

# TOWN OF WINTER PARK, CO

April 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 April 2022, which were remitted to the Town in May 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 April 2022 sales tax collections were 10% above April 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 72% compared to April 2021. This is a reflection of the resort area having more restaurants & bars open as COVID restrictions lessen. The Lodging Sector also had a decent increase of 14% compared to April 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                       | April 2022 | April 2021 | 22-21 % | April 2020 | 22-20 % | April 2019 | 22-19 % | April 2018 | 22-18 % | April 2017 | 22-17 % |
|------------------------------|------------|------------|---------|------------|---------|------------|---------|------------|---------|------------|---------|
| Sales Tax - Not Lodging (5%) | 379,218    | 351,046    | 8%      | 97,996     | 287%    | 287,510    | 32%     | 280,678    | 35%     | 268,555    | 41%     |
| Lodging/Accomm Tax (5%)      | 142,299    | 124,962    | 14%     | 12,821     | 1010%   | 68,441     | 108%    | 67,378     | 111%    | 70,588     | 102%    |
| Monthly Total (5%)           | 521,516    | 476,008    | 10%     | 110,817    | 371%    | 355,951    | 47%     | 348,056    | 50%     | 339,142    | 54%     |
| Transit & Trails Tax (2%)    | 208,606    | 190,403    | 10%     | 44,327     | 371%    | 142,380    | 47%     | 139,222    | 50%     | 135,657    | 54%     |
| Total Collected for Month    | 730,123    | 666,411    | 10%     | 155,143    | 371%    | 498,332    | 47%     | 487,278    | 50%     | 474,799    | 54%     |

#### 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%) | 3,023,189 | 2,085,279 | 45%     | 1,827,020 | 65%     | 2,256,610 | 34%     | 2,152,331 | 40%     | 1,913,308 | 58%     |
| Lodging/Accomm Tax (5%)      | 1,537,566 | 976,072   | 58%     | 775,959   | 98%     | 931,657   | 65%     | 879,529   | 75%     | 835,164   | 84%     |
| YTD Total (5%)               | 4,560,755 | 3,061,351 | 49%     | 2,602,979 | 75%     | 3,188,268 | 43%     | 3,031,861 | 50%     | 2,748,472 | 66%     |
| Transit & Trails Tax (2%)    | 1,824,302 | 1,224,540 | 49%     | 1,041,192 | 75%     | 1,275,307 | 43%     | 1,212,744 | 50%     | 1,099,389 | 66%     |
| Total Collected for Year     | 6,385,057 | 4,285,891 | 49%     | 3,644,171 | 75%     | 4,463,575 | 43%     | 4,244,605 | 50%     | 3,847,860 | 66%     |

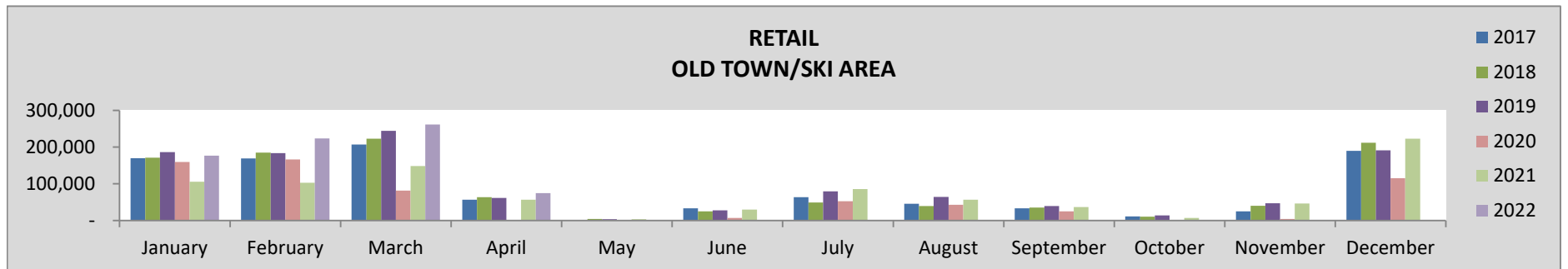
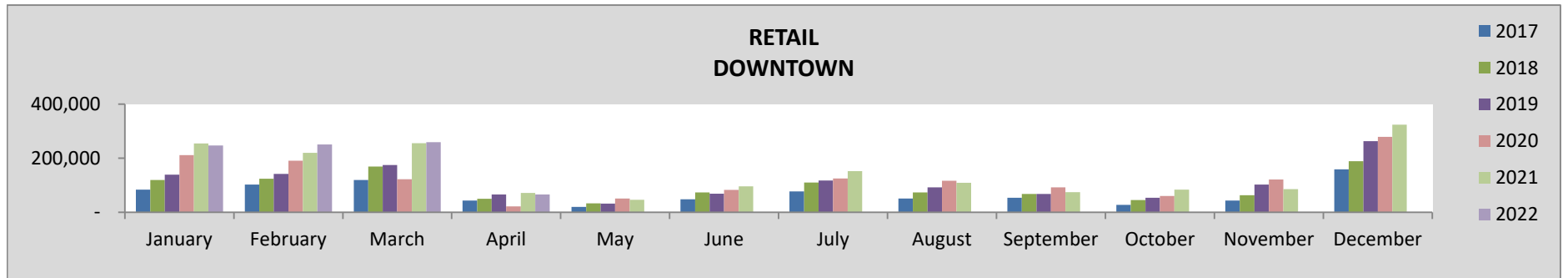
## TAX COMPARISON BY INDUSTRY CLASS AND LOCATION

