



**TOWN OF WINTER PARK, CO**  
**SALES, LODGING, ACCOMMODATION AND TRANSIT/TRAILS TAX REPORT**

May 2024 Sales  
 (Collected: June 2024)

**SUMMARY**

**Month:** Total sales tax revenue for the month of May, 2024 increased by 5.2% (\$22K) vs. the same period of the prior year, primarily due to increases in the Retail sector of 13.8% (\$17K) and Service/Other sector of 59.1% (\$22K), offset by a 26.9% (\$25K) decrease in the Lodging & Accommodation sector.

**YTD:** On a year-to-date basis, total sales tax revenue increased by 0.3% vs. the same period of the prior year, primarily due to increases in the Lodging & Accommodation sector of 4.5% (\$111K) and in the Service/Other sector of a 31.9% (\$68K), offset by a 5.9% (\$125K) decrease in the Retail sector.

**PRIOR YEAR COMPARISONS - MONTH**

| Description                  | May-24         | May-23         | 24 vs 23    | May-22         | 24 vs 22     | May-21         | 24 vs 21   | May-20         | 24 vs 20    | May-19         | 24 vs 19   |
|------------------------------|----------------|----------------|-------------|----------------|--------------|----------------|------------|----------------|-------------|----------------|------------|
| Sales Tax - Not Lodging (5%) | 266,583        | 233,070        | 14.4%       | 221,926        | 20.1%        | 194,994        | 37%        | 129,765        | 105%        | 151,621        | 76%        |
| Lodging/Accom Tax (5%)       | 48,626         | 66,533         | -26.9%      | 57,870         | -16.0%       | 69,597         | -30%       | 16,628         | 192%        | 14,515         | 235%       |
| Sub Total                    | 315,209        | 299,603        | 5.2%        | 279,796        | 12.7%        | 264,591        | 19%        | 146,393        | 115%        | 166,136        | 90%        |
| Transit & Trails Tax (2%)    | 126,084        | 119,842        | 5.2%        | 111,919        | 12.7%        | 105,836        | 19%        | 58,557         | 115%        | 66,454         | 90%        |
| <b>Total</b>                 | <b>441,293</b> | <b>419,445</b> | <b>5.2%</b> | <b>391,715</b> | <b>12.7%</b> | <b>370,427</b> | <b>19%</b> | <b>204,950</b> | <b>115%</b> | <b>232,590</b> | <b>90%</b> |

**PRIOR YEAR COMPARISONS - YEAR-TO-DATE**

| Description                  | May-24           | May-23           | 24 vs 23     | May-22           | 24 vs 22    | May-21           | 24 vs 21   | May-20           | 24 vs 20   | May-19           | 24 vs 19   |
|------------------------------|------------------|------------------|--------------|------------------|-------------|------------------|------------|------------------|------------|------------------|------------|
| Sales Tax - Not Lodging (5%) | 3,478,620        | 3,540,234        | -1.7%        | 3,245,115        | 7.2%        | 2,280,302        | 53%        | 1,956,785        | 78%        | 2,408,232        | 44%        |
| Lodging/Accom Tax (5%)       | 1,842,055        | 1,762,434        | 4.5%         | 1,595,436        | 15.5%       | 1,045,639        | 76%        | 792,587          | 132%       | 946,172          | 95%        |
| Sub Total                    | 5,320,675        | 5,302,668        | 0.34%        | 4,840,551        | 9.9%        | 3,325,941        | 60%        | 2,749,372        | 94%        | 3,354,404        | 59%        |
| Transit & Trails Tax (2%)    | 2,128,270        | 2,121,067        | 0.34%        | 1,936,221        | 9.9%        | 1,330,377        | 60%        | 1,099,749        | 94%        | 1,341,761        | 59%        |
| <b>Total</b>                 | <b>7,448,945</b> | <b>7,423,735</b> | <b>0.34%</b> | <b>6,776,772</b> | <b>9.9%</b> | <b>4,656,318</b> | <b>60%</b> | <b>3,849,121</b> | <b>94%</b> | <b>4,696,165</b> | <b>59%</b> |

*Note: This report excludes information that could result in the disclosure of confidential taxpayer information.*

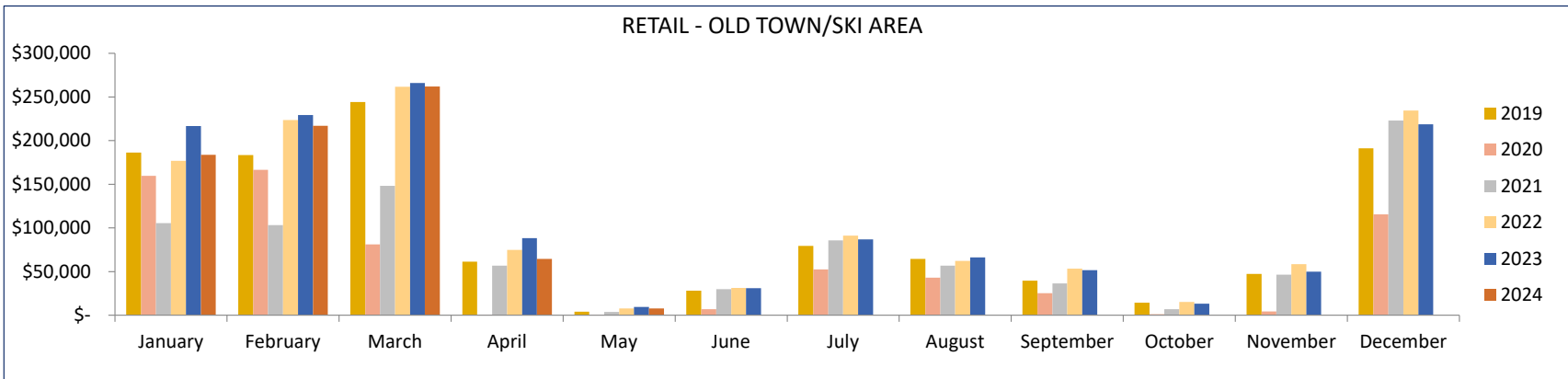
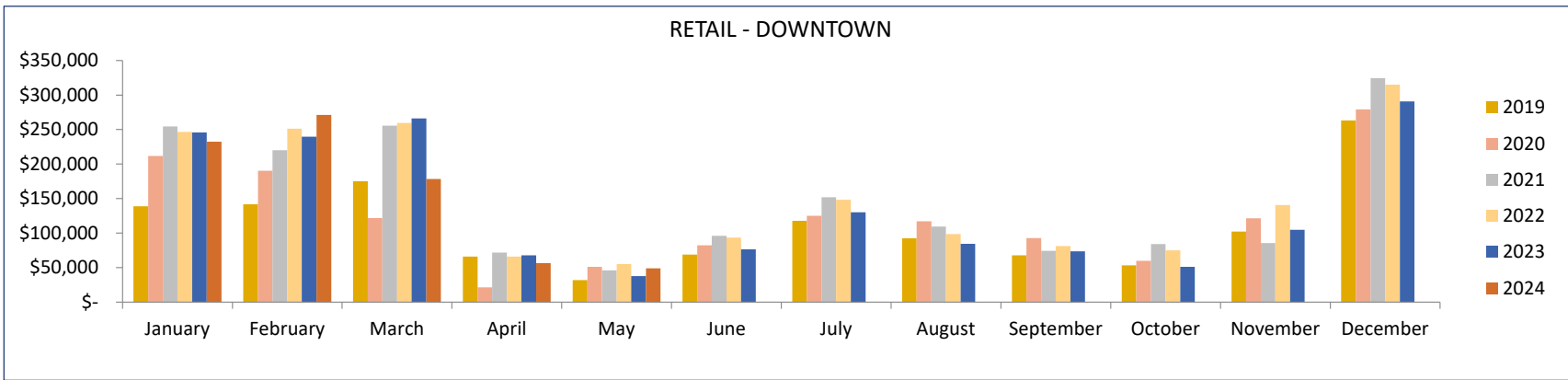
**COMPARISONS BY INDUSTRY AND BUSINESS LOCATION**

