



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

July 2024 Sales
 (Collected: August 2024)

SUMMARY

Month: Total sales tax revenue for the month of July, 2024 increased by 1.1% (\$13K) vs. the same period of the prior year. This increase was primarily due to an increase in the Lodging & Accommodation sector of 18% (\$62K,) offset by a decrease in the Restaurant & Bar sector of 12% (\$44k)

YTD: On a year-to-date basis, total sales tax revenue increased by 0.9% (\$86K). This increase was primarily due to increases in the Lodging & Accommodation sector of 4.8% (\$145K) and the Service/Other sector of 25.2% (\$82K), which were offset by a decrease in the Retail sector of 4.0% (\$109K).

PRIOR YEAR COMPARISONS - MONTH

Description	Jul-24	Jul-23	24 vs 23	Jul-22	24 vs 22	Jul-21	24 vs 21	Jul-20	24 vs 20	Jul-19	24 vs 19
Sales Tax - NOT LODGING	612,421	547,955	11.8%	538,302	13.8%	526,786	16%	350,328	75%	428,375	43%
Sales Tax - LODGING	190,703	246,058	-22.5%	247,246	-22.9%	242,217	-21%	123,300	55%	121,357	57%
Sub Total	803,124	794,013	1.1%	785,548	2.2%	769,003	4%	473,628	70%	549,732	46%
Transit & Trails Tax (2%)	321,249	317,606	1.1%	314,219	2.2%	307,601	4%	189,452	70%	219,893	46%
Total	1,124,373	1,111,619	1.1%	1,099,767	2.2%	1,076,604	4%	663,080	70%	769,625	46%

PRIOR YEAR COMPARISONS - YEAR-TO-DATE

Description	Jul-24	Jul-23	24 vs 23	Jul-22	24 vs 22	Jul-21	24 vs 21	Jul-20	24 vs 20	Jul-19	24 vs 19
Sales Tax - Not Lodging (5%)	4,964,863	4,515,622	9.9%	4,239,222	17.1%	3,204,711	55%	2,578,936	93%	3,129,463	59%
Lodging/Accom Tax (5%)	1,759,558	2,147,593	-18.1%	1,978,971	-11.1%	1,453,253	21%	977,346	80%	1,161,962	51%
Sub Total	6,724,421	6,663,215	0.92%	6,218,193	8.1%	4,657,964	44%	3,556,282	89%	4,291,425	57%
Transit & Trails Tax (2%)	2,689,768	2,665,286	0.92%	2,487,277	8.1%	1,863,186	44%	1,422,513	89%	1,716,570	57%
Total	9,414,189	9,328,501	0.92%	8,705,470	8.1%	6,521,150	44%	4,978,795	89%	6,007,995	57%

