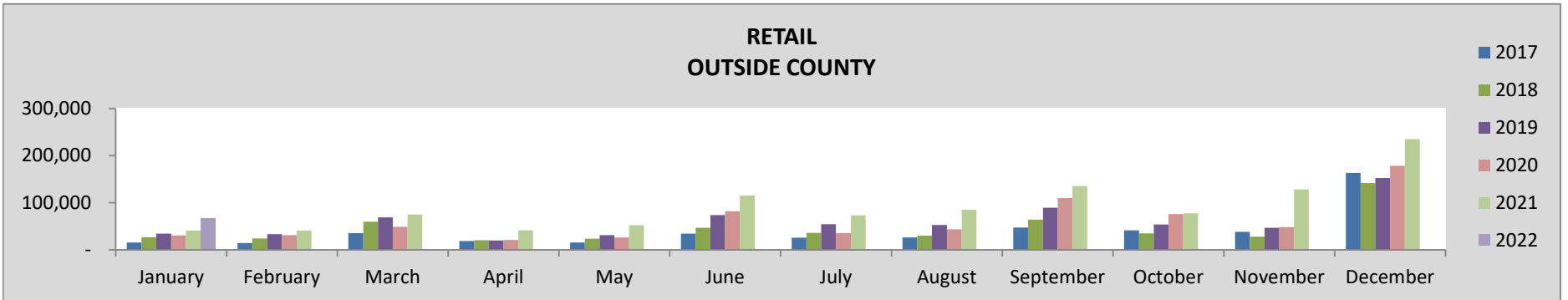
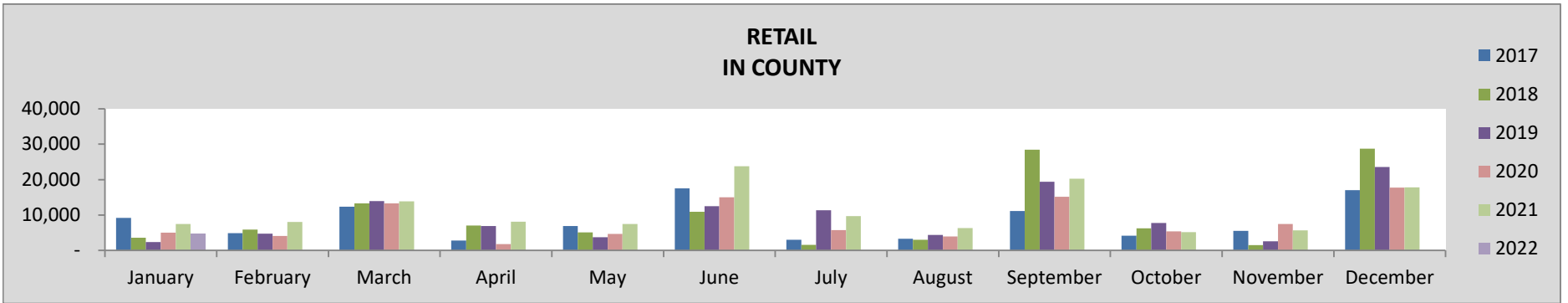
### RETAIL

January	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	494,782	408,313	21%	407,032	22%	362,009	37%	321,165	54%	278,797	77%
Downtown	246,671	254,484	-3%	211,867	16%	138,852	78%	119,218	107%	84,223	193%
Old Town/Ski Area	176,755	105,361	68%	159,544	11%	186,234	-5%	171,256	3%	169,810	4%
In County	4,812	7,440	-35%	5,028	-4%	2,343	105%	3,587	34%	9,206	-48%
Outside County	66,544	41,028	62%	30,593	118%	34,580	92%	27,105	146%	15,557	328%

YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	494,782	408,313	21%	407,032	22%	362,009	37%	321,165	54%	278,797	77%
Downtown	246,671	254,484	-3%	211,867	16%	138,852	78%	119,218	107%	84,223	193%
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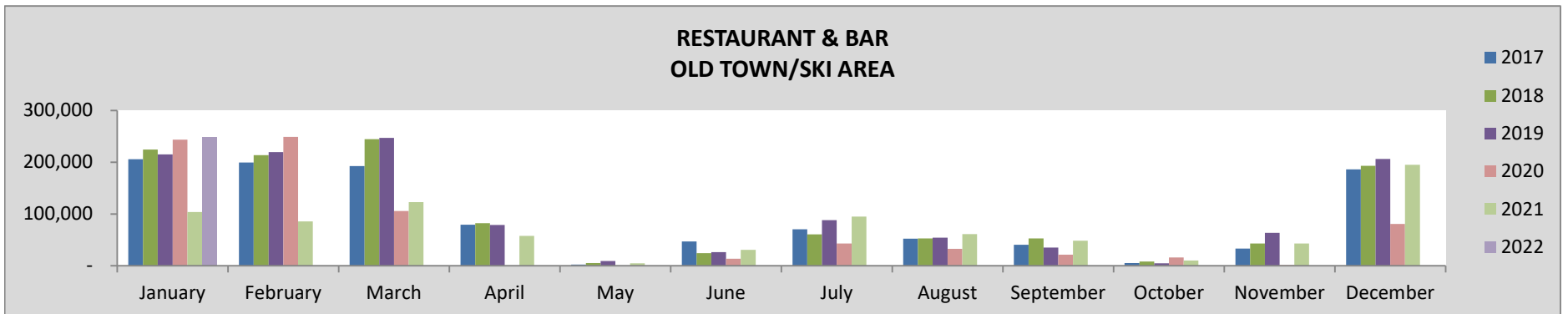
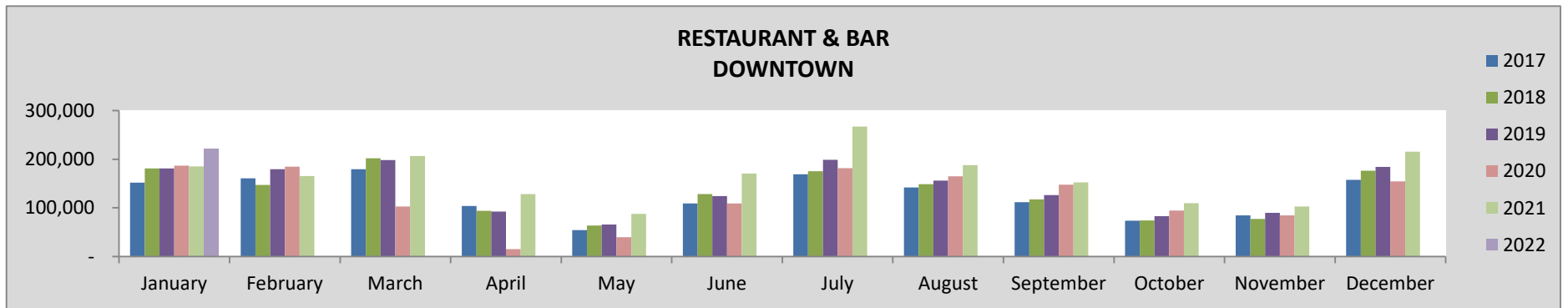
# RETAIL - CONTINUED



# RESTAURANT & BAR

January	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	471,305	288,831	63%	430,906	9%	396,280	19%	405,934	16%	358,140	32%
Downtown	222,071	185,021	20%	187,009	19%	180,862	23%	181,249	23%	152,130	46%
Old Town/Ski Area	249,234	103,810	140%	243,897	2%	215,417	16%	224,685	11%	206,010	21%

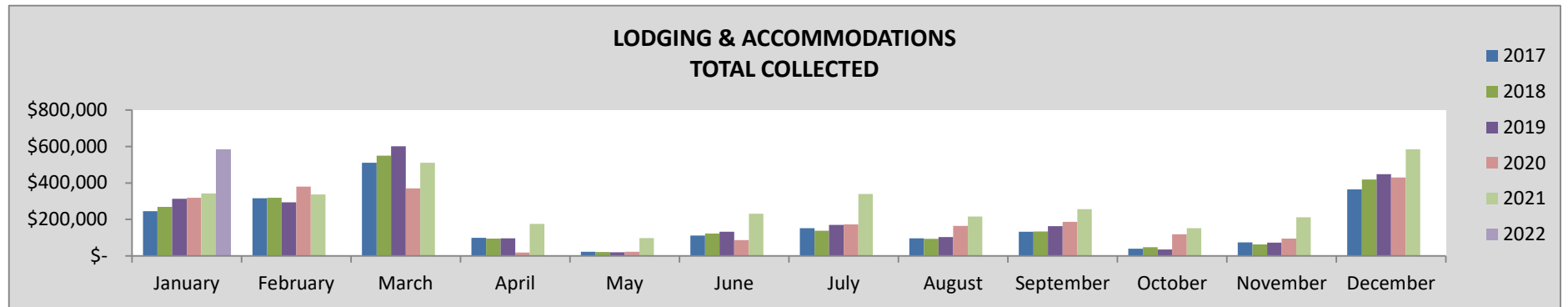
YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	471,305	288,831	63%	430,906	9%	396,280	19%	405,934	16%	358,140	32%
Downtown	222,071	185,021	20%	187,009	19%	180,862	23%	181,249	23%	152,130	46%
Old Town/Ski Area	249,234	103,810	140%	243,897	2%	215,417	16%	224,685	11%	206,010	21%