**RETAIL**

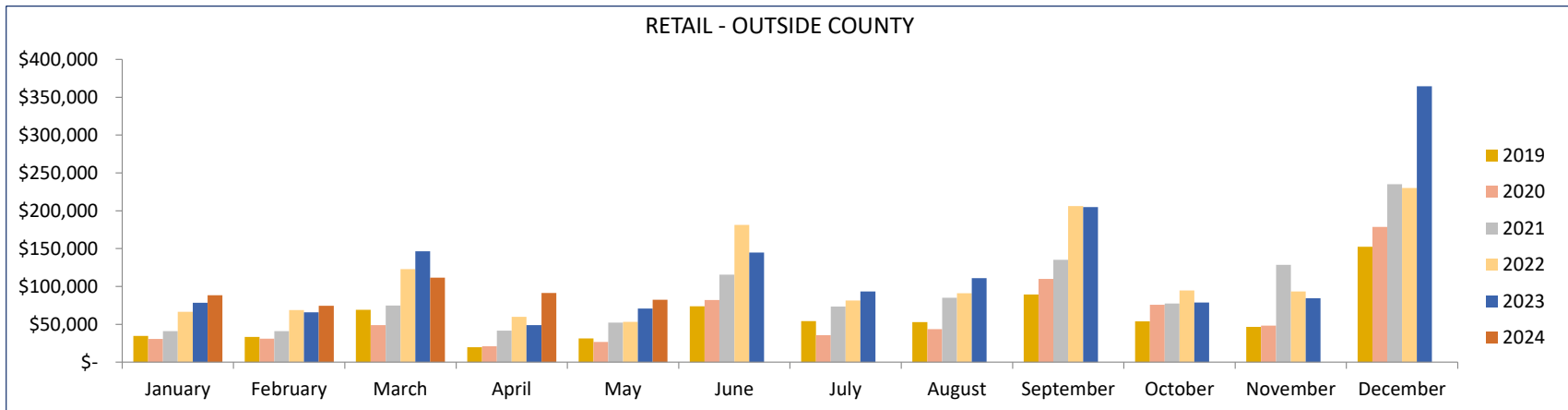
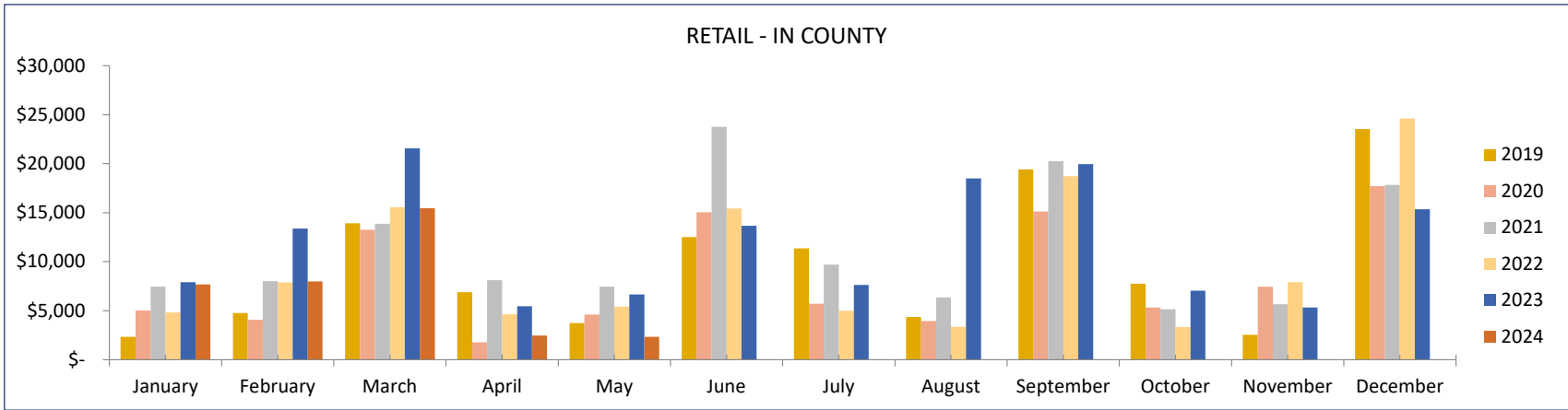
| <b>MONTH</b>      | <b>May-24</b>  | <b>May-23</b>  | <b>24 vs 23</b> | <b>May-22</b>  | <b>24 vs 22</b> | <b>May-21</b>  | <b>24 vs 21</b> | <b>May-20</b> | <b>24 vs 20</b> | <b>May-19</b> | <b>24 vs 19</b> |
|-------------------|----------------|----------------|-----------------|----------------|-----------------|----------------|-----------------|---------------|-----------------|---------------|-----------------|
| Downtown          | 49,086         | 37,613         | 30.5%           | 55,046         | -10.8%          | 46,165         | 6.3%            | 51,211        | -4.1%           | 31,918        | 53.8%           |
| Old Town/Ski Area | 7,811          | 9,532          | -18.1%          | 7,590          | 2.9%            | 3,617          | 116.0%          | 15            | 51976.0%        | 3,949         | 97.8%           |
| In County         | 2,346          | 6,654          | -64.7%          | 5,415          | -56.7%          | 7,438          | -68.5%          | 4,618         | -49.2%          | 3,744         | -37.3%          |
| Outside County    | 82,562         | 70,863         | 16.5%           | 53,261         | 55.0%           | 52,365         | 57.7%           | 26,581        | 210.6%          | 31,214        | 164.5%          |
|                   | <b>141,806</b> | <b>124,662</b> | <b>13.8%</b>    | <b>121,312</b> | <b>16.9%</b>    | <b>109,585</b> | <b>29.4%</b>    | <b>82,425</b> | <b>72.0%</b>    | <b>70,825</b> | <b>100.2%</b>   |

| <b>YEAR-TO-DATE</b> | <b>May-24</b>    | <b>May-23</b>    | <b>24 vs 23</b> | <b>May-22</b>    | <b>24 vs 22</b> | <b>May-21</b>    | <b>24 vs 21</b> | <b>May-20</b>    | <b>24 vs 20</b> | <b>May-19</b>    | <b>24 vs 19</b> |
|---------------------|------------------|------------------|-----------------|------------------|-----------------|------------------|-----------------|------------------|-----------------|------------------|-----------------|
| Downtown            | 787,594          | 857,205          | -8.1%           | 878,575          | -10.4%          | 848,354          | -7.2%           | 596,897          | 31.9%           | 553,557          | 42.3%           |
| Old Town/Ski Area   | 735,033          | 809,835          | -9.2%           | 744,331          | -1.2%           | 417,013          | 76.3%           | 407,753          | 80.3%           | 679,005          | 8.3%            |
| In County           | 35,933           | 54,996           | -34.7%          | 38,329           | -6.3%           | 44,882           | -19.9%          | 28,754           | 25.0%           | 31,643           | 13.6%           |
| Outside County      | 448,545          | 410,505          | 9.3%            | 371,470          | 20.7%           | 250,812          | 78.8%           | 157,908          | 184.1%          | 187,871          | 138.8%          |
|                     | <b>2,007,106</b> | <b>2,132,541</b> | <b>-5.9%</b>    | <b>2,032,705</b> | <b>-1.3%</b>    | <b>1,561,061</b> | <b>28.6%</b>    | <b>1,191,312</b> | <b>68.5%</b>    | <b>1,452,076</b> | <b>38.2%</b>    |



