

TOWN OF WINTER PARK, CO

August 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 August 2022, which were remitted to the Town in September 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 August 2022 sales tax collections were 4% above August 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 22% compared to August 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 3% compared to August 2021, with a 33% 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 August 2021. The Town's year-to-date collections continue to exceed budgeted collections.

Current Month

| 7% Tax | August 2022 | August 2021 | 22-21 % | August 2020 | 22-20 % | August 2019 | 22-19 % | August 2018 | 22-18 % | August 2017 | 22-17 % |
|------------------------------|-------------|-------------|---------|-------------|---------|-------------|---------|-------------|---------|-------------|---------|
| Sales Tax - Not Lodging (5%) | 419,717 | 402,553 | 4% | 328,056 | 28% | 337,294 | 24% | 280,452 | 50% | 263,428 | 59% |
| Lodging/Accomm Tax (5%) | 158,659 | 154,193 | 3% | 117,647 | 35% | 73,716 | 115% | 67,124 | 136% | 68,362 | 132% |
| Monthly Total (5%) | 578,377 | 556,746 | 4% | 445,703 | 30% | 411,010 | 41% | 347,577 | 66% | 331,790 | 74% |
| Transit & Trails Tax (2%) | 231,351 | 222,699 | 4% | 178,281 | 30% | 164,404 | 41% | 139,031 | 66% | 132,716 | 74% |
| Total Collected for Month | 809,727 | 779,445 | 4% | 623,985 | 30% | 575,414 | 41% | 486,607 | 66% | 464,506 | 74% |

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%) | 4,658,940 | 3,607,265 | 29% | 2,906,992 | 60% | 3,466,757 | 34% | 3,174,312 | 47% | 2,860,170 | 63% |
| Lodging/Accomm Tax (5%) | 2,137,631 | 1,607,446 | 33% | 1,094,993 | 95% | 1,235,678 | 73% | 1,148,069 | 86% | 1,108,352 | 93% |
| YTD Total (5%) | 6,796,570 | 5,214,711 | 30% | 4,001,985 | 70% | 4,702,435 | 45% | 4,322,381 | 57% | 3,968,522 | 71% |
| Transit & Trails Tax (2%) | 2,718,628 | 2,085,884 | 30% | 1,600,794 | 70% | 1,880,974 | 45% | 1,728,952 | 57% | 1,587,535 | 71% |
| Total Collected for Year | 9,515,198 | 7,300,595 | 30% | 5,602,778 | 70% | 6,583,410 | 45% | 6,051,333 | 57% | 5,556,056 | 71% |

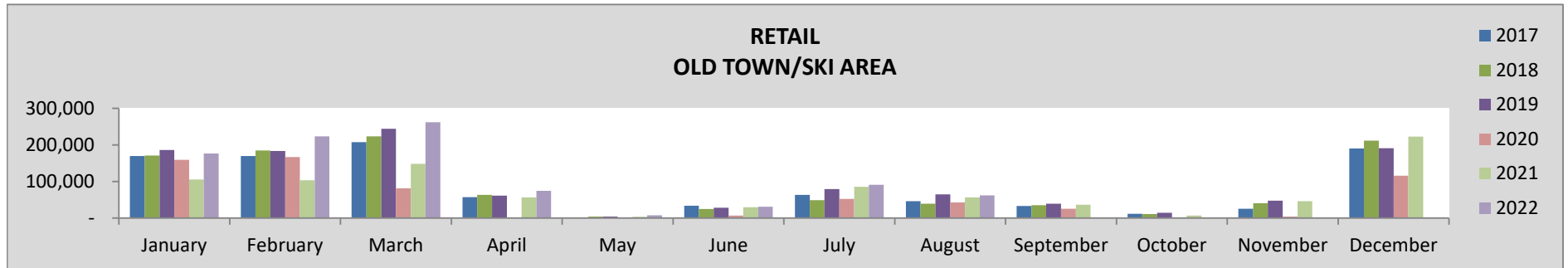
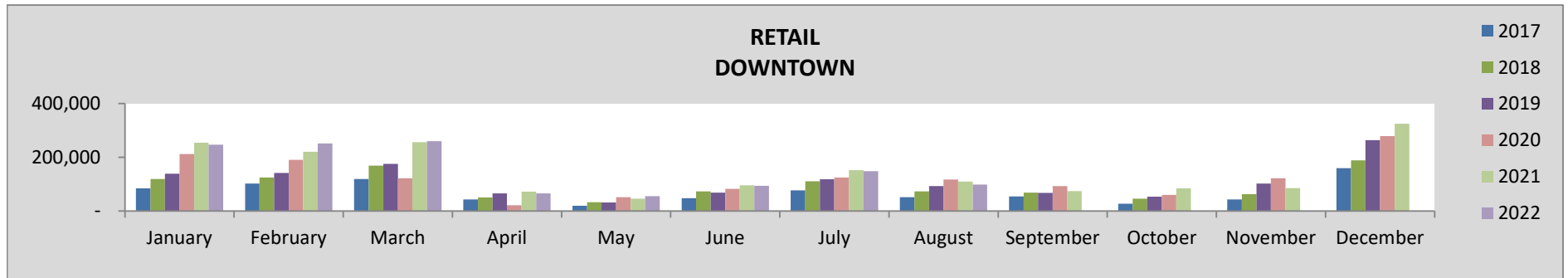
TAX COMPARISON BY INDUSTRY CLASS AND LOCATION