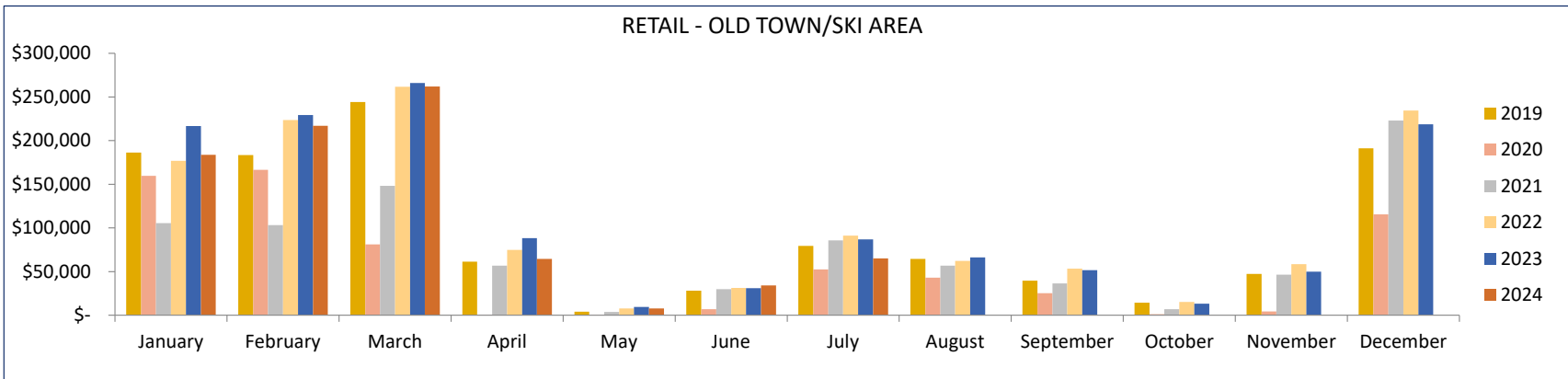
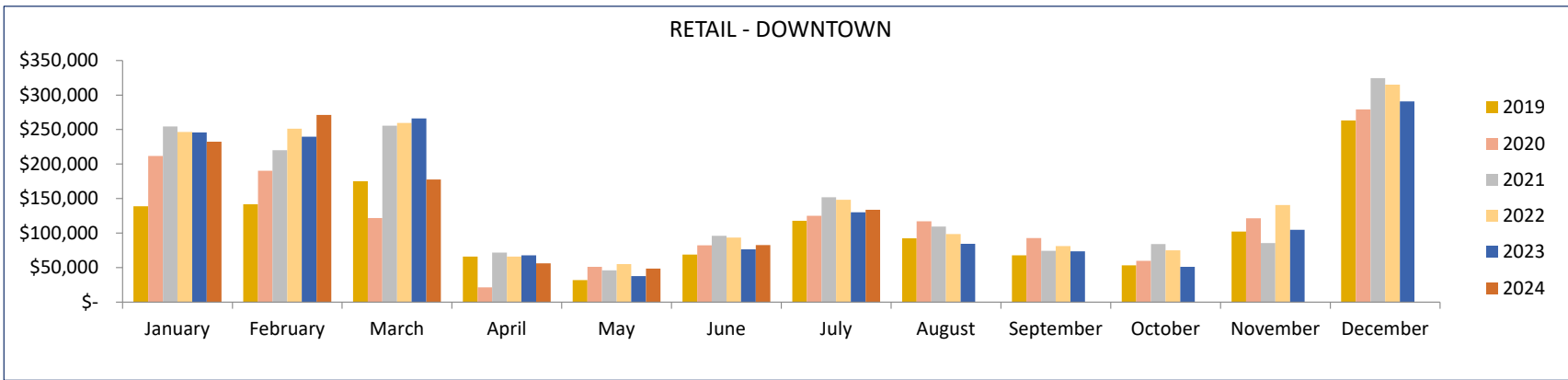
Note: This report excludes information that could result in the disclosure of confidential taxpayer information.

