

TOWN OF WINTER PARK, CO

February 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 February 2022, which were remitted to the Town in March 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 February 2022 sales tax collections were 68% above February 2021 collections. All Sectors are still experiencing double digit growth over 2021 collections year to date. The Restaurant & Bar Old Town Ski Area Sector had the most significant growth at 221% compared to February 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 64% compared to February 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	February 2022	February 2021	22-21 %	February 2020	22-20 %	February 2019	22-19 %	February 2018	22-18 %	February 2017	22-17 %
Sales Tax - Not Lodging (5%)	868,502	509,141	71%	653,597	33%	608,697	43%	571,379	52%	528,294	64%
Lodging/Accomm Tax (5%)	395,018	240,996	64%	271,578	45%	210,054	88%	227,957	73%	225,374	75%
Monthly Total (5%)	1,263,520	750,137	68%	925,175	37%	818,751	54%	799,336	58%	753,668	68%
Transit & Trails Tax (2%)	505,408	300,055	68%	370,070	37%	327,501	54%	319,734	58%	301,467	68%
Total Collected for Month	1,768,928	1,050,192	68%	1,295,245	37%	1,146,252	54%	1,119,070	58%	1,055,135	68%

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%)	1,651,663	1,076,785	53%	1,322,556	25%	1,223,836	35%	1,156,240	43%	1,052,514	57%
Lodging/Accomm Tax (5%)	810,270	485,984	67%	498,902	62%	433,917	87%	419,820	93%	400,099	103%
YTD Total (5%)	2,461,933	1,562,770	58%	1,821,458	35%	1,657,753	49%	1,576,060	56%	1,452,613	69%
Transit & Trails Tax (2%)	984,773	625,108	58%	728,583	35%	663,101	49%	630,424	56%	581,045	69%
Total Collected for Year	3,446,706	2,187,878	58%	2,550,042	35%	2,320,854	49%	2,206,484	56%	2,033,658	69%

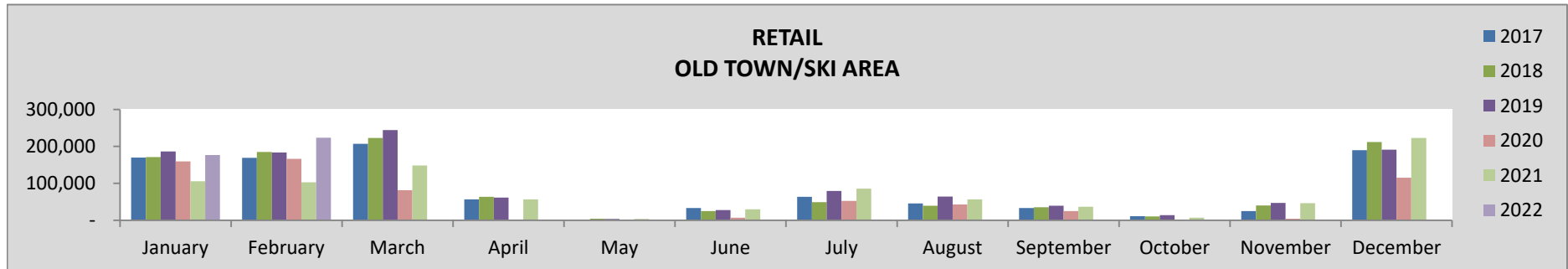
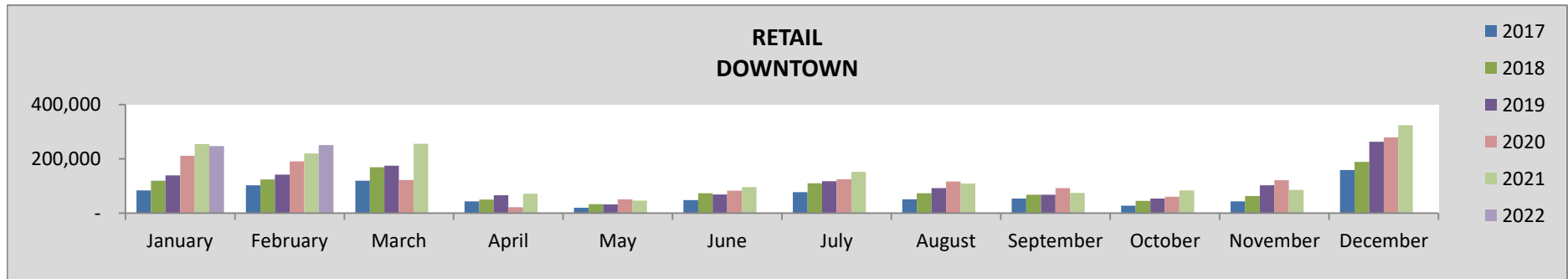
TAX COMPARISON BY INDUSTRY CLASS AND LOCATION