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

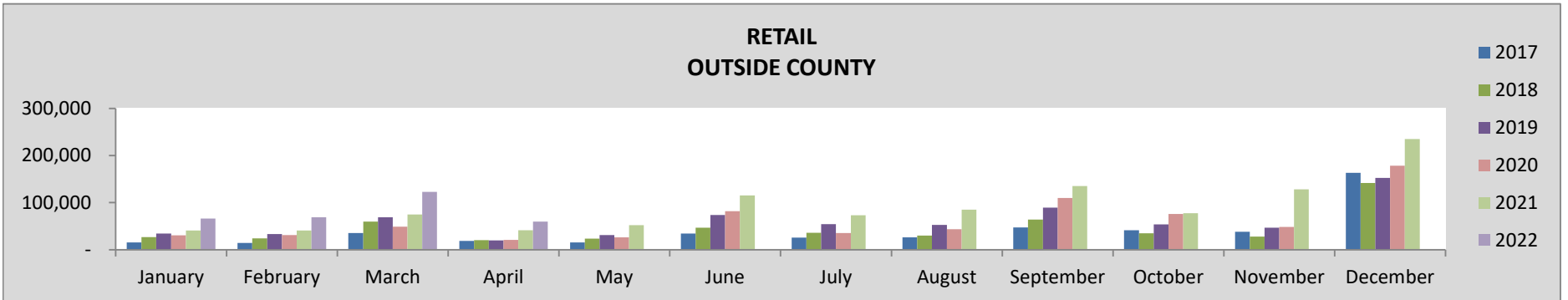
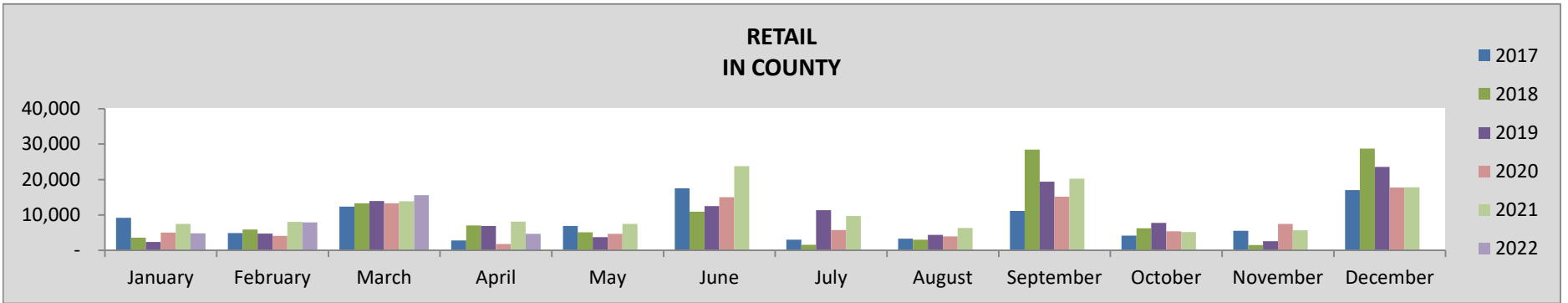
### RETAIL

| April             | 2022    | 2021    | 22-21% | 2020   | 22-20% | 2019    | 22-19% | 2018    | 22-18% | 2017    | 22-17% |
|-------------------|---------|---------|--------|--------|--------|---------|--------|---------|--------|---------|--------|
| TOTAL             | 205,284 | 178,043 | 15%    | 44,593 | 360%   | 153,922 | 33%    | 141,541 | 45%    | 121,825 | 69%    |
| Downtown          | 66,001  | 71,749  | -8%    | 21,426 | 208%   | 66,020  | 0%     | 50,369  | 31%    | 43,404  | 52%    |
| Old Town/Ski Area | 74,735  | 56,663  | 32%    | 442    | 16817% | 61,326  | 22%    | 63,633  | 17%    | 56,949  | 31%    |
| In County         | 4,645   | 8,123   | -43%   | 1,775  | 162%   | 6,896   | -33%   | 7,013   | -34%   | 2,812   | 65%    |
| Outside County    | 59,904  | 41,508  | 44%    | 20,950 | 186%   | 19,679  | 204%   | 20,526  | 192%   | 18,659  | 221%   |

| YEAR-TO-DATE      | 2022      | 2021      | 22-21% | 2020      | 22-20% | 2019      | 22-19% | 2018      | 22-18% | 2017      | 22-17% |
|-------------------|-----------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|
| TOTAL             | 1,911,394 | 1,451,476 | 32%    | 1,108,887 | 72%    | 1,381,250 | 38%    | 1,267,329 | 51%    | 1,066,429 | 79%    |
| Downtown          | 823,529   | 802,189   | 3%     | 545,686   | 51%    | 521,638   | 58%    | 463,140   | 78%    | 349,530   | 136%   |
| Old Town/Ski Area | 736,740   | 413,396   | 78%    | 407,738   | 81%    | 675,056   | 9%     | 642,937   | 15%    | 603,525   | 22%    |
| In County         | 32,914    | 37,443    | -12%   | 24,136    | 36%    | 27,899    | 18%    | 29,690    | 11%    | 29,214    | 13%    |
| Outside County    | 318,210   | 198,448   | 60%    | 131,327   | 142%   | 156,656   | 103%   | 131,561   | 142%   | 84,159    | 278%   |