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

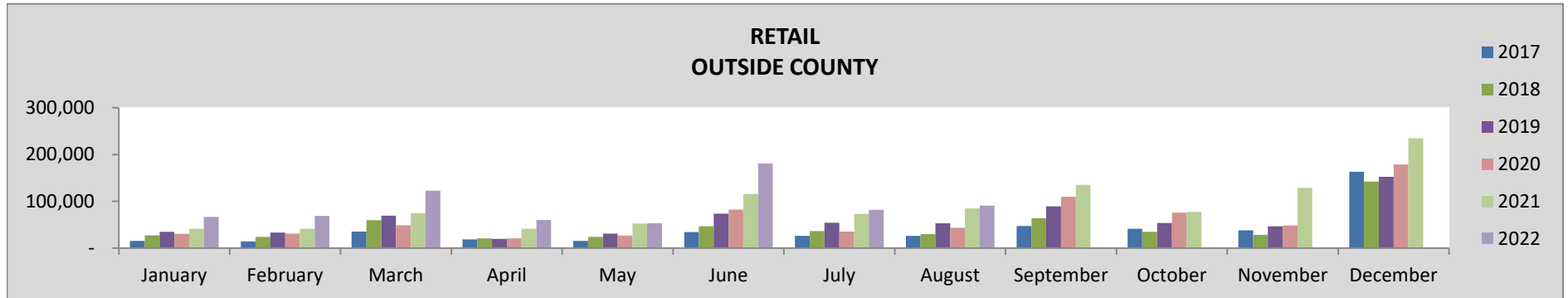
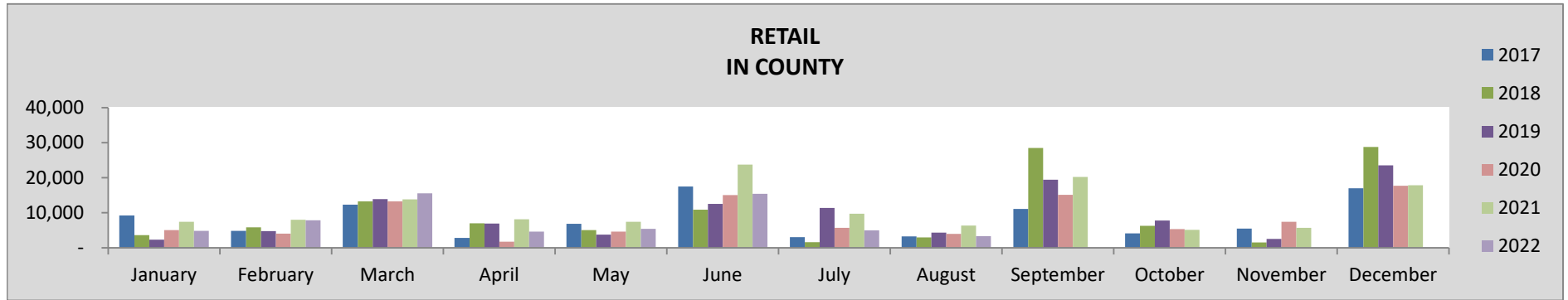
RETAIL

| August | 2022 | 2021 | 22-21% | 2020 | 22-20% | 2019 | 22-19% | 2018 | 22-18% | 2017 | 22-17% |
|-------------------|---------|---------|--------|---------|--------|---------|--------|---------|--------|---------|--------|
| TOTAL | 255,442 | 257,589 | -1% | 207,641 | 23% | 214,281 | 19% | 145,833 | 75% | 126,647 | 102% |
| Downtown | 98,799 | 109,473 | -10% | 117,096 | -16% | 92,462 | 7% | 73,533 | 34% | 51,308 | 93% |
| Old Town/Ski Area | 62,141 | 56,775 | 9% | 42,905 | 45% | 64,485 | -4% | 39,134 | 59% | 45,824 | 36% |
| In County | 3,348 | 6,339 | -47% | 3,949 | -15% | 4,347 | -23% | 2,966 | 13% | 3,281 | 2% |
| Outside County | 91,155 | 85,002 | 7% | 43,690 | 109% | 52,987 | 72% | 30,200 | 202% | 26,234 | 247% |

| YEAR-TO-DATE | 2022 | 2021 | 22-21% | 2020 | 22-20% | 2019 | 22-19% | 2018 | 22-18% | 2017 | 22-17% |
|-------------------|-----------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|
| TOTAL | 2,935,088 | 2,404,429 | 22% | 1,804,477 | 63% | 2,112,308 | 39% | 1,831,569 | 60% | 1,538,311 | 91% |
| Downtown | 1,218,946 | 1,205,996 | 1% | 921,598 | 32% | 832,556 | 46% | 752,737 | 62% | 545,710 | 123% |
| Old Town/Ski Area | 928,664 | 589,080 | 58% | 510,033 | 82% | 850,992 | 9% | 759,895 | 22% | 746,547 | 24% |
| In County | 62,108 | 84,699 | -27% | 53,444 | 16% | 59,877 | 4% | 50,220 | 24% | 59,929 | 4% |
| Outside County | 725,370 | 524,654 | 38% | 319,402 | 127% | 368,883 | 97% | 268,716 | 170% | 186,125 | 290% |