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

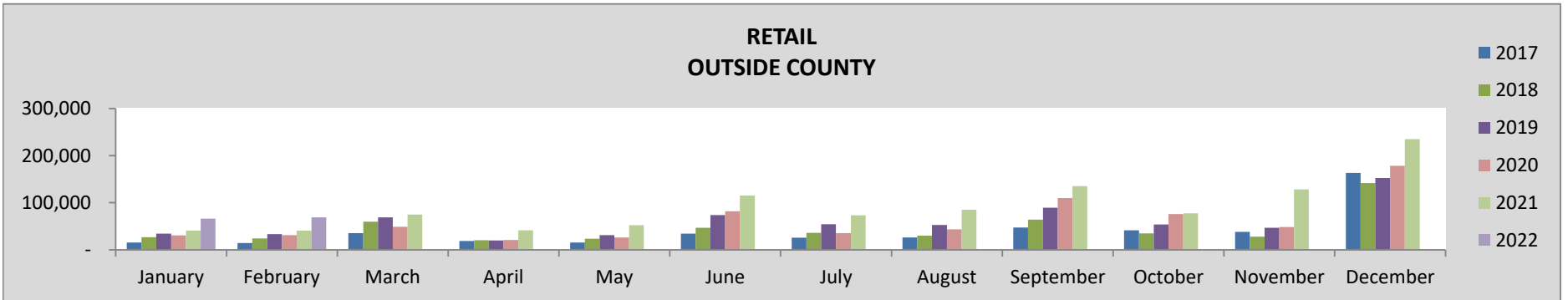
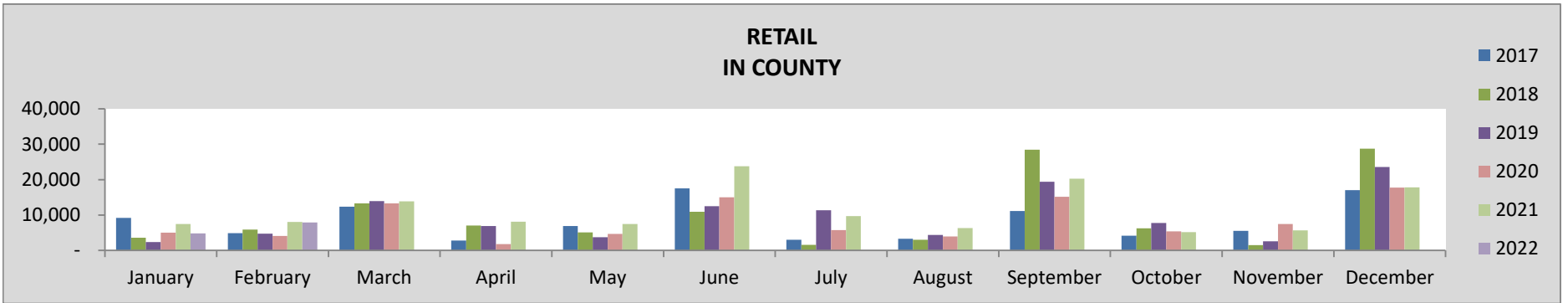
RETAIL

February	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	551,515	372,460	48%	392,077	41%	363,015	52%	339,138	63%	290,957	90%
Downtown	251,258	220,178	14%	190,455	32%	141,796	77%	124,392	102%	102,363	145%
Old Town/Ski Area	223,474	103,202	117%	166,520	34%	183,309	22%	184,829	21%	169,411	32%
In County	7,897	8,022	-2%	4,083	93%	4,752	66%	5,843	35%	4,845	63%
Outside County	68,887	41,059	68%	31,018	122%	33,157	108%	24,074	186%	14,339	380%

YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	1,046,297	780,773	34%	799,109	31%	725,024	44%	660,303	58%	569,755	84%
Downtown	497,929	474,661	5%	402,323	24%	280,649	77%	243,610	104%	186,586	167%
Old Town/Ski Area	400,228	208,563	92%	326,064	23%	369,543	8%	356,085	12%	339,221	18%
In County	12,709	15,462	-18%	9,111	39%	7,096	79%	9,430	35%	14,051	-10%
Outside County	135,431	82,086	65%	61,611	120%	67,737	100%	51,179	165%	29,896	353%



