

TOWN OF WINTER PARK, CO

July 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 July 2022, which were remitted to the Town in August 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 July 2022 sales tax collections were 2% above July 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 14% compared to July 2021. This increase is a reflection of the resort area having more restaurants & bars open as COVID restrictions lessen. The Lodging Sector had an increase of 2% compared to July 2021, with a 44% year-to-date increase compared to a year ago. We attribute this slight increase to a few more tourists staying compared to those visiting for the day based on the other sectors remaining slightly higher compared to July 2021. The Town's year-to-date collections continue to exceed budgeted collections.

Current Month

7% Tax	July 2022	July 2021	22-21 %	July 2020	22-20 %	July 2019	22-19 %	July 2018	22-18 %	July 2017	22-17 %
Sales Tax - Not Lodging (5%)	538,302	526,786	2%	350,328	54%	428,375	26%	341,575	58%	(5,228,340)	-110%
Lodging/Accomm Tax (5%)	247,246	242,217	2%	123,300	101%	121,357	104%	98,351	151%	108,575	128%
Monthly Total (5%)	785,549	769,003	2%	473,629	66%	549,732	43%	439,925	79%	(5,119,765)	-115%
Transit & Trails Tax (2%)	314,219	307,601	2%	189,452	66%	219,893	43%	175,970	79%	5,725,692	-95%
Total Collected for Month	1,099,768	1,076,604	2%	663,080	66%	769,625	43%	615,896	79%	605,926	82%

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%)	4,239,222	3,204,711	32%	2,578,936	64%	3,129,463	35%	2,893,859	46%	2,596,741	63%
Lodging/Accomm Tax (5%)	1,978,971	1,453,253	36%	977,346	102%	1,161,962	70%	1,080,945	83%	1,039,990	90%
YTD Total (5%)	6,218,194	4,657,964	33%	3,556,281	75%	4,291,425	45%	3,974,804	56%	3,636,732	71%
Transit & Trails Tax (2%)	2,487,277	1,863,186	33%	1,422,513	75%	1,716,570	45%	1,589,922	56%	1,454,819	71%
Total Collected for Year	8,705,471	6,521,150	33%	4,978,794	75%	6,007,995	45%	5,564,726	56%	5,091,550	71%

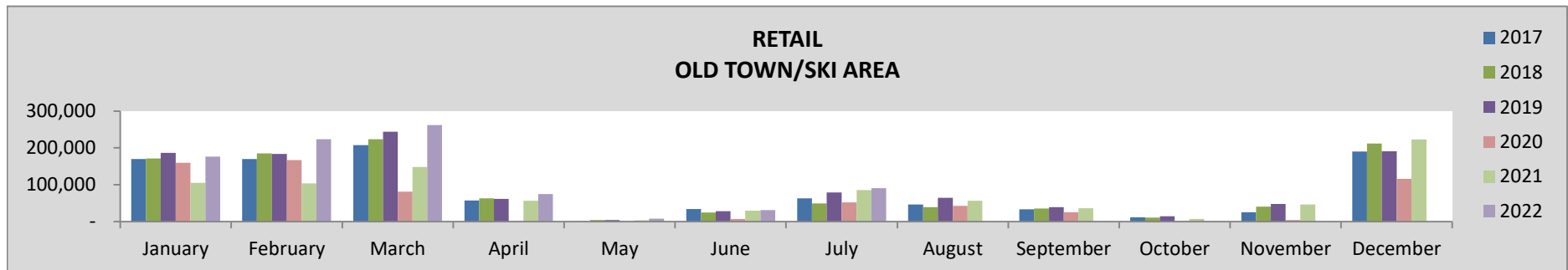
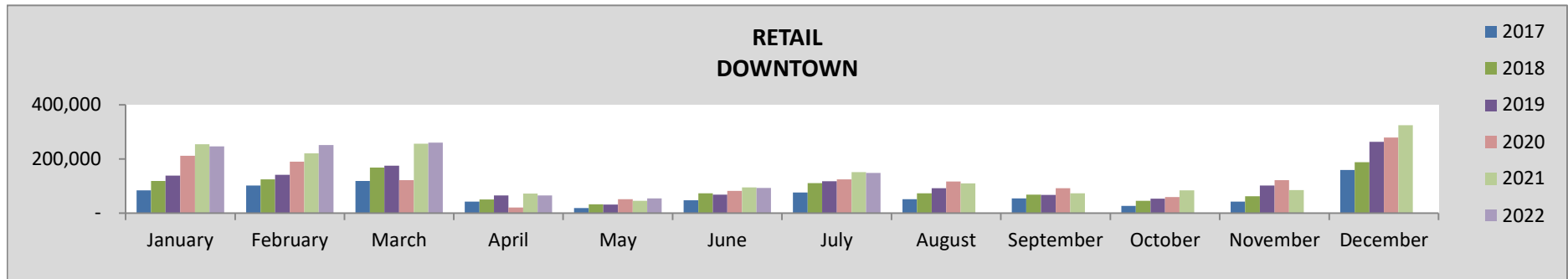
TAX COMPARISON BY INDUSTRY CLASS AND LOCATION

