

# TOWN OF WINTER PARK, CO

March 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 March 2022, which were remitted to the Town in April 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 March 2022 sales tax collections were 54% above March 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 136% compared to March 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 60% compared to March 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	March 2022	March 2021	22-21 %	March 2020	22-20 %	March 2019	22-19 %	March 2018	22-18 %	March 2017	22-17 %
Sales Tax - Not Lodging (5%)	992,309	657,448	51%	406,415	144%	745,265	33%	715,414	39%	592,240	68%
Lodging/Accomm Tax (5%)	584,997	365,125	60%	264,290	121%	429,299	36%	392,331	49%	364,477	61%
Monthly Total (5%)	1,577,306	1,022,573	54%	670,704	135%	1,174,564	34%	1,107,745	42%	956,717	65%
Transit & Trails Tax (2%)	630,922	409,029	54%	268,282	135%	469,825	34%	443,098	42%	382,687	65%
Total Collected for Month	2,208,228	1,431,602	54%	938,986	135%	1,644,389	34%	1,550,843	42%	1,339,403	65%

#### 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%)	2,643,972	1,734,233	52%	1,729,024	53%	1,969,101	34%	1,871,654	41%	1,644,753	61%
Lodging/Accomm Tax (5%)	1,395,268	851,110	64%	763,138	83%	863,216	62%	812,151	72%	764,576	82%
YTD Total (5%)	4,039,239	2,585,343	56%	2,492,163	62%	2,832,316	43%	2,683,805	51%	2,409,329	68%
Transit & Trails Tax (2%)	1,615,696	1,034,137	56%	996,865	62%	1,132,927	43%	1,073,522	51%	963,732	68%
Total Collected for Year	5,654,935	3,619,480	56%	3,489,028	62%	3,965,243	43%	3,757,327	51%	3,373,061	68%

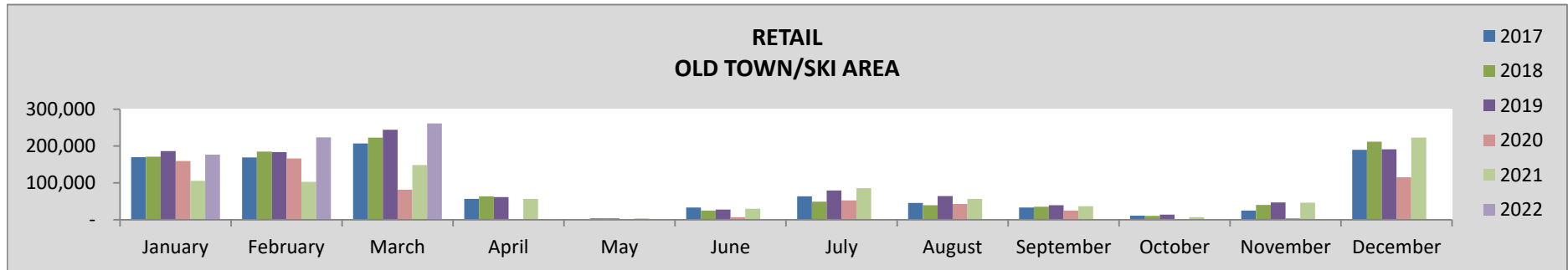
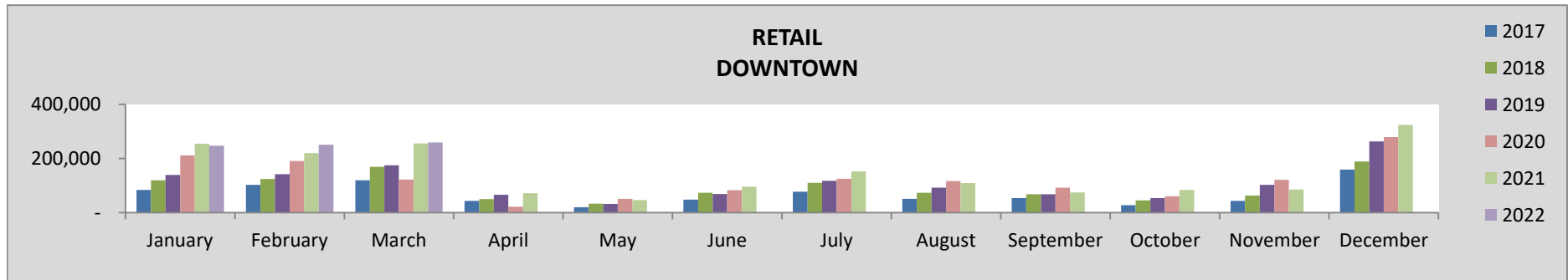
## TAX COMPARISON BY INDUSTRY CLASS AND LOCATION

