

# TOWN OF WINTER PARK, CO

June 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 June 2022, which were remitted to the Town in July 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 June 2022 sales tax collections were 5% above June 2021 collections. All Sectors are still experiencing double digit growth over 2021 collections year-to-date. The Restaurant & Bar Old Town Ski Area Sector increased 23% compared to June 2021. This increase is a reflection of the resort area having more restaurants & bars open as COVID restrictions lessen. The Lodging Sector had a decrease of 18% compared to June 2021, however year-to-date the Lodging Sector is 43% higher compared to a year ago. We attribute this decrease to more tourists visiting for the day based on the other sectors remaining higher compared to June 2021. The Town's year-to-date collections continue to exceed budgeted collections.

#### Current Month

7% Tax	June 2022	June 2021	22-21 %	June 2020	22-20 %	June 2019	22-19 %	June 2018	22-18 %	June 2017	22-17 %
Sales Tax - Not Lodging (5%)	455,804	397,623	15%	271,822	68%	292,857	56%	262,216	74%	247,412	84%
Lodging/Accomm Tax (5%)	136,289	165,397	-18%	61,458	122%	94,433	44%	88,154	55%	80,046	70%
Monthly Total (5%)	592,093	563,020	5%	333,280	78%	387,290	53%	350,369	69%	327,458	81%
Transit & Trails Tax (2%)	236,837	225,208	5%	133,312	78%	154,916	53%	140,148	69%	130,983	81%
Total Collected for Month	828,931	788,228	5%	466,592	78%	542,206	53%	490,517	69%	458,441	81%

#### 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%)	3,700,920	2,677,926	38%	2,228,607	66%	2,701,088	37%	2,552,284	45%	2,272,512	63%
Lodging/Accomm Tax (5%)	1,731,725	1,211,036	43%	854,045	103%	1,040,605	66%	982,594	76%	931,416	86%
YTD Total (5%)	5,432,645	3,888,961	40%	3,082,653	76%	3,741,693	45%	3,534,879	54%	3,203,927	70%
Transit & Trails Tax (2%)	2,173,058	1,555,585	40%	1,233,061	76%	1,496,677	45%	1,413,951	54%	1,281,697	70%
Total Collected for Year	7,605,703	5,444,546	40%	4,315,714	76%	5,238,370	45%	4,948,830	54%	4,485,624	70%

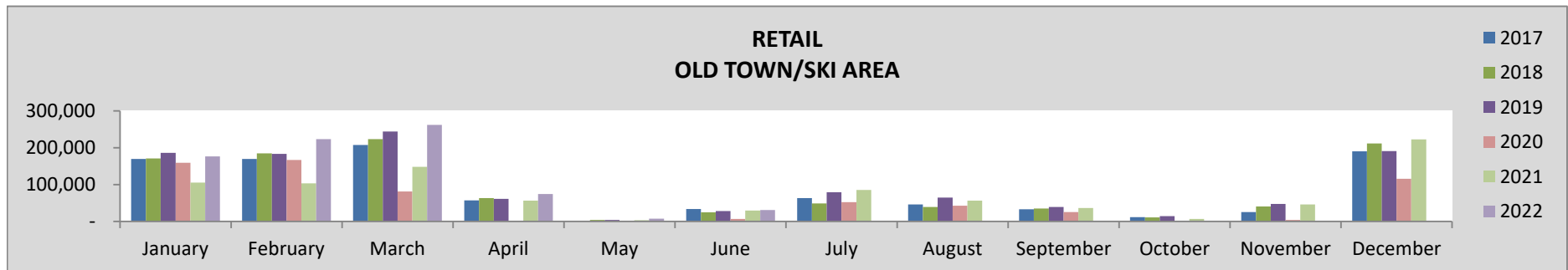
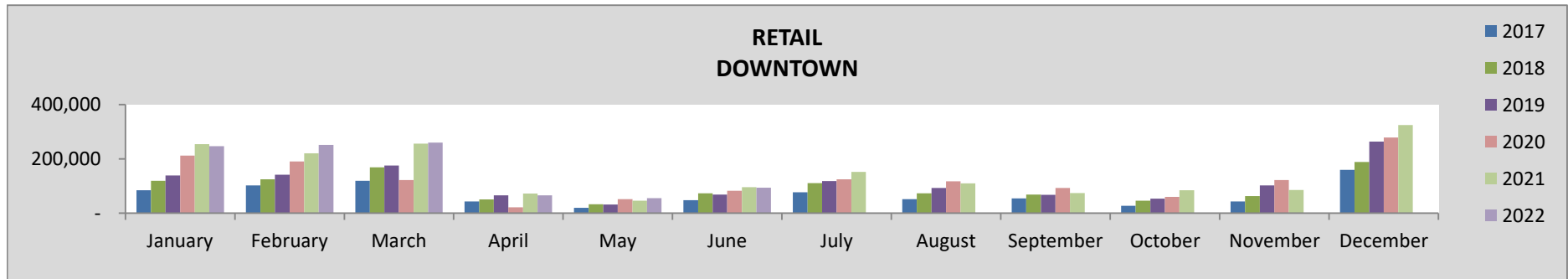
## TAX COMPARISON BY INDUSTRY CLASS AND LOCATION