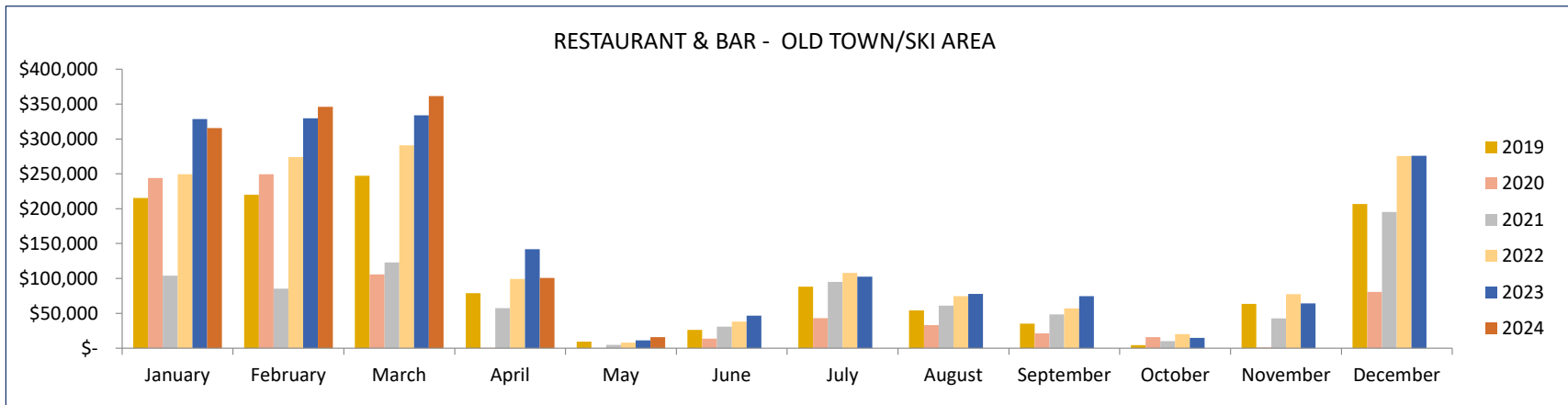
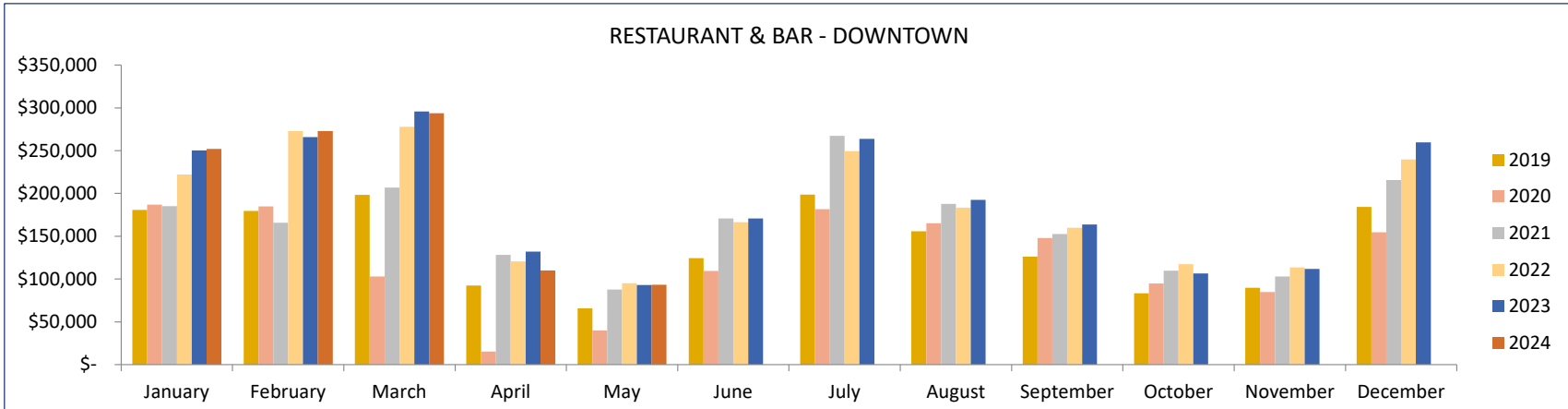
RETAIL - CONTINUED



**RESTAURANT & BAR**

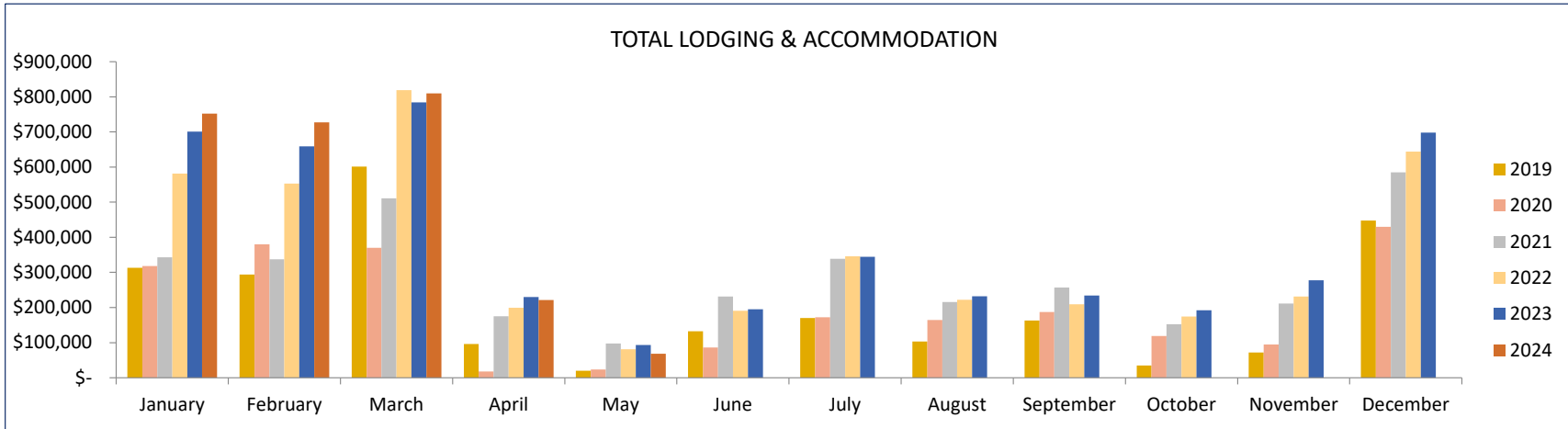
| <b>MONTH</b>      | <b>May-24</b>  | <b>May-23</b>  | <b>24 vs 23</b> | <b>May-22</b>  | <b>24 vs 22</b> | <b>May-21</b> | <b>24 vs 21</b> | <b>May-20</b> | <b>24 vs 20</b> | <b>May-19</b> | <b>24 vs 19</b> |
|-------------------|----------------|----------------|-----------------|----------------|-----------------|---------------|-----------------|---------------|-----------------|---------------|-----------------|
| Downtown          | 93,366         | 92,909         | 0.5%            | 95,093         | -1.8%           | 87,633        | 7%              | 39,987        | 133%            | 65,855        | 42%             |
| Old Town/Ski Area | 15,719         | 11,037         | 42.4%           | 8,146          | 93.0%           | 4,673         | 236%            | 181           | 8585%           | 9,257         | 70%             |
|                   | <b>109,085</b> | <b>103,946</b> | <b>4.9%</b>     | <b>103,239</b> | <b>5.7%</b>     | <b>92,306</b> | <b>18.2%</b>    | <b>40,168</b> | <b>171.6%</b>   | <b>75,112</b> | <b>45.2%</b>    |