## LODGING & ACCOMMODATION

January	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	581,353	342,984	69%	318,254	83%	313,408	85%	268,608	116%	244,615	138%

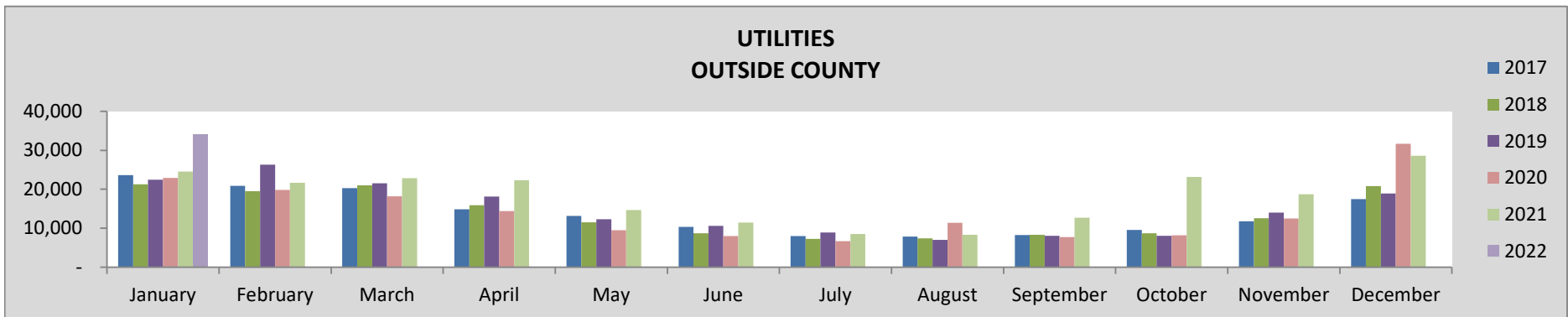
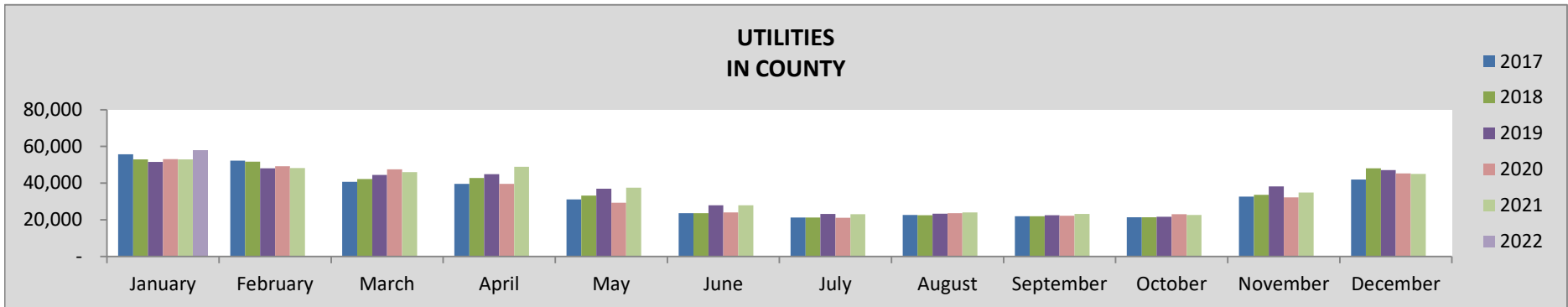
YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	581,353	342,984	69%	318,254	83%	313,408	85%	268,608	116%	244,615	138%



# UTILITIES

January	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	91,824	77,494	18%	75,923	21%	74,087	24%	74,231	24%	79,302	16%
In County	57,731	52,947	9%	53,037	9%	51,607	12%	52,958	9%	55,692	4%
Outside County	34,093	24,548	39%	22,887	49%	22,480	52%	21,273	60%	23,610	44%