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

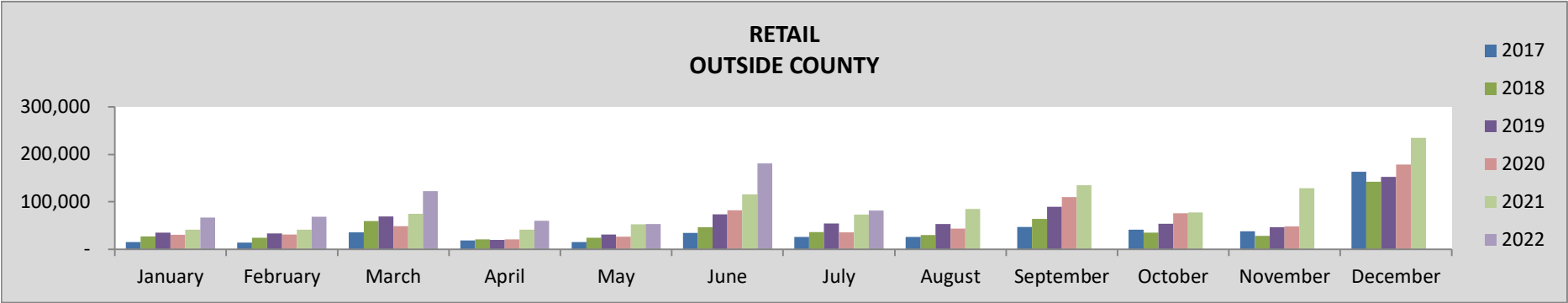
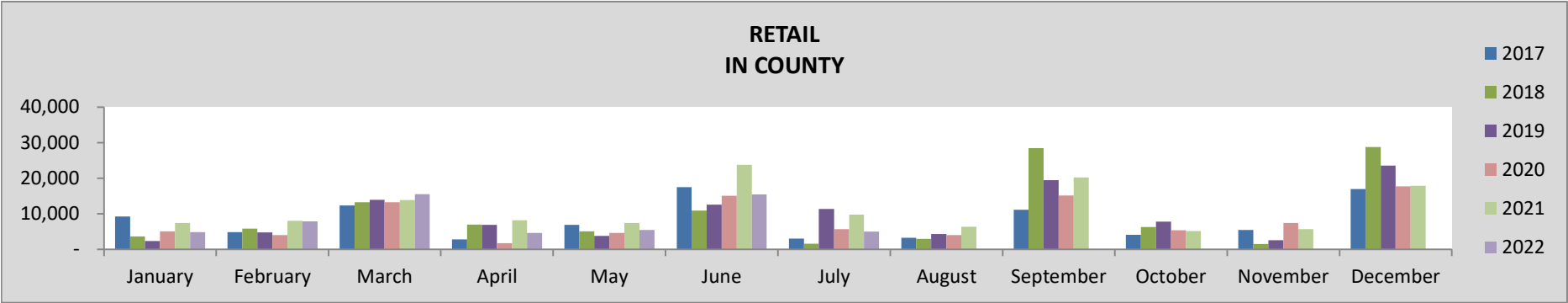
RETAIL

June	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	325,759	320,724	2%	218,946	49%	262,988	24%	197,245	65%	169,312	92%
Downtown	148,194	152,062	-3%	125,138	18%	117,790	26%	110,262	34%	76,772	93%
Old Town/Ski Area	91,042	85,594	6%	52,488	73%	79,488	15%	49,161	85%	63,428	44%
In County	4,997	9,703	-49%	5,701	-12%	11,371	-56%	1,594	214%	3,033	65%
Outside County	81,526	73,364	11%	35,619	129%	54,339	50%	36,228	125%	26,079	213%

YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	2,679,646	2,146,841	25%	1,596,836	68%	1,898,027	41%	1,685,736	59%	1,411,664	90%
Downtown	1,120,147	1,096,524	2%	804,501	39%	740,094	51%	679,204	65%	494,402	127%
Old Town/Ski Area	866,524	532,305	63%	467,128	86%	786,507	10%	720,762	20%	700,724	24%
In County	58,760	78,361	-25%	49,495	19%	55,530	6%	47,254	24%	56,648	4%
Outside County	634,215	439,652	44%	275,712	130%	315,896	101%	238,516	166%	159,891	297%