| <b>YEAR-TO-DATE</b> | <b>May-24</b>    | <b>May-23</b>    | <b>24 vs 23</b> | <b>May-22</b>    | <b>24 vs 22</b> | <b>May-21</b>    | <b>24 vs 21</b> | <b>May-20</b>    | <b>24 vs 20</b> | <b>May-19</b>    | <b>24 vs 19</b> |
|---------------------|------------------|------------------|-----------------|------------------|-----------------|------------------|-----------------|------------------|-----------------|------------------|-----------------|
| Downtown            | 1,021,805        | 1,037,035        | -1.5%           | 988,495          | 3.4%            | 773,438          | 32%             | 529,858          | 93%             | 716,942          | 43%             |
| Old Town/Ski Area   | 1,139,559        | 1,145,033        | -0.5%           | 921,739          | 23.6%           | 374,587          | 204%            | 599,363          | 90%             | 770,335          | 48%             |
|                     | <b>2,161,364</b> | <b>2,182,068</b> | <b>-0.9%</b>    | <b>1,910,234</b> | <b>13.1%</b>    | <b>1,148,025</b> | <b>88.3%</b>    | <b>1,129,221</b> | <b>91.4%</b>    | <b>1,487,277</b> | <b>45.3%</b>    |



**LODGING & ACCOMMODATION**

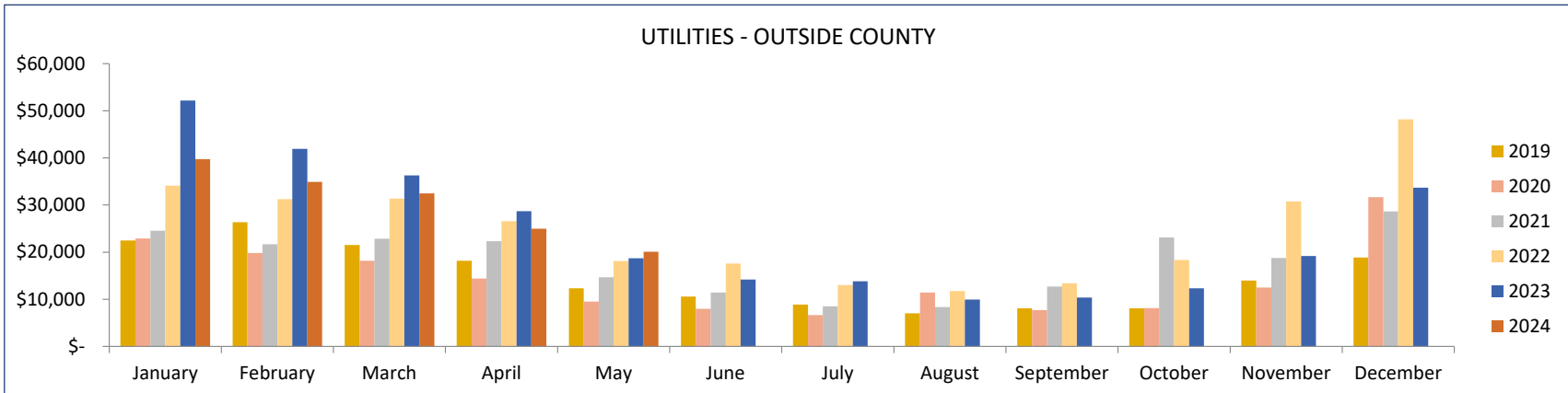
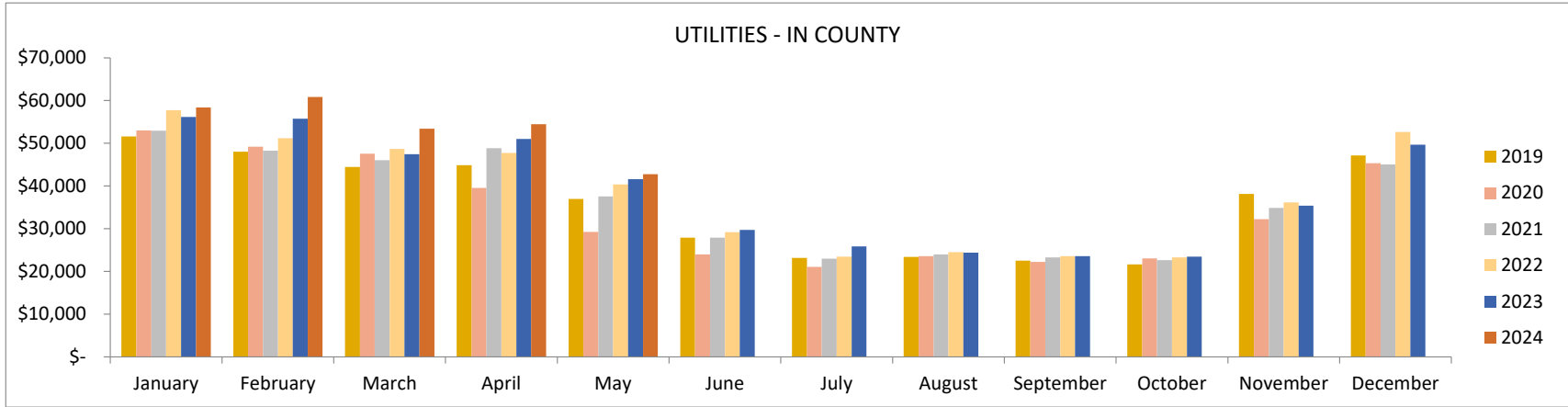
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|---------------------|---------------|---------------|-----------------|---------------|-----------------|---------------|-----------------|---------------|-----------------|---------------|-----------------|
| <b>MONTH</b>        | 68,076        | 93,146        | -26.9%          | 81,018        | -16.0%          | 97,394        | -30%            | 23,280        | 192%            | 20,321        | 235%            |
| <b>YEAR-TO-DATE</b> | 2,578,877     | 2,467,407     | 4.5%            | 2,233,610     | 15.5%           | 1,463,895     | 76%             | 1,109,622     | 132%            | 1,324,641     | 95%             |