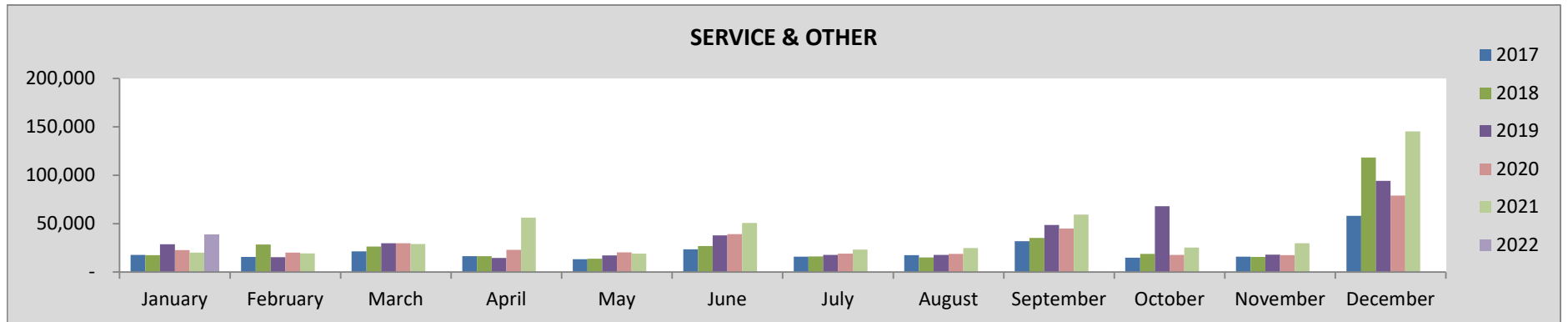
YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	91,824	77,494	18%	75,923	21%	74,087	24%	74,231	24%	79,302	16%
In County	57,731	52,947	9%	53,037	9%	51,607	12%	52,958	9%	55,692	4%
Outside County	34,093	24,548	39%	22,887	49%	22,480	52%	21,273	60%	23,610	44%



## SERVICE & OTHER

January	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	38,514	20,063	92%	22,682	70%	28,818	34%	17,474	120%	17,668	118%
Downtown	97	287	-66%	2,218	-96%	32	205%	-	-	832	-88%
Old Town/Ski Area	2,672	2,672	0%	2,672	0%	2,672	0%	3,327	-20%	2,672	0%
In County	479	680	-29%	2,395	-80%	335	43%	364	32%	592	-19%
Outside County	35,266	16,425	115%	15,397	129%	25,780	37%	13,783	156%	13,572	160%

YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	38,514	20,063	92%	22,682	70%	28,818	34%	17,474	120%	17,668	118%
Downtown	97	287	-66%	2,218	-96%	32	205%	-	-	832	-88%
Old Town/Ski Area	2,672	2,672	0%	2,672	0%	2,672	0%	3,327	-20%	2,672	0%
In County	479	680	-29%	2,395	-80%	335	43%	364	32%	592	-19%
Outside County	35,266	16,425	115%	15,397	129%	25,780	37%	13,783	156%	13,572	160%



## SALES TAX COMPARISON BY LOCATION

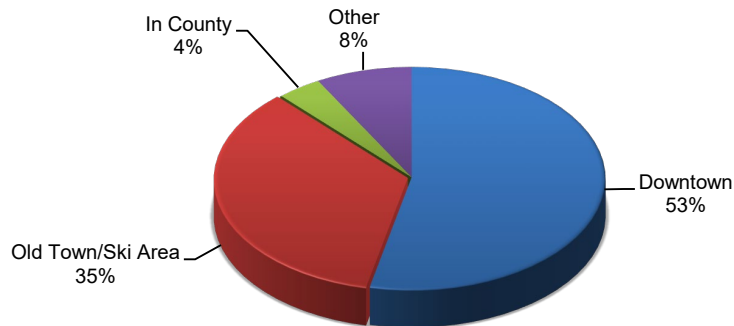
The following compares sales tax collections for the current month and year by location of the business. For lodging properties managed by a property management company, the lodging and accommodation taxes are reflected in the geographic area of the property management company offices.

### GEOGRAPHIC AREA

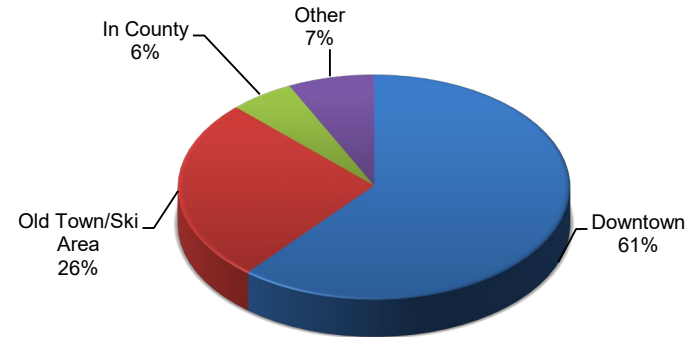
January	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
Downtown	896,785	694,749	29%	563,109	59%	467,939	92%	429,601	109%	332,464	170%
Old Town/Ski Area	582,066	299,854	94%	562,285	4%	569,539	2%	538,742	8%	527,828	10%
In County	63,024	61,083	3%	60,526	4%	54,285	16%	56,909	11%	65,491	-4%
Outside County	135,903	82,000	66%	68,877	97%	82,839	64%	62,162	119%	52,739	158%

YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
Downtown	896,785	694,749	29%	563,109	59%	467,939	92%	429,601	109%	332,464	170%
Old Town/Ski Area	582,066	299,854	94%	562,285	4%	569,539	2%	538,742	8%	527,828	10%
In County	63,024	61,083	3%	60,526	4%	54,285	16%	56,909	11%	65,491	-4%
Outside County	135,903	82,000	66%	68,877	97%	82,839	64%	62,162	119%	52,739	158%

**2022 YTD TAX COLLECTION BY GEOGRAPHIC AREA**



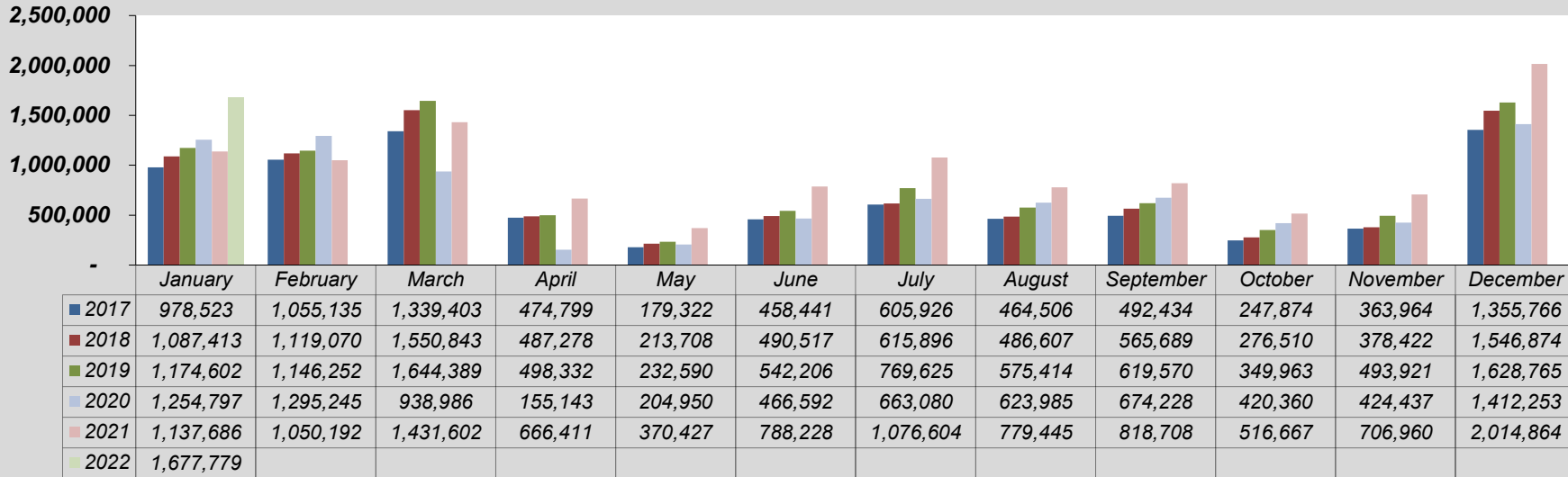
**2021 YTD TAX COLLECTION BY GEOGRAPHIC AREA**