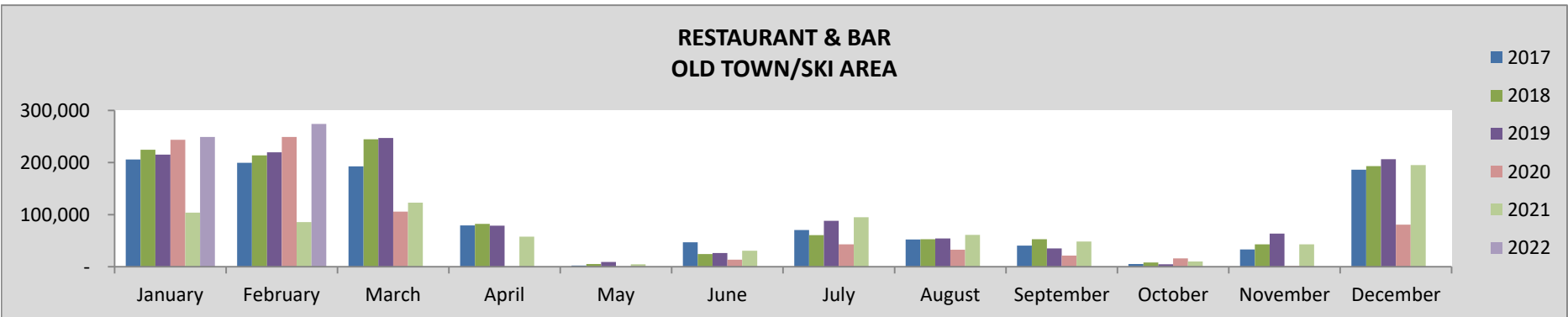
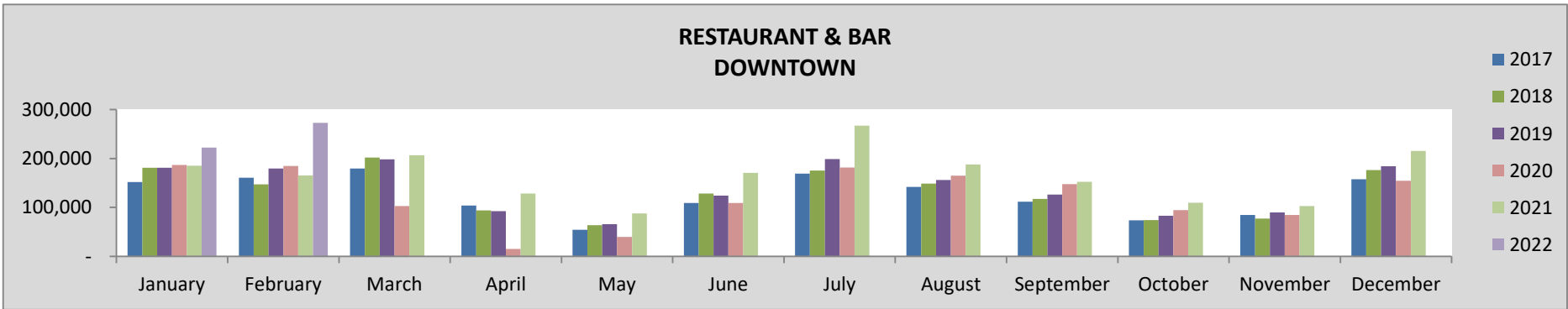
RETAIL - CONTINUED



RESTAURANT & BAR

February	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	546,806	251,070	118%	434,032	26%	399,384	37%	360,982	51%	359,906	52%
Downtown	272,758	165,634	65%	184,805	48%	179,586	52%	147,324	85%	160,601	70%
Old Town/Ski Area	274,049	85,436	221%	249,227	10%	219,798	25%	213,658	28%	199,305	38%

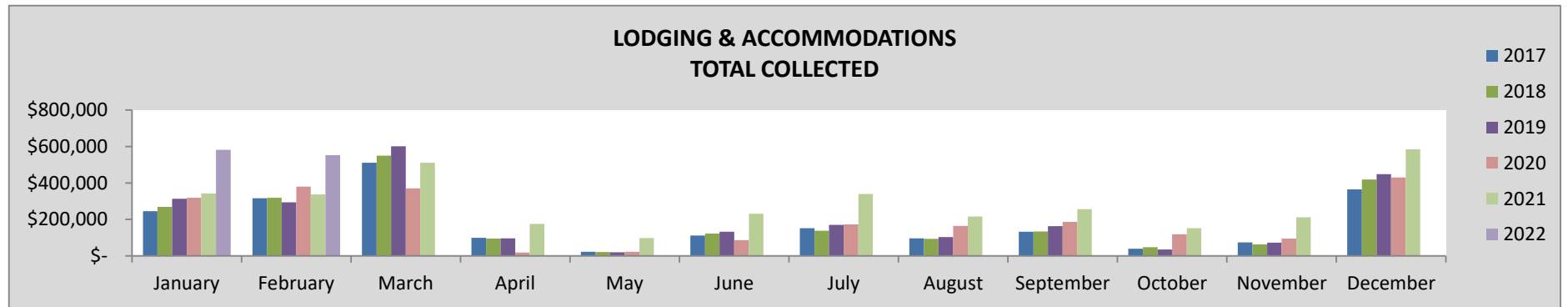
YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	1,018,112	539,901	89%	864,938	18%	795,663	28%	766,915	33%	718,046	42%
Downtown	494,829	350,656	41%	371,813	33%	360,448	37%	328,573	51%	312,731	58%
Old Town/Ski Area	523,283	189,246	177%	493,124	6%	435,215	20%	438,343	19%	405,315	29%



LODGING & ACCOMMODATION

February	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	553,026	337,394	64%	380,134	45%	294,076	88%	319,140	73%	315,524	75%