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

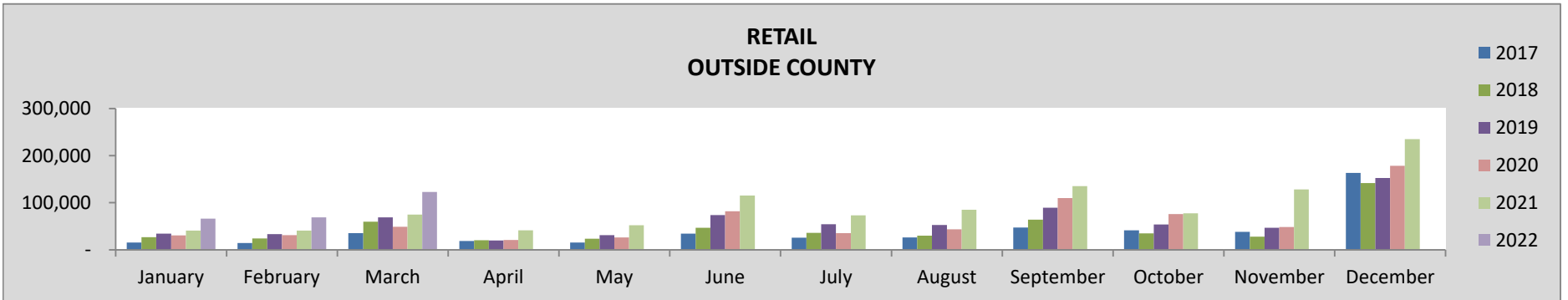
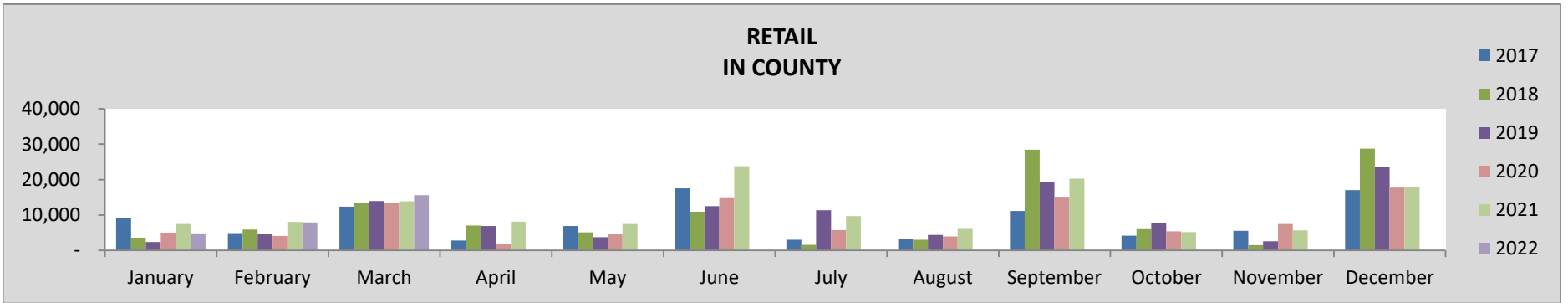
### RETAIL

March	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	659,812	492,661	34%	265,184	149%	502,304	31%	465,484	42%	374,849	76%
Downtown	259,599	255,778	1%	121,937	113%	174,969	48%	169,161	53%	119,540	117%
Old Town/Ski Area	261,777	148,170	77%	81,232	222%	244,187	7%	223,220	17%	207,355	26%
In County	15,561	13,859	12%	13,250	17%	13,907	12%	13,247	17%	12,351	26%
Outside County	122,875	74,854	64%	48,766	152%	69,241	77%	59,857	105%	35,603	245%

YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	1,706,110	1,273,433	34%	1,064,294	60%	1,227,328	39%	1,125,788	52%	944,604	81%
Downtown	757,529	730,439	4%	524,259	44%	455,618	66%	412,771	84%	306,127	147%
Old Town/Ski Area	662,005	356,733	86%	407,296	63%	613,730	8%	579,305	14%	546,576	21%
In County	28,269	29,321	-4%	22,361	26%	21,003	35%	22,676	25%	26,402	7%
Outside County	258,306	156,940	65%	110,378	134%	136,978	89%	111,035	133%	65,499	294%