**UTILITIES**

| <b>MONTH</b>   | <b>May-24</b> | <b>May-23</b> | <b>24 vs 23</b> | <b>May-22</b> | <b>24 vs 22</b> | <b>May-21</b> | <b>24 vs 21</b> | <b>May-20</b> | <b>24 vs 20</b> | <b>May-19</b> | <b>24 vs 19</b> |
|----------------|---------------|---------------|-----------------|---------------|-----------------|---------------|-----------------|---------------|-----------------|---------------|-----------------|
| In County      | 42,788        | 41,606        | 2.8%            | 40,382        | 6.0%            | 37,568        | 14%             | 29,275        | 46%             | 36,962        | 16%             |
| Outside County | 20,074        | 18,697        | 7.4%            | 18,138        | 10.7%           | 14,665        | 37%             | 9,507         | 111%            | 12,336        | 63%             |
|                | <b>62,862</b> | <b>60,303</b> | <b>4.2%</b>     | <b>58,520</b> | <b>7.4%</b>     | <b>52,233</b> | <b>20%</b>      | <b>38,782</b> | <b>62%</b>      | <b>49,298</b> | <b>28%</b>      |

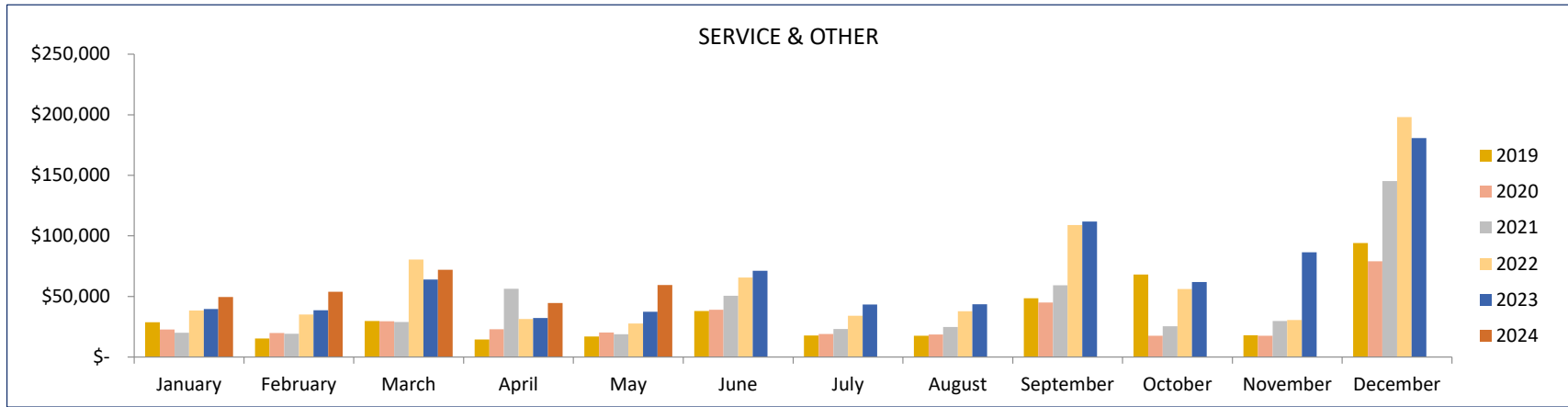
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|---------------------|----------------|----------------|-----------------|----------------|-----------------|----------------|-----------------|----------------|-----------------|----------------|-----------------|
| In County           | 269,887        | 251,943        | 7.1%            | 245,737        | 9.8%            | 233,706        | 15%             | 218,609        | 23%             | 225,964        | 19%             |
| Outside County      | 152,174        | 177,759        | -14.4%          | 141,420        | 7.6%            | 106,067        | 43%             | 84,799         | 79%             | 100,821        | 51%             |
|                     | <b>422,061</b> | <b>429,702</b> | <b>-1.8%</b>    | <b>387,157</b> | <b>9.0%</b>     | <b>339,773</b> | <b>24%</b>      | <b>303,408</b> | <b>39%</b>      | <b>326,785</b> | <b>29%</b>      |



**SERVICE & OTHER**

| <b>MONTH</b>      | <b>May-24</b> | <b>May-23</b> | <b>24 vs 23</b> | <b>May-22</b> | <b>24 vs 22</b> | <b>May-21</b> | <b>24 vs 21</b> | <b>May-20</b> | <b>24 vs 20</b> | <b>May-19</b> | <b>24 vs 19</b> |
|-------------------|---------------|---------------|-----------------|---------------|-----------------|---------------|-----------------|---------------|-----------------|---------------|-----------------|
| Downtown          | 71            | 55            | 28.8%           | 7             | 912.0%          | 19            | 273%            | 226           | -69%            | 7             | 912%            |
| Old Town/Ski Area | 2,672         | 2,672         | 0.0%            | 2,672         | 0.0%            | 2,672         | 0%              | 2,672         | 0%              | 2,672         | 0%              |
| In County         | 1,581         | 1,270         | 24.5%           | 3,411         | -53.7%          | 447           | 254%            | 3,676         | -57%            | 2,506         | -37%            |
| Outside County    | 55,141        | 33,389        | 65.1%           | 21,537        | 156.0%          | 15,771        | 250%            | 13,722        | 302%            | 11,849        | 365%            |
|                   | <b>59,464</b> | <b>37,386</b> | <b>59.1%</b>    | <b>27,627</b> | <b>115.2%</b>   | <b>18,909</b> | <b>214%</b>     | <b>20,296</b> | <b>193%</b>     | <b>17,034</b> | <b>249%</b>     |

| <b>YEAR-TO-DATE</b> | <b>May-24</b>  | <b>May-23</b>  | <b>24 vs 23</b> | <b>May-22</b>  | <b>24 vs 22</b> | <b>May-21</b>  | <b>24 vs 21</b> | <b>May-20</b>  | <b>24 vs 20</b> | <b>May-19</b>  | <b>24 vs 19</b> |
|---------------------|----------------|----------------|-----------------|----------------|-----------------|----------------|-----------------|----------------|-----------------|----------------|-----------------|
| Downtown            | 17,590         | 2,894          | 507.8%          | 4,954          | 255.1%          | 1,358          | 1195%           | 4,008          | 339%            | 907            | 1839%           |
| Old Town/Ski Area   | 25,055         | 13,358         | 87.6%           | 13,358         | 87.6%           | 13,358         | 88%             | 13,359         | 88%             | 13,359         | 88%             |
| In County           | 6,302          | 16,787         | -62.5%          | 9,609          | -34.4%          | 5,397          | 17%             | 9,915          | -36%            | 8,360          | -25%            |
| Outside County      | 230,591        | 178,978        | 28.8%           | 185,145        | 24.5%           | 123,452        | 87%             | 88,276         | 161%            | 82,760         | 179%            |
|                     | <b>279,537</b> | <b>212,017</b> | <b>31.8%</b>    | <b>213,066</b> | <b>31.2%</b>    | <b>143,565</b> | <b>95%</b>      | <b>115,558</b> | <b>142%</b>     | <b>105,386</b> | <b>165%</b>     |



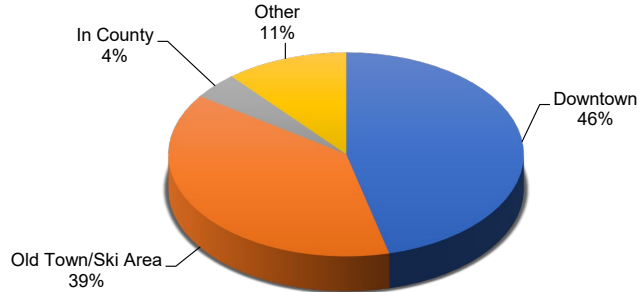
**TOTAL TAX BY BUSINESS LOCATION**

The following tables compare total sales tax revenues for the current month and YTD periods, by business location. For lodging properties managed by a property management company, the lodging/accommodation taxes are reported in the geographic area of the property management company location.