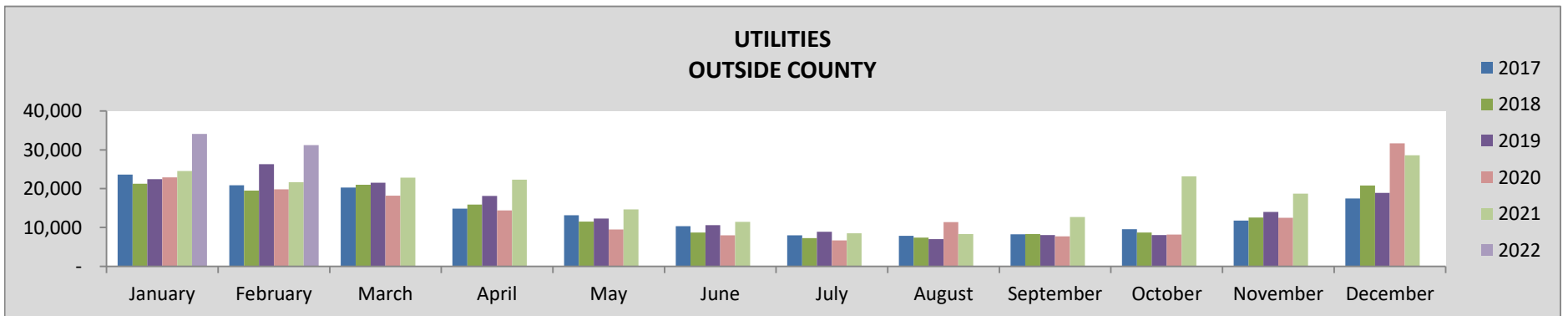
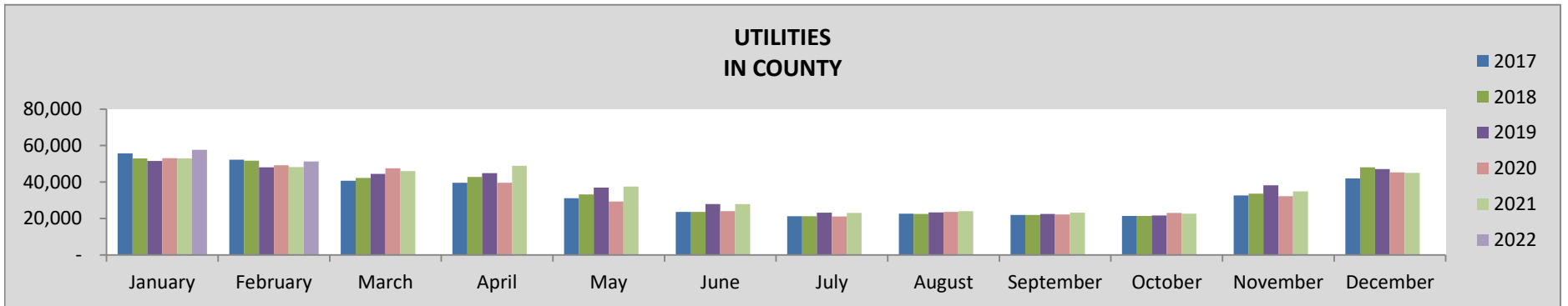
YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	1,134,379	680,378	67%	698,388	62%	607,484	87%	587,748	93%	560,139	103%



UTILITIES

February	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	82,457	69,938	18%	69,058	19%	74,399	11%	71,257	16%	73,091	13%
In County	51,220	48,279	6%	49,216	4%	48,059	7%	51,737	-1%	52,193	-2%
Outside County	31,237	21,659	44%	19,842	57%	26,339	19%	19,519	60%	20,899	49%

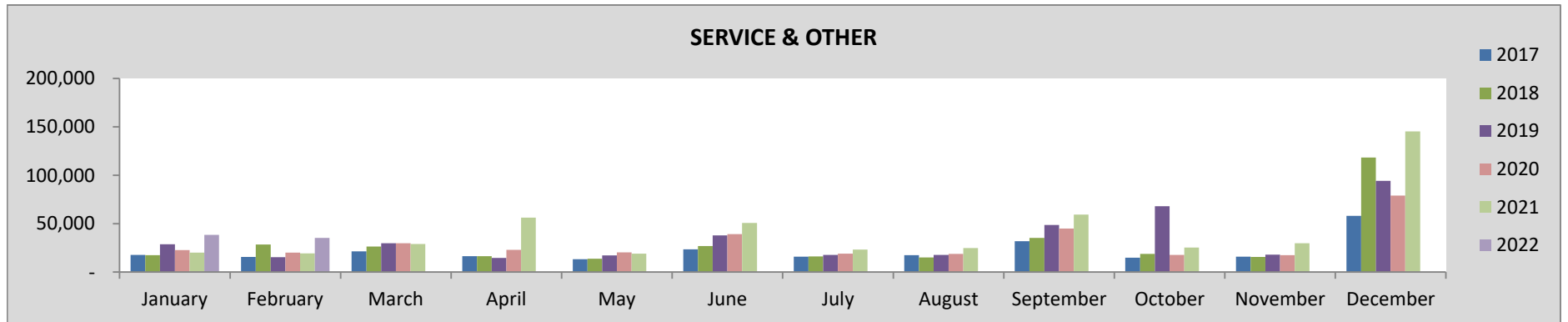
YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	174,281	147,432	18%	144,981	20%	148,486	17%	145,488	20%	152,393	14%
In County	108,951	101,226	8%	102,253	7%	99,667	9%	104,696	4%	107,885	1%
Outside County	65,330	46,207	41%	42,728	53%	48,819	34%	40,793	60%	44,509	47%