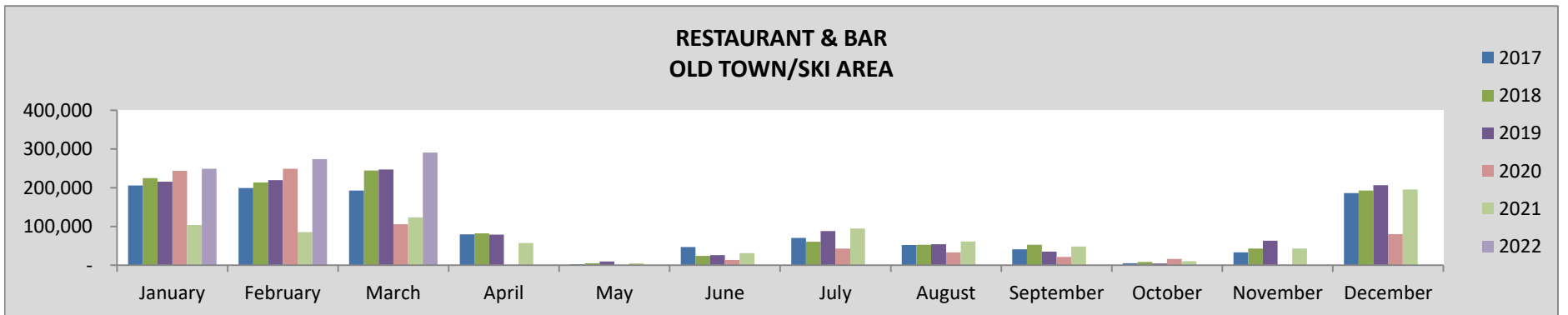
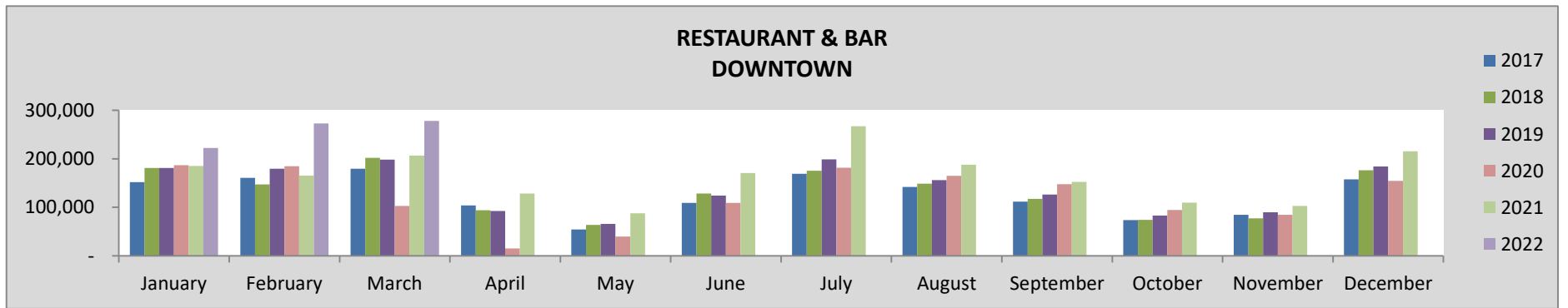
# RETAIL - CONTINUED



# RESTAURANT & BAR

March	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	568,944	329,887	72%	208,442	173%	445,447	28%	446,358	27%	371,879	53%
Downtown	277,918	206,791	34%	102,861	170%	198,343	40%	201,711	38%	179,312	55%
Old Town/Ski Area	291,026	123,096	136%	105,581	176%	247,104	18%	244,647	19%	192,567	51%

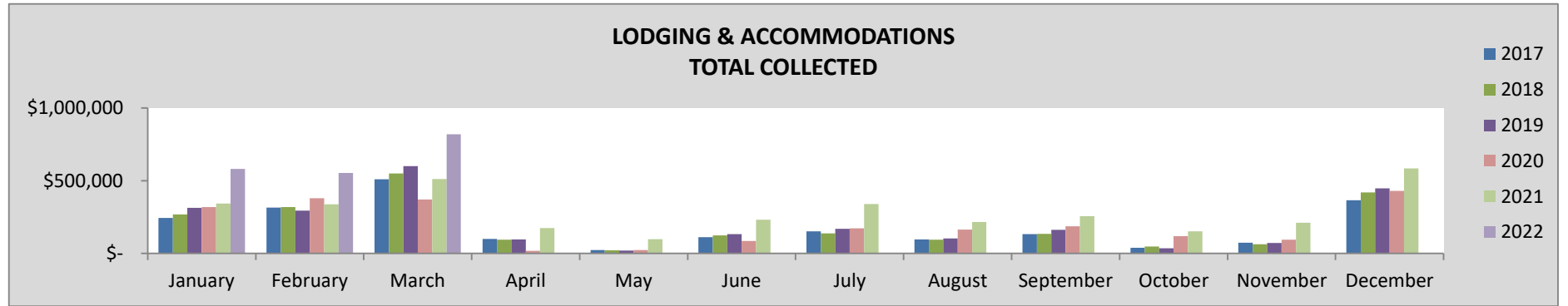
YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	1,587,056	869,789	82%	1,073,379	48%	1,241,110	28%	1,213,274	31%	1,089,925	46%
Downtown	772,748	557,447	39%	474,674	63%	558,791	38%	530,284	46%	492,043	57%
Old Town/Ski Area	814,309	312,342	161%	598,705	36%	682,319	19%	682,990	19%	597,882	36%



## LODGING & ACCOMMODATION

March	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	818,996	511,176	60%	370,005	121%	601,018	36%	549,263	49%	510,268	61%