COMPARISONS BY INDUSTRY AND BUSINESS LOCATION

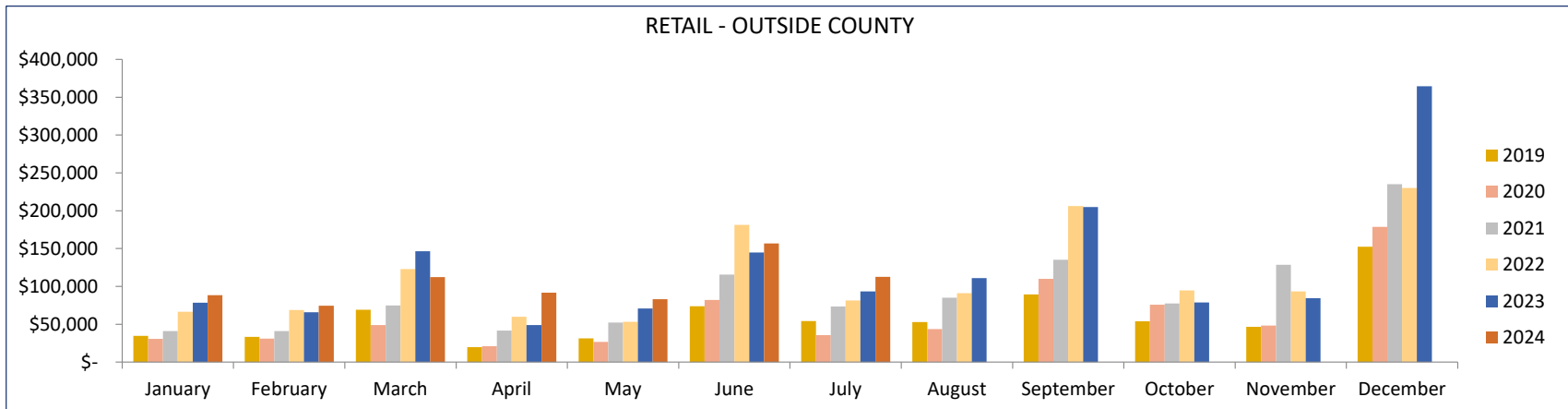
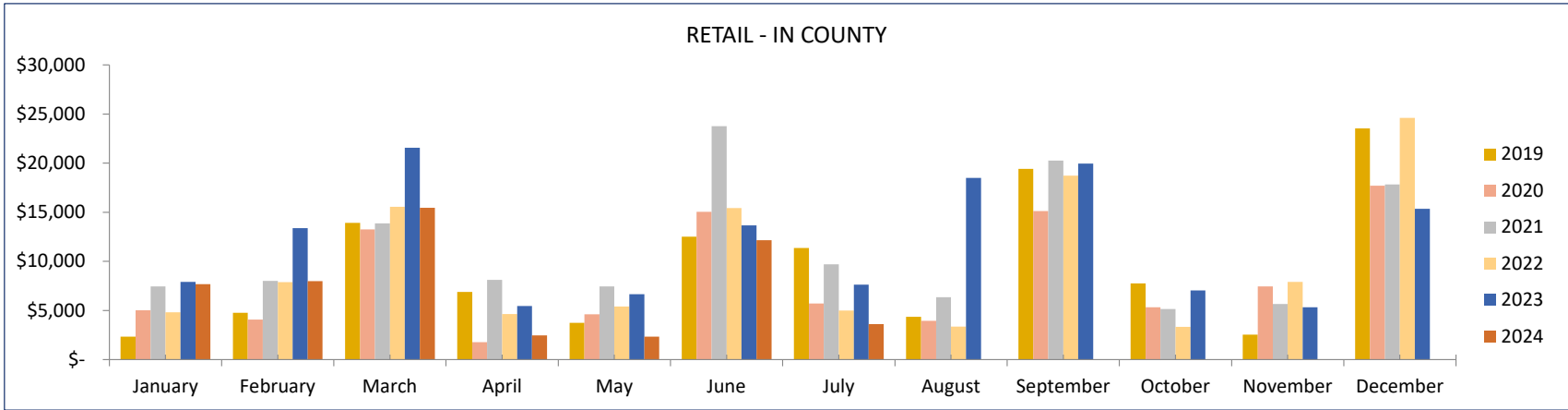
RETAIL

<u>MONTH</u>	<u>Jul-24</u>	<u>Jul-23</u>	<u>24 vs 23</u>	<u>Jul-22</u>	<u>24 vs 22</u>	<u>Jul-21</u>	<u>24 vs 21</u>	<u>Jul-20</u>	<u>24 vs 20</u>	<u>Jul-19</u>	<u>24 vs 19</u>
Downtown	133,655	130,171	2.7%	148,194	-9.8%	152,062	-12.1%	125,138	6.8%	117,790	13.5%
Old Town/Ski Area	65,076	86,701	-24.9%	91,042	-28.5%	85,594	-24.0%	52,488	24.0%	79,488	-18.1%
In County	3,620	7,621	-52.5%	4,997	-27.6%	9,703	-62.7%	5,701	-36.5%	11,371	-68.2%
Outside County	112,509	93,414	20.4%	81,526	38.0%	73,364	53.4%	35,619	215.9%	54,339	107.1%
	314,860	317,907	-1.0%	325,759	-3.3%	320,723	-1.8%	218,946	43.8%	262,988	19.7%

<u>YEAR-TO-DATE</u>	<u>Jul-24</u>	<u>Jul-23</u>	<u>24 vs 23</u>	<u>Jul-22</u>	<u>24 vs 22</u>	<u>Jul-21</u>	<u>24 vs 21</u>	<u>Jul-20</u>	<u>24 vs 20</u>	<u>Jul-19</u>	<u>24 vs 19</u>
Downtown	1,002,524	1,063,829	-5.8%	1,120,147	-10.5%	1,096,524	-8.6%	804,501	24.6%	740,094	35.5%
Old Town/Ski Area	834,112	927,443	-10.1%	866,524	-3.7%	532,305	56.7%	467,128	78.6%	786,507	6.1%
In County	51,716	76,269	-32.2%	58,760	-12.0%	78,361	-34.0%	49,495	4.5%	55,530	-6.9%
Outside County	719,041	648,699	10.8%	634,215	13.4%	439,652	63.5%	275,712	160.8%	315,896	127.6%
	2,607,393	2,716,240	-4.0%	2,679,646	-2.7%	2,146,842	21.5%	1,596,836	63.3%	1,898,027	37.4%



