

# TOWN OF WINTER PARK, CO

## December 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 December 2022, which were remitted to the Town in January 2023, 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 December 2022 sales tax collections were 12% above December 2021 collections. All Sectors are still experiencing double digit growth over 2021 collections year-to-date. The Restaurant & Bar Old Town Ski Area location increased 41% compared to December 2021. While Lodging had an increase of 10% compared to December 2021, with a 23% year-to-date increase compared to a year ago. We attribute this to the Resort opening earlier due to the early snow fall and more tourists staying longer based on the other sectors remaining higher compared to December 2021. The Town's year-to-date collections continue to exceed budgeted collections.

#### Current Month

7% Tax	December 2022	December 2021	22-21 %	December 2020	22-20 %	December 2019	22-19 %	December 2018	22-18 %	December 2017	22-17 %
Sales Tax - Not Lodging (5%)	1,156,032	1,021,331	13%	701,500	65%	843,848	37%	805,569	44%	707,594	63%
Lodging/Accomm Tax (5%)	460,093	417,858	10%	307,252	50%	319,670	44%	299,341	54%	260,810	76%
Monthly Total (5%)	1,616,126	1,439,189	12%	1,008,752	60%	1,163,518	39%	1,104,910	46%	968,404	67%
Transit & Trails Tax (2%)	646,450	575,675	12%	403,501	60%	465,247	39%	441,964	46%	387,362	67%
Total Collected for Month	2,262,576	2,014,864	12%	1,412,253	60%	1,628,765	39%	1,546,874	46%	1,355,766	67%

#### 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%)	7,053,711	5,644,341	25%	4,407,351	60%	5,163,069	37%	4,676,813	51%	4,181,418	69%
Lodging/Accomm Tax (5%)	3,037,076	2,468,369	23%	1,688,403	80%	1,748,257	74%	1,622,349	87%	1,544,274	97%
YTD Total (5%)	10,090,787	8,112,710	24%	6,095,754	66%	6,911,326	46%	6,299,162	60%	5,725,692	76%
Transit & Trails Tax (2%)	4,036,315	3,245,084	24%	2,438,302	66%	2,764,303	46%	2,519,665	60%	2,290,403	76%
Total Collected for Year	14,127,102	11,357,794	24%	8,534,056	66%	9,675,629	46%	8,818,827	60%	8,016,094	76%

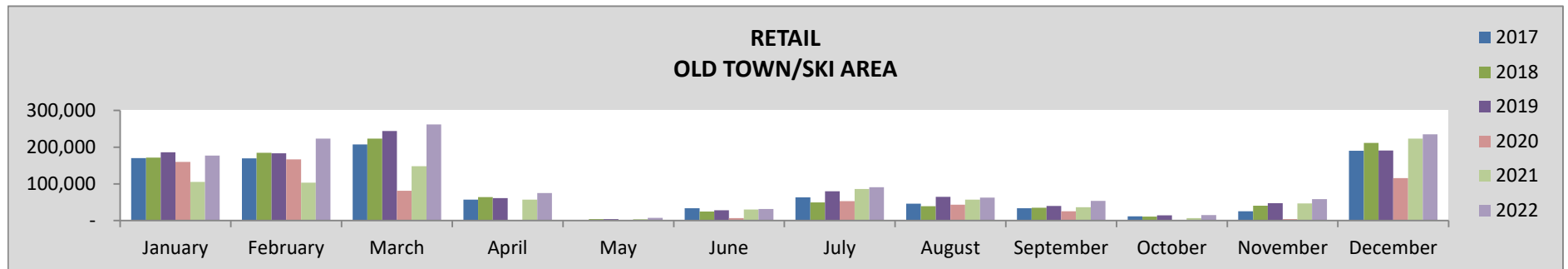
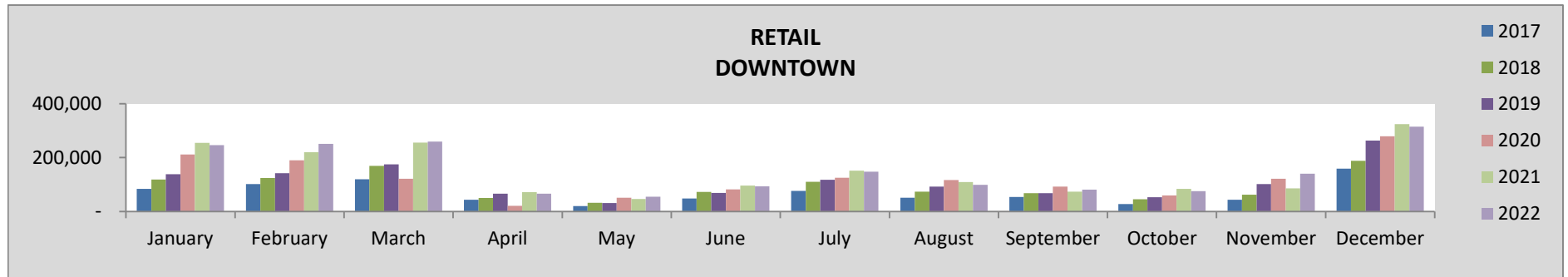
## TAX COMPARISON BY INDUSTRY CLASS AND LOCATION