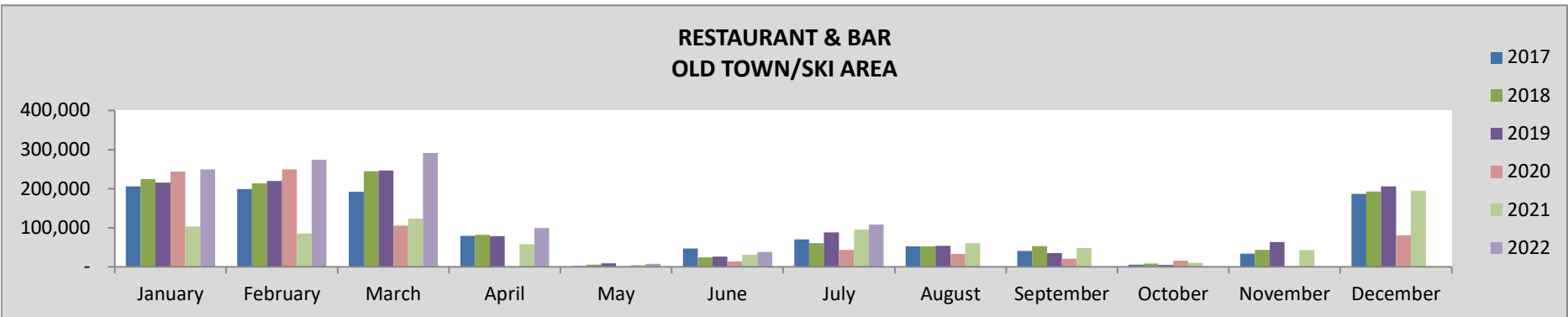
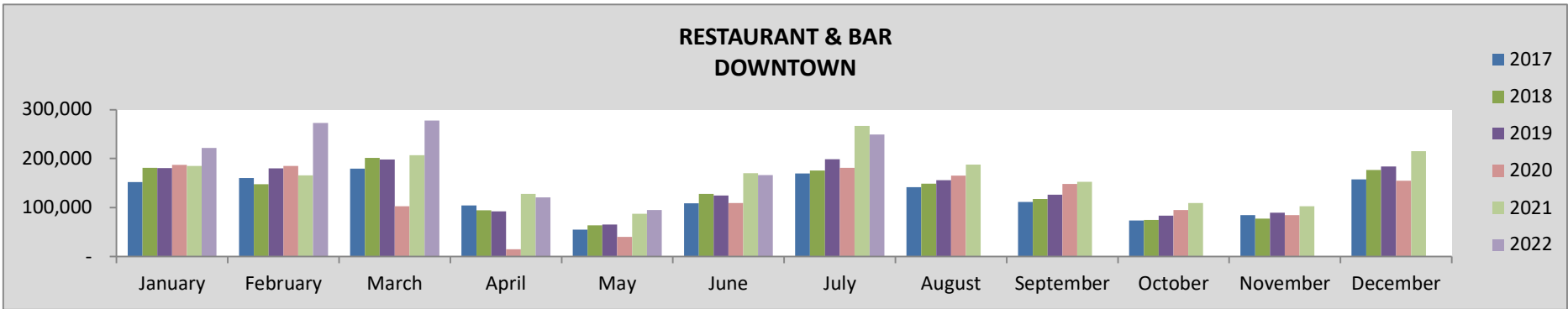
RETAIL - CONTINUED



RESTAURANT & BAR

June	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	357,391	362,051	-1%	224,713	59%	286,899	25%	236,477	51%	239,523	49%
Downtown	249,336	267,160	-7%	181,627	37%	198,560	26%	175,586	42%	169,294	47%
Old Town/Ski Area	108,054	94,891	14%	43,086	151%	88,339	22%	60,891	77%	70,229	54%

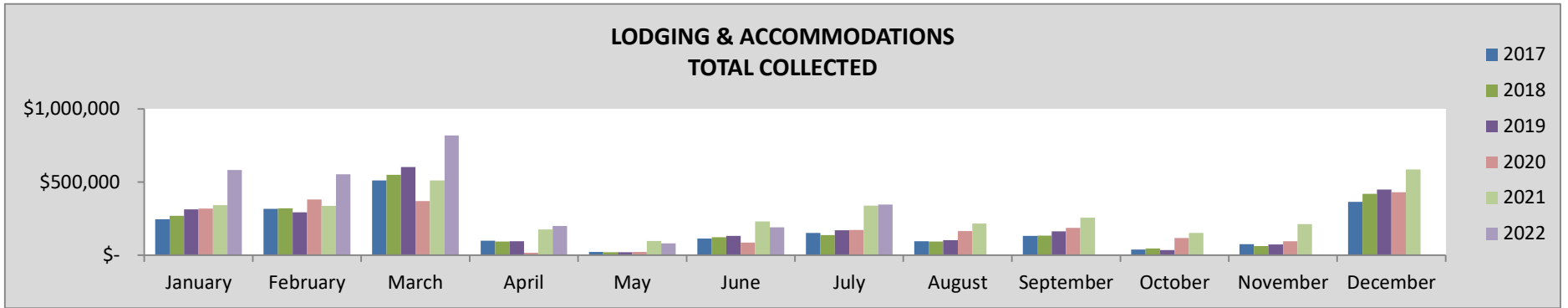
YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	2,472,073	1,711,675	44%	1,476,848	67%	1,924,746	28%	1,847,168	34%	1,724,927	43%
Downtown	1,404,296	1,211,306	16%	820,796	71%	1,039,918	35%	991,844	42%	928,702	51%
Old Town/Ski Area	1,067,777	500,369	113%	656,052	63%	884,827	21%	855,325	25%	796,224	34%



LODGING & ACCOMMODATION

June	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	346,145	339,104	2%	172,620	101%	169,900	104%	137,691	151%	152,005	128%