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

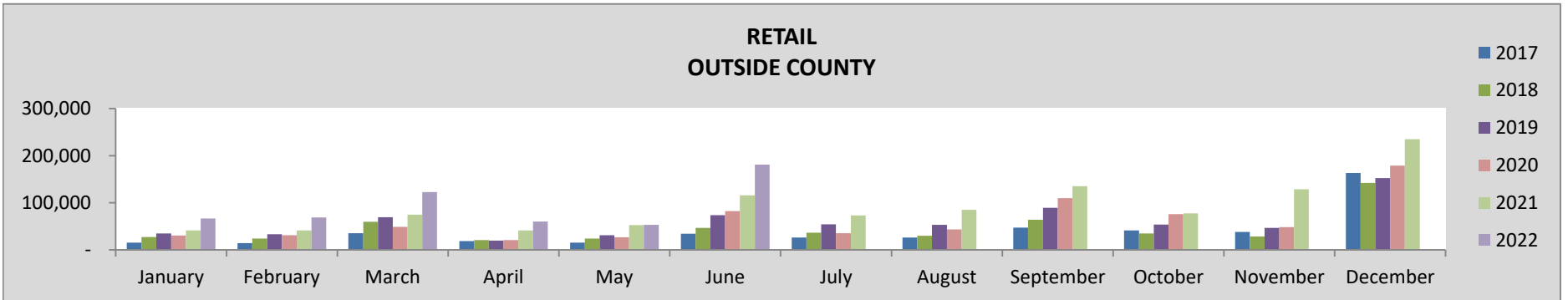
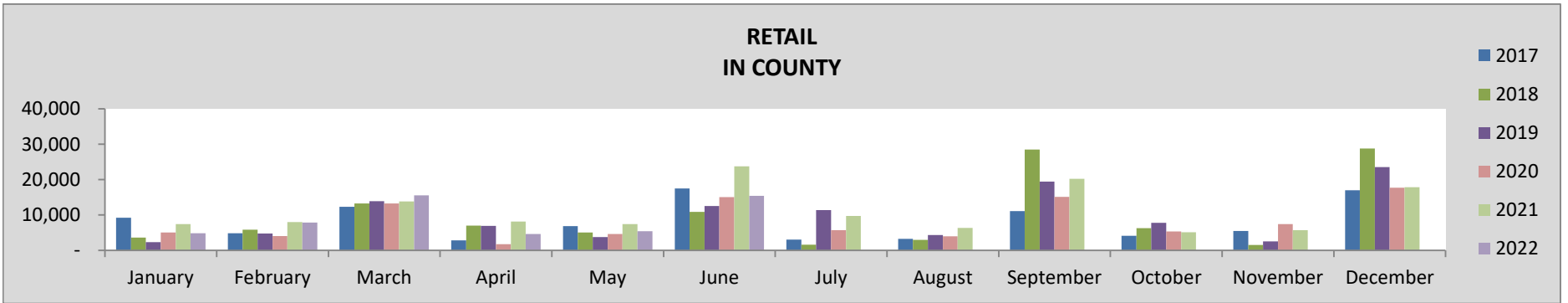
### RETAIL

June	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	321,181	265,056	21%	186,578	72%	182,963	76%	155,451	107%	133,383	141%
Downtown	93,378	96,107	-3%	82,467	13%	68,747	36%	73,027	28%	48,109	94%
Old Town/Ski Area	31,151	29,698	5%	6,887	352%	28,013	11%	24,682	26%	33,466	-7%
In County	15,434	23,776	-35%	15,040	3%	12,516	23%	10,917	41%	17,513	-12%
Outside County	181,218	115,475	57%	82,184	121%	73,686	146%	46,825	287%	34,295	428%

YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	2,353,887	1,826,117	29%	1,377,890	71%	1,635,039	44%	1,488,491	58%	1,242,352	89%
Downtown	971,953	944,461	3%	679,363	43%	622,304	56%	568,942	71%	417,629	133%
Old Town/Ski Area	775,481	446,711	74%	414,640	87%	707,019	10%	671,601	15%	637,295	22%
In County	53,763	68,657	-22%	43,794	23%	44,159	22%	45,661	18%	53,615	0%
Outside County	552,689	366,287	51%	240,092	130%	261,557	111%	202,288	173%	133,812	313%