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

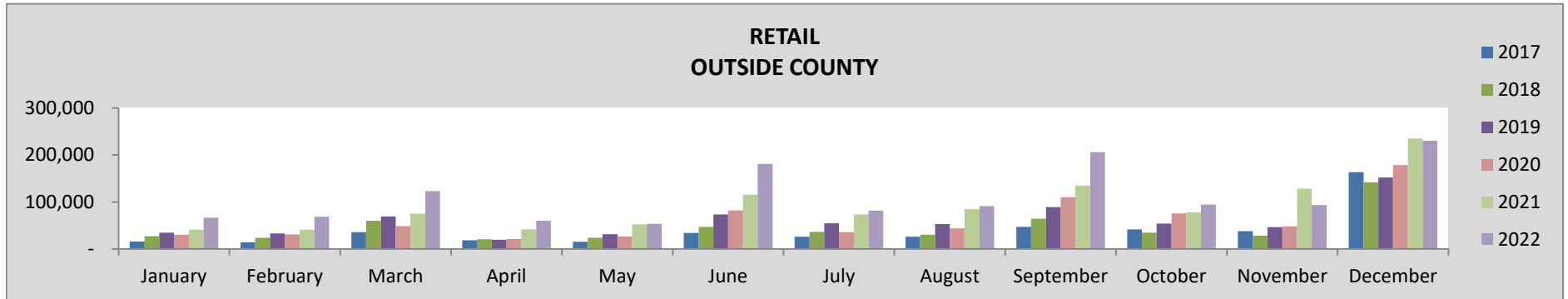
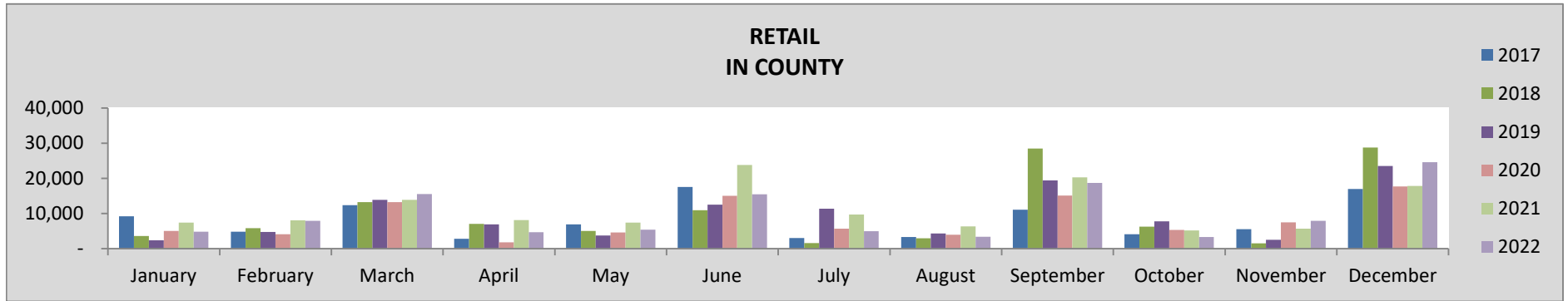
### RETAIL

December	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	804,367	800,239	1%	590,820	36%	630,266	28%	571,003	41%	529,369	52%
Downtown	314,916	324,480	-3%	279,028	13%	263,224	20%	188,553	67%	159,146	98%
Old Town/Ski Area	234,597	222,938	5%	115,449	103%	191,062	23%	211,662	11%	189,946	24%
In County	24,603	17,832	38%	17,710	39%	23,532	5%	28,766	-14%	16,985	45%
Outside County	230,251	234,989	-2%	178,634	29%	152,448	51%	142,022	62%	163,292	41%

YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	4,587,632	3,910,560	17%	2,961,816	55%	3,286,479	40%	2,828,588	62%	2,409,760	90%
Downtown	1,831,043	1,774,445	3%	1,474,728	24%	1,319,217	39%	1,117,770	64%	829,565	121%
Old Town/Ski Area	1,290,202	901,757	43%	655,891	97%	1,142,971	13%	1,057,837	22%	1,006,178	28%
In County	116,706	133,619	-13%	99,076	18%	113,128	3%	115,227	1%	97,658	20%
Outside County	1,349,681	1,100,740	23%	732,120	84%	711,163	90%	537,754	151%	476,360	183%