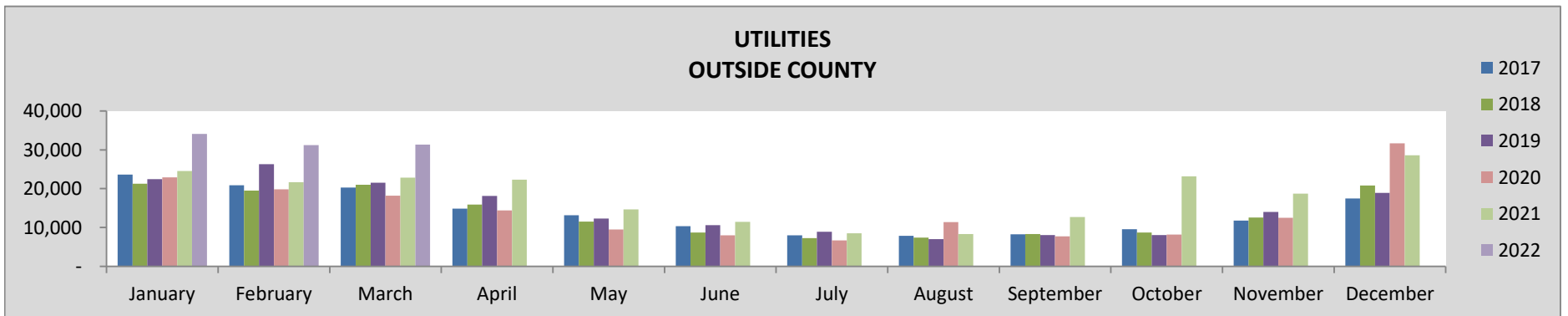
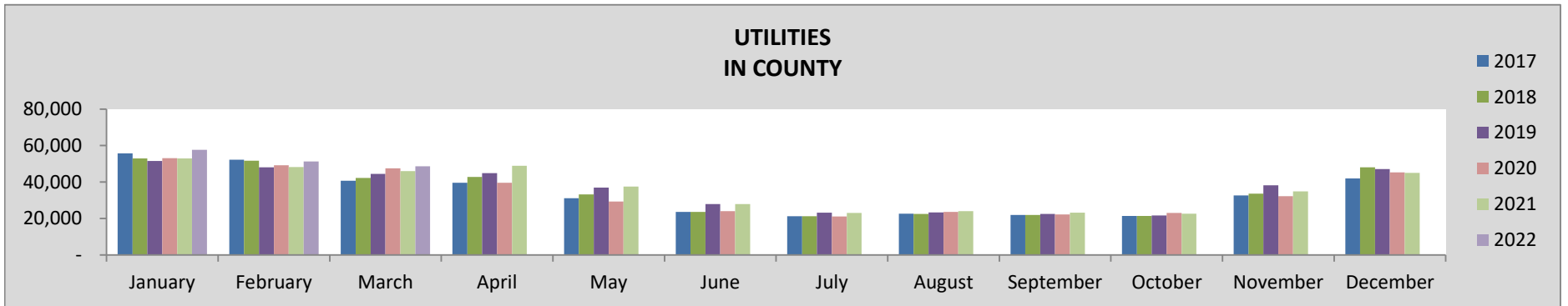
YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	1,953,375	1,191,554	64%	1,068,393	83%	1,208,502	62%	1,137,012	72%	1,070,407	82%



# UTILITIES

March	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	80,056	68,905	16%	65,723	22%	65,953	21%	63,341	26%	60,946	31%
In County	48,685	46,031	6%	47,540	2%	44,448	10%	42,303	15%	40,659	20%
Outside County	31,371	22,875	37%	18,182	73%	21,505	46%	21,038	49%	20,287	55%

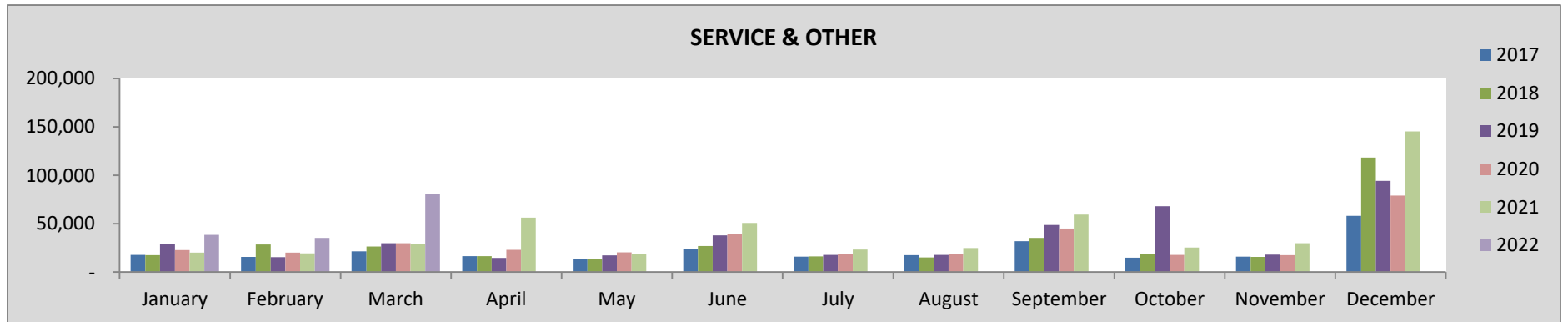
YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	254,337	216,338	18%	210,704	21%	214,439	19%	208,830	22%	213,339	19%
In County	157,637	147,257	7%	149,793	5%	144,115	9%	146,999	7%	148,544	6%
Outside County	96,700	69,081	40%	60,911	59%	70,324	38%	61,831	56%	64,795	49%