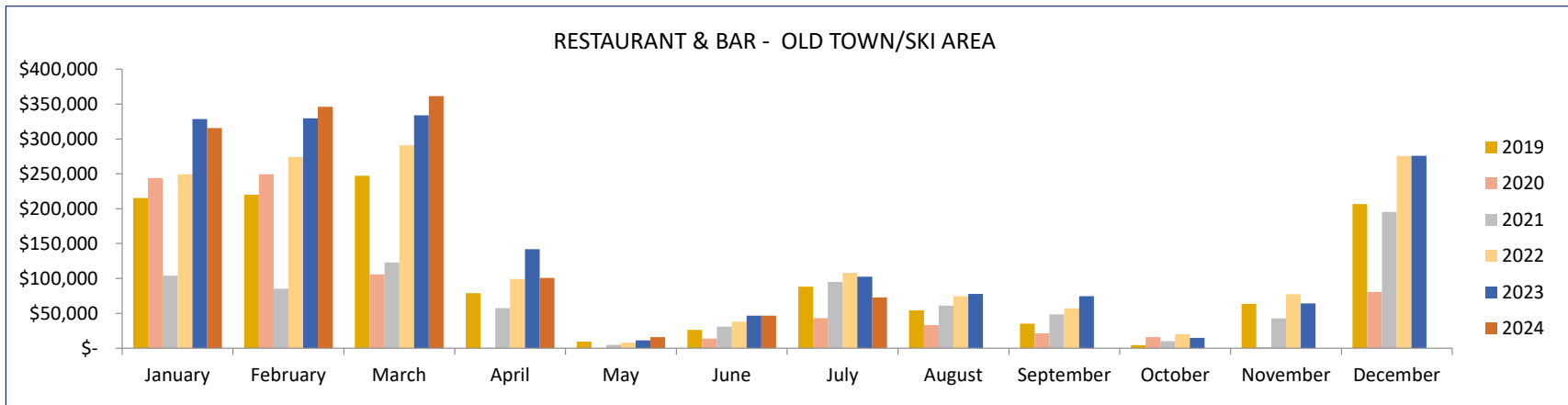
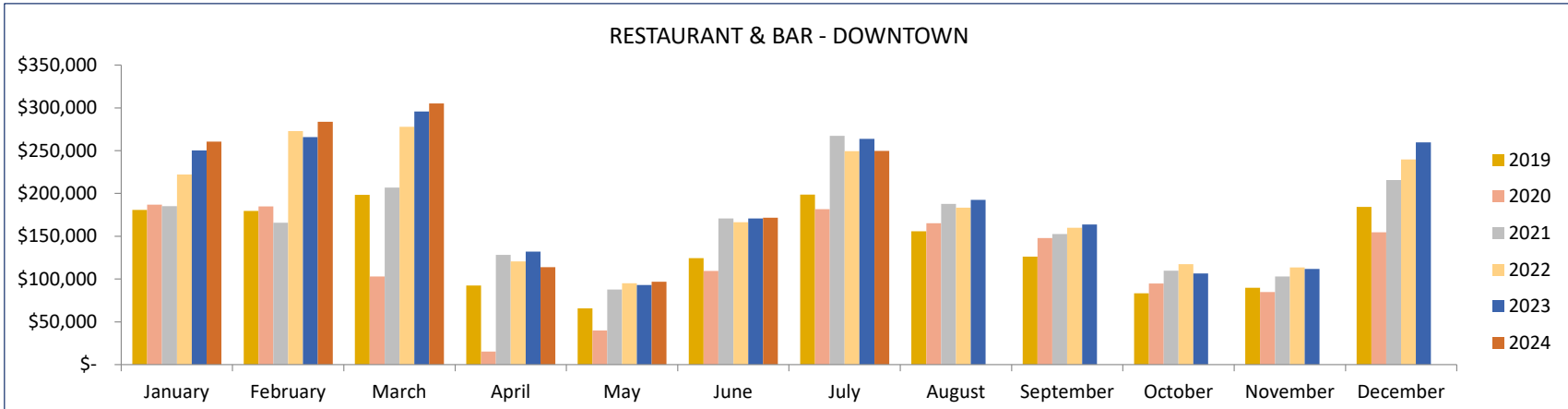
RETAIL - CONTINUED