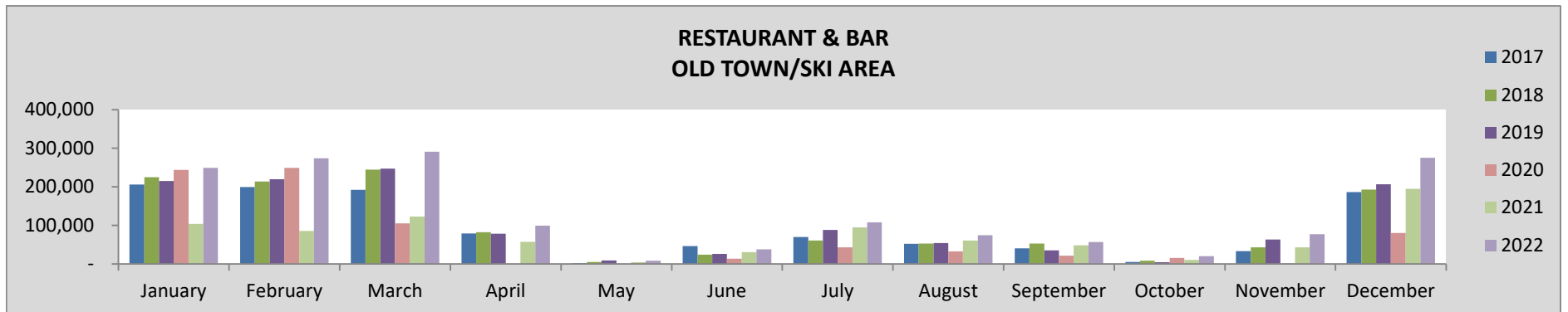
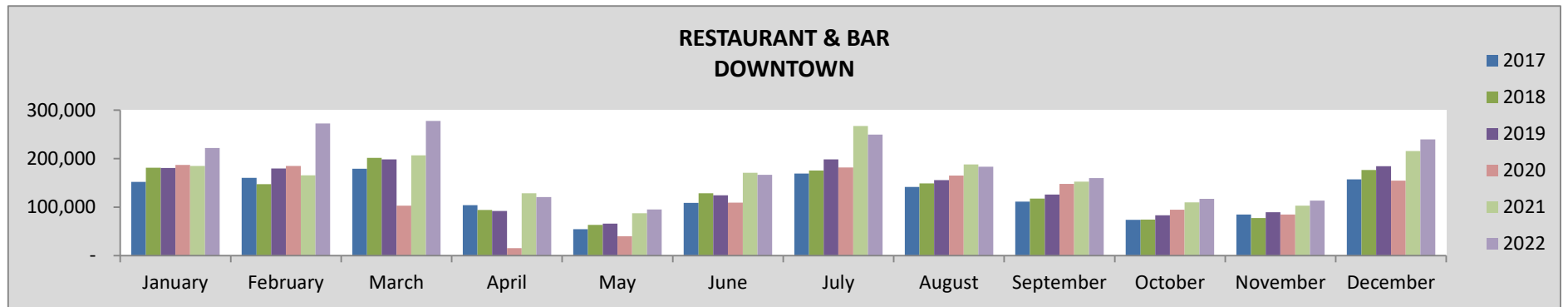
# RETAIL - CONTINUED



# RESTAURANT & BAR

December	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	515,243	410,651	25%	235,130	119%	390,756	32%	369,505	39%	343,742	50%
Downtown	239,635	215,542	11%	154,612	55%	184,208	30%	176,463	36%	157,416	52%
Old Town/Ski Area	275,608	195,109	41%	80,517	242%	206,548	33%	193,042	43%	186,326	48%

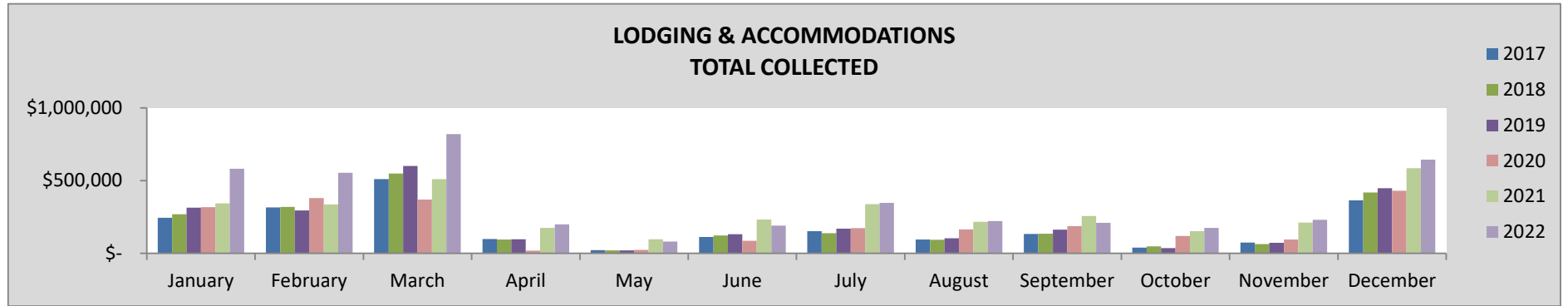
YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	3,790,266	2,837,699	34%	2,275,753	67%	2,927,819	29%	2,791,989	36%	2,611,702	45%
Downtown	2,217,862	1,979,776	12%	1,467,864	51%	1,679,126	32%	1,586,575	40%	1,497,700	48%
Old Town/Ski Area	1,572,403	857,922	83%	807,889	95%	1,248,693	26%	1,205,414	30%	1,113,997	41%



# LODGING & ACCOMMODATION

December	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	644,131	585,001	10%	430,153	50%	447,538	44%	419,077	54%	365,135	76%