## SERVICE & OTHER

March	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	80,420	28,973	178%	29,632	171%	29,666	171%	26,396	205%	21,461	275%
Downtown	4,152	987	321%	832	399%	1,500	177%	696	496%	139	2878%
Old Town/Ski Area	2,672	2,672	0%	2,672	0%	2,672	0%	2,672	0%	2,672	0%
In County	3,495	3,134	12%	2,638	33%	5,284	-34%	3,172	10%	1,400	150%
Outside County	70,101	22,180	216%	23,491	198%	20,211	247%	19,856	253%	17,250	306%

YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	154,057	68,367	125%	72,257	113%	73,863	109%	72,424	113%	54,786	181%
Downtown	4,939	1,322	274%	3,781	31%	1,539	221%	696	609%	972	408%
Old Town/Ski Area	8,015	8,015	0%	8,015	0%	8,015	0%	8,670	-8%	8,015	0%
In County	5,110	4,677	9%	5,689	-10%	5,796	-12%	6,272	-19%	2,300	122%
Outside County	135,993	54,353	150%	54,772	148%	58,513	132%	56,786	139%	43,500	213%



## SALES TAX COMPARISON BY LOCATION

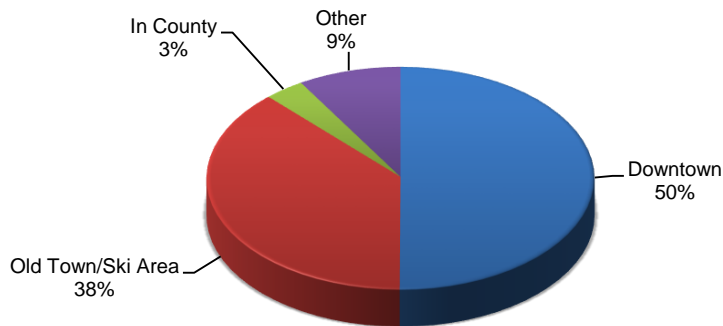
The following compares sales tax collections for the current month and year by location of the business. For lodging properties managed by a property management company, the lodging and accommodation taxes are reflected in the geographic area of the property management company offices.

### GEOGRAPHIC AREA

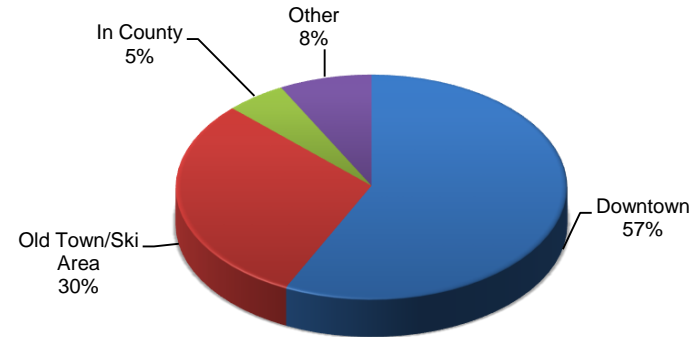
March	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
Downtown	1,019,600	760,832	34%	423,403	141%	659,660	55%	626,252	63%	557,291	83%
Old Town/Ski Area	896,541	487,801	84%	361,667	148%	810,132	11%	765,119	17%	654,562	37%
In County	67,741	63,059	7%	63,477	7%	63,640	6%	58,721	15%	54,410	25%
Outside County	224,347	119,909	87%	90,439	148%	110,956	102%	100,751	123%	73,140	207%

YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
Downtown	2,830,977	2,069,241	37%	1,566,373	81%	1,579,972	79%	1,478,639	91%	1,305,453	117%
Old Town/Ski Area	2,141,932	1,088,550	97%	1,518,549	41%	1,948,541	10%	1,873,089	14%	1,716,567	25%
In County	191,026	181,315	5%	178,045	7%	170,914	12%	175,947	9%	177,246	8%
Outside County	490,999	280,375	75%	226,060	117%	265,815	85%	229,652	114%	173,795	183%

**2022 YTD TAX COLLECTION BY GEOGRAPHIC AREA**



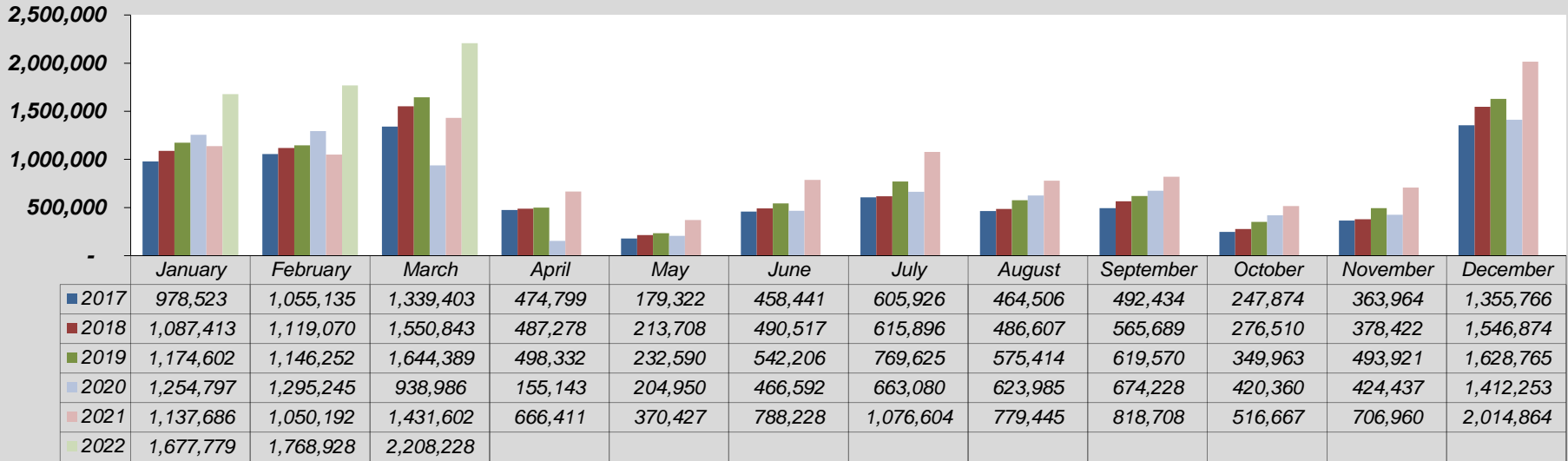
**2021 YTD TAX COLLECTION BY GEOGRAPHIC AREA**