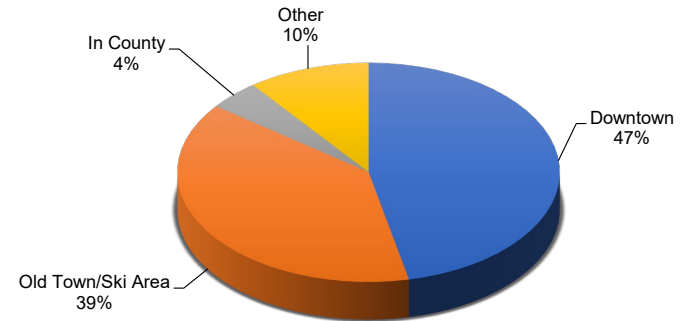
| <u>MONTH</u>      | <u>May-24</u>  | <u>May-23</u>  | <u>24 vs 23</u> | <u>May-22</u>  | <u>24 vs 22</u> | <u>May-21</u>  | <u>24 vs 21</u> | <u>May-20</u>  | <u>24 vs 20</u> | <u>May-19</u>  | <u>24 vs 19</u> |
|-------------------|----------------|----------------|-----------------|----------------|-----------------|----------------|-----------------|----------------|-----------------|----------------|-----------------|
| Downtown          | 208,599        | 211,673        | -1.5%           | 221,770        | -5.9%           | 221,525        | -6%             | 110,300        | 89%             | 109,109        | 91%             |
| Old Town/Ski Area | 28,202         | 35,292         | -20.1%          | 27,801         | 1.4%            | 20,648         | 37%             | 7,267          | 288%            | 24,870         | 13%             |
| In County         | 46,715         | 49,530         | -5.7%           | 49,208         | -5.1%           | 45,453         | 3%              | 37,574         | 24%             | 43,212         | 8%              |
| Outside County    | 157,776        | 122,950        | 28.3%           | 92,936         | 69.8%           | 82,801         | 91%             | 49,809         | 217%            | 55,399         | 185%            |
|                   | <b>441,293</b> | <b>419,445</b> | <b>5.2%</b>     | <b>391,715</b> | <b>12.7%</b>    | <b>370,427</b> | <b>19%</b>      | <b>204,950</b> | <b>115%</b>     | <b>232,590</b> | <b>90%</b>      |

| <u>YEAR-TO-DATE</u> | <u>May-24</u>    | <u>May-23</u>    | <u>24 vs 23</u> | <u>May-22</u>    | <u>24 vs 22</u> | <u>May-21</u>    | <u>24 vs 21</u> | <u>May-20</u>    | <u>24 vs 20</u> | <u>May-19</u>    | <u>24 vs 19</u> |
|---------------------|------------------|------------------|-----------------|------------------|-----------------|------------------|-----------------|------------------|-----------------|------------------|-----------------|
| Downtown            | 3,435,161        | 3,460,810        | -0.7%           | 3,366,079        | 2.1%            | 2,614,717        | 31%             | 1,728,611        | 99%             | 1,885,793        | 82%             |
| Old Town/Ski Area   | 2,870,352        | 2,871,942        | -0.1%           | 2,418,973        | 18.7%           | 1,277,219        | 125%            | 1,532,020        | 87%             | 2,172,951        | 32%             |
| In County           | 312,121          | 323,741          | -3.6%           | 293,685          | 6.3%            | 284,052          | 10%             | 257,506          | 21%             | 265,968          | 17%             |
| Outside County      | 831,310          | 767,242          | 8.4%            | 698,035          | 19.1%           | 480,330          | 73%             | 330,984          | 151%            | 371,453          | 124%            |
|                     | <b>7,448,945</b> | <b>7,423,735</b> | <b>0.3%</b>     | <b>6,776,772</b> | <b>9.9%</b>     | <b>4,656,318</b> | <b>60%</b>      | <b>3,849,121</b> | <b>94%</b>      | <b>4,696,165</b> | <b>59%</b>      |

**2024 - TOTAL TAX REVENUE BY BUSINESS LOCATION**



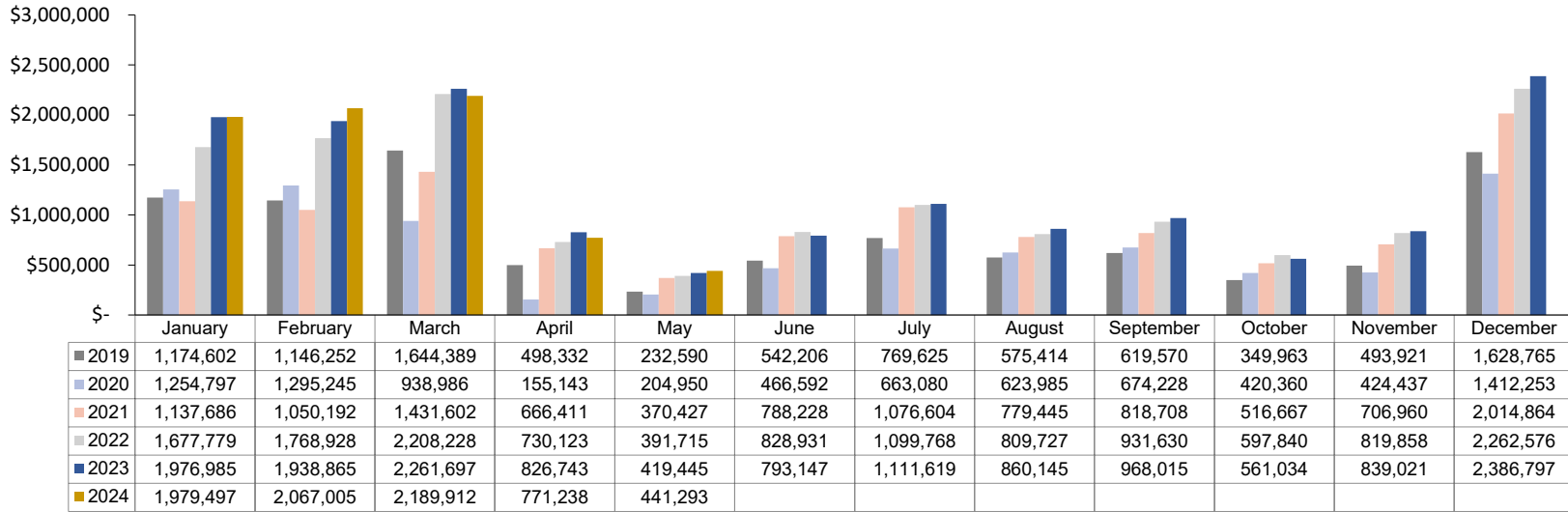
**2023 - TOTAL TAX REVENUE BY BUSINESS LOCATION**