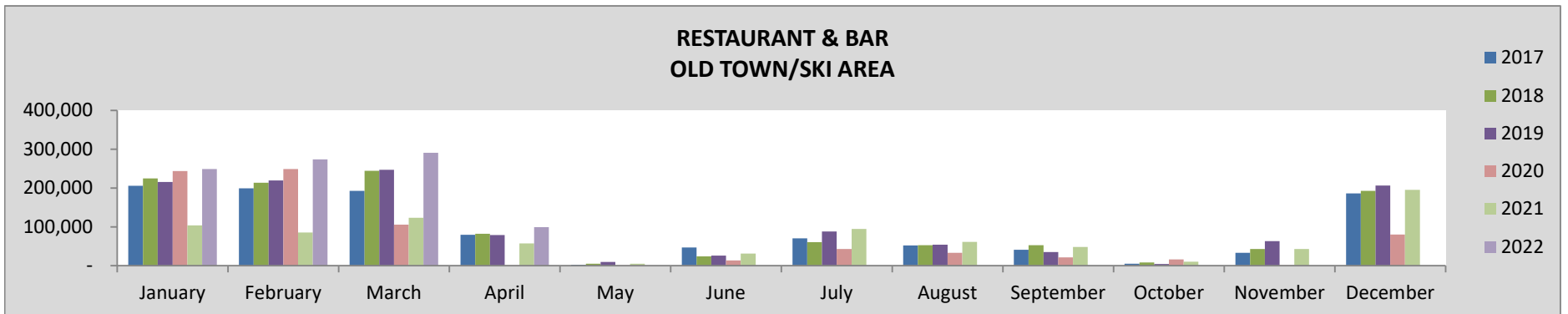
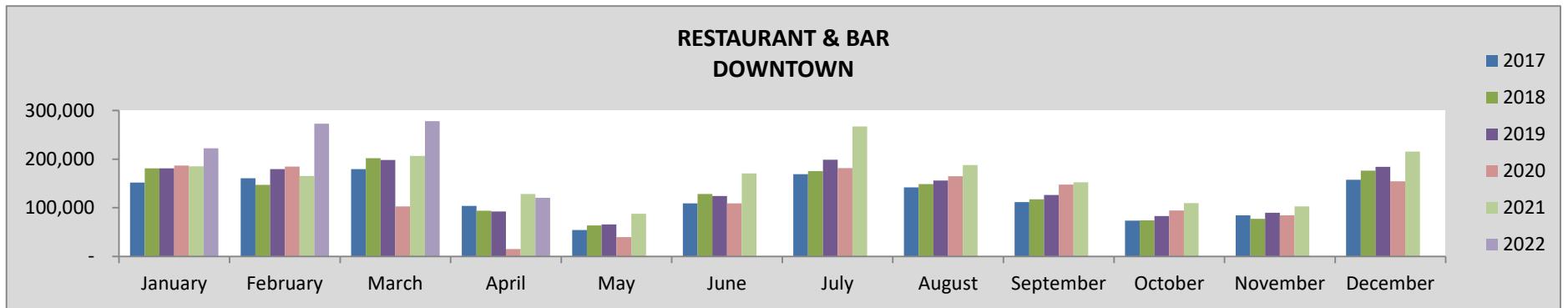
# RETAIL - CONTINUED



# RESTAURANT & BAR

| April             | 2022    | 2021    | 22-21% | 2020   | 22-20% | 2019    | 22-19% | 2018    | 22-18% | 2017    | 22-17% |
|-------------------|---------|---------|--------|--------|--------|---------|--------|---------|--------|---------|--------|
| TOTAL             | 219,939 | 185,931 | 18%    | 15,674 | 1303%  | 171,055 | 29%    | 176,294 | 25%    | 183,250 | 20%    |
| Downtown          | 120,655 | 128,358 | -6%    | 15,197 | 694%   | 92,296  | 31%    | 94,115  | 28%    | 103,996 | 16%    |
| Old Town/Ski Area | 99,284  | 57,573  | 72%    | 477    | 20696% | 78,759  | 26%    | 82,179  | 21%    | 79,254  | 25%    |

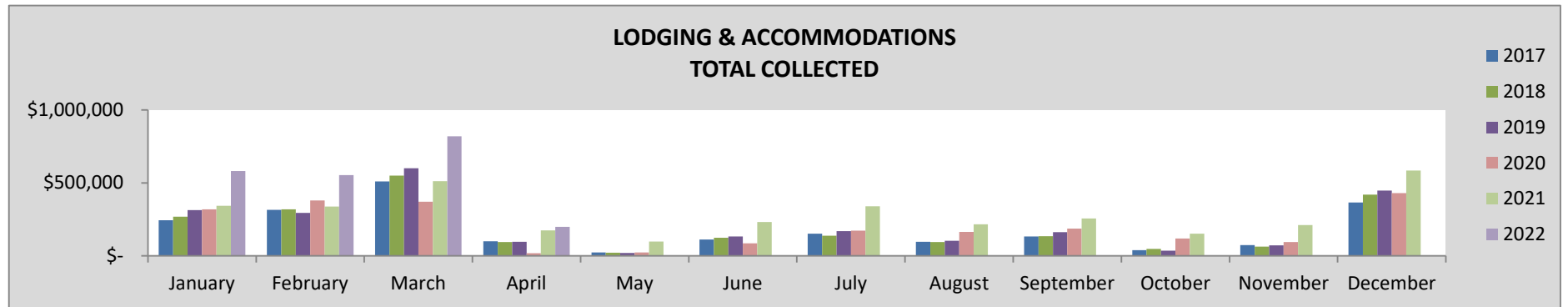
| YEAR-TO-DATE      | 2022      | 2021      | 22-21% | 2020      | 22-20% | 2019      | 22-19% | 2018      | 22-18% | 2017      | 22-17% |
|-------------------|-----------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|
| TOTAL             | 1,806,995 | 1,055,719 | 71%    | 1,089,054 | 66%    | 1,412,165 | 28%    | 1,389,568 | 30%    | 1,273,175 | 42%    |
| Downtown          | 893,402   | 685,804   | 30%    | 489,871   | 82%    | 651,087   | 37%    | 624,399   | 43%    | 596,039   | 50%    |
| Old Town/Ski Area | 913,593   | 369,915   | 147%   | 599,182   | 52%    | 761,078   | 20%    | 765,169   | 19%    | 677,136   | 35%    |



## LODGING & ACCOMMODATION

| April | 2022    | 2021    | 22-21% | 2020   | 22-20% | 2019   | 22-19% | 2018   | 22-18% | 2017   | 22-17% |
|-------|---------|---------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| TOTAL | 199,218 | 174,946 | 14%    | 17,949 | 1010%  | 95,818 | 108%   | 94,330 | 111%   | 98,823 | 102%   |