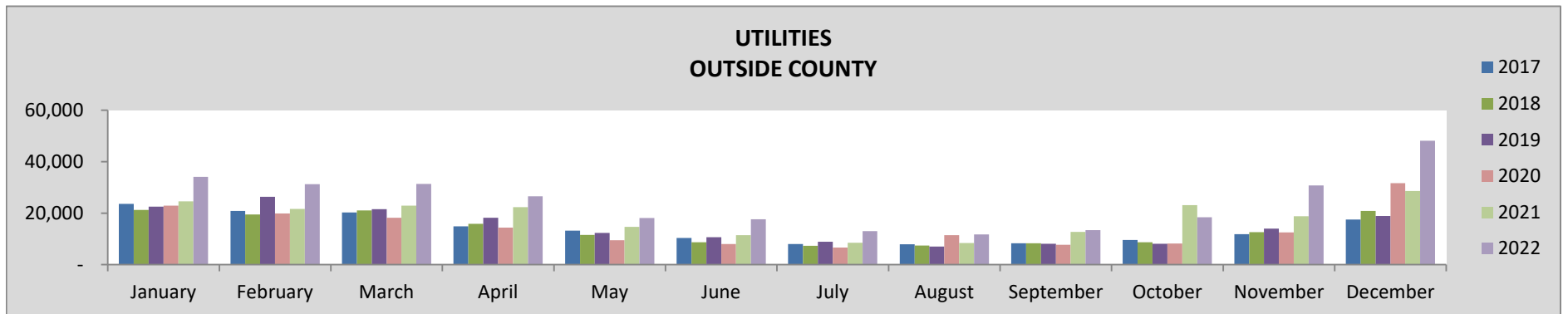
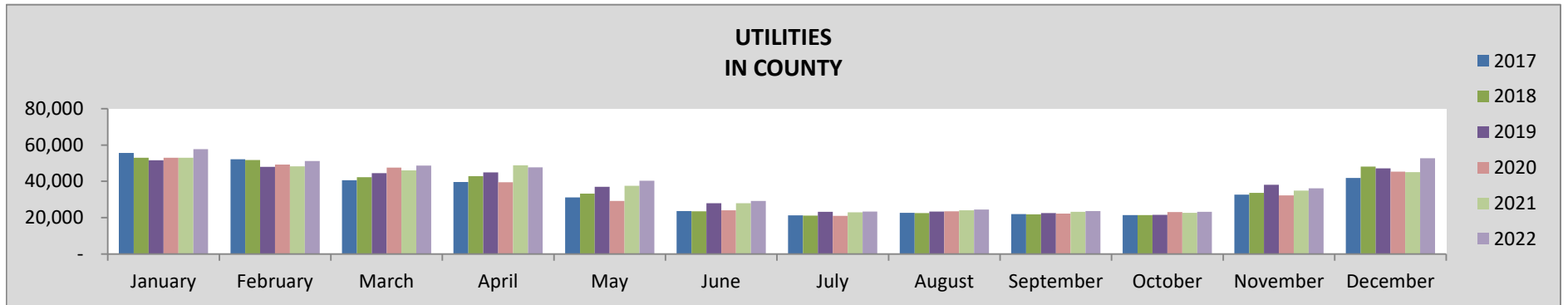
YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	4,251,906	3,455,717	23%	2,363,765	80%	2,447,559	74%	2,271,289	87%	2,161,983	97%



# UTILITIES

December	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	100,826	73,654	37%	77,014	31%	66,020	53%	68,890	46%	59,394	70%
In County	52,662	45,028	17%	45,336	16%	47,133	12%	48,078	10%	41,914	26%
Outside County	48,164	28,627	68%	31,677	52%	18,887	155%	20,812	131%	17,480	176%

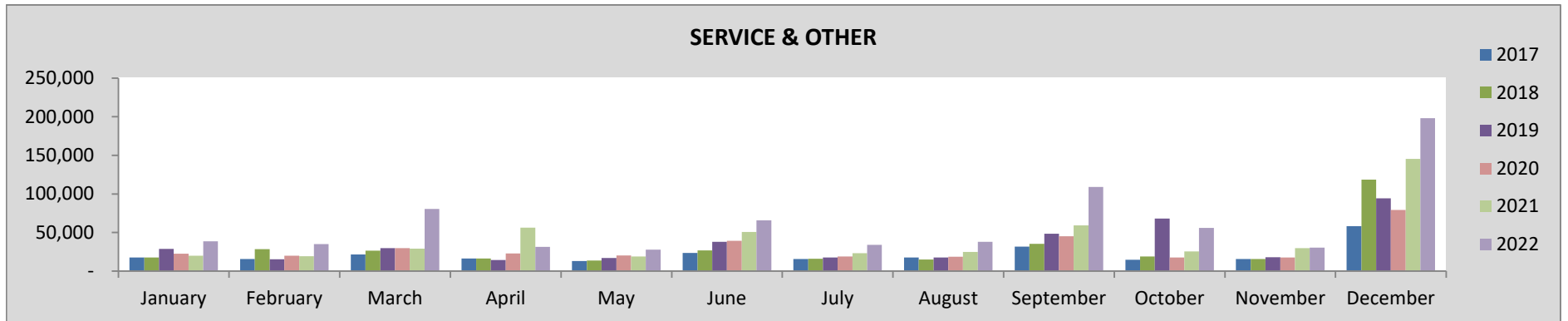
YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	752,975	652,002	15%	581,020	30%	606,290	24%	578,438	30%	571,160	32%
In County	458,558	434,418	6%	410,119	12%	429,894	7%	415,358	10%	404,993	13%
Outside County	294,417	217,584	35%	170,901	72%	176,396	67%	163,079	81%	166,167	77%