RESTAURANT & BAR

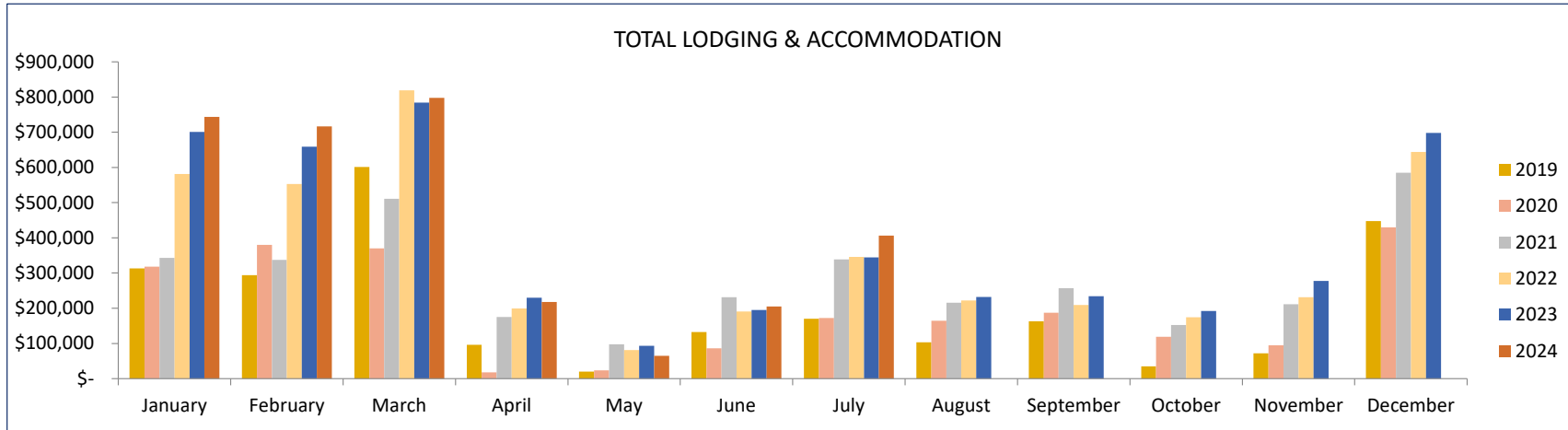
MONTH	Jul-24	Jul-23	24 vs 23	Jul-22	24 vs 22	Jul-21	24 vs 21	Jul-20	24 vs 20	Jul-19	24 vs 19
Downtown	249,557	263,843	-5.4%	249,336	0.1%	267,160	-7%	181,627	37%	198,560	26%
Old Town/Ski Area	72,691	102,451	-29.0%	108,054	-32.7%	94,891	-23%	43,086	69%	88,339	-18%
TOTAL	322,248	366,294	-12.0%	357,390	-9.8%	362,051	-11.0%	224,713	43.4%	286,899	12.3%

YEAR-TO-DATE	Jul-24	Jul-23	24 vs 23	Jul-22	24 vs 22	Jul-21	24 vs 21	Jul-20	24 vs 20	Jul-19	24 vs 19
Downtown	1,481,021	1,471,576	0.6%	1,404,296	5.5%	1,211,306	22%	820,796	80%	1,039,918	42%
Old Town/Ski Area	1,258,791	1,294,301	-2.7%	1,067,777	17.9%	500,369	152%	656,052	92%	884,827	42%
TOTAL	2,739,812	2,765,877	-0.9%	2,472,073	10.8%	1,711,675	60.1%	1,476,848	85.5%	1,924,745	42.3%