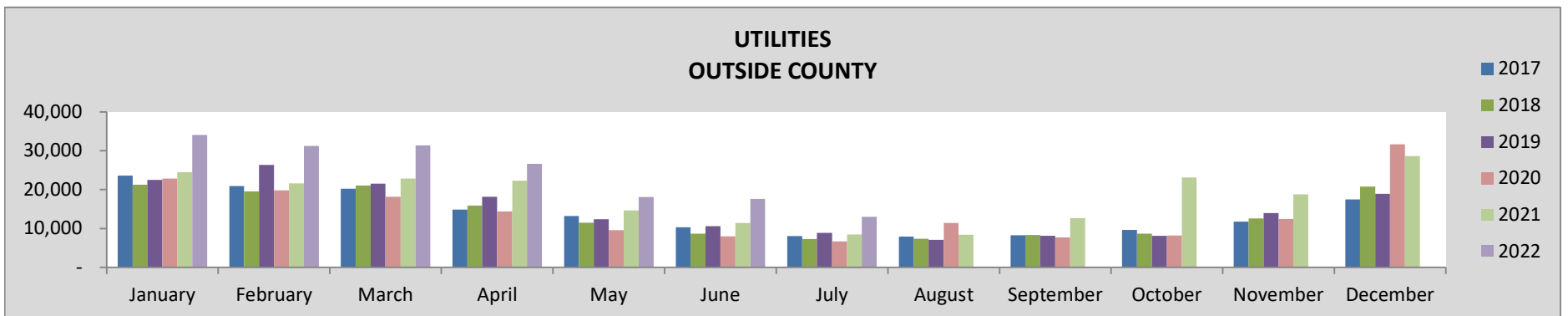
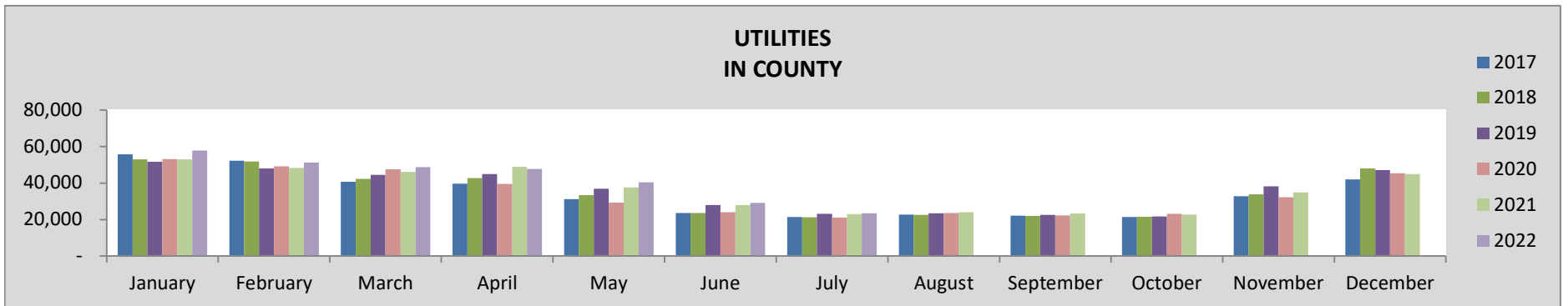
YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	2,770,560	2,034,554	36%	1,368,284	102%	1,626,747	70%	1,513,323	83%	1,455,986	90%



UTILITIES

June	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	36,445	31,511	16%	27,724	31%	32,100	14%	28,469	28%	29,337	24%
In County	23,444	23,000	2%	21,056	11%	23,200	1%	21,182	11%	21,314	10%
Outside County	13,001	8,511	53%	6,668	95%	8,900	46%	7,287	78%	8,022	62%

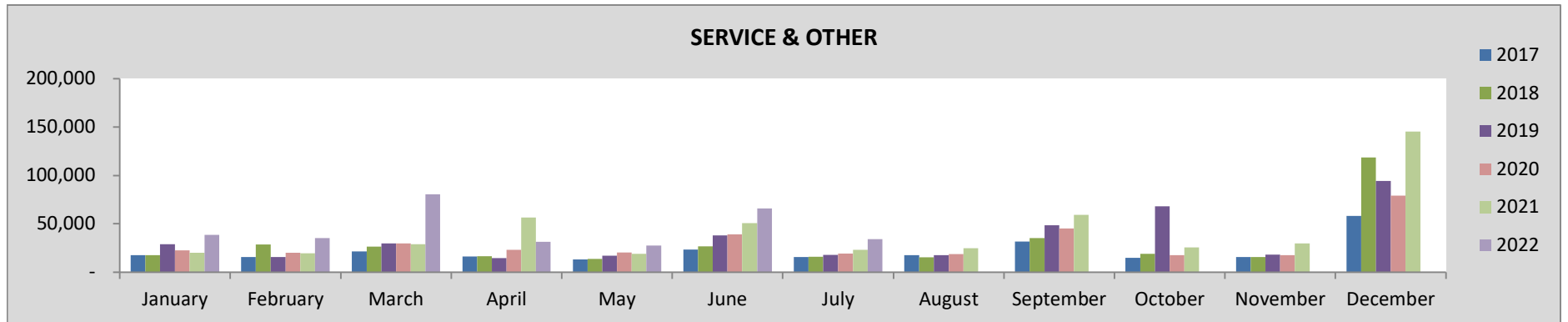
YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	470,368	410,659	15%	363,105	30%	397,411	18%	373,020	26%	375,501	25%
In County	298,369	284,632	5%	263,676	13%	277,089	8%	267,793	11%	264,323	13%
Outside County	172,000	126,027	36%	99,429	73%	120,322	43%	105,226	63%	111,178	55%