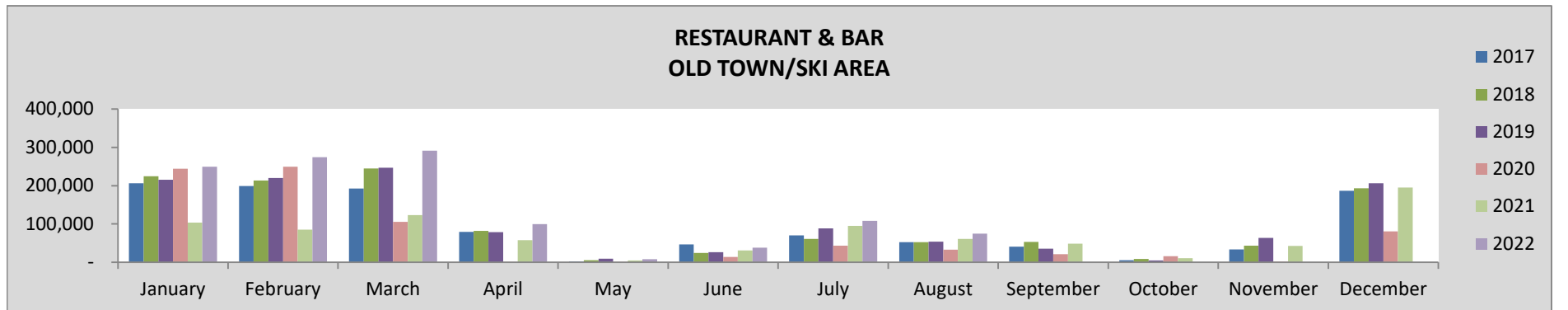
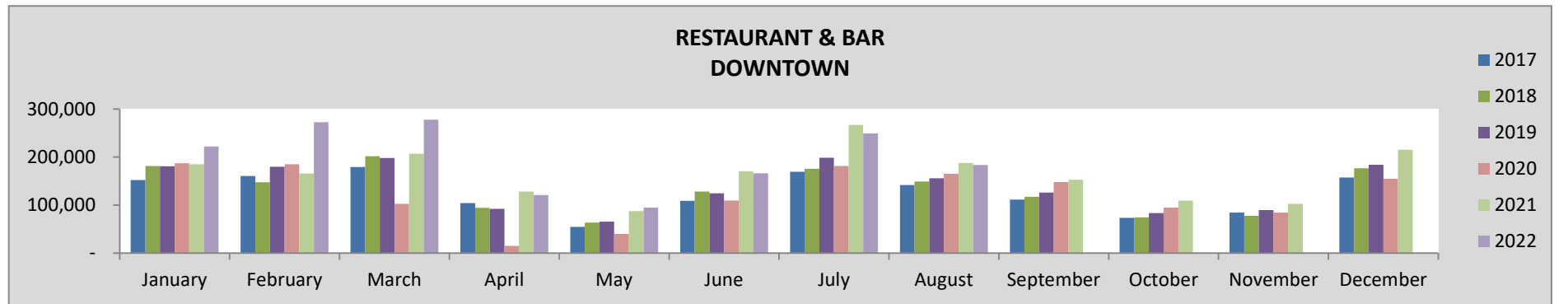
RETAIL - CONTINUED



RESTAURANT & BAR

| August | 2022 | 2021 | 22-21% | 2020 | 22-20% | 2019 | 22-19% | 2018 | 22-18% | 2017 | 22-17% |
|-------------------|---------|---------|--------|---------|--------|---------|--------|---------|--------|---------|--------|
| TOTAL | 258,028 | 248,836 | 4% | 198,015 | 30% | 209,949 | 23% | 201,728 | 28% | 194,104 | 33% |
| Downtown | 183,385 | 187,849 | -2% | 165,137 | 11% | 155,888 | 18% | 148,998 | 23% | 141,760 | 29% |
| Old Town/Ski Area | 74,643 | 60,987 | 22% | 32,878 | 127% | 54,061 | 38% | 52,730 | 42% | 52,344 | 43% |

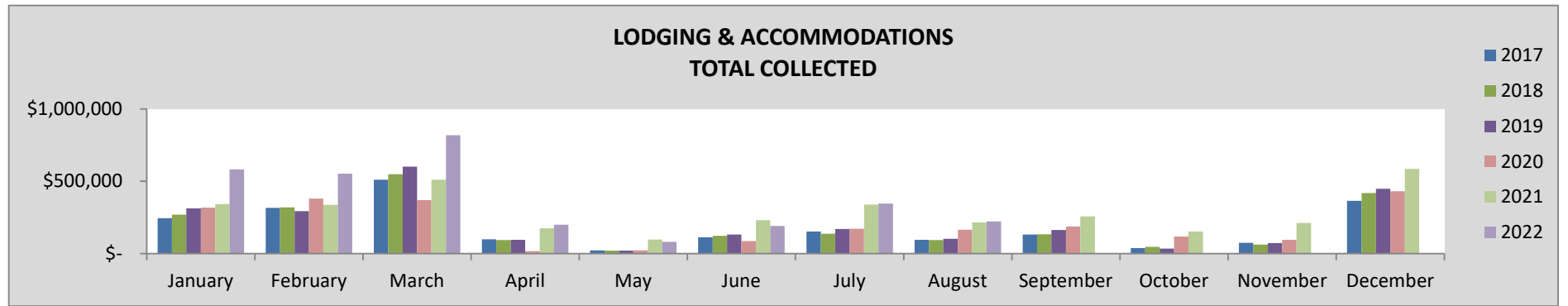
| YEAR-TO-DATE | 2022 | 2021 | 22-21% | 2020 | 22-20% | 2019 | 22-19% | 2018 | 22-18% | 2017 | 22-17% |
|-------------------|-----------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|
| TOTAL | 2,730,101 | 1,960,511 | 39% | 1,674,863 | 63% | 2,134,694 | 28% | 2,048,897 | 33% | 1,919,031 | 42% |
| Downtown | 1,587,681 | 1,399,155 | 13% | 985,933 | 61% | 1,195,806 | 33% | 1,140,842 | 39% | 1,070,462 | 48% |
| Old Town/Ski Area | 1,142,420 | 561,356 | 104% | 688,930 | 66% | 938,888 | 22% | 908,054 | 26% | 848,569 | 35% |



LODGING & ACCOMMODATION

| August | 2022 | 2021 | 22-21% | 2020 | 22-20% | 2019 | 22-19% | 2018 | 22-18% | 2017 | 22-17% |
|--------|---------|---------|--------|---------|--------|---------|--------|--------|--------|--------|--------|
| TOTAL | 222,123 | 215,870 | 3% | 164,706 | 35% | 103,202 | 115% | 93,974 | 136% | 95,706 | 132% |