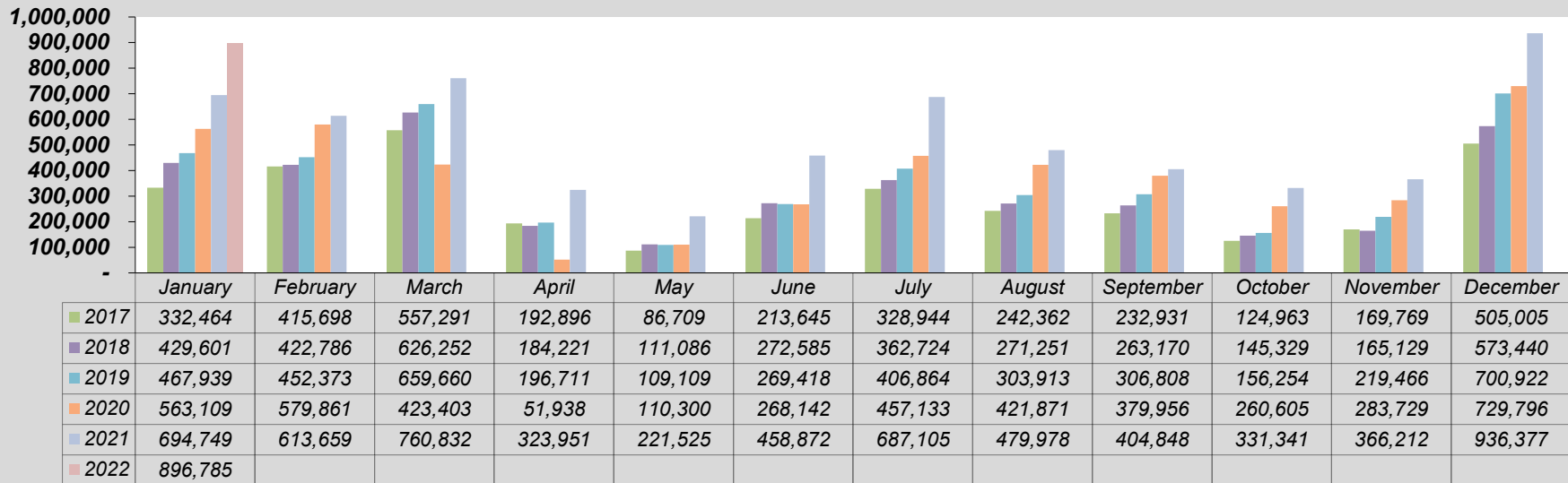


# SALES, LODGING AND ACCOMMODATIONS HISTORICAL COMPARISONS

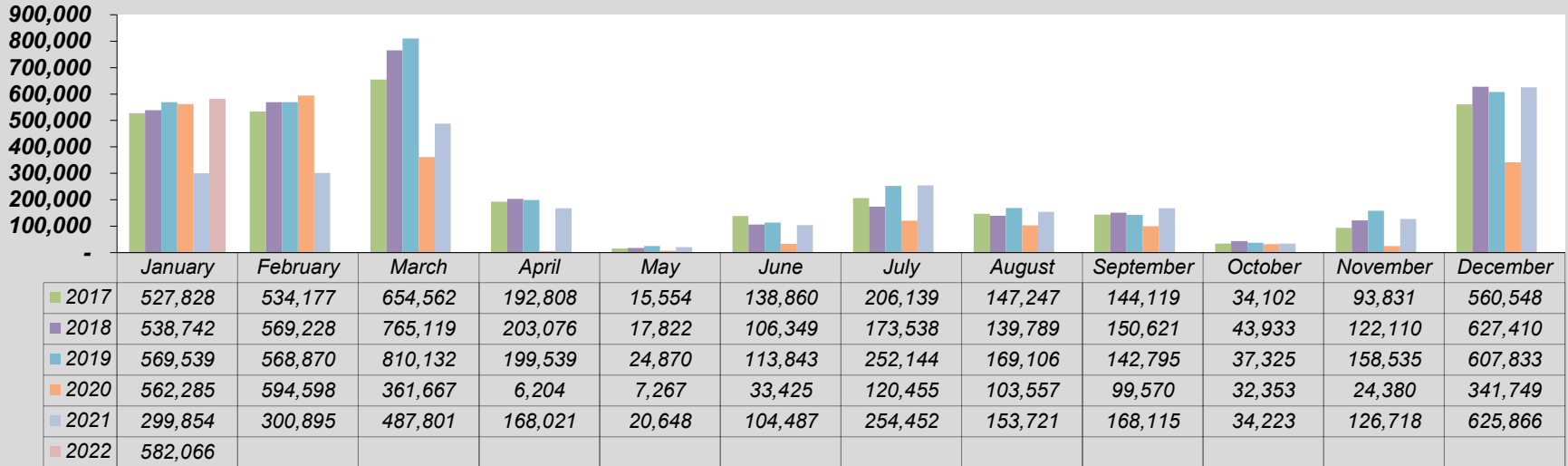
## SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION BY MONTH TOTAL COLLECTED