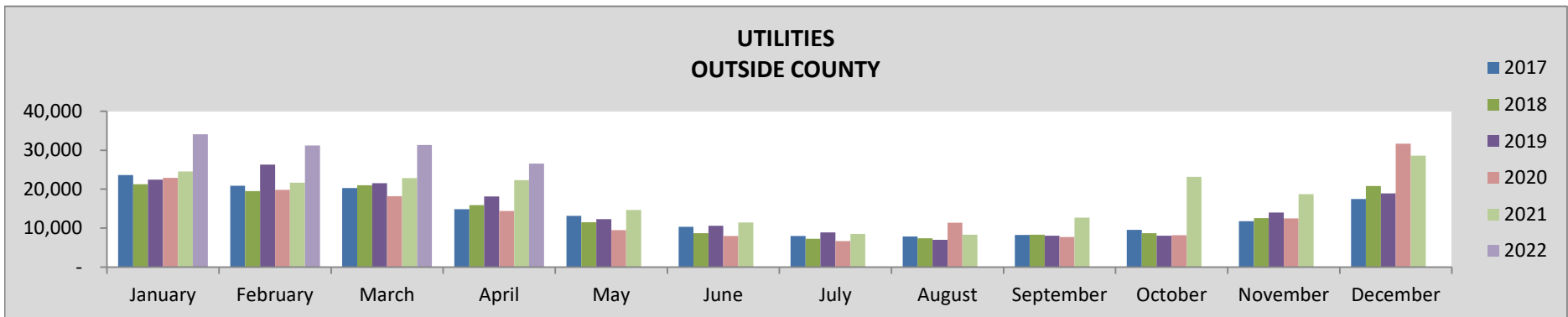
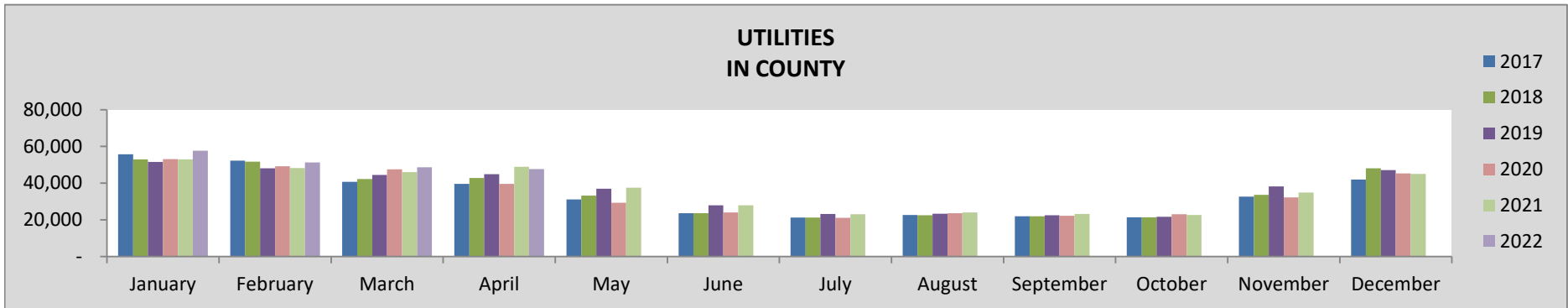
| YEAR-TO-DATE | 2022      | 2021      | 22-21% | 2020      | 22-20% | 2019      | 22-19% | 2018      | 22-18% | 2017      | 22-17% |
|--------------|-----------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|
| TOTAL        | 2,152,592 | 1,366,500 | 58%    | 1,086,342 | 98%    | 1,304,320 | 65%    | 1,231,341 | 75%    | 1,169,230 | 84%    |



# UTILITIES

| April          | 2022   | 2021   | 22-21% | 2020   | 22-20% | 2019   | 22-19% | 2018   | 22-18% | 2017   | 22-17% |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| TOTAL          | 74,300 | 71,202 | 4%     | 53,922 | 38%    | 63,048 | 18%    | 58,671 | 27%    | 54,495 | 36%    |
| In County      | 47,718 | 48,881 | -2%    | 39,540 | 21%    | 44,887 | 6%     | 42,781 | 12%    | 39,662 | 20%    |
| Outside County | 26,582 | 22,321 | 19%    | 14,381 | 85%    | 18,161 | 46%    | 15,890 | 67%    | 14,834 | 79%    |

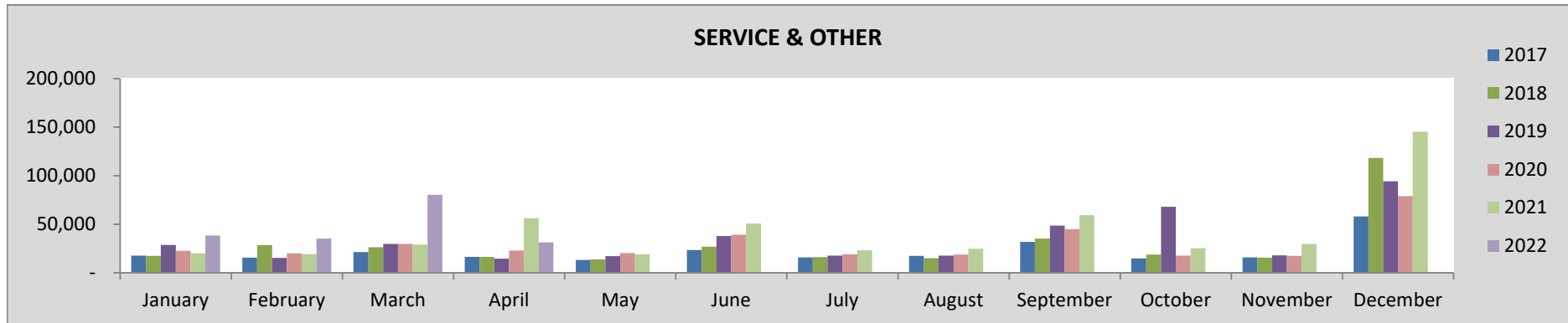
| YEAR-TO-DATE   | 2022    | 2021    | 22-21% | 2020    | 22-20% | 2019    | 22-19% | 2018    | 22-18% | 2017    | 22-17% |
|----------------|---------|---------|--------|---------|--------|---------|--------|---------|--------|---------|--------|
| TOTAL          | 328,637 | 287,540 | 14%    | 264,626 | 24%    | 277,487 | 18%    | 267,501 | 23%    | 267,834 | 23%    |
| In County      | 205,355 | 196,138 | 5%     | 189,334 | 8%     | 189,002 | 9%     | 189,780 | 8%     | 188,205 | 9%     |
| Outside County | 123,282 | 91,402  | 35%    | 75,292  | 64%    | 88,485  | 39%    | 77,721  | 59%    | 79,629  | 55%    |