SERVICE & OTHER

February	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	35,124	19,330	82%	19,944	76%	15,379	128%	28,554	23%	15,657	124%
Downtown	690	48	1347%	731	-6%	7	9339%	-	-	-	-
Old Town/Ski Area	2,672	2,672	0%	2,672	0%	2,672	0%	2,672	0%	2,672	0%
In County	1,136	863	32%	656	73%	177	542%	2,736	-58%	308	269%
Outside County	30,626	15,748	94%	15,885	93%	12,523	145%	23,146	32%	12,678	142%

YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	73,637	39,393	87%	42,625	73%	44,197	67%	46,028	60%	33,325	121%
Downtown	787	335	135%	2,949	-73%	39	1912%	-	-	832	-5%
Old Town/Ski Area	5,343	5,343	0%	5,343	0%	5,343	0%	5,999	-11%	5,344	0%
In County	1,615	1,543	5%	3,051	-47%	512	215%	3,100	-48%	900	80%
Outside County	65,892	32,172	105%	31,281	111%	38,302	72%	36,930	78%	26,250	151%



SALES TAX COMPARISON BY LOCATION

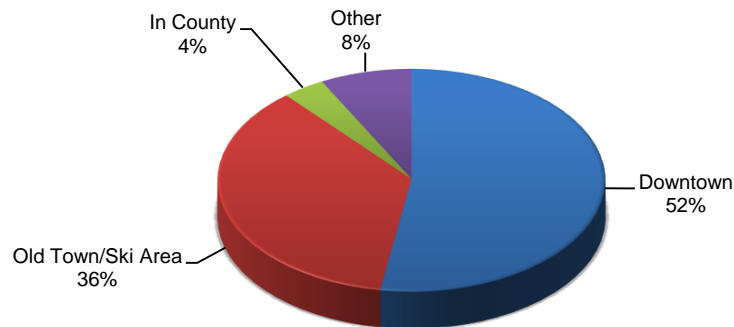
The following compares sales tax collections for the current month and year by location of the business. For lodging properties managed by a property management company, the lodging and accommodation taxes are reflected in the geographic area of the property management company offices.

GEOGRAPHIC AREA

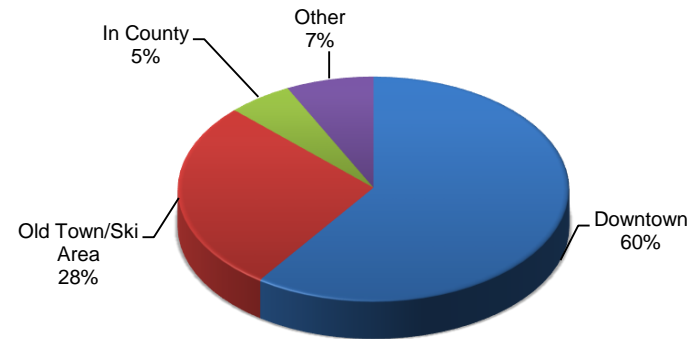
February	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
Downtown	914,592	613,659	49%	579,861	58%	452,373	102%	422,786	116%	415,698	120%
Old Town/Ski Area	663,325	300,895	120%	594,598	12%	568,870	17%	569,228	17%	534,177	24%
In County	60,261	57,172	5%	54,042	12%	52,989	14%	60,316	0%	57,345	5%
Outside County	130,750	78,465	67%	66,744	96%	72,019	82%	66,740	96%	47,915	173%

YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
Downtown	1,811,377	1,308,408	38%	1,142,970	58%	920,312	97%	852,387	113%	748,162	142%
Old Town/Ski Area	1,245,391	600,749	107%	1,156,883	8%	1,138,409	9%	1,107,970	12%	1,062,005	17%
In County	123,285	118,255	4%	114,568	8%	107,274	15%	117,225	5%	122,836	0%
Outside County	266,652	160,465	66%	135,621	97%	154,858	72%	128,901	107%	100,654	165%