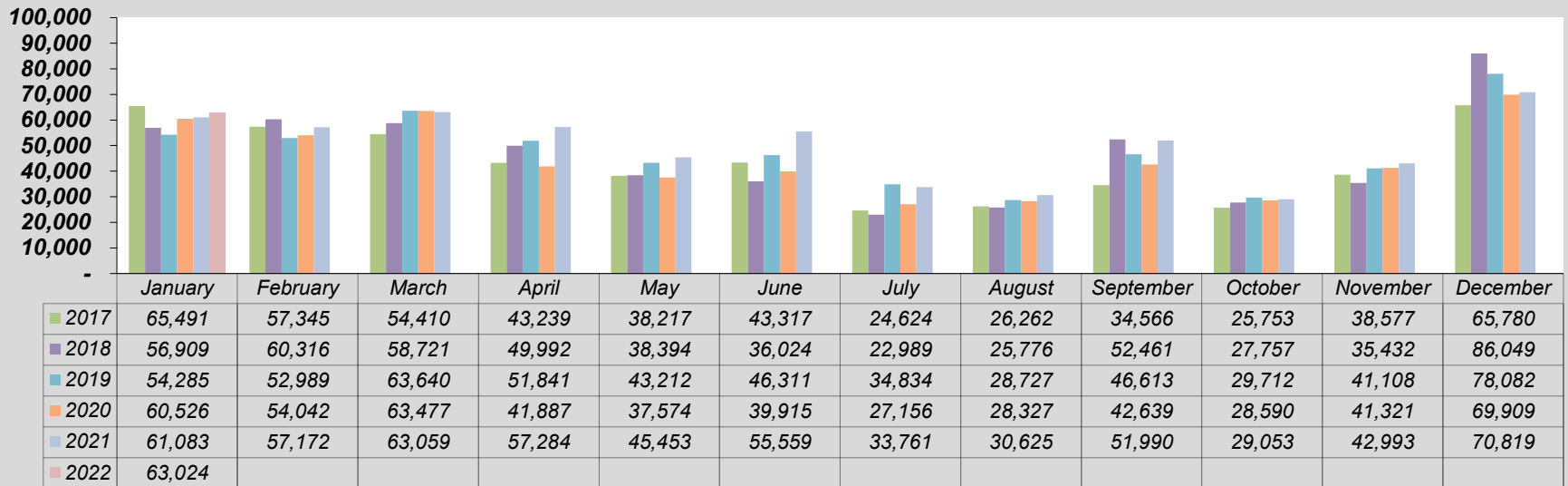
## SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION DOWNTOWN



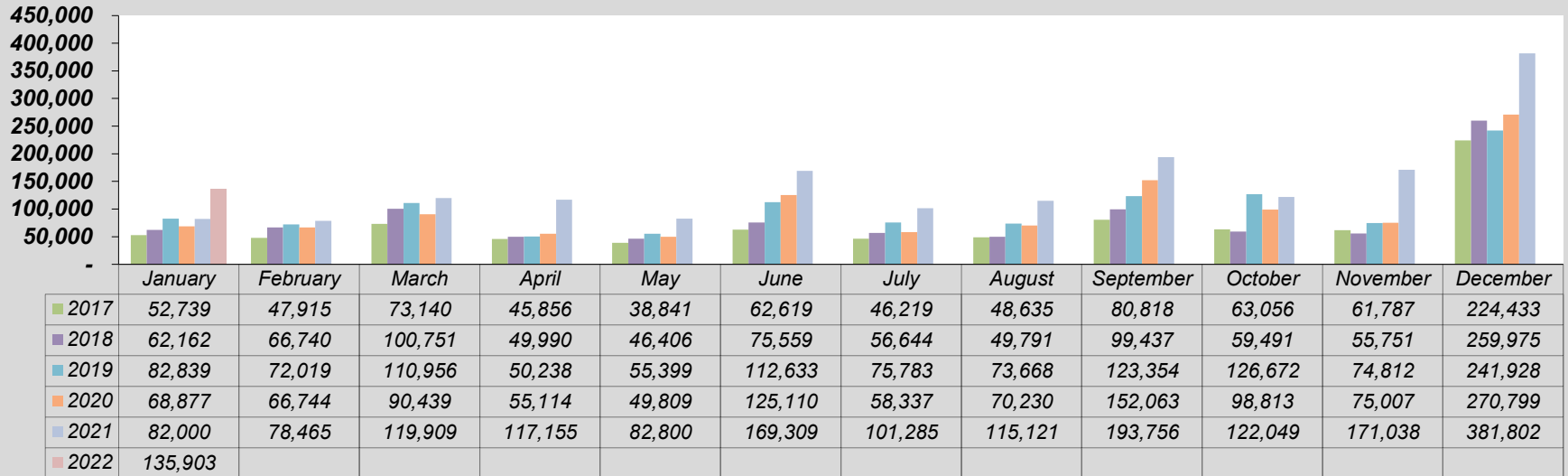
**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION  
OLD TOWN/SKI AREA**