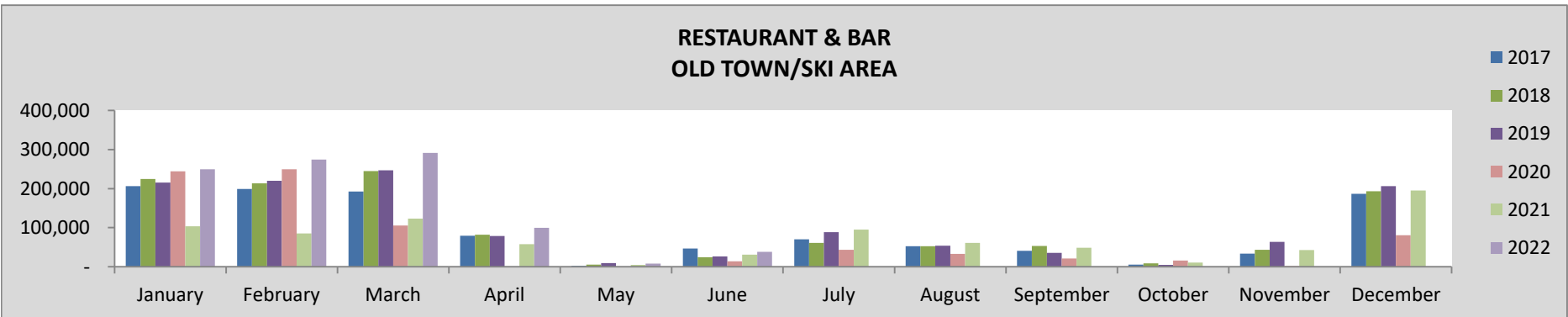
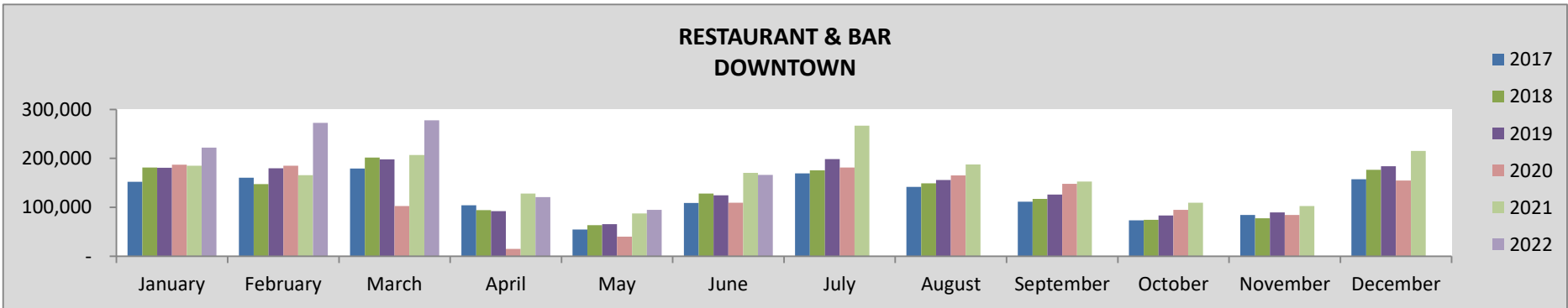
# RETAIL - CONTINUED



## RESTAURANT & BAR

June	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	204,449	201,599	1%	122,914	66%	150,570	36%	152,520	34%	155,619	31%
Downtown	166,464	170,709	-2%	109,311	52%	124,416	34%	128,370	30%	108,916	53%
Old Town/Ski Area	37,984	30,890	23%	13,603	179%	26,154	45%	24,150	57%	46,703	-19%

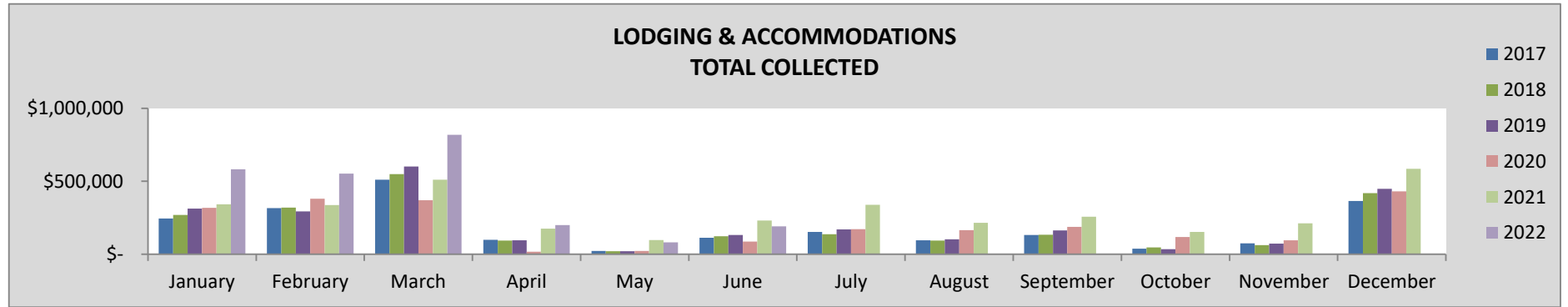
YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	2,114,682	1,349,624	57%	1,252,135	69%	1,637,847	29%	1,610,692	31%	1,485,404	42%
Downtown	1,154,959	944,146	22%	639,169	81%	841,358	37%	816,258	41%	759,409	52%
Old Town/Ski Area	959,723	405,478	137%	612,967	57%	796,489	20%	794,434	21%	725,995	32%



## LODGING & ACCOMMODATION

June	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	190,805	231,555	-18%	86,041	122%	132,206	44%	123,415	55%	112,065	70%