SERVICE & OTHER

June	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	34,028	23,214	47%	19,077	78%	17,738	92%	16,014	112%	15,750	116%
Downtown	43	129	-67%	25	75%	199	-78%	-	-	683	-94%
Old Town/Ski Area	2,672	2,672	0%	2,672	0%	4,733	-44%	2,672	0%	2,672	0%
In County	750	1,009	-26%	331	127%	264	185%	213	251%	277	171%
Outside County	30,563	19,404	58%	16,050	90%	12,544	144%	13,129	133%	12,118	152%

YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	312,823	217,421	44%	173,721	80%	161,065	94%	145,479	115%	123,472	153%
Downtown	18,731	3,224	481%	4,652	303%	2,574	628%	3,315	465%	2,836	560%
Old Town/Ski Area	18,702	18,702	0%	18,703	0%	20,875	-10%	19,357	-3%	18,702	0%
In County	12,734	10,256	24%	11,077	15%	14,419	-12%	8,298	53%	5,673	124%
Outside County	262,656	185,240	42%	139,290	89%	123,198	113%	114,509	129%	96,261	173%



SALES TAX COMPARISON BY LOCATION

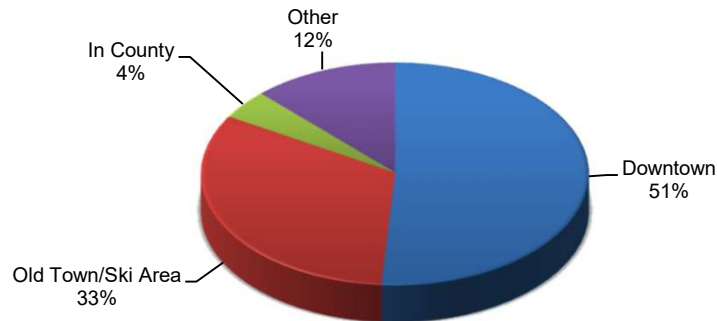
The following compares sales tax collections for the current month and year by location of the business. For lodging properties managed by a property management company, the lodging and accommodation taxes are reflected in the geographic area of the property management company offices.

GEOGRAPHIC AREA

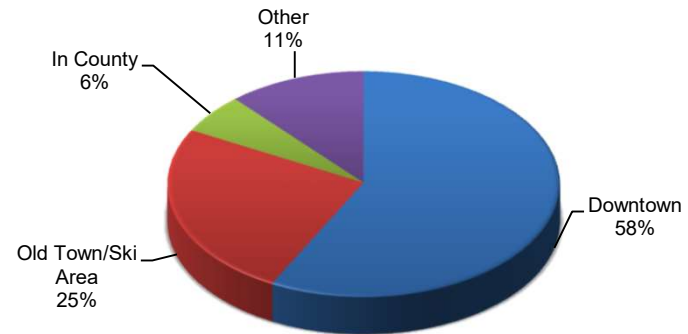
June	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
Downtown	655,872	687,105	-5%	457,133	43%	406,864	61%	362,724	81%	328,944	99%
Old Town/Ski Area	289,615	254,452	14%	120,455	140%	252,144	15%	173,538	67%	206,139	40%
In County	29,191	33,761	-14%	27,156	7%	34,834	-16%	22,989	27%	24,624	19%
Outside County	125,090	101,285	24%	58,337	114%	75,783	65%	56,644	121%	46,219	171%

YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
Downtown	4,449,678	3,760,695	18%	2,453,886	81%	2,562,074	74%	2,409,255	85%	2,127,647	109%
Old Town/Ski Area	2,817,049	1,636,158	72%	1,685,900	67%	2,538,938	11%	2,373,874	19%	2,269,928	24%
In County	369,873	373,372	-1%	324,577	14%	347,113	7%	323,346	14%	326,644	13%
Outside County	1,068,871	750,924	42%	514,431	108%	559,868	91%	458,251	133%	367,330	191%