LODGING & ACCOMMODATION

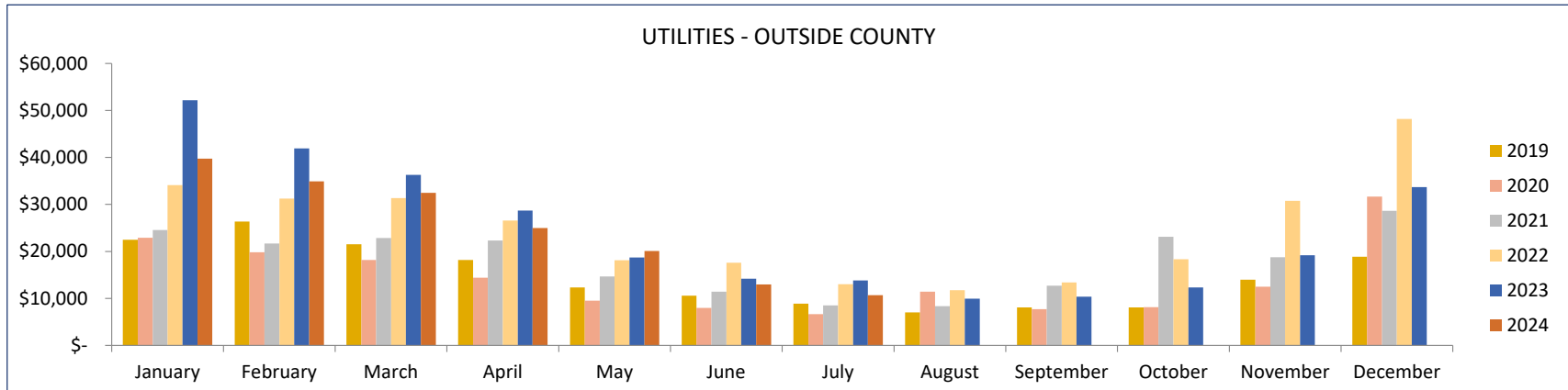
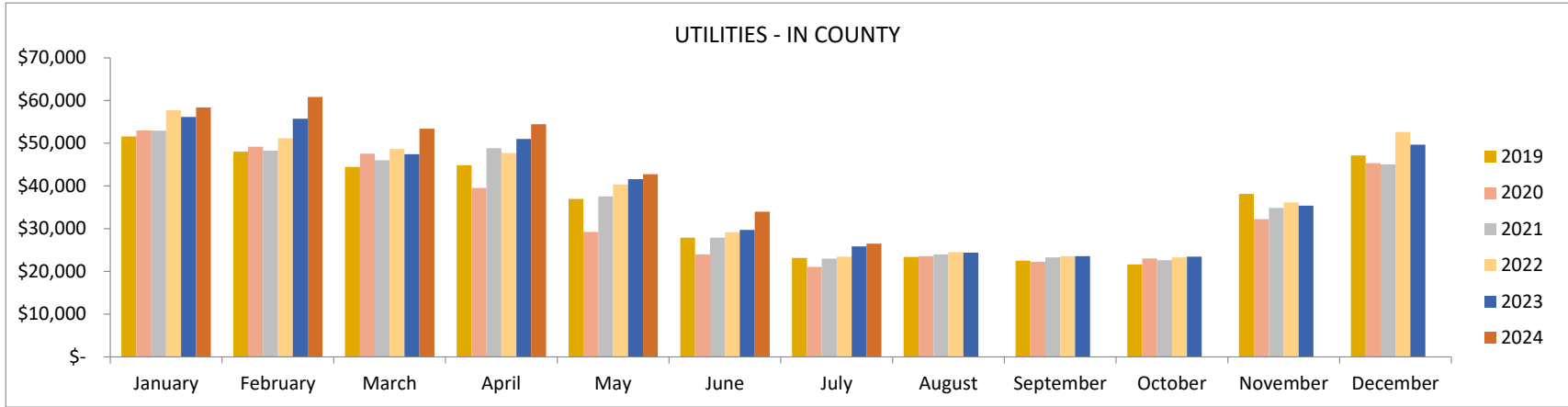
	<u>Jul-24</u>	<u>Jul-23</u>	<u>24 vs 23</u>	<u>Jul-22</u>	<u>24 vs 22</u>	<u>Jul-21</u>	<u>24 vs 21</u>	<u>Jul-20</u>	<u>24 vs 20</u>	<u>Jul-19</u>	<u>24 vs 19</u>
MONTH	406,586	344,482	18.0%	346,145	17.5%	339,104	20%	172,620	136%	169,900	139%
YEAR-TO-DATE	3,152,083	3,006,631	4.8%	2,770,560	13.8%	2,034,554	55%	1,368,284	130%	1,626,747	94%