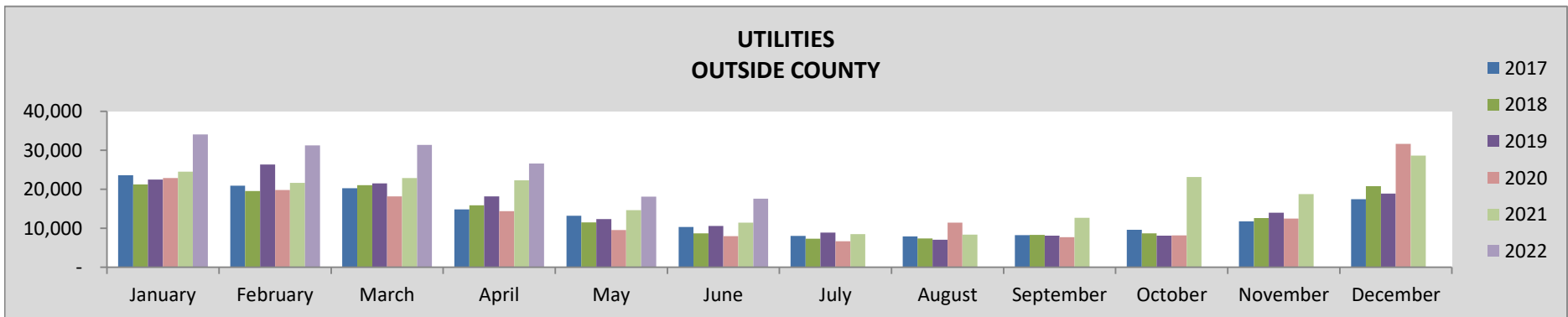
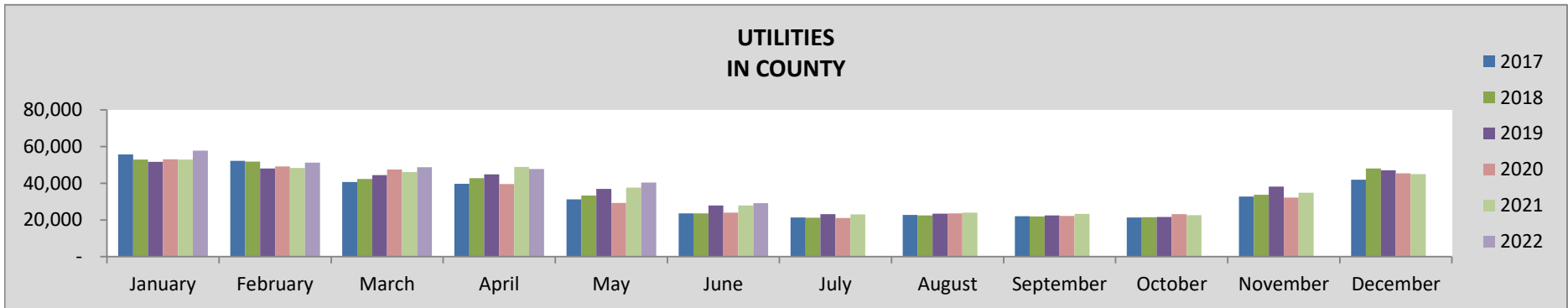
YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	2,424,415	1,695,450	43%	1,195,663	103%	1,456,847	66%	1,375,632	76%	1,303,982	86%



# UTILITIES

June	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	46,766	39,375	19%	31,973	46%	38,526	21%	32,275	45%	33,960	38%
In County	29,188	27,926	5%	24,011	22%	27,925	5%	23,585	24%	23,623	24%
Outside County	17,578	11,449	54%	7,962	121%	10,601	66%	8,690	102%	10,338	70%

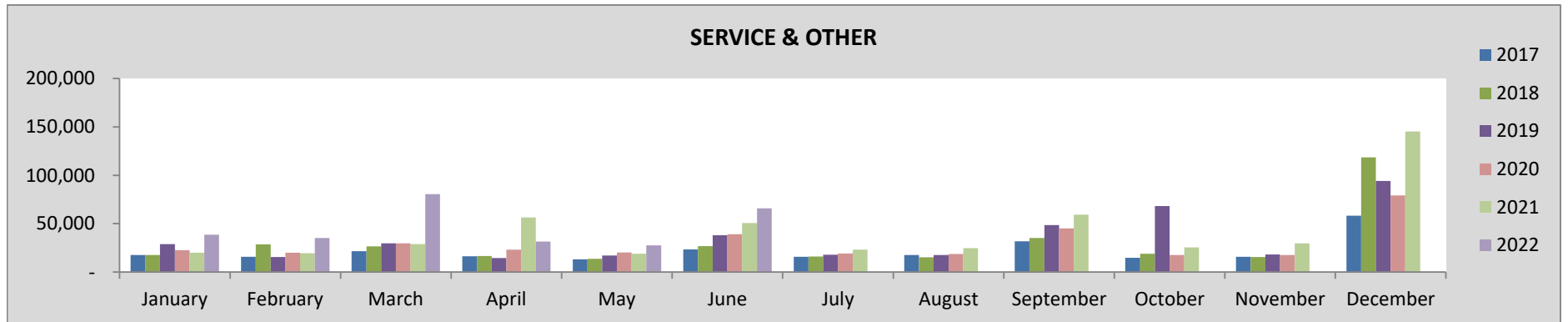
YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	433,923	379,148	14%	335,381	29%	365,311	19%	344,551	26%	346,165	25%
In County	274,925	261,632	5%	242,619	13%	253,890	8%	246,611	11%	243,009	13%
Outside County	158,999	117,516	35%	92,761	71%	111,421	43%	97,940	62%	103,156	54%