2022 YTD TAX COLLECTION BY GEOGRAPHIC AREA

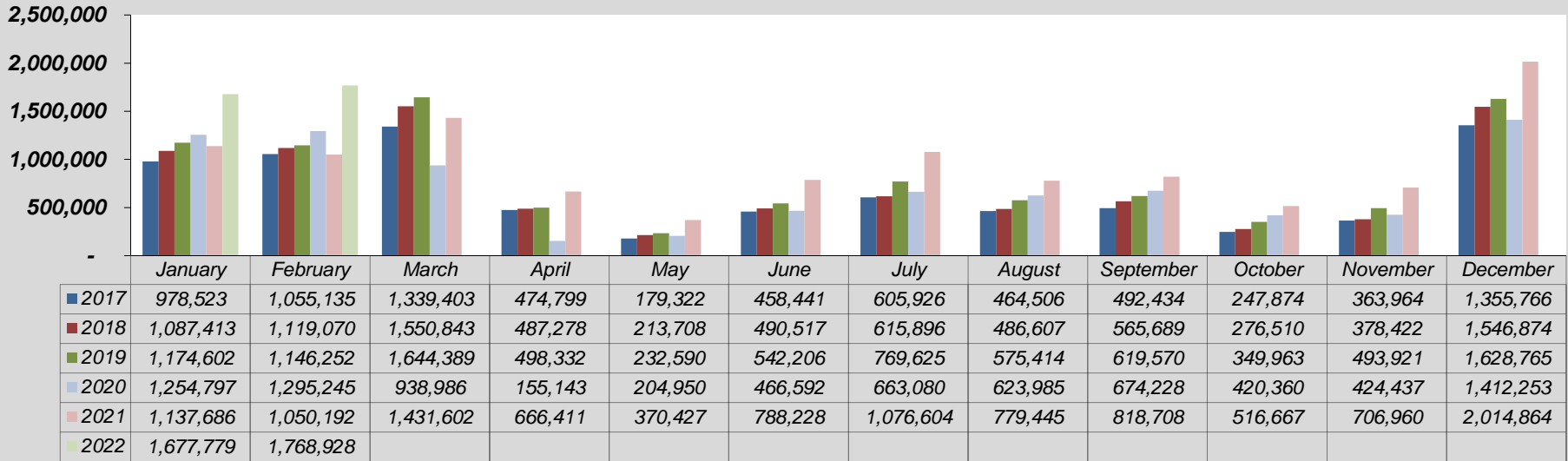


2021 YTD TAX COLLECTION BY GEOGRAPHIC AREA

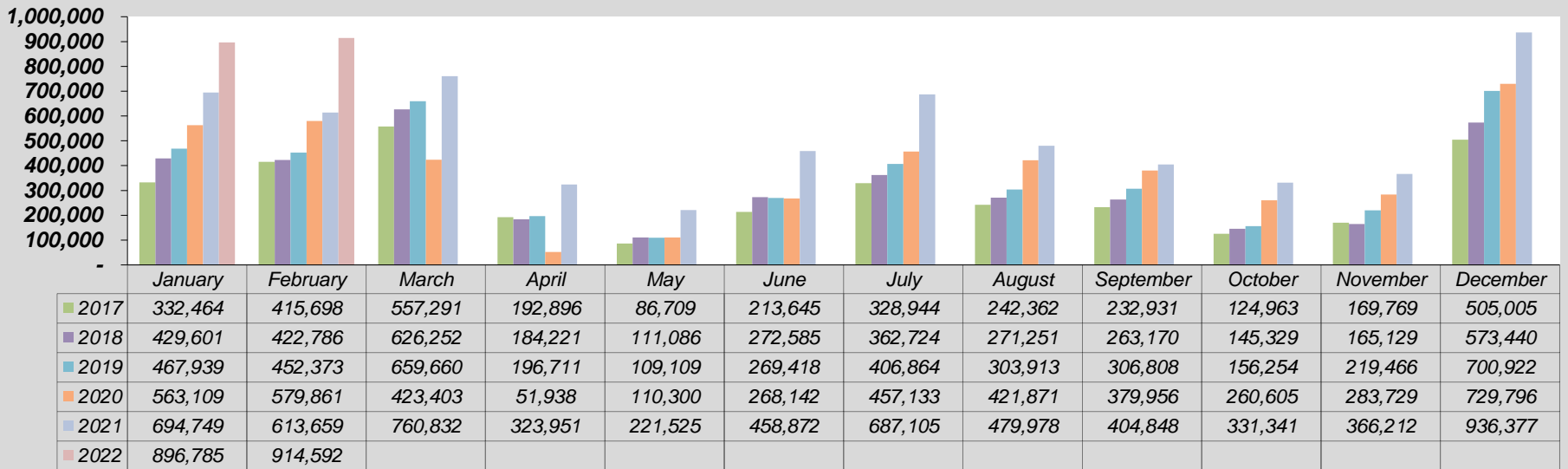


SALES, LODGING AND ACCOMMODATIONS HISTORICAL COMPARISONS

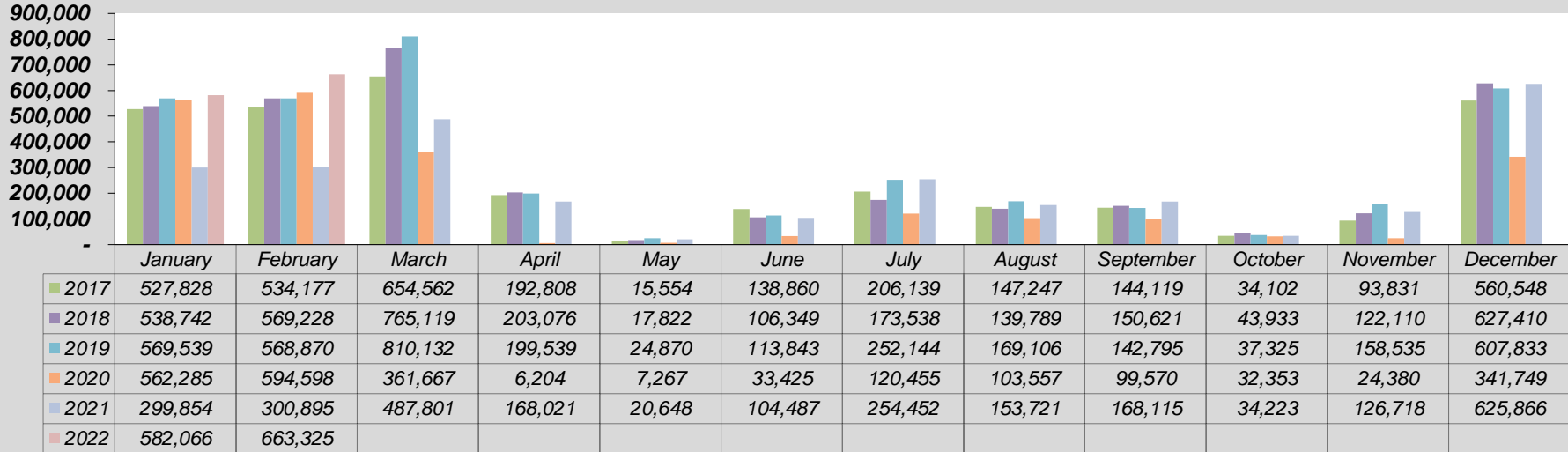
SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION BY MONTH TOTAL COLLECTED