UTILITIES

<u>MONTH</u>	<u>Jul-24</u>	<u>Jul-23</u>	<u>24 vs 23</u>	<u>Jul-22</u>	<u>24 vs 22</u>	<u>Jul-21</u>	<u>24 vs 21</u>	<u>Jul-20</u>	<u>24 vs 20</u>	<u>Jul-19</u>	<u>24 vs 19</u>
In County	26,501	25,843	2.5%	23,444	13.0%	23,000	15%	21,056	26%	23,200	14%
Outside County	10,677	13,799	-22.6%	13,001	-17.9%	8,511	25%	6,668	60%	8,900	20%
	37,177	39,642	-6.2%	36,445	2.0%	31,511	18%	27,724	34%	32,100	16%

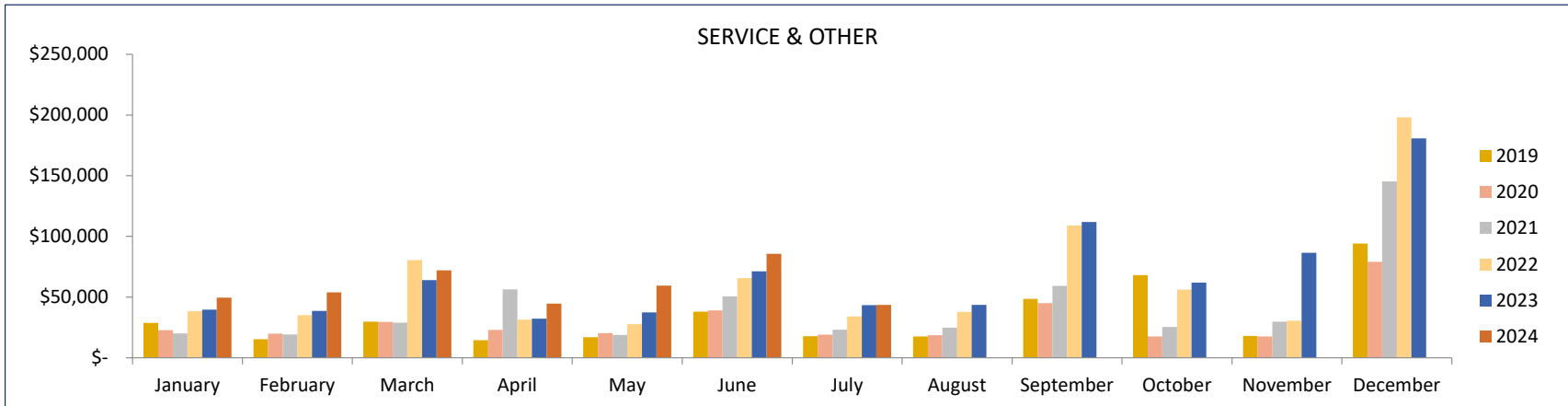
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In County	330,378	307,503	7.4%	298,369	10.7%	284,632	16%	263,676	25%	277,089	19%
Outside County	175,832	205,749	-14.5%	172,000	2.2%	126,027	40%	99,429	77%	120,322	46%
	506,209	513,252	-1.4%	470,369	7.6%	410,659	23%	363,105	39%	397,411	27%



SERVICE & OTHER

MONTH	Jul-24	Jul-23	24 vs 23	Jul-22	24 vs 22	Jul-21	24 vs 21	Jul-20	24 vs 20	Jul-19	24 vs 19
Downtown	541	130	315.8%	43	1157.2%	129	319%	25	2062%	197	174%
Old Town/Ski Area	2,672	2,672	0.0%	2,672	0.0%	2,672	0%	2,672	0%	4,733	-44%
In County	5,775	6,735	-14.2%	750	670.0%	1,009	472%	331	1645%	264	2088%
Outside County	34,514	33,757	2.2%	30,563	12.9%	19,404	78%	16,050	115%	12,544	175%
TOTAL	43,502	43,294	0.5%	34,028	27.8%	23,214	87%	19,078	128%	17,738	145%