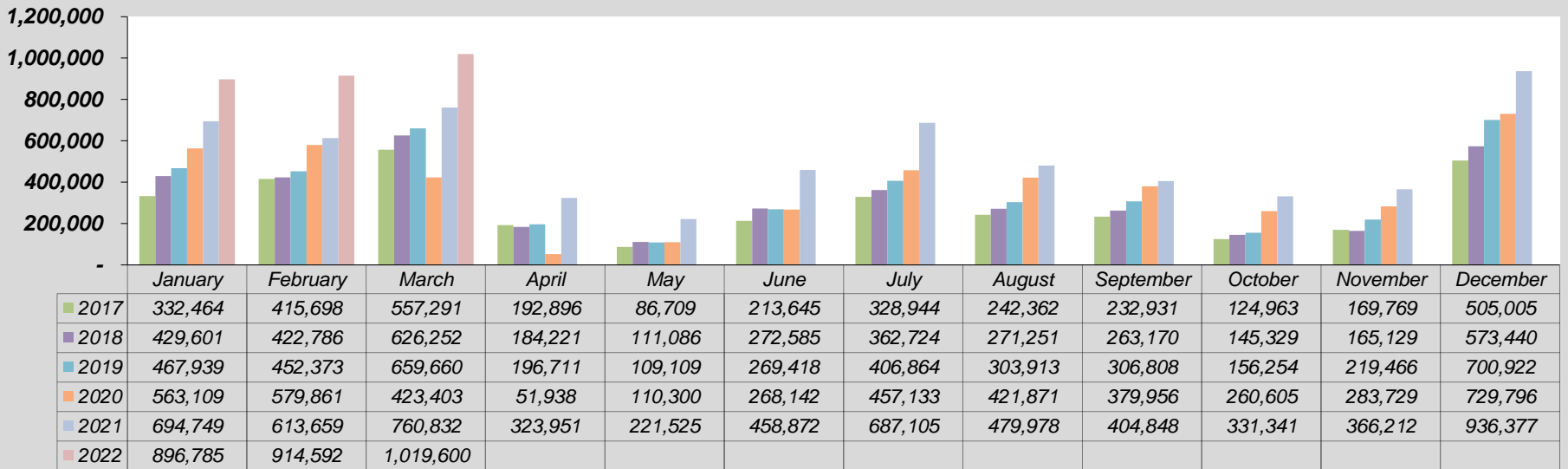


# SALES, LODGING AND ACCOMMODATIONS HISTORICAL COMPARISONS

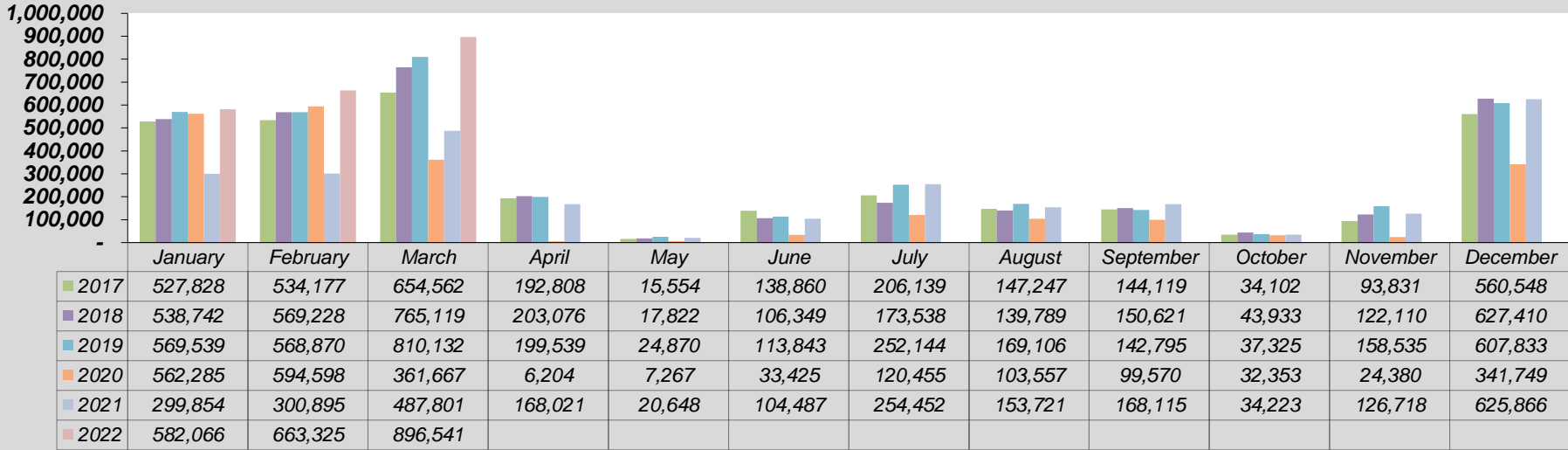
## SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION BY MONTH TOTAL COLLECTED