## SERVICE & OTHER

June	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	65,730	50,643	30%	39,085	68%	37,940	73%	26,856	145%	23,414	181%
Downtown	13,734	1,736	691%	619	2119%	1,468	835%	2,619	424%	575	2290%
Old Town/Ski Area	2,672	2,672	0%	2,672	0%	2,783	-4%	2,672	0%	2,672	0%
In County	2,375	3,850	-38%	831	186%	5,795	-59%	1,522	56%	2,181	9%
Outside County	46,949	42,385	11%	34,963	34%	27,894	68%	20,044	134%	17,987	161%

YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	278,796	194,207	44%	154,644	80%	143,327	95%	129,464	115%	107,722	159%
Downtown	18,688	3,094	504%	4,627	304%	2,375	687%	3,315	464%	2,153	768%
Old Town/Ski Area	16,030	16,030	0%	16,031	0%	16,142	-1%	16,685	-4%	16,030	0%
In County	11,984	9,247	30%	10,746	12%	14,155	-15%	8,085	48%	5,396	122%
Outside County	232,093	165,836	40%	123,240	88%	110,654	110%	101,380	129%	84,143	176%



## SALES TAX COMPARISON BY LOCATION

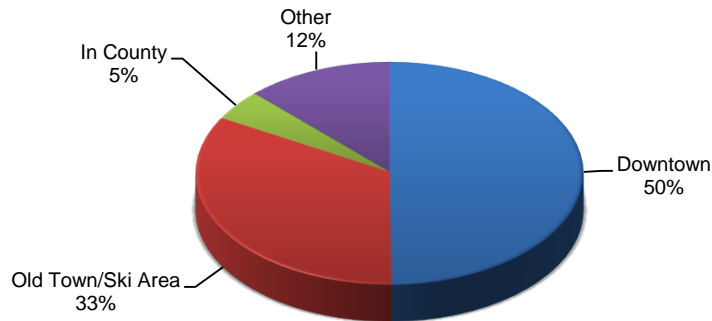
The following compares sales tax collections for the current month and year by location of the business. For lodging properties managed by a property management company, the lodging and accommodation taxes are reflected in the geographic area of the property management company offices.

### GEOGRAPHIC AREA

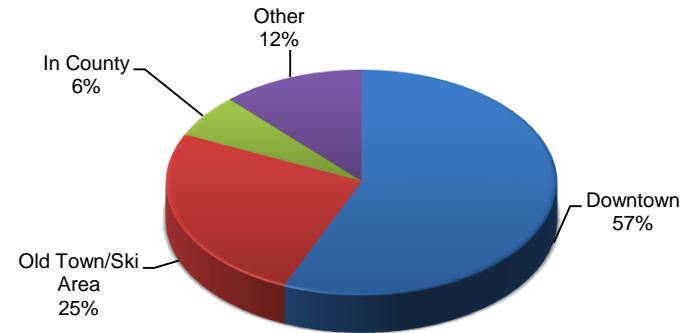
June	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
Downtown	427,727	458,872	-7%	268,142	60%	269,418	59%	272,585	57%	213,645	100%
Old Town/Ski Area	108,461	104,487	4%	33,425	224%	113,843	-5%	106,349	2%	138,860	-22%
In County	46,997	55,559	-15%	39,915	18%	46,311	1%	36,024	30%	43,317	8%
Outside County	245,746	169,309	45%	125,110	96%	112,633	118%	75,559	225%	62,619	292%

YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
Downtown	3,793,806	3,073,590	23%	1,996,753	90%	2,155,210	76%	2,046,532	85%	1,798,703	111%
Old Town/Ski Area	2,527,434	1,381,706	83%	1,565,445	61%	2,286,794	11%	2,200,335	15%	2,063,790	22%
In County	340,682	339,611	0%	297,422	15%	312,279	9%	300,357	13%	302,019	13%
Outside County	943,781	649,640	45%	456,094	107%	484,085	95%	401,607	135%	321,111	194%