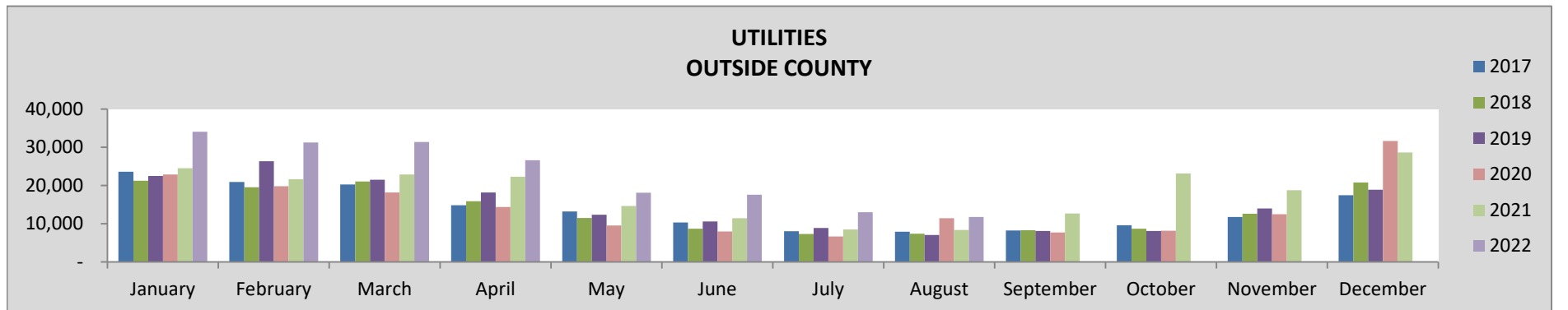
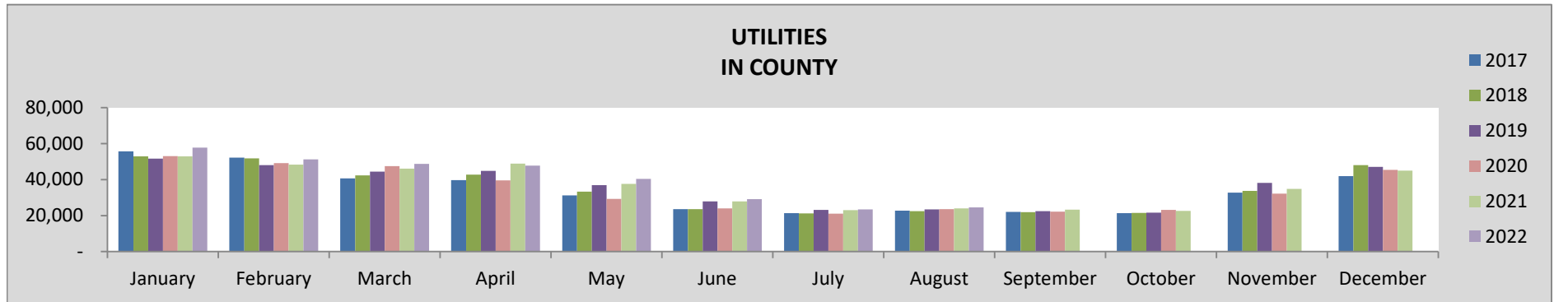
| YEAR-TO-DATE | 2022 | 2021 | 22-21% | 2020 | 22-20% | 2019 | 22-19% | 2018 | 22-18% | 2017 | 22-17% |
|--------------|-----------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|
| TOTAL | 2,992,683 | 2,250,424 | 33% | 1,532,990 | 95% | 1,729,949 | 73% | 1,607,297 | 86% | 1,551,693 | 93% |



UTILITIES

| August | 2022 | 2021 | 22-21% | 2020 | 22-20% | 2019 | 22-19% | 2018 | 22-18% | 2017 | 22-17% |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| TOTAL | 36,245 | 32,354 | 12% | 34,988 | 4% | 30,412 | 19% | 29,917 | 21% | 30,571 | 19% |
| In County | 24,506 | 24,009 | 2% | 23,571 | 4% | 23,382 | 5% | 22,507 | 9% | 22,691 | 8% |
| Outside County | 11,739 | 8,345 | 41% | 11,417 | 3% | 7,030 | 67% | 7,409 | 58% | 7,880 | 49% |

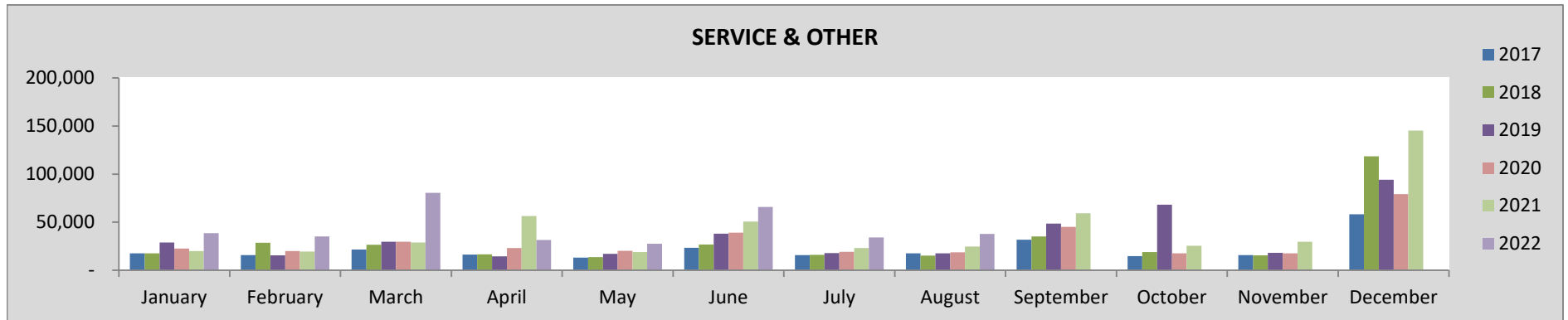
| YEAR-TO-DATE | 2022 | 2021 | 22-21% | 2020 | 22-20% | 2019 | 22-19% | 2018 | 22-18% | 2017 | 22-17% |
|----------------|---------|---------|--------|---------|--------|---------|--------|---------|--------|---------|--------|
| TOTAL | 506,613 | 443,013 | 14% | 398,093 | 27% | 427,823 | 18% | 402,937 | 26% | 406,073 | 25% |
| In County | 322,875 | 308,642 | 5% | 287,247 | 12% | 300,471 | 7% | 290,301 | 11% | 287,014 | 12% |
| Outside County | 183,739 | 134,371 | 37% | 110,846 | 66% | 127,352 | 44% | 112,636 | 63% | 119,058 | 54% |