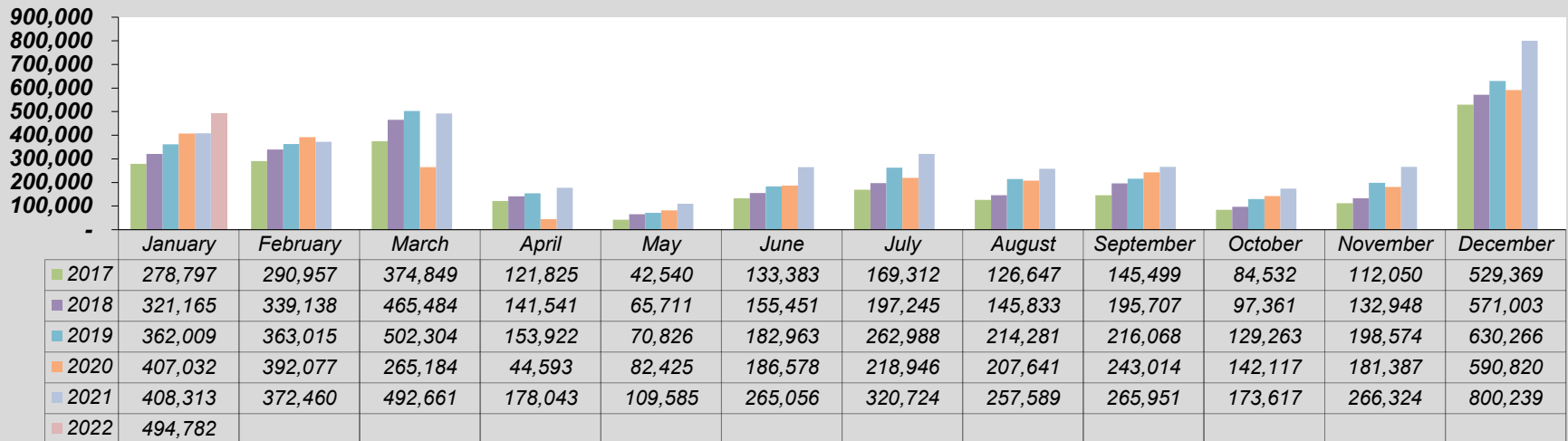
**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION  
IN COUNTY**



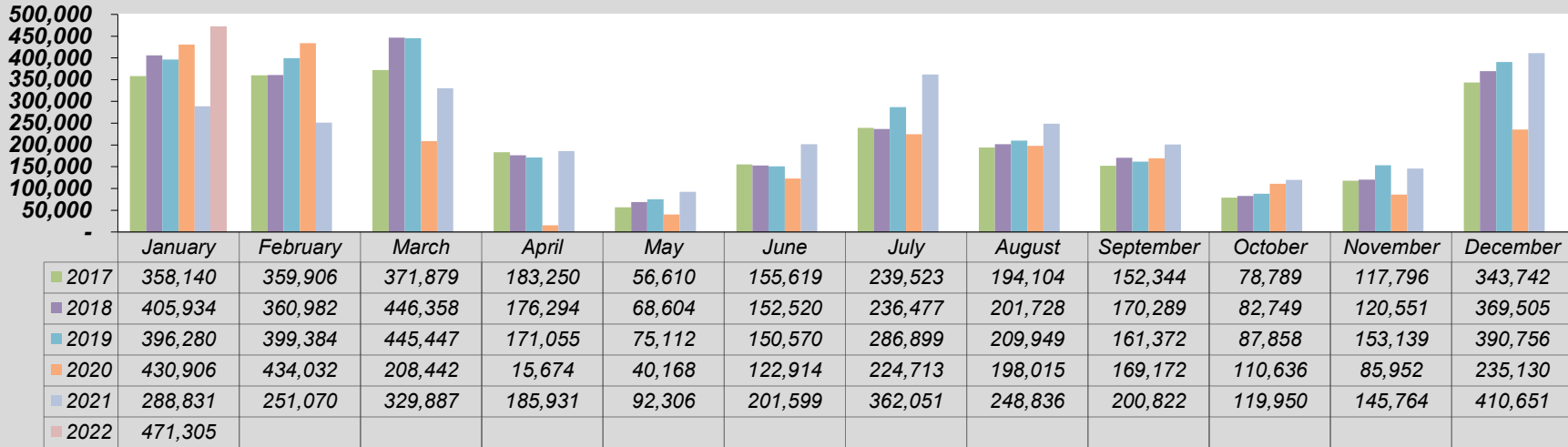
**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION  
OUTSIDE COUNTY**



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



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



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