## SERVICE & OTHER

| April             | 2022   | 2021   | 22-21% | 2020   | 22-20% | 2019   | 22-19% | 2018   | 22-18% | 2017   | 22-17% |
|-------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| TOTAL             | 31,382 | 56,289 | -44%   | 23,005 | 36%    | 14,489 | 117%   | 16,443 | 91%    | 16,407 | 91%    |
| Downtown          | 8      | 17     | -55%   | 1      | 522%   | (639)  | -101%  | -      | -      | 607    | -99%   |
| Old Town/Ski Area | 2,672  | 2,672  | 0%     | 2,672  | 0%     | 2,672  | 0%     | 2,672  | 0%     | 2,672  | 0%     |
| In County         | 1,088  | 274    | 297%   | 550    | 98%    | 58     | 1787%  | 197    | 452%   | 766    | 42%    |
| Outside County    | 27,615 | 53,326 | -48%   | 19,783 | 40%    | 12,399 | 123%   | 13,574 | 103%   | 12,363 | 123%   |

| YEAR-TO-DATE      | 2022    | 2021    | 22-21% | 2020   | 22-20% | 2019   | 22-19% | 2018   | 22-18% | 2017   | 22-17% |
|-------------------|---------|---------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| TOTAL             | 185,439 | 124,656 | 49%    | 95,263 | 95%    | 88,352 | 110%   | 88,867 | 109%   | 71,193 | 160%   |
| Downtown          | 4,947   | 1,339   | 269%   | 3,782  | 31%    | 900    | 450%   | 696    | 611%   | 1,578  | 213%   |
| Old Town/Ski Area | 10,687  | 10,687  | 0%     | 10,687 | 0%     | 10,687 | 0%     | 11,342 | -6%    | 10,687 | 0%     |
| In County         | 6,198   | 4,951   | 25%    | 6,239  | -1%    | 5,854  | 6%     | 6,469  | -4%    | 3,066  | 102%   |
| Outside County    | 163,607 | 107,679 | 52%    | 74,555 | 119%   | 70,912 | 131%   | 70,360 | 133%   | 55,863 | 193%   |



## SALES TAX COMPARISON BY LOCATION

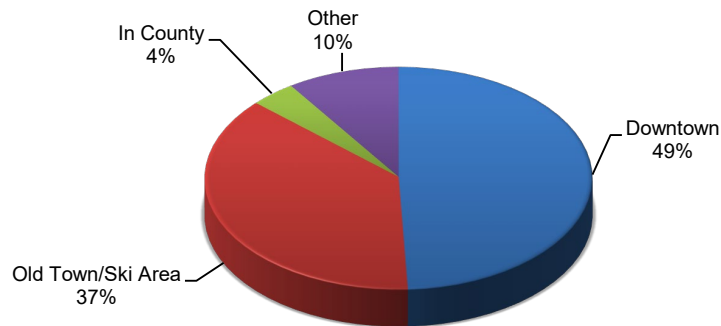
The following compares sales tax collections for the current month and year by location of the business. For lodging properties managed by a property management company, the lodging and accommodation taxes are reflected in the geographic area of the property management company offices.

### GEOGRAPHIC AREA

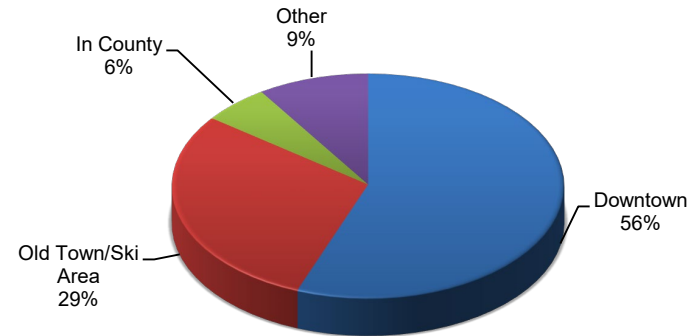
| April             | 2022    | 2021    | 22-21% | 2020   | 22-20% | 2019    | 22-19% | 2018    | 22-18% | 2017    | 22-17% |
|-------------------|---------|---------|--------|--------|--------|---------|--------|---------|--------|---------|--------|
| Downtown          | 313,332 | 323,951 | -3%    | 51,938 | 503%   | 196,711 | 59%    | 184,221 | 70%    | 192,896 | 62%    |
| Old Town/Ski Area | 249,240 | 168,021 | 48%    | 6,204  | 3917%  | 199,539 | 25%    | 203,076 | 23%    | 192,808 | 29%    |
| In County         | 53,450  | 57,284  | -7%    | 41,887 | 28%    | 51,841  | 3%     | 49,992  | 7%     | 43,239  | 24%    |
| Outside County    | 114,100 | 117,155 | -3%    | 55,114 | 107%   | 50,238  | 127%   | 49,990  | 128%   | 45,856  | 149%   |