SERVICE & OTHER

| August | 2022 | 2021 | 22-21% | 2020 | 22-20% | 2019 | 22-19% | 2018 | 22-18% | 2017 | 22-17% |
|-------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| TOTAL | 37,889 | 24,796 | 53% | 18,634 | 103% | 17,570 | 116% | 15,155 | 150% | 17,477 | 117% |
| Downtown | 71 | 89 | -21% | 41 | 73% | 250 | -72% | - | - | (5) | -1518% |
| Old Town/Ski Area | 2,672 | 2,672 | 0% | 2,672 | 0% | 2,672 | 0% | 2,672 | 0% | 2,672 | 0% |
| In County | 1,159 | 260 | 345% | 798 | 45% | 998 | 16% | 303 | 283% | 289 | 300% |
| Outside County | 33,988 | 21,775 | 56% | 15,123 | 125% | 13,650 | 149% | 12,181 | 179% | 14,521 | 134% |

| YEAR-TO-DATE | 2022 | 2021 | 22-21% | 2020 | 22-20% | 2019 | 22-19% | 2018 | 22-18% | 2017 | 22-17% |
|-------------------|---------|---------|--------|---------|--------|---------|--------|---------|--------|---------|--------|
| TOTAL | 350,713 | 242,217 | 45% | 192,354 | 82% | 178,635 | 96% | 160,634 | 118% | 140,949 | 149% |
| Downtown | 18,802 | 3,313 | 468% | 4,693 | 301% | 2,824 | 566% | 3,315 | 467% | 2,831 | 564% |
| Old Town/Ski Area | 21,374 | 21,374 | 0% | 21,374 | 0% | 23,546 | -9% | 22,029 | -3% | 21,374 | 0% |
| In County | 13,893 | 10,516 | 32% | 11,875 | 17% | 15,417 | -10% | 8,601 | 62% | 5,963 | 133% |
| Outside County | 296,644 | 207,015 | 43% | 154,413 | 92% | 136,848 | 117% | 126,690 | 134% | 110,782 | 168% |



SALES TAX COMPARISON BY LOCATION

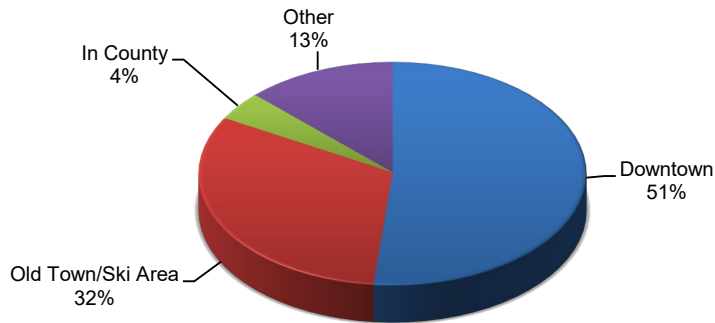
The following compares sales tax collections for the current month and year by location of the business. For lodging properties managed by a property management company, the lodging and accommodation taxes are reflected in the geographic area of the property management company offices.

GEOGRAPHIC AREA

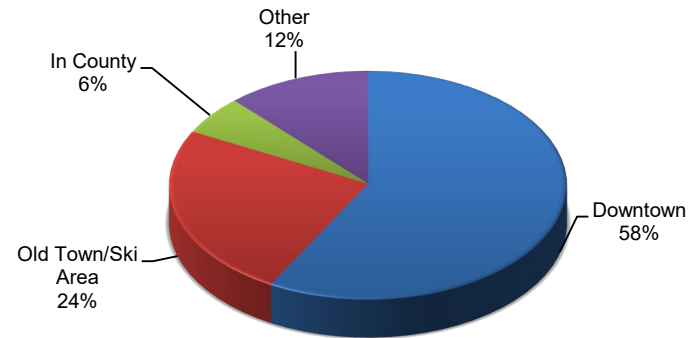
| August | 2022 | 2021 | 22-21% | 2020 | 22-20% | 2019 | 22-19% | 2018 | 22-18% | 2017 | 22-17% |
|-------------------|---------|---------|--------|---------|--------|---------|--------|---------|--------|---------|--------|
| Downtown | 456,650 | 479,978 | -5% | 421,871 | 8% | 303,913 | 50% | 271,251 | 68% | 242,362 | 88% |
| Old Town/Ski Area | 187,183 | 153,721 | 22% | 103,557 | 81% | 169,106 | 11% | 139,789 | 34% | 147,247 | 27% |
| In County | 29,013 | 30,625 | -5% | 28,327 | 2% | 28,727 | 1% | 25,776 | 13% | 26,262 | 10% |
| Outside County | 136,881 | 115,121 | 19% | 70,230 | 95% | 73,668 | 86% | 49,791 | 175% | 48,635 | 181% |

| YEAR-TO-DATE | 2022 | 2021 | 22-21% | 2020 | 22-20% | 2019 | 22-19% | 2018 | 22-18% | 2017 | 22-17% |
|-------------------|-----------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|
| Downtown | 4,906,328 | 4,240,673 | 16% | 2,875,757 | 71% | 2,865,987 | 71% | 2,680,506 | 83% | 2,370,009 | 107% |
| Old Town/Ski Area | 3,004,232 | 1,789,879 | 68% | 1,789,457 | 68% | 2,708,044 | 11% | 2,513,663 | 20% | 2,417,175 | 24% |
| In County | 398,886 | 403,997 | -1% | 352,904 | 13% | 375,840 | 6% | 349,122 | 14% | 352,906 | 13% |
| Outside County | 1,205,752 | 866,046 | 39% | 584,661 | 106% | 633,536 | 90% | 508,042 | 137% | 415,966 | 190% |