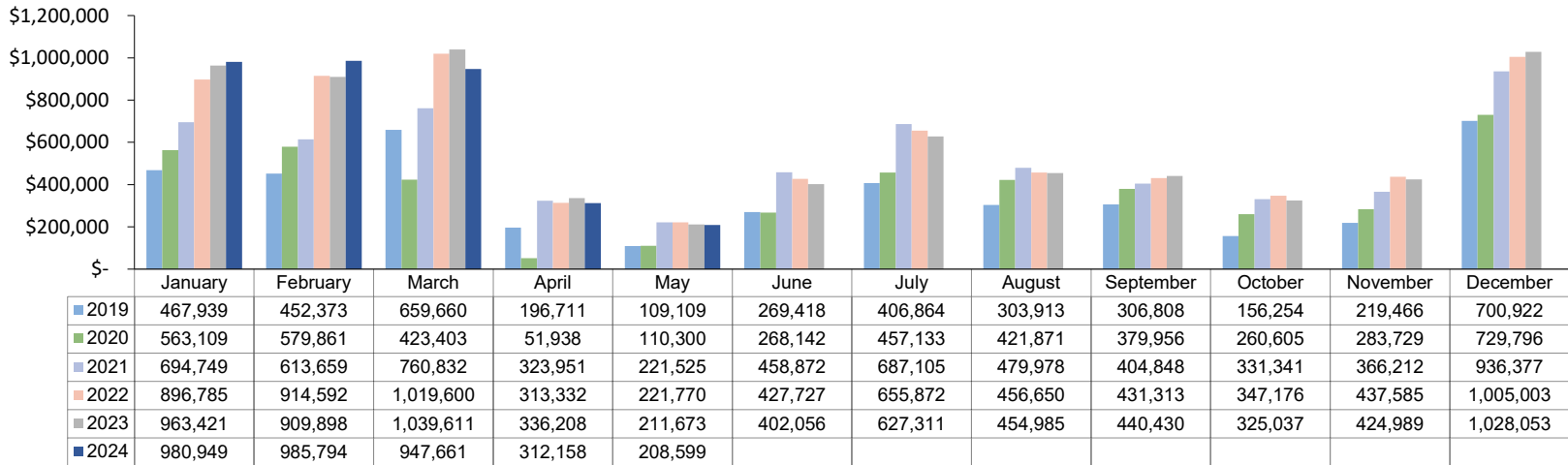


**SUPPLEMENTAL INFORMATION**

**TOTAL - SALES, LODGING & TRANSIT/TRAILS TAX**

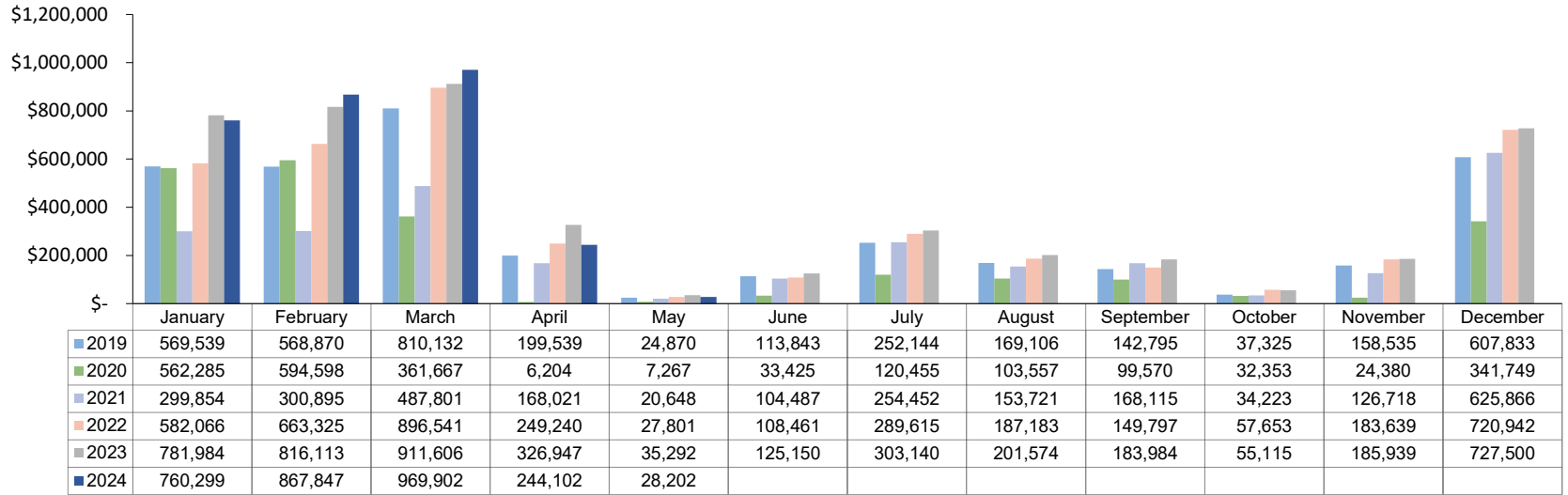


**SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL DOWNTOWN**

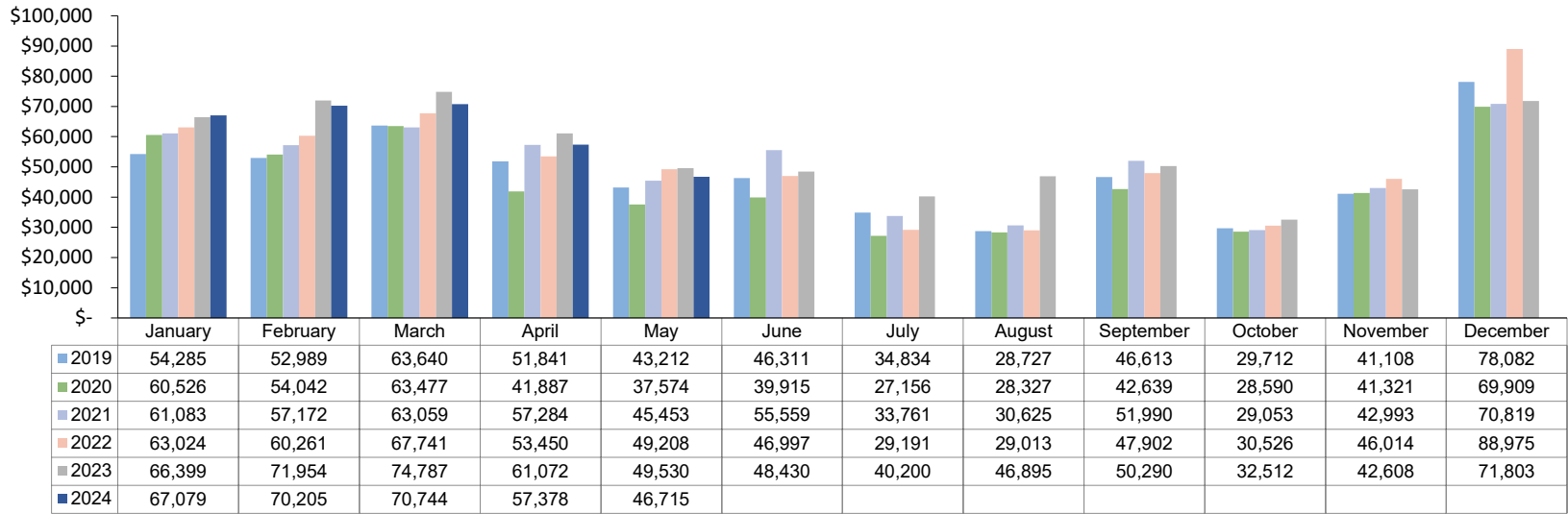


**SUPPLEMENTAL INFORMATION - CONTINUED**

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

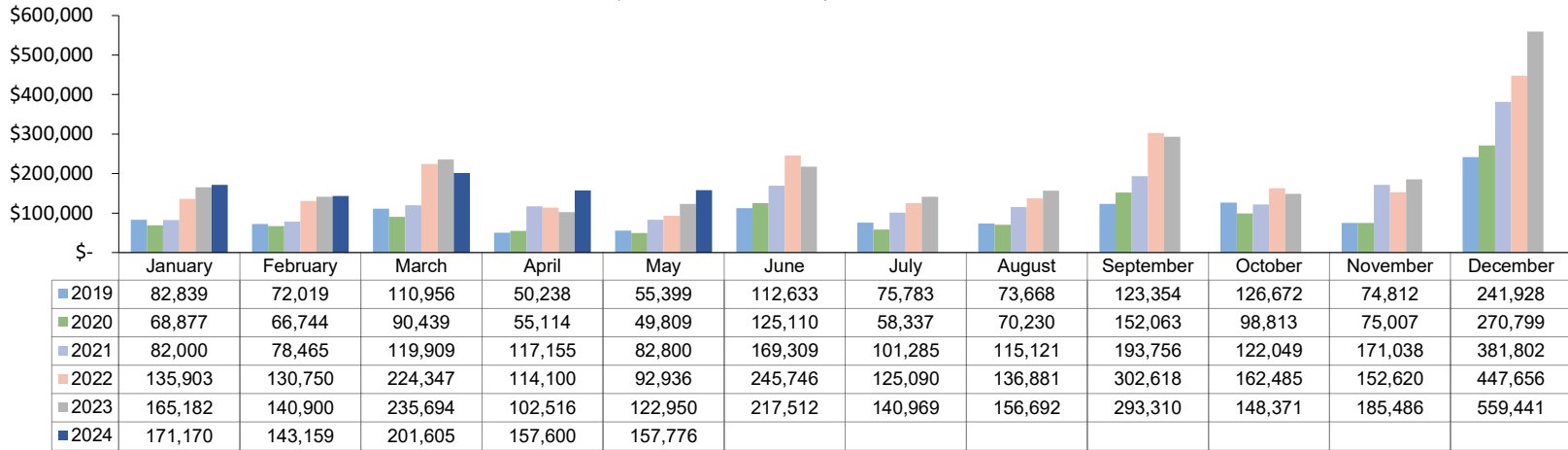


**SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL IN COUNTY**

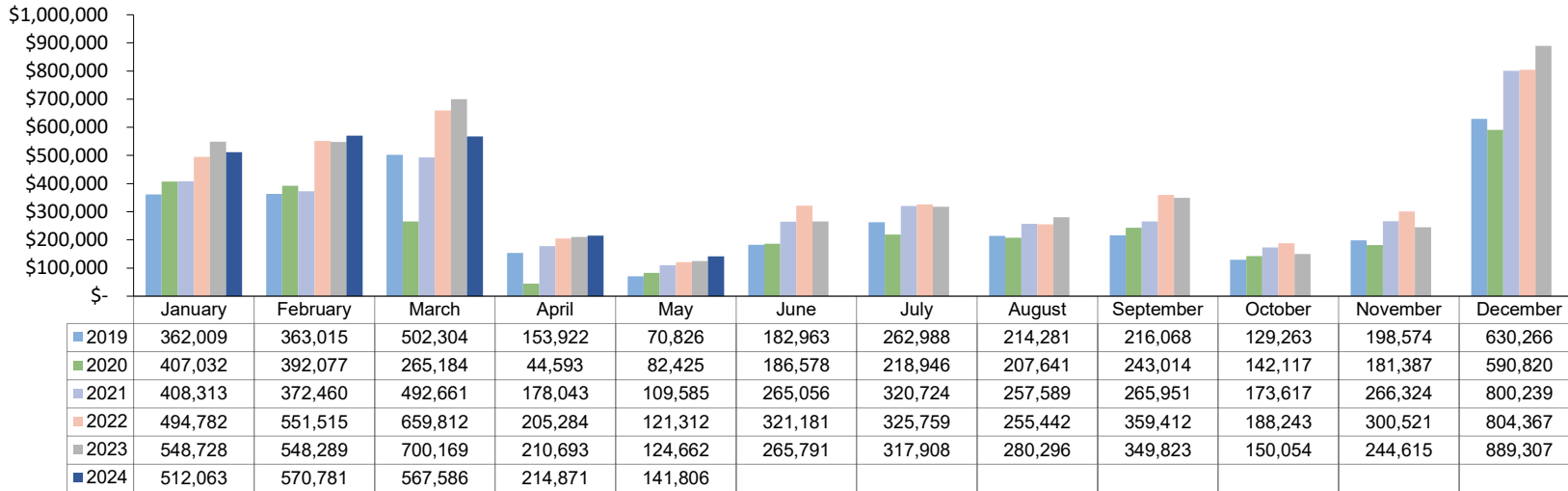