**2022 YTD TAX COLLECTION BY GEOGRAPHIC AREA**



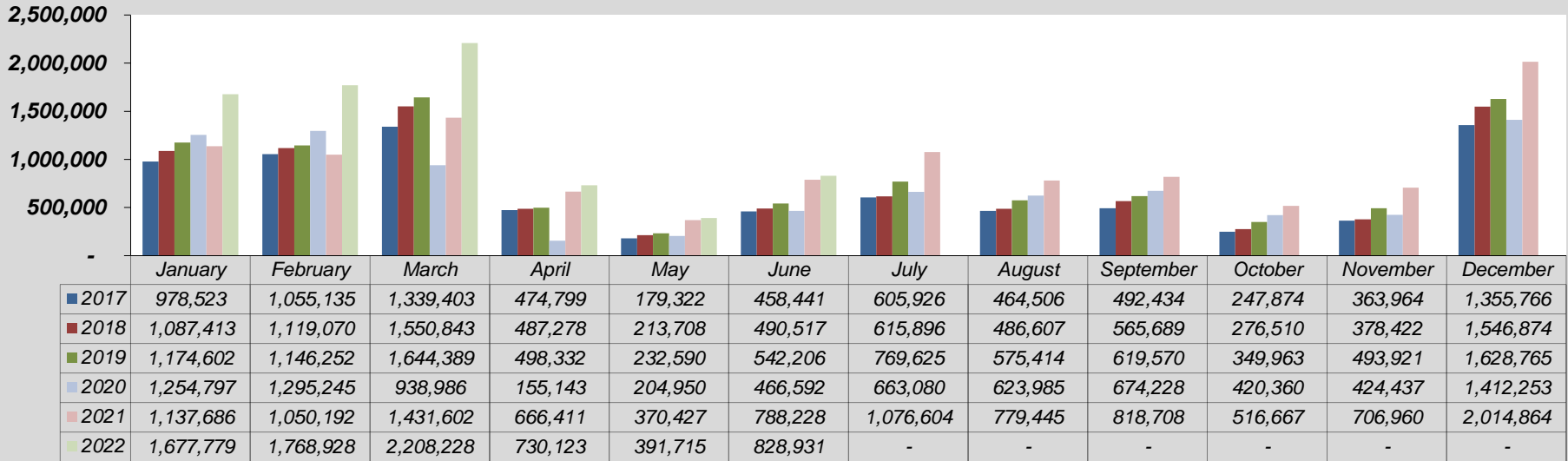
**2021 YTD TAX COLLECTION BY GEOGRAPHIC AREA**



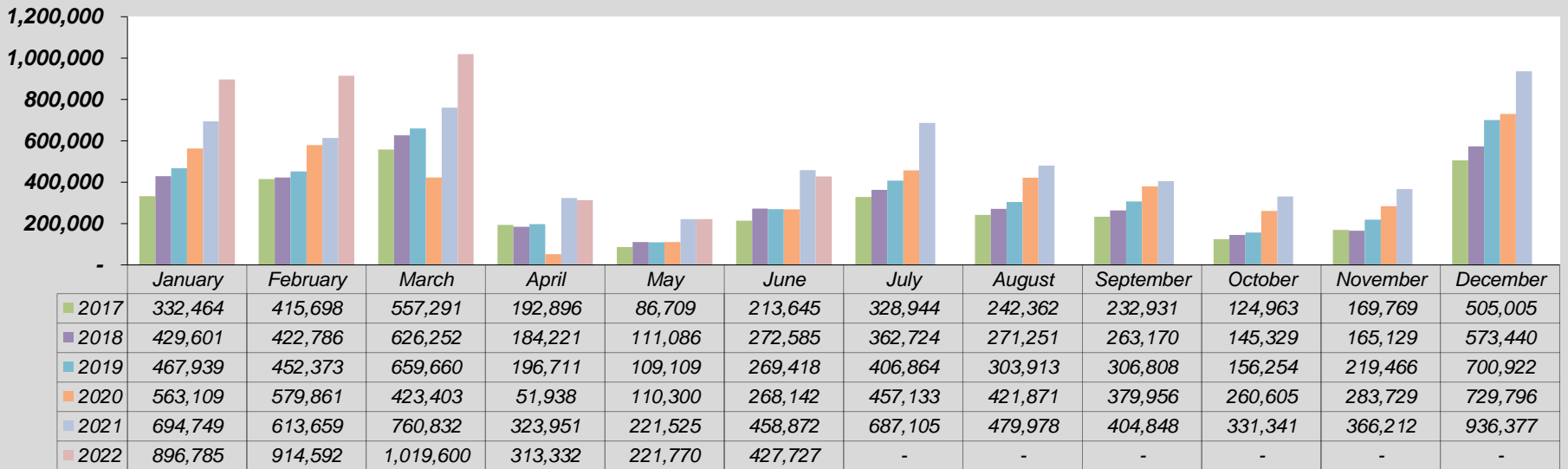


# SALES, LODGING AND ACCOMMODATIONS HISTORICAL COMPARISONS

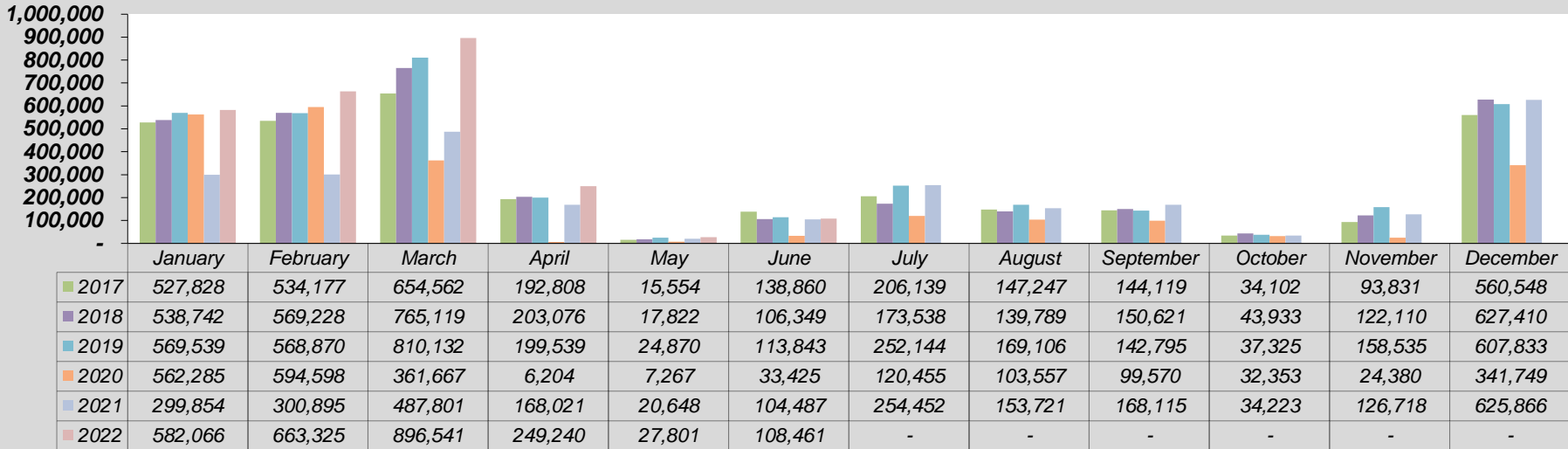
## SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION BY MONTH TOTAL COLLECTED