2022 YTD TAX COLLECTION BY GEOGRAPHIC AREA

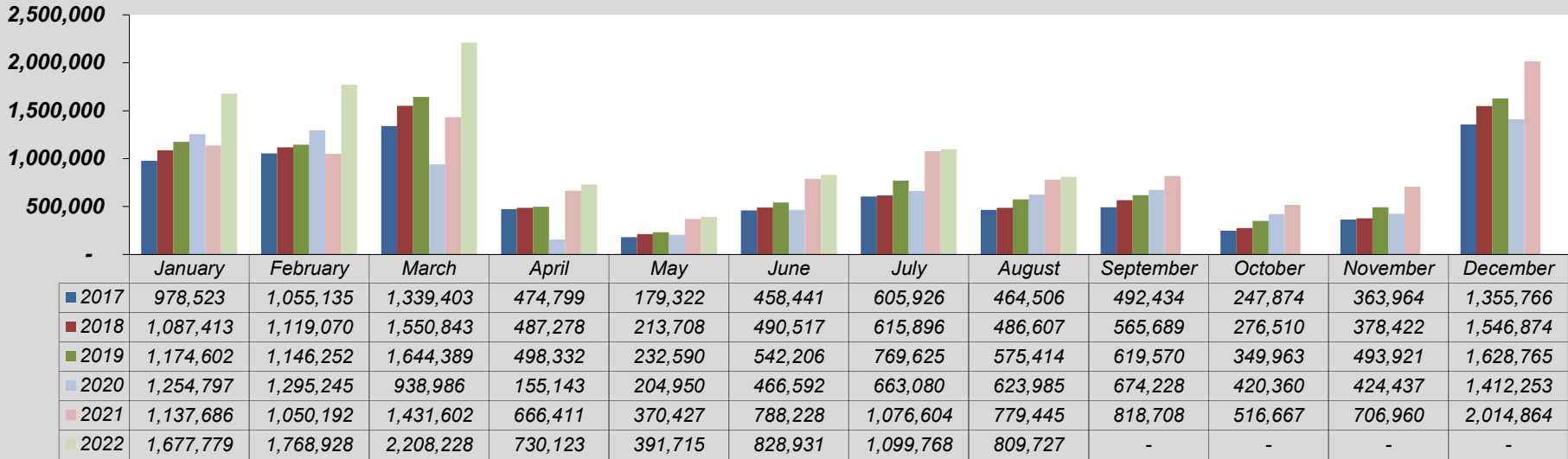


2021 YTD TAX COLLECTION BY GEOGRAPHIC AREA

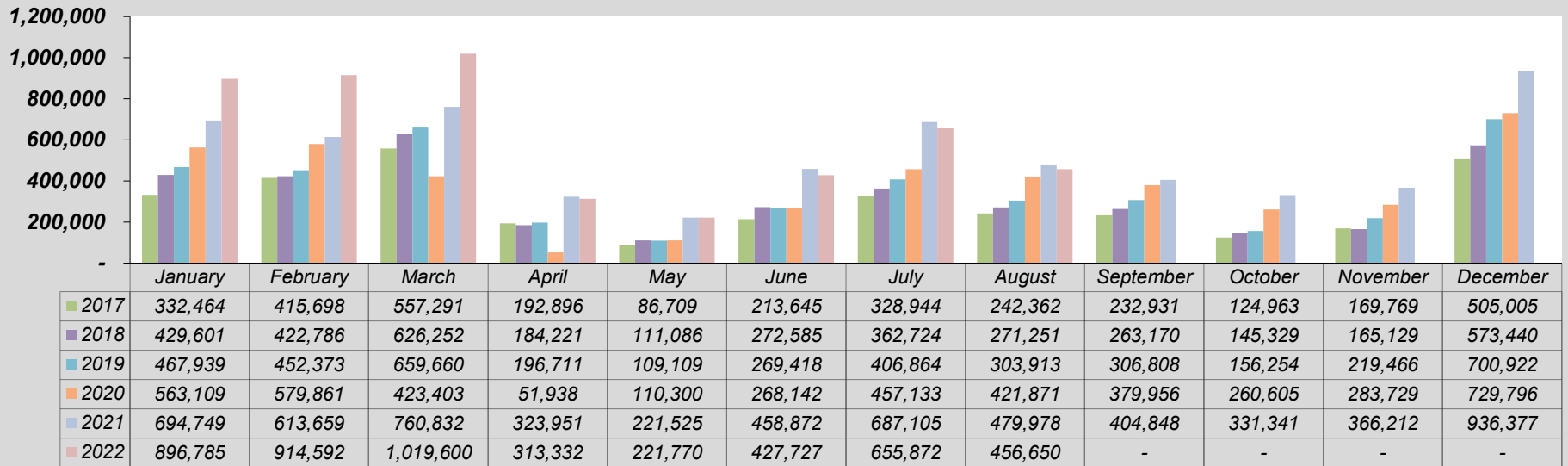


SALES, LODGING AND ACCOMMODATIONS HISTORICAL COMPARISONS