| YEAR-TO-DATE      | 2022      | 2021      | 22-21% | 2020      | 22-20% | 2019      | 22-19% | 2018      | 22-18% | 2017      | 22-17% |
|-------------------|-----------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|
| Downtown          | 3,144,309 | 2,393,192 | 31%    | 1,618,311 | 94%    | 1,776,682 | 77%    | 1,662,861 | 89%    | 1,498,349 | 110%   |
| Old Town/Ski Area | 2,391,172 | 1,256,571 | 90%    | 1,524,754 | 57%    | 2,148,081 | 11%    | 2,076,164 | 15%    | 1,909,375 | 25%    |
| In County         | 244,477   | 238,598   | 2%     | 219,932   | 11%    | 222,755   | 10%    | 225,939   | 8%     | 220,485   | 11%    |
| Outside County    | 605,100   | 397,530   | 52%    | 281,174   | 115%   | 316,053   | 91%    | 279,642   | 116%   | 219,651   | 175%   |

**2022 YTD TAX COLLECTION BY GEOGRAPHIC AREA**



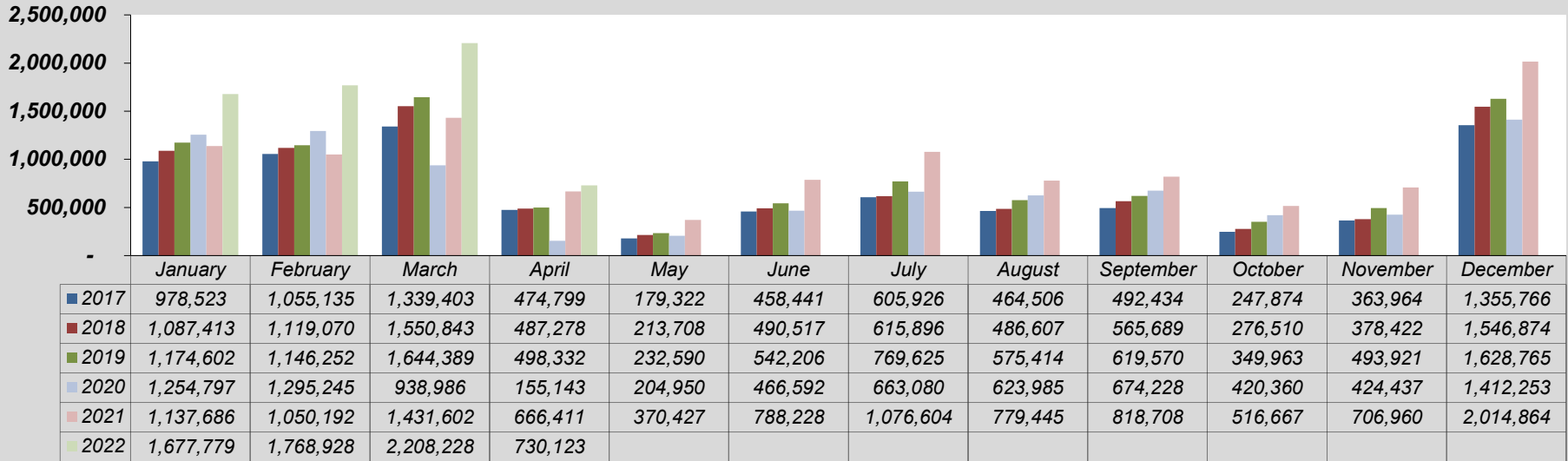
**2021 YTD TAX COLLECTION BY GEOGRAPHIC AREA**