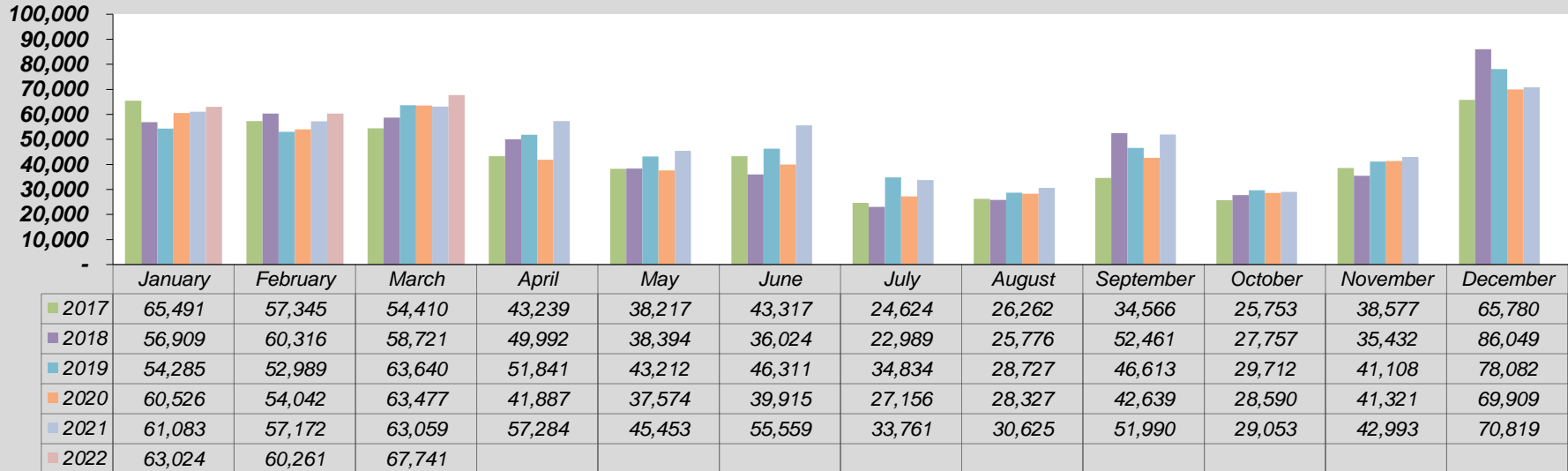
## SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION DOWNTOWN



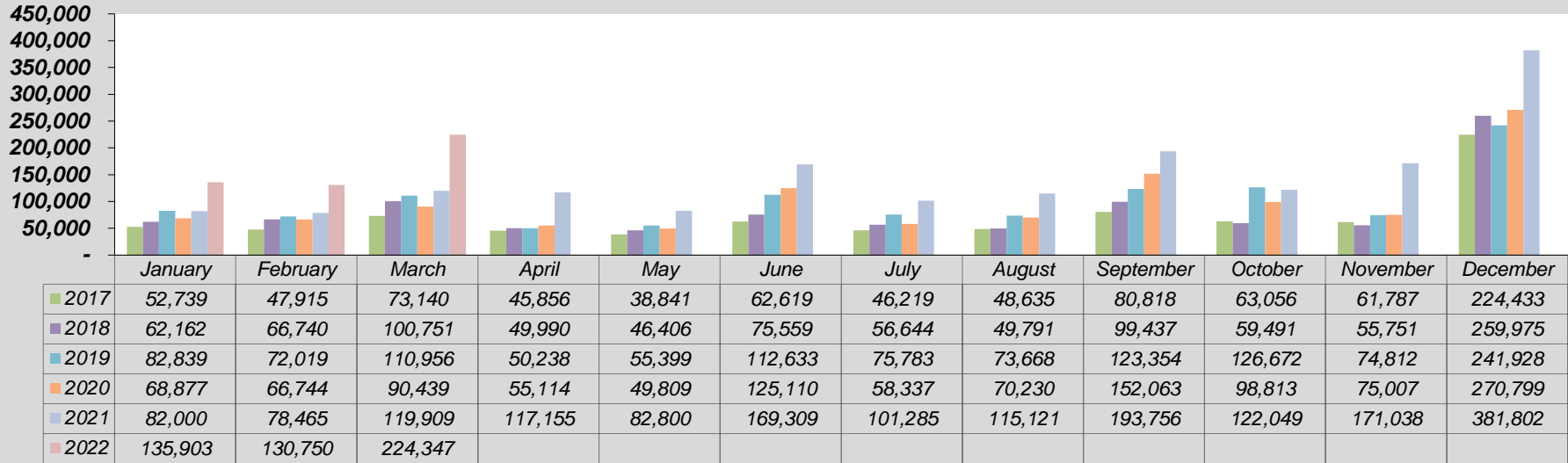
**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION  
OLD TOWN/SKI AREA**