2022 YTD TAX COLLECTION BY GEOGRAPHIC AREA

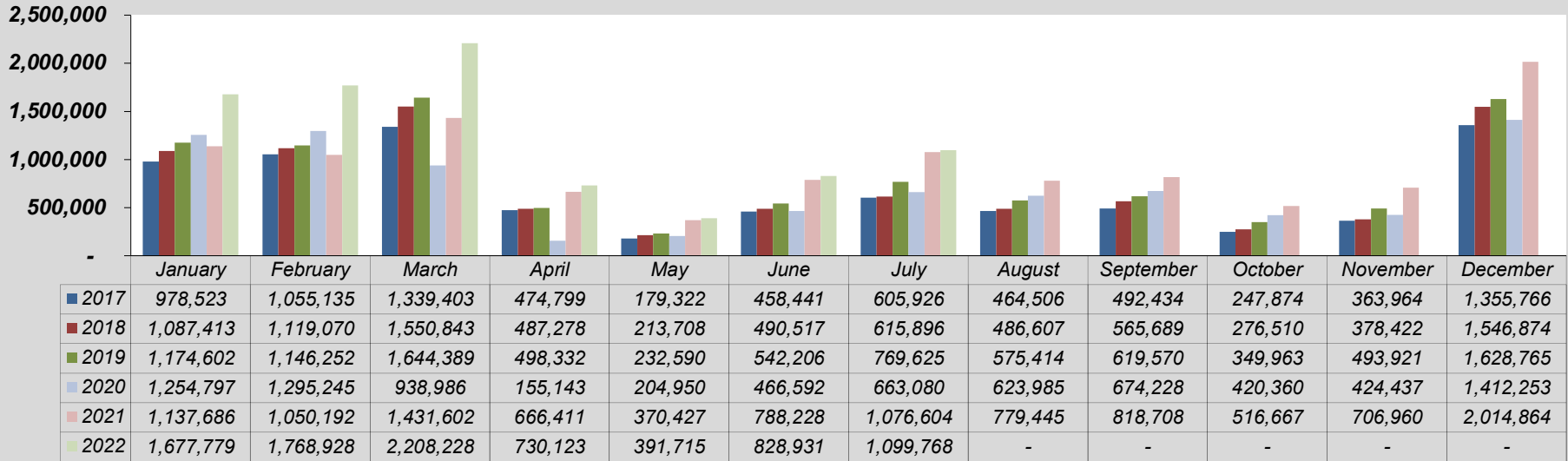


2021 YTD TAX COLLECTION BY GEOGRAPHIC AREA

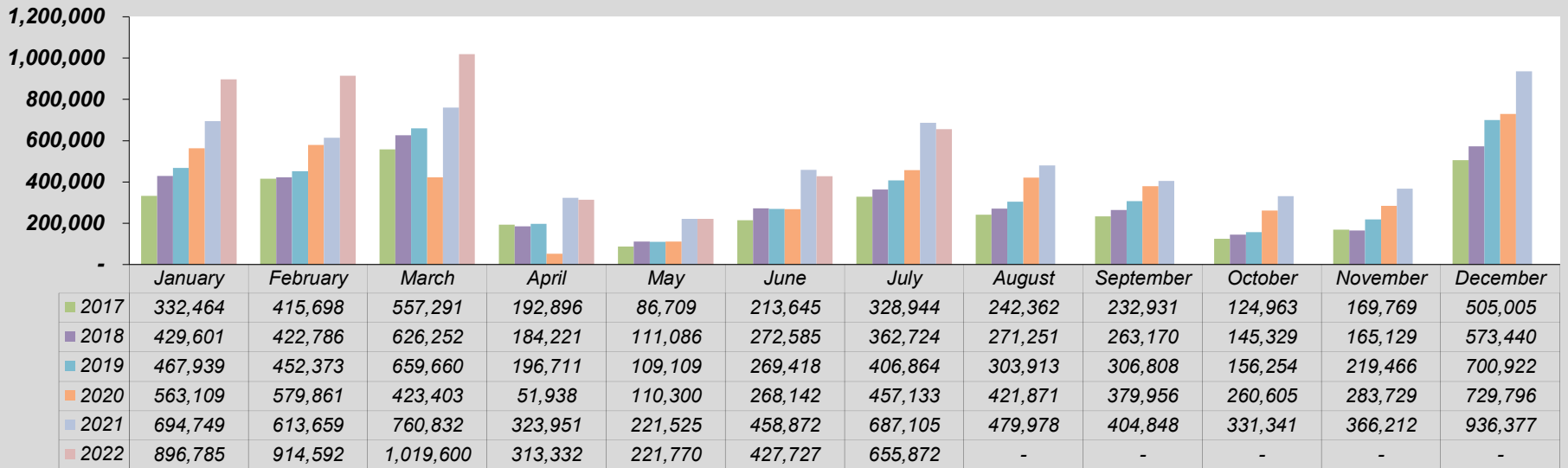


SALES, LODGING AND ACCOMMODATIONS HISTORICAL COMPARISONS

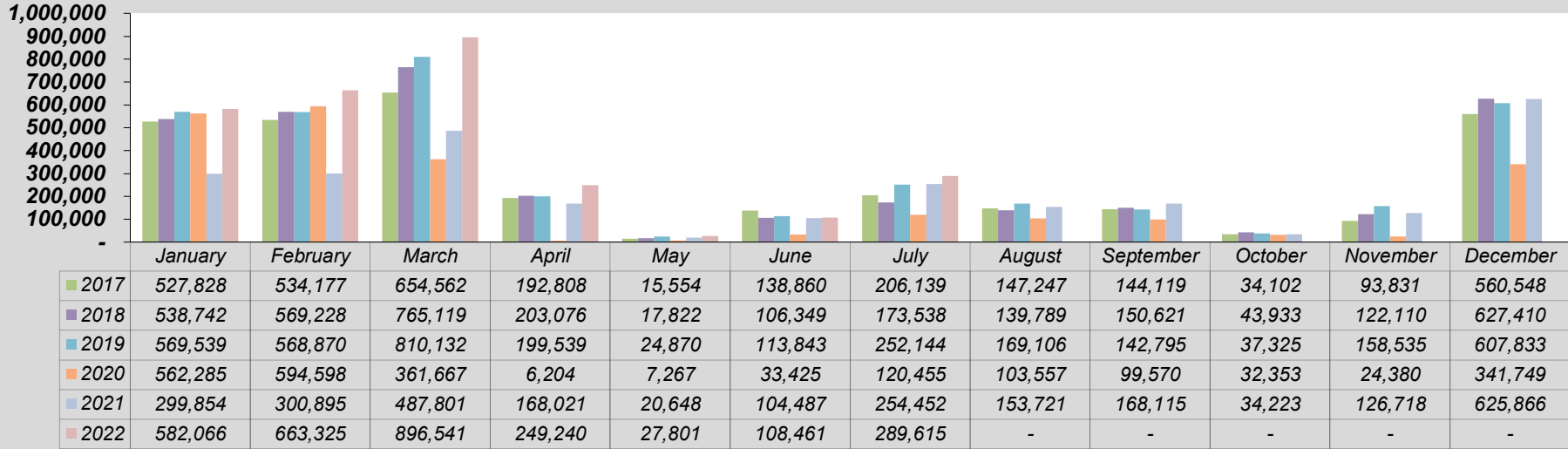
SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION BY MONTH TOTAL COLLECTED