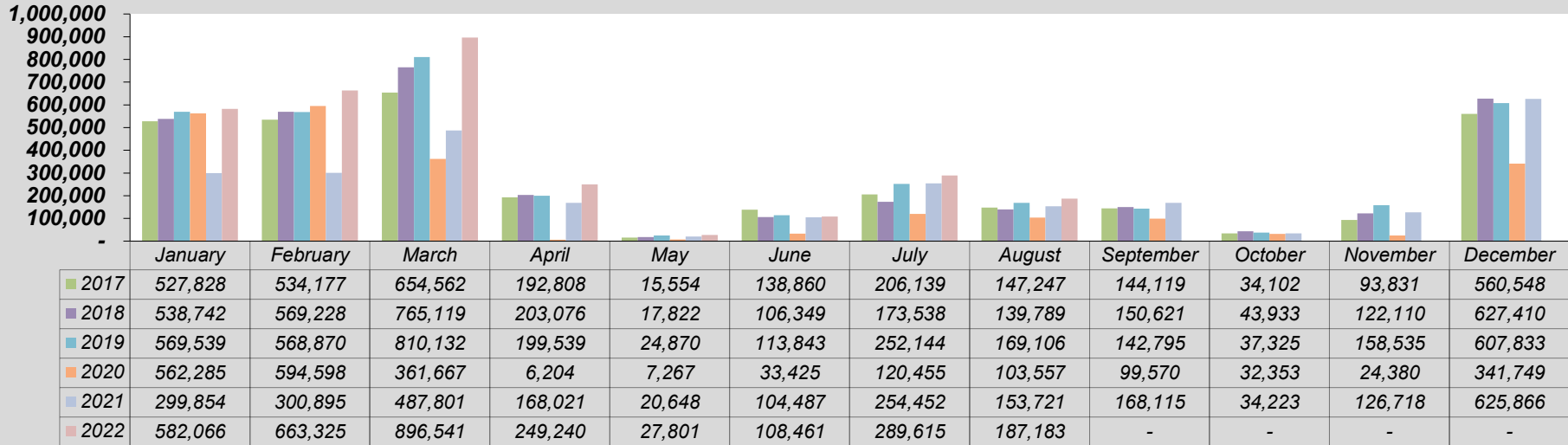
SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION BY MONTH TOTAL COLLECTED



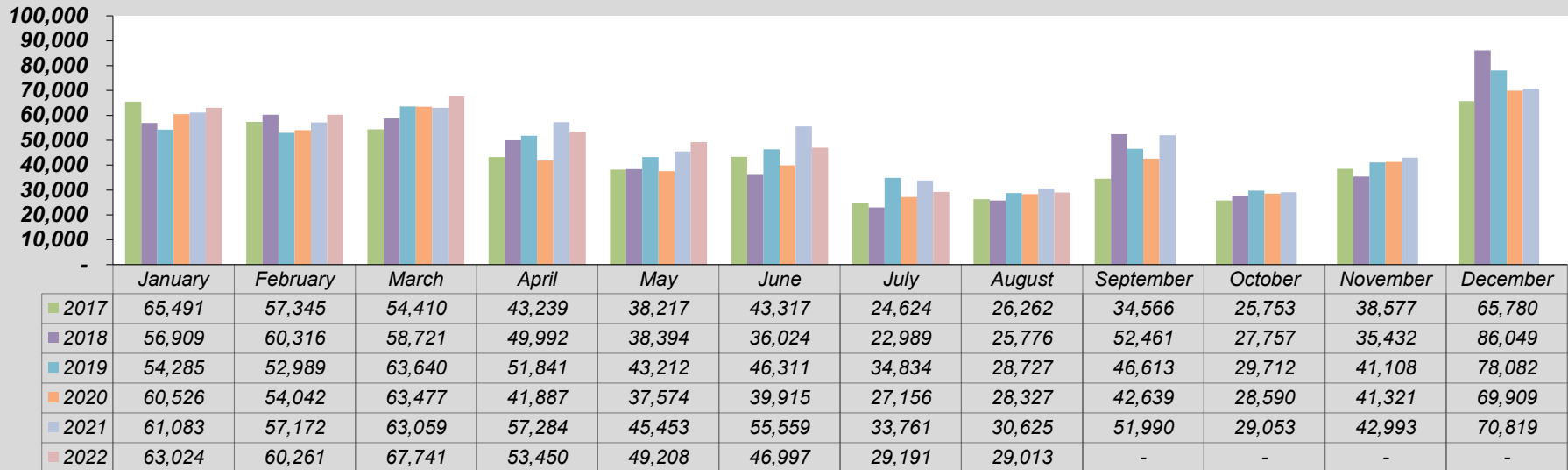
SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION DOWNTOWN