## SERVICE & OTHER

December	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	198,009	145,319	36%	79,137	150%	94,185	110%	118,400	67%	58,126	241%
Downtown	8,737	15,320	-43%	7,815	12%	12,082	-28%	5,392	62%	3,499	150%
Old Town/Ski Area	8,322	3,882	114%	4,040	106%	4,136	101%	6,661	25%	4,085	104%
In County	11,710	7,931	48%	6,793	72%	7,374	59%	9,206	27%	6,881	70%
Outside County	169,240	118,186	43%	60,488	180%	70,593	140%	97,141	74%	43,661	288%

YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
TOTAL	744,323	501,817	48%	351,703	112%	407,481	83%	348,524	114%	261,489	185%
Downtown	45,020	21,649	108%	15,272	195%	31,316	44%	12,392	263%	9,557	371%
Old Town/Ski Area	35,240	33,270	6%	33,430	5%	35,731	-1%	34,033	4%	33,474	5%
In County	37,029	30,537	21%	24,681	50%	28,144	32%	20,236	83%	14,930	148%
Outside County	627,034	416,361	51%	278,321	125%	312,290	101%	281,862	122%	203,534	208%



## SALES TAX COMPARISON BY LOCATION

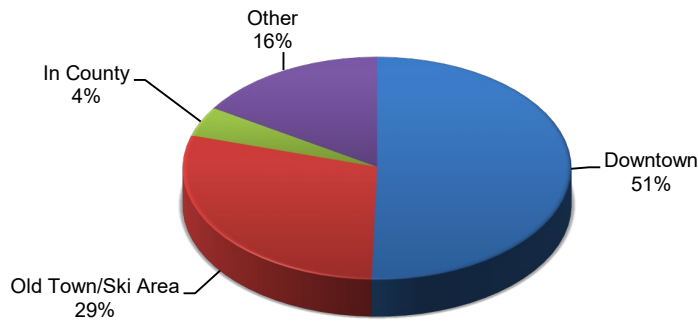
The following compares sales tax collections for the current month and year by location of the business. For lodging properties managed by a property management company, the lodging and accommodation taxes are reflected in the geographic area of the property management company offices.

### GEOGRAPHIC AREA

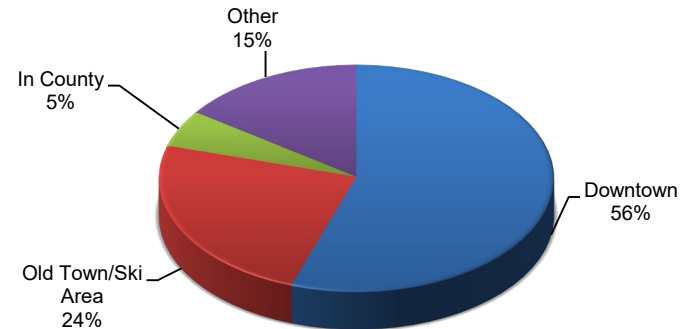
December	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
Downtown	1,005,003	936,377	7%	729,796	38%	700,922	43%	573,440	75%	505,005	99%
Old Town/Ski Area	720,942	625,866	15%	341,749	111%	607,833	19%	627,410	15%	560,548	29%
In County	88,975	70,819	26%	69,909	27%	78,082	14%	86,049	3%	65,780	35%
Outside County	447,656	381,802	17%	270,799	65%	241,928	85%	259,975	72%	224,433	99%

YEAR-TO-DATE	2022	2021	22-21%	2020	22-20%	2019	22-19%	2018	22-18%	2017	22-17%
Downtown	7,127,406	6,279,451	14%	4,529,842	57%	4,249,436	68%	3,827,574	86%	3,402,677	109%
Old Town/Ski Area	4,116,263	2,744,801	50%	2,287,508	80%	3,654,532	13%	3,457,737	19%	3,249,776	27%
In County	612,303	598,851	2%	535,363	14%	571,356	7%	550,821	11%	517,581	18%
Outside County	2,271,131	1,734,691	31%	1,181,342	92%	1,200,303	89%	982,695	131%	846,060	168%