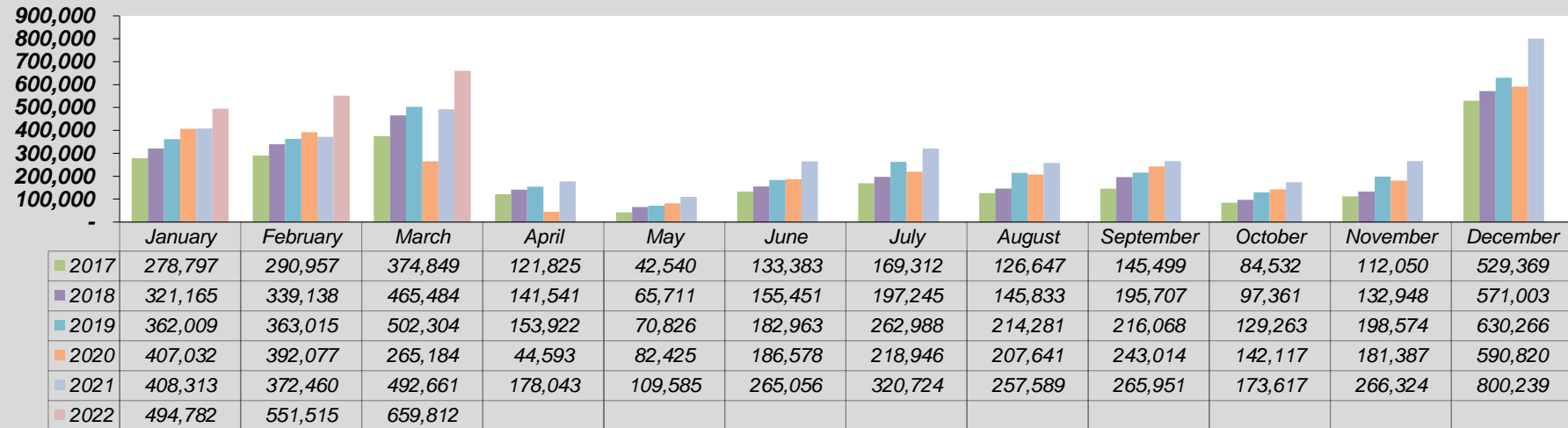
**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION  
IN COUNTY**



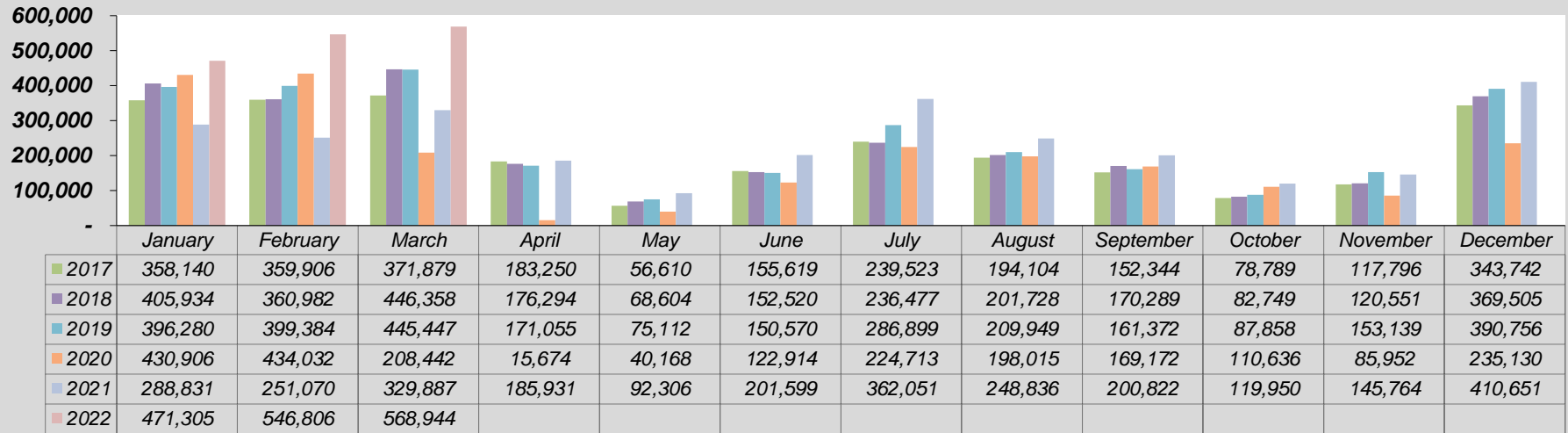
**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION  
OUTSIDE COUNTY**



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



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



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