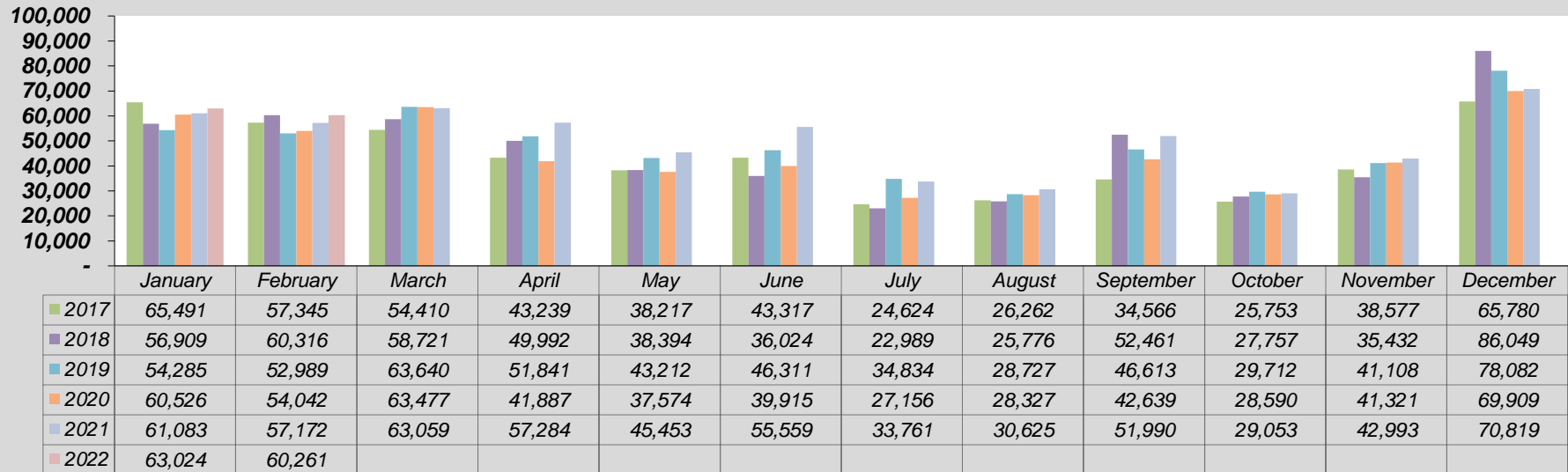
SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION DOWNTOWN



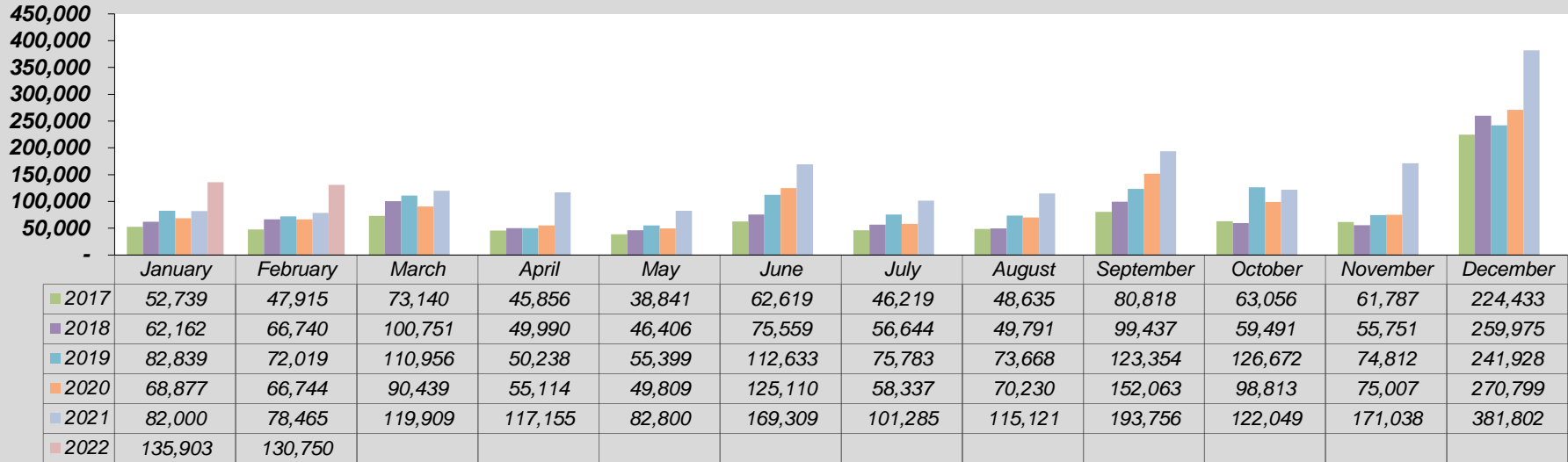
**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION
OLD TOWN/SKI AREA**