**2022 YTD TAX COLLECTION BY GEOGRAPHIC AREA**



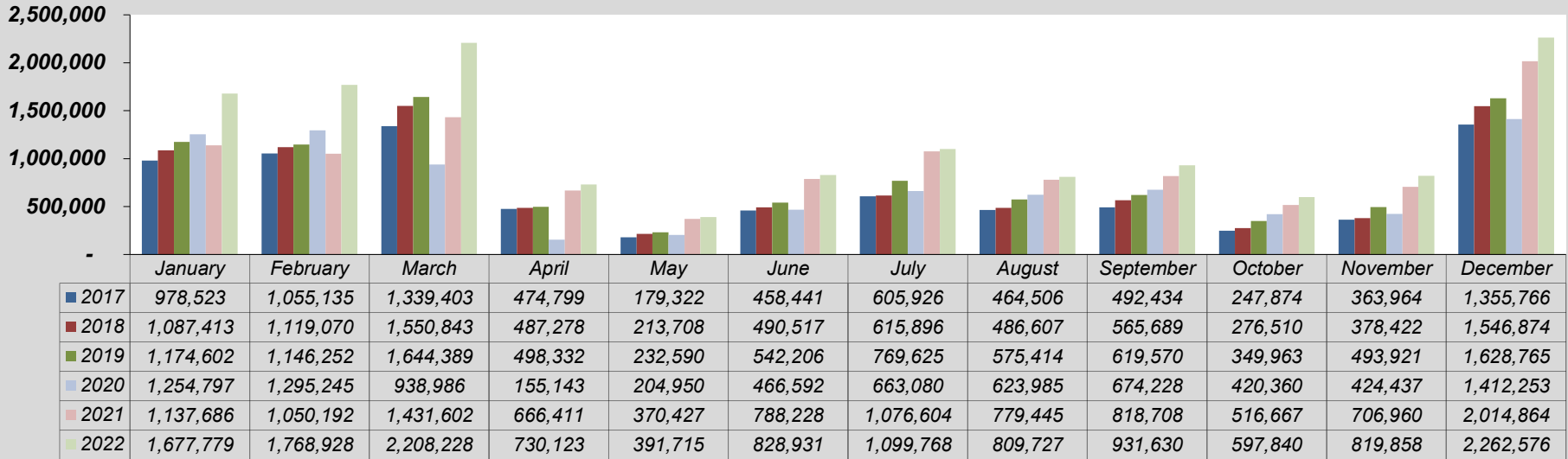
**2021 YTD TAX COLLECTION BY GEOGRAPHIC AREA**



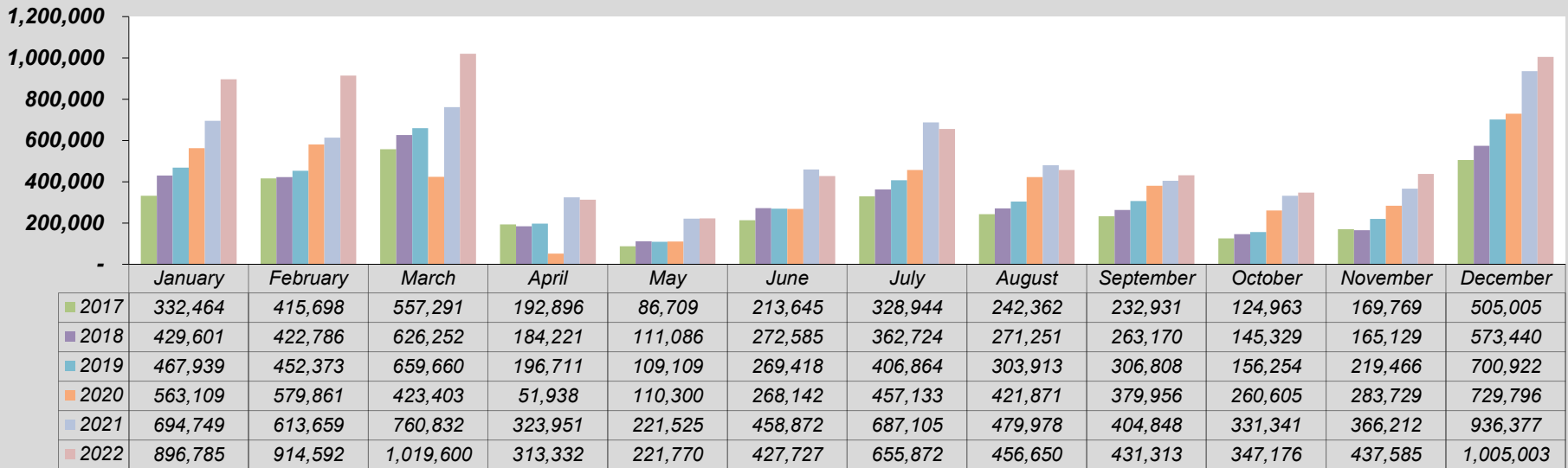


# SALES, LODGING AND ACCOMMODATIONS HISTORICAL COMPARISONS

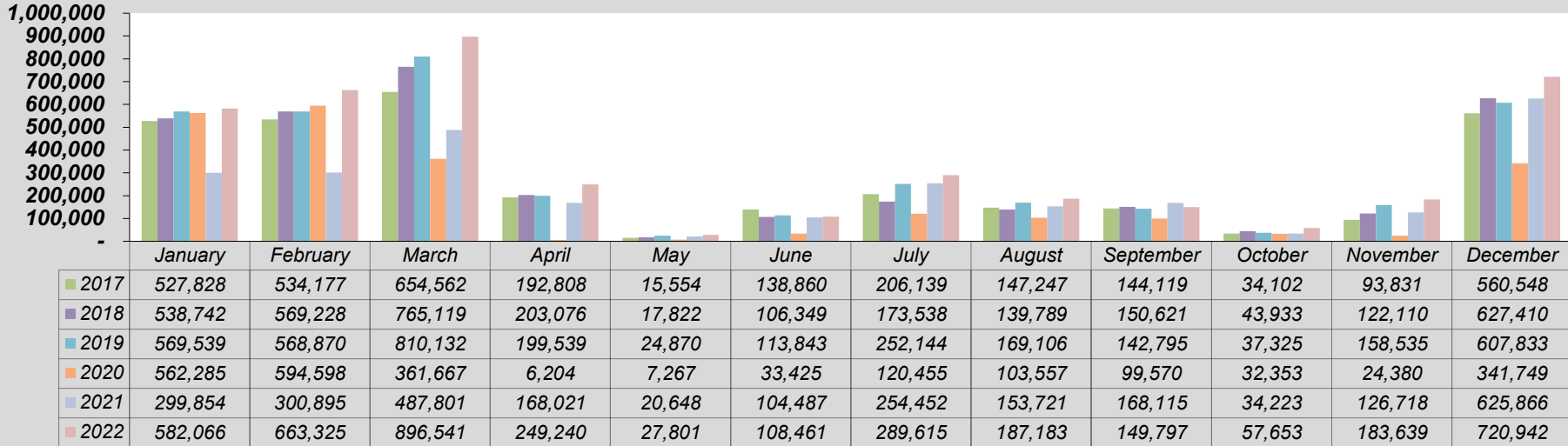
## SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION BY MONTH TOTAL COLLECTED