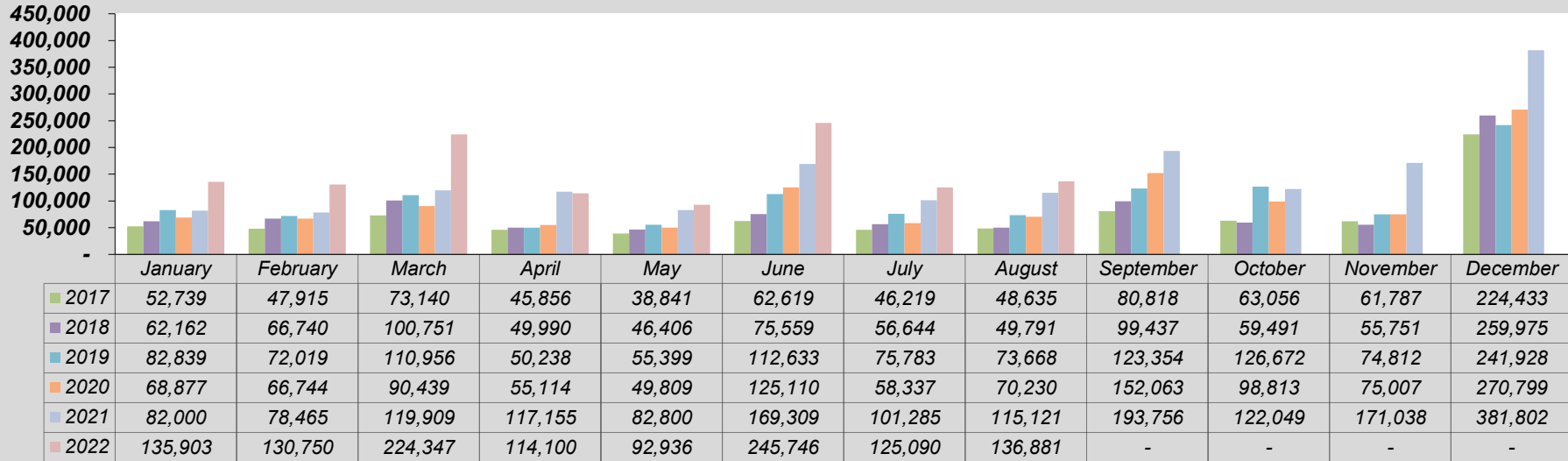
**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION
OLD TOWN/SKI AREA**



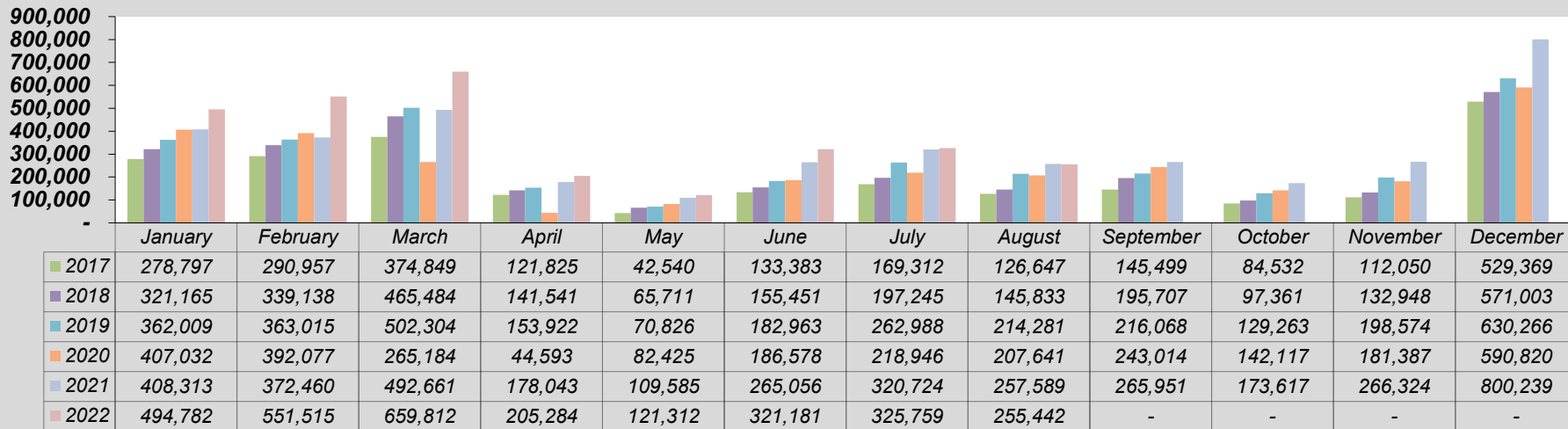
**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION
IN COUNTY**



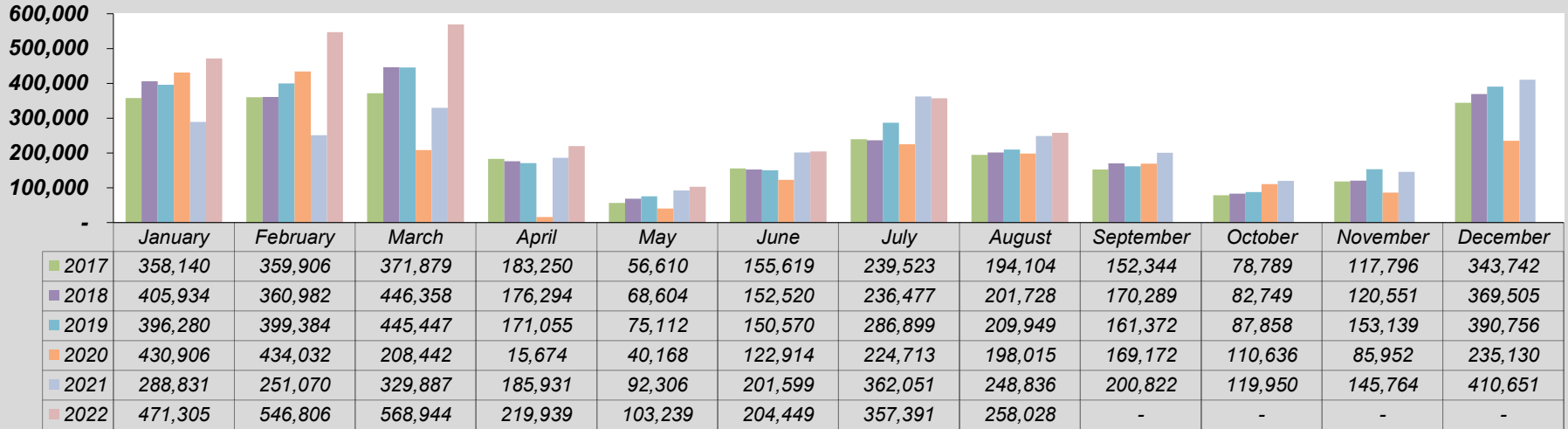
**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION
OUTSIDE COUNTY**



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



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



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