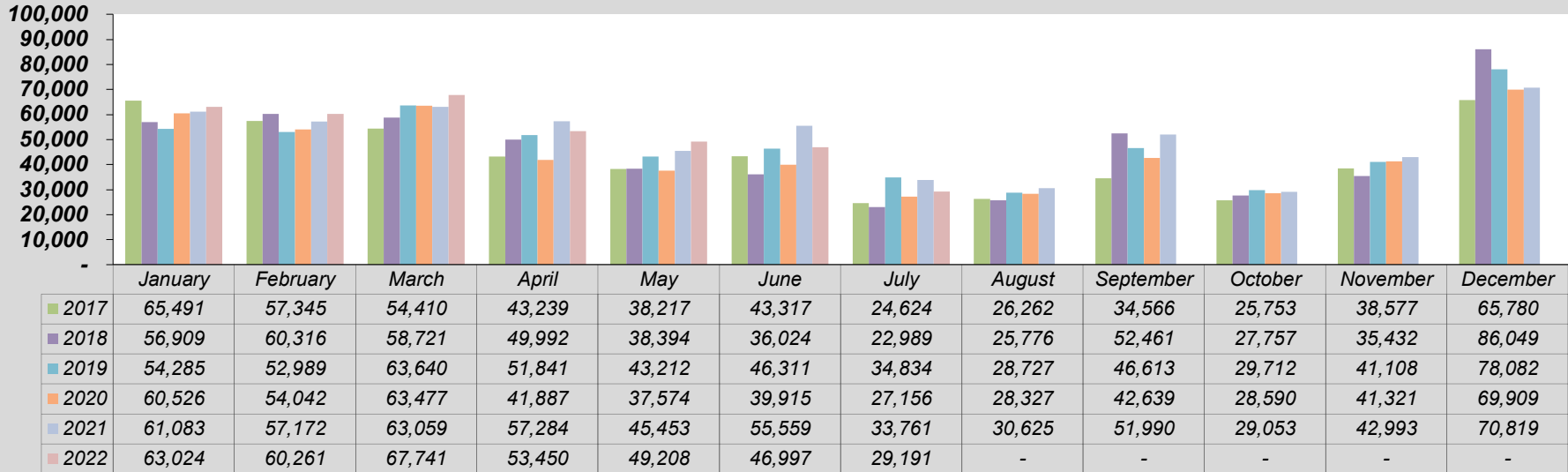
SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION DOWNTOWN



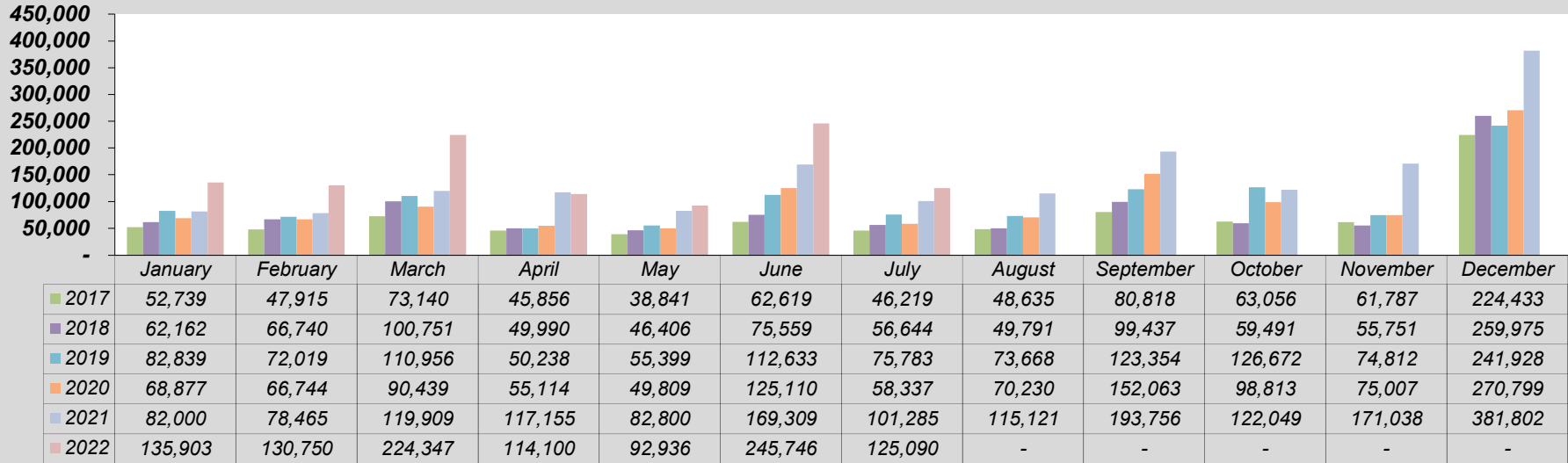
**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION
OLD TOWN/SKI AREA**