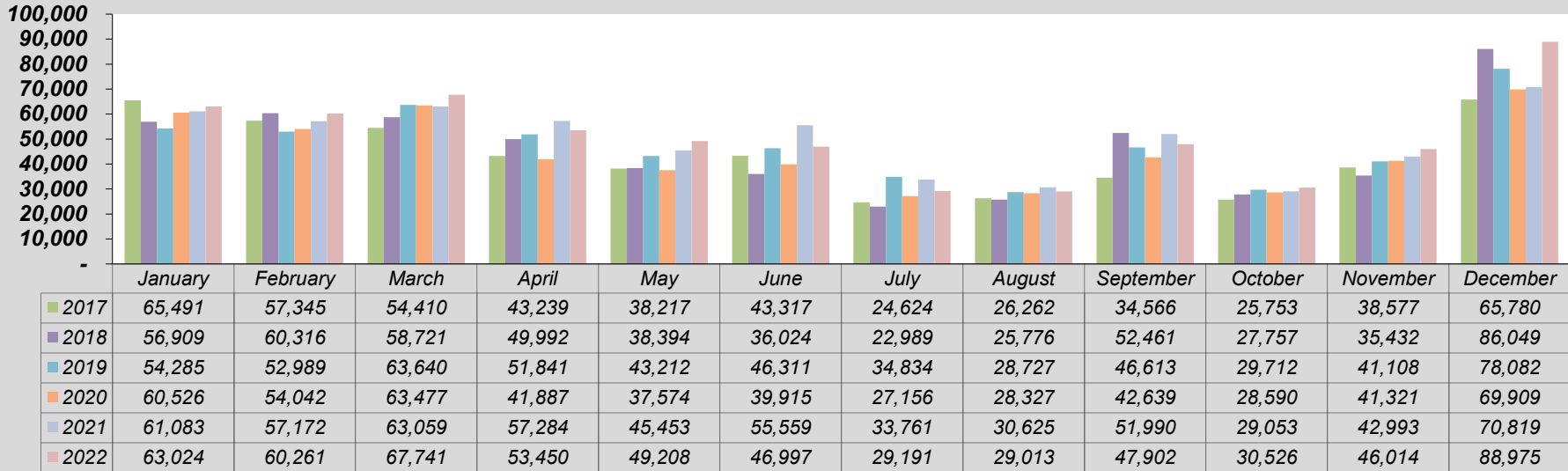
## SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION DOWNTOWN



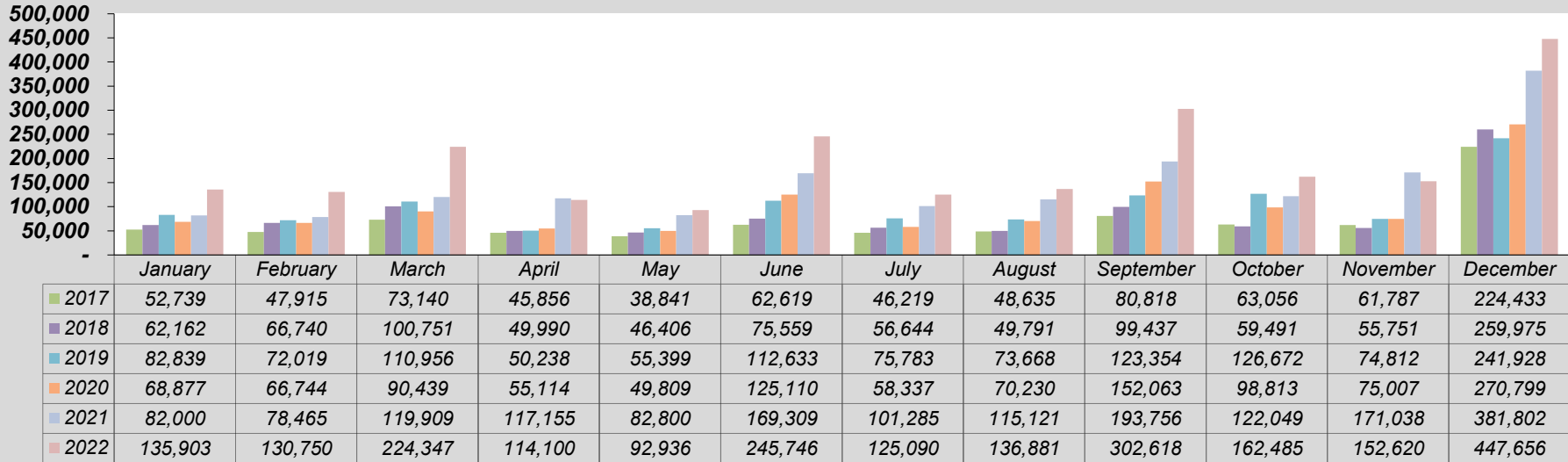
**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION  
OLD TOWN/SKI AREA**