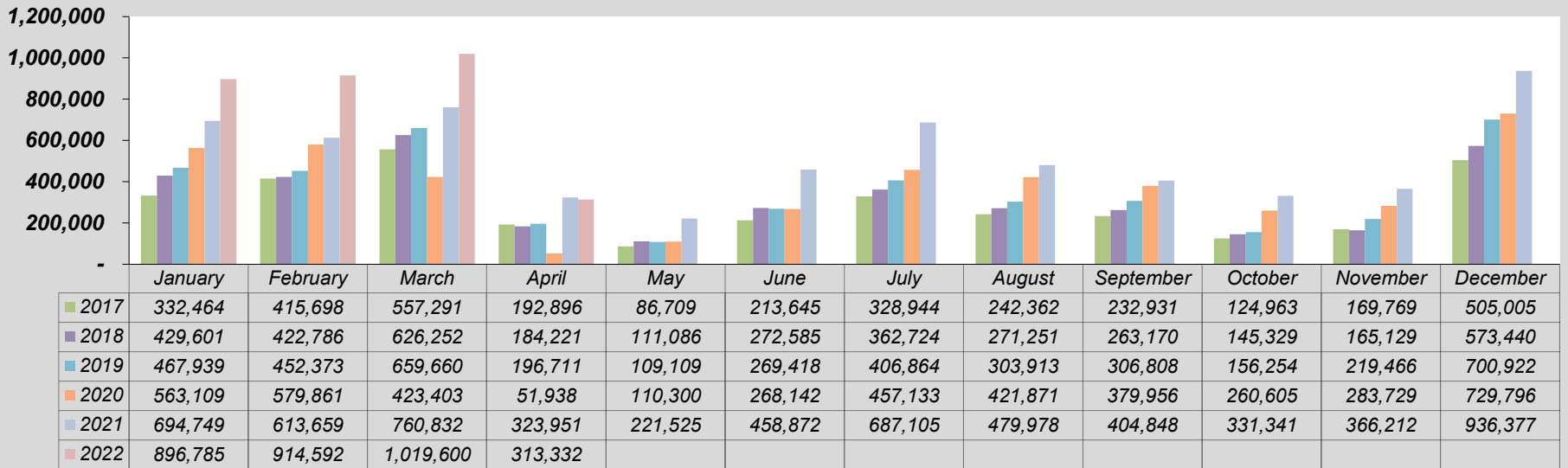


# SALES, LODGING AND ACCOMMODATIONS HISTORICAL COMPARISONS

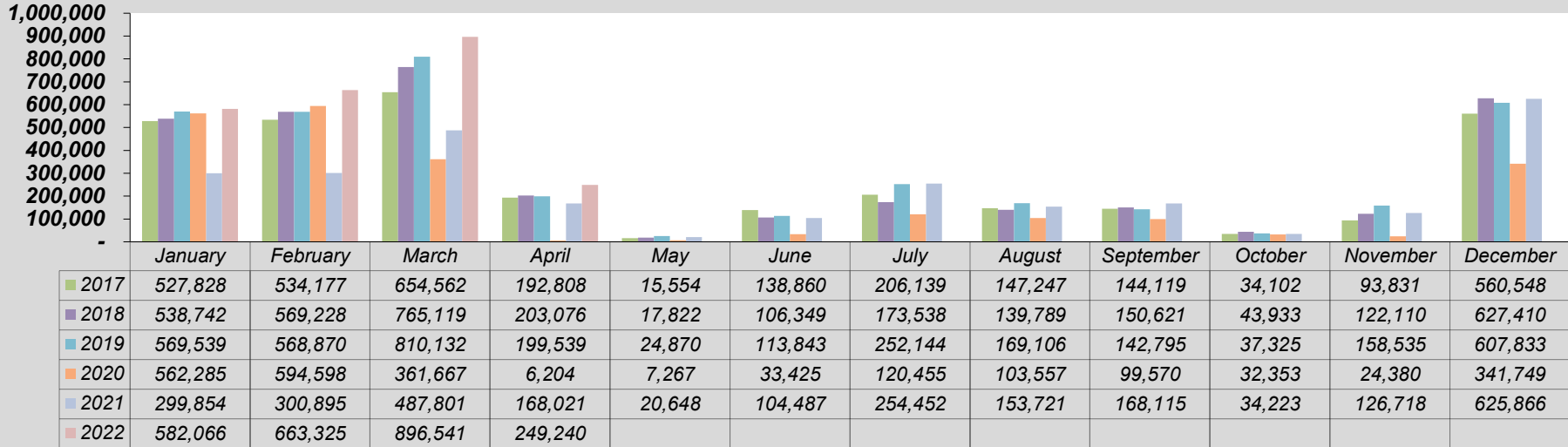
## SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION BY MONTH TOTAL COLLECTED



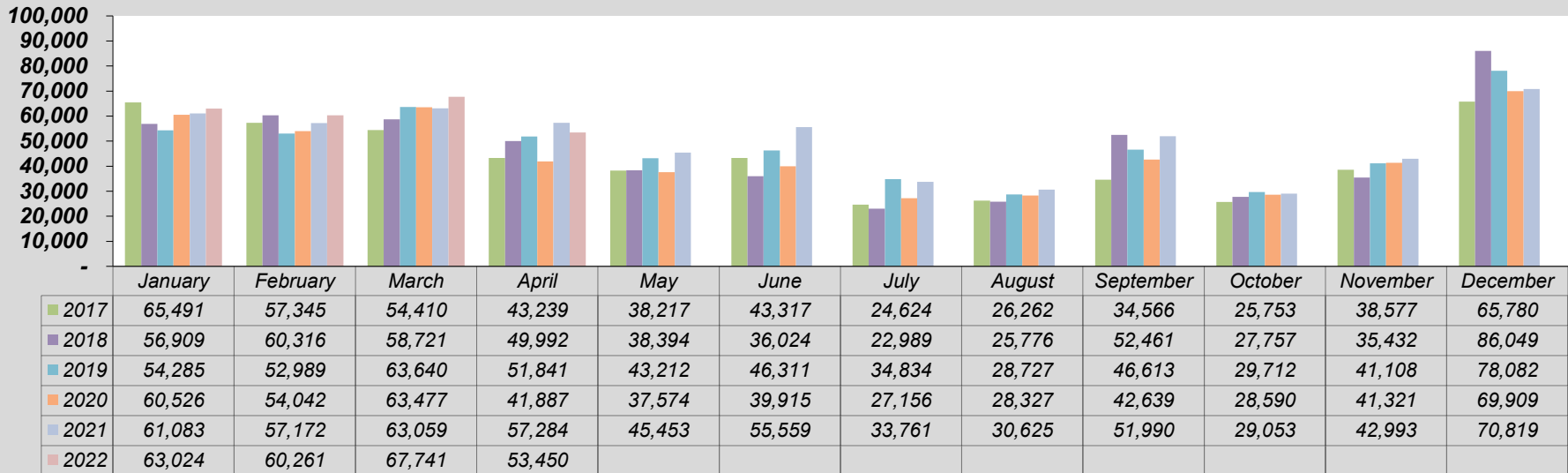
## SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION DOWNTOWN