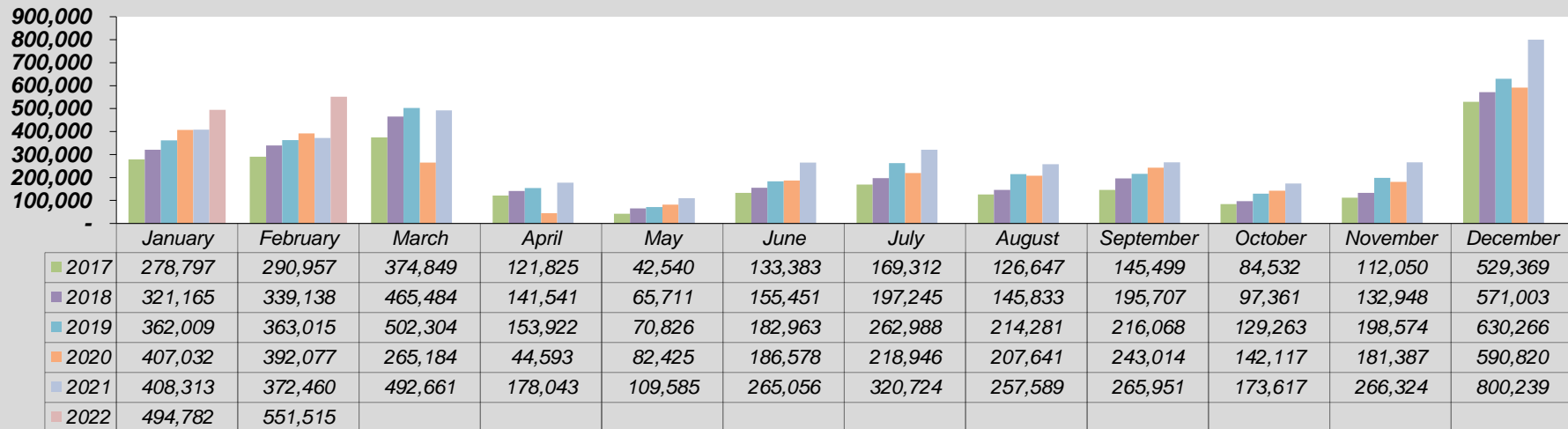
**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION
IN COUNTY**



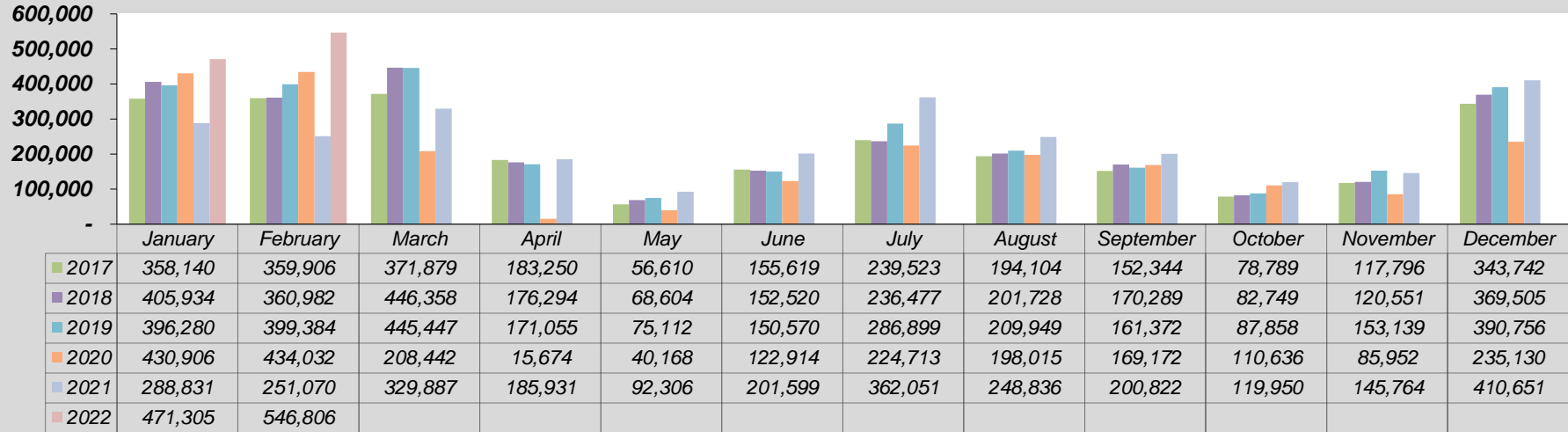
**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION
OUTSIDE COUNTY**



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



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



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