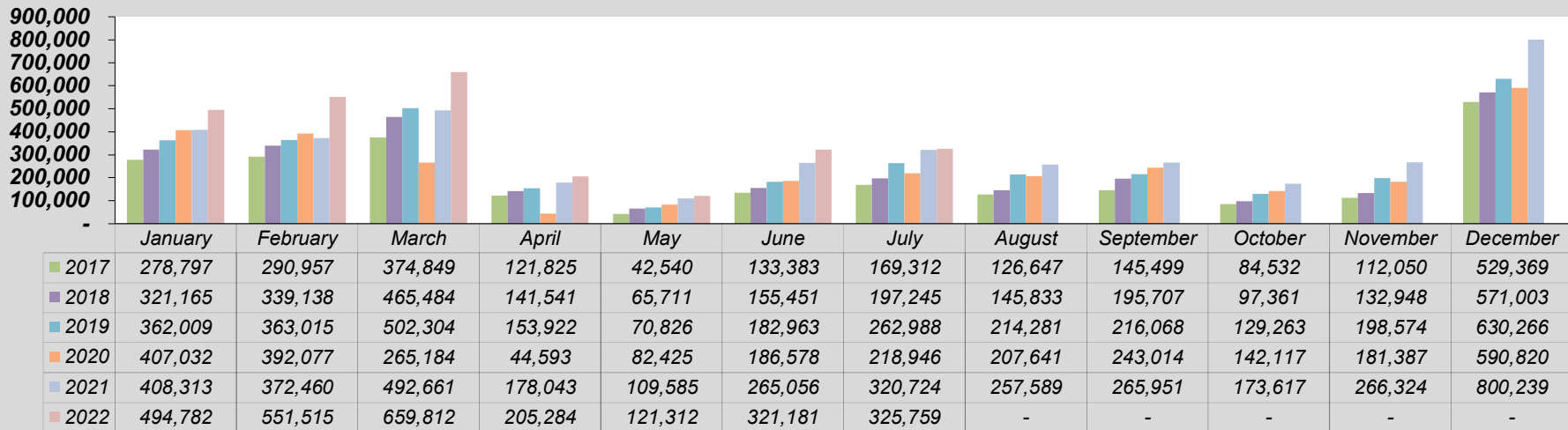
**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION
IN COUNTY**



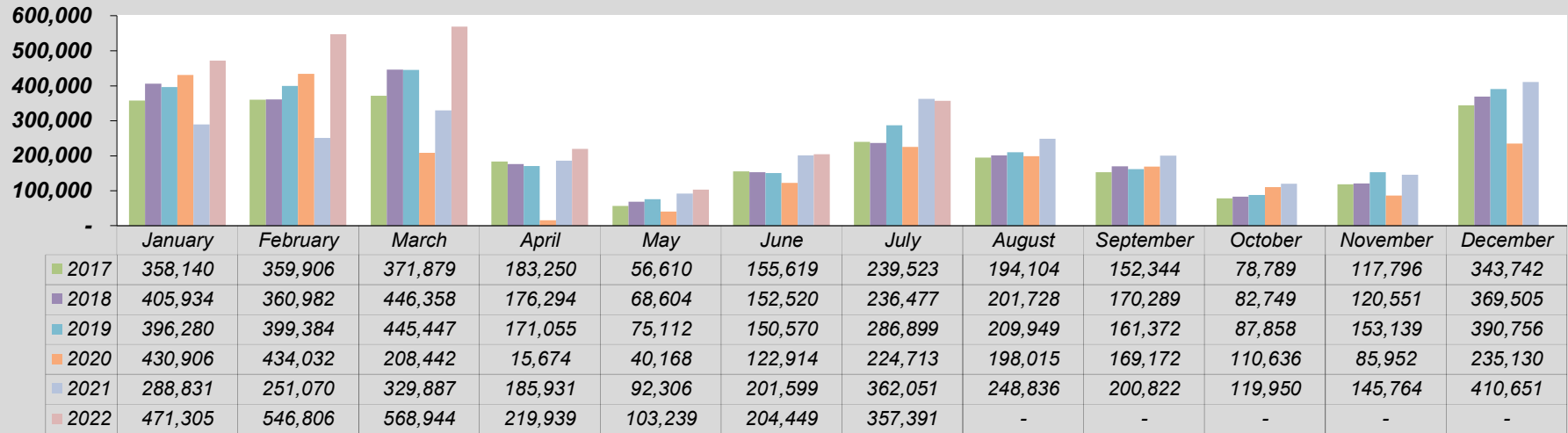
**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION
OUTSIDE COUNTY**



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



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



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