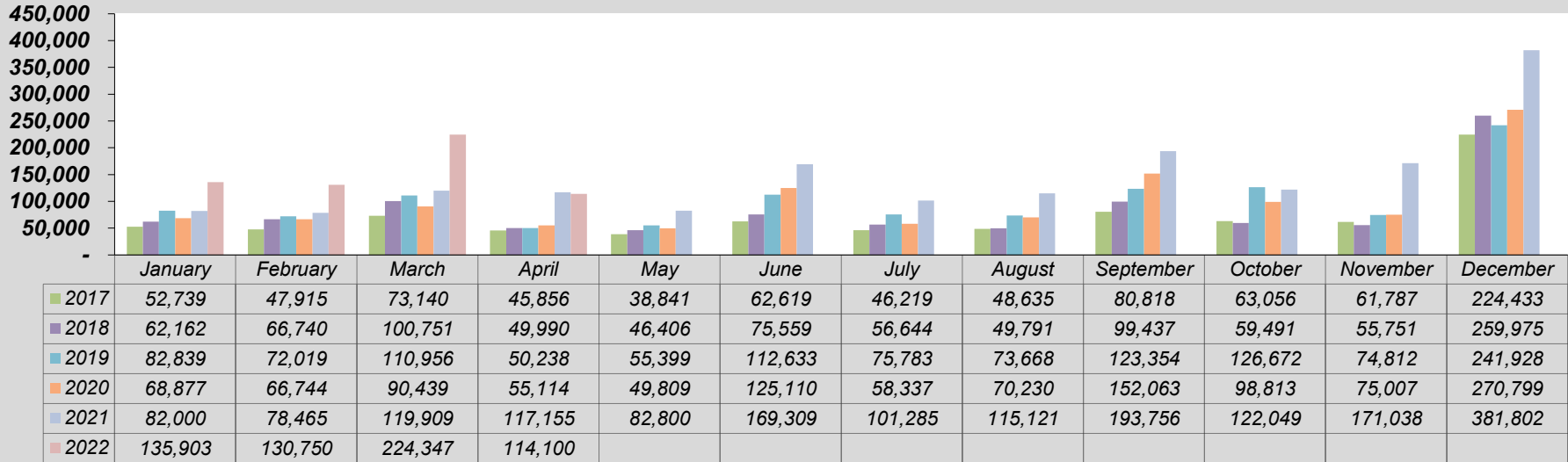
**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION  
OLD TOWN/SKI AREA**



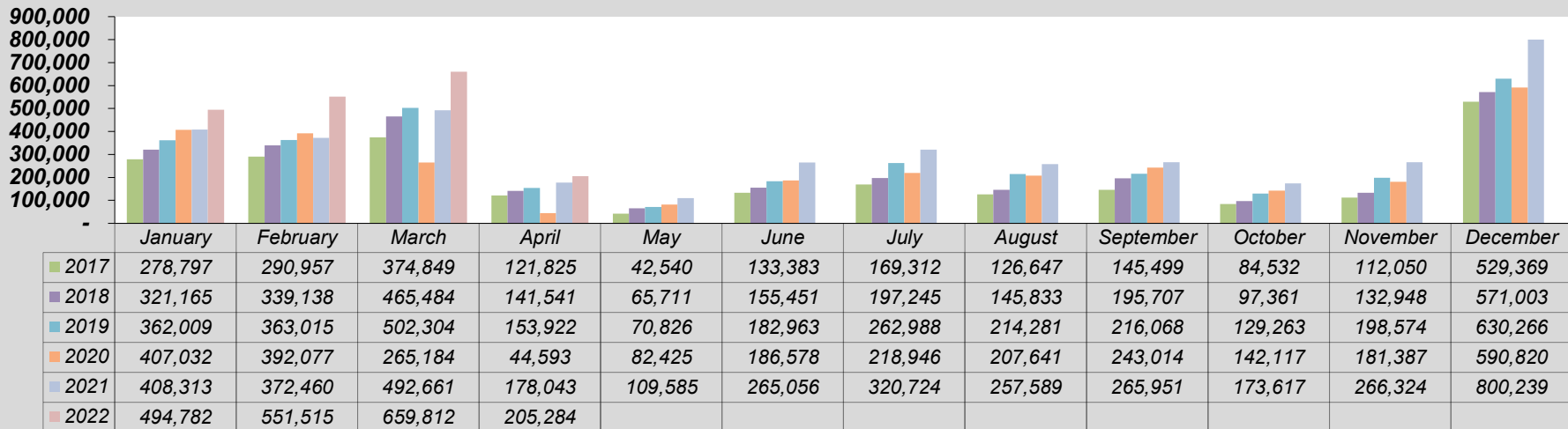
**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION  
IN COUNTY**



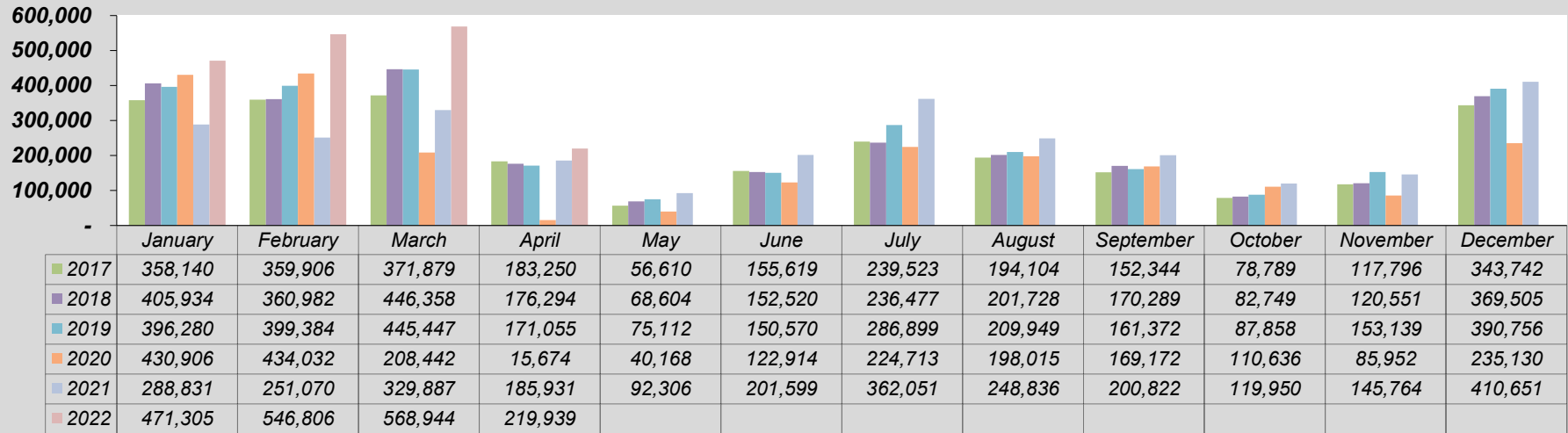
**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION  
OUTSIDE COUNTY**



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



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



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