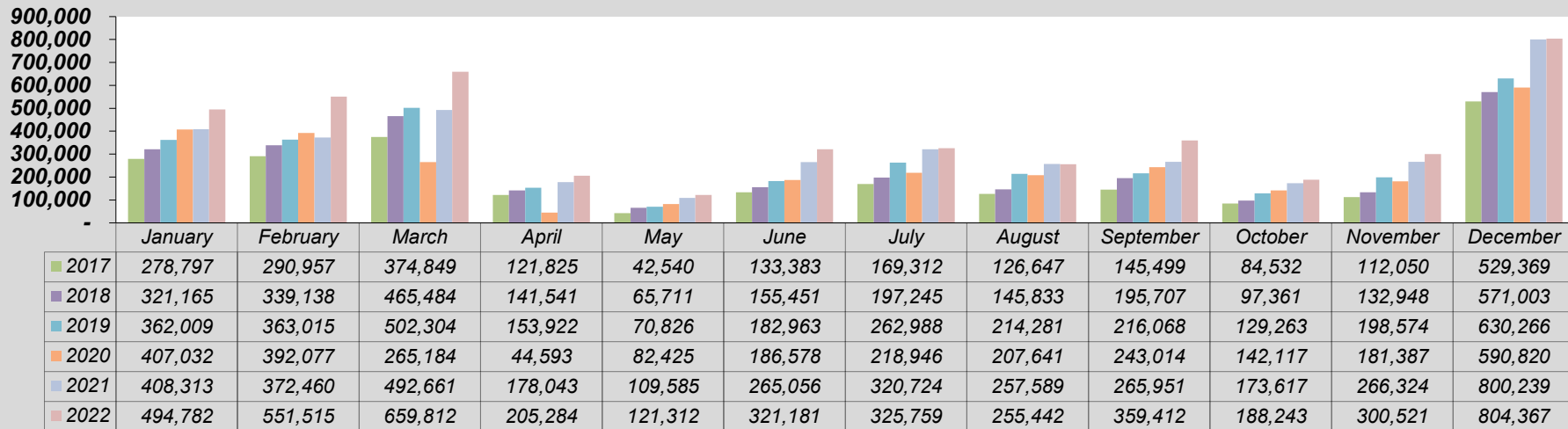
**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION  
IN COUNTY**



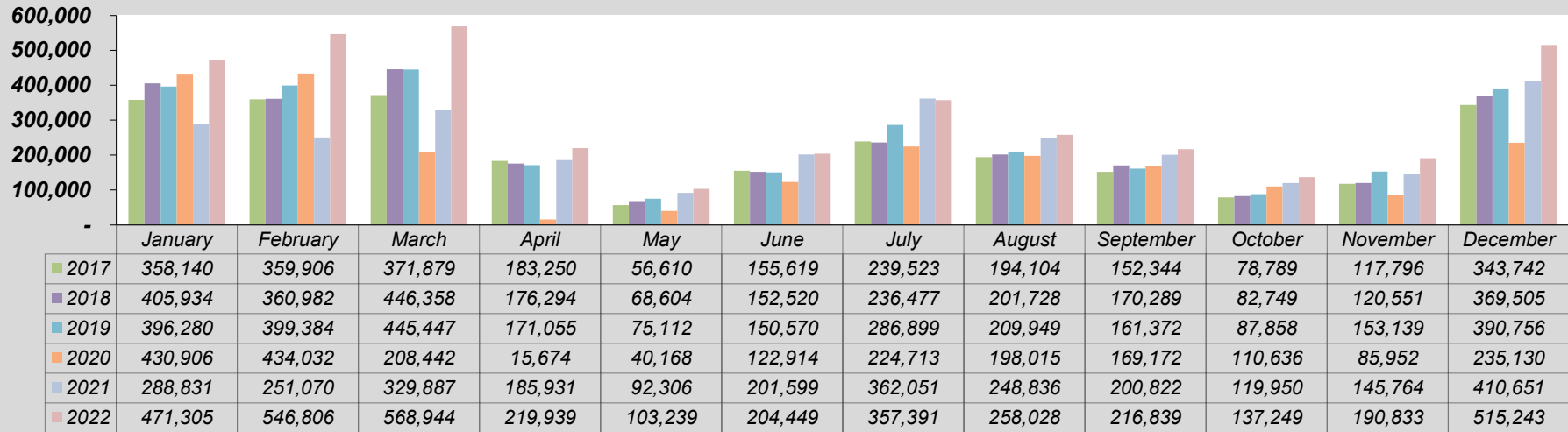
**SALES, LODGING & TRANSIT/TRAILS TAX COLLECTION  
OUTSIDE COUNTY**



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



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



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