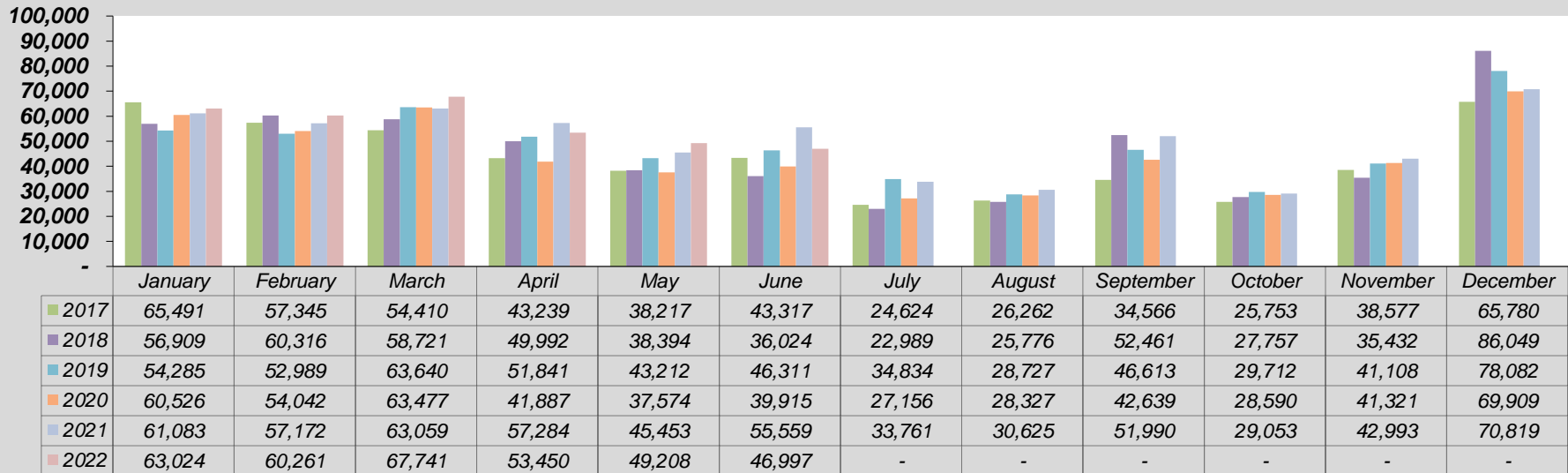
## SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION DOWNTOWN



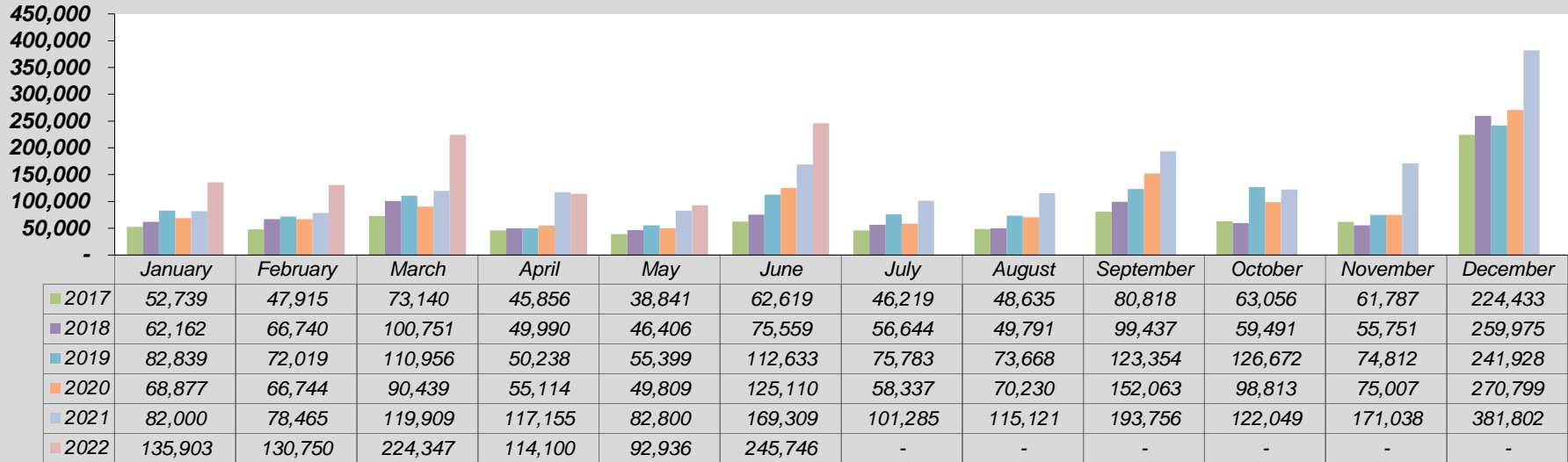
**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION  
OLD TOWN/SKI AREA**