**SUPPLEMENTAL INFORMATION - CONTINUED**

**SALES, LODGING & TRANSIT/TRAILS - TOTAL OUTSIDE COUNTY**

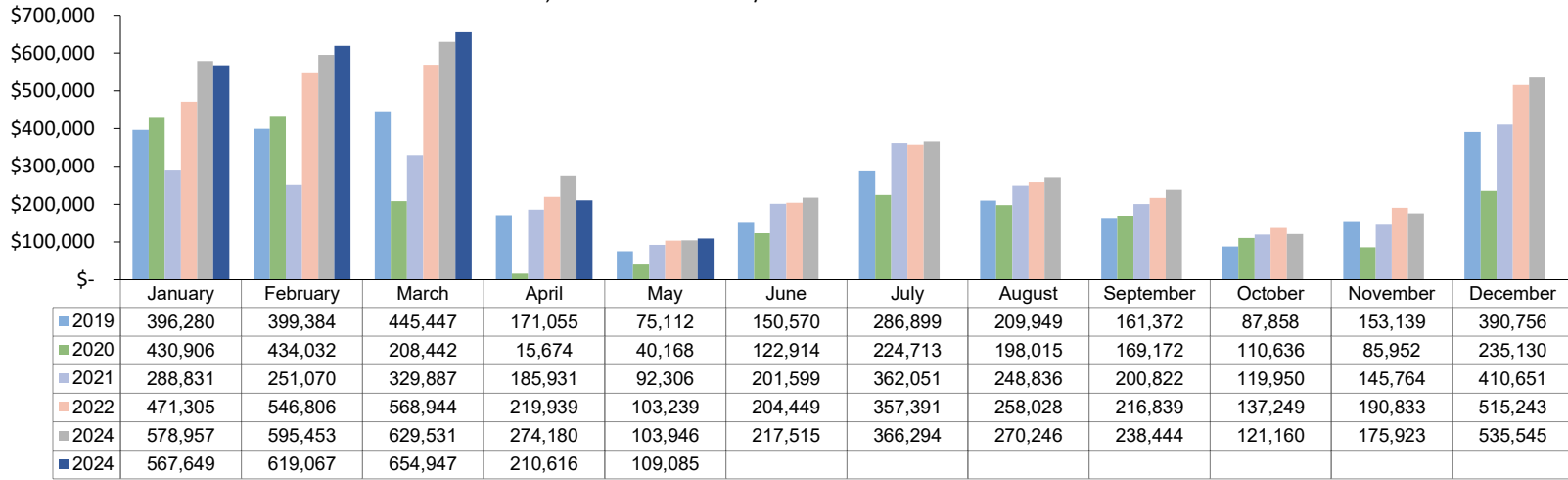


**SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL RETAIL**



**SUPPLEMENTAL INFORMATION - CONTINUED**

**SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL RESTAURANT & BAR**



**SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL LODGING & ACCOMMODATION**