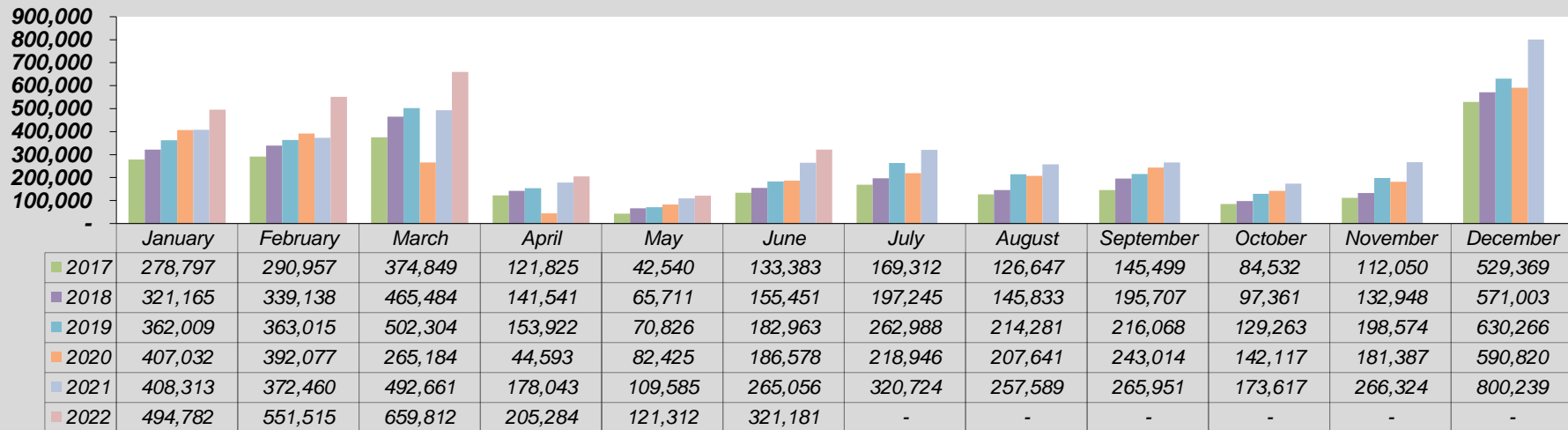
**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION  
IN COUNTY**



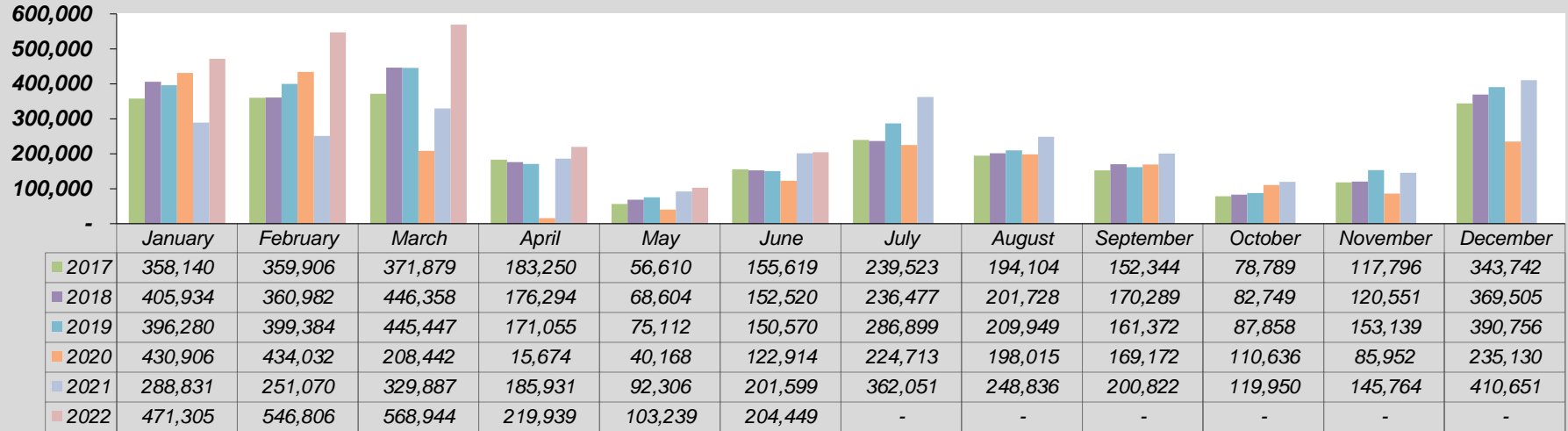
**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION  
OUTSIDE COUNTY**



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



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



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