YEAR-TO-DATE	Jul-24	Jul-23	24 vs 23	Jul-22	24 vs 22	Jul-21	24 vs 21	Jul-20	24 vs 20	Jul-19	24 vs 19
Downtown	21,262	7,943	167.7%	18,731	13.5%	3,224	559%	4,652	357%	2,576	725%
Old Town/Ski Area	30,399	18,702	62.5%	18,702	62.5%	18,702	63%	18,703	63%	20,875	46%
In County	16,897	28,583	-40.9%	12,734	32.7%	10,256	65%	11,077	53%	14,416	17%
Outside County	340,137	271,275	25.4%	262,656	29.5%	185,240	84%	139,290	144%	123,198	176%
TOTAL	408,695	326,503	25.2%	312,823	30.6%	217,422	88%	173,722	135%	161,065	154%



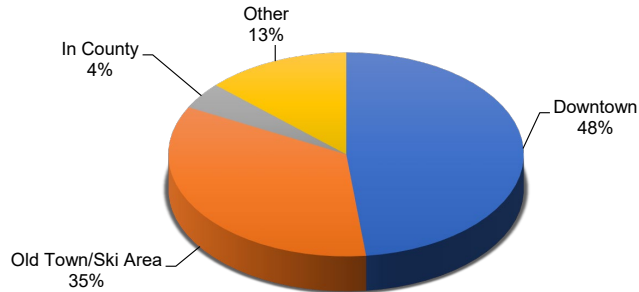
TOTAL TAX BY BUSINESS LOCATION

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.

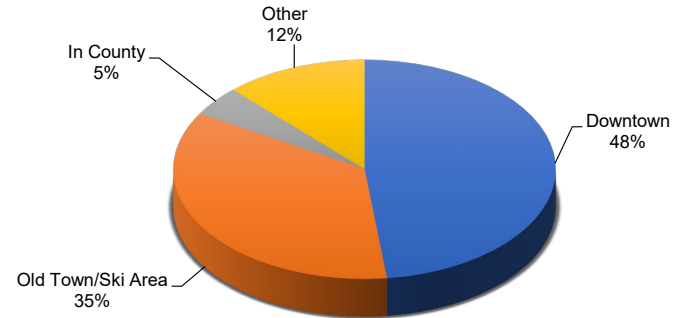
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Downtown	680,712	627,311	8.5%	655,872	3.8%	687,105	-1%	457,133	49%	406,864	67%
Old Town/Ski Area	250,066	303,140	-17.5%	289,615	-13.7%	254,452	-2%	120,455	108%	252,144	-1%
In County	35,896	40,200	-10.7%	29,191	23.0%	33,761	6%	27,156	32%	34,834	3%
Outside County	157,700	140,969	11.9%	125,090	26.1%	101,285	56%	58,337	170%	75,783	108%
	1,124,373	1,111,620	1.1%	1,099,768	2.2%	1,076,603	4%	663,081	70%	769,625	46%

<u>YEAR-TO-DATE</u>	<u>Jul-24</u>	<u>Jul-23</u>	<u>24 vs 23</u>	<u>Jul-22</u>	<u>24 vs 22</u>	<u>Jul-21</u>	<u>24 vs 21</u>	<u>Jul-20</u>	<u>24 vs 20</u>	<u>Jul-19</u>	<u>24 vs 19</u>
Downtown	4,539,380	4,490,177	1.1%	4,449,678	2.0%	3,760,695	21%	2,453,886	85%	2,562,074	77%
Old Town/Ski Area	3,240,810	3,300,231	-1.8%	2,817,049	15.0%	1,636,158	98%	1,685,900	92%	2,538,938	28%
In County	398,990	412,371	-3.2%	369,873	7.9%	373,372	7%	324,577	23%	347,113	15%
Outside County	1,235,011	1,125,723	9.7%	1,068,871	15.5%	750,924	64%	514,431	140%	559,868	121%
	9,414,190	9,328,502	0.9%	8,705,471	8.1%	6,521,149	44%	4,978,794	89%	6,007,993	57%

2024 - TOTAL TAX REVENUE BY BUSINESS LOCATION

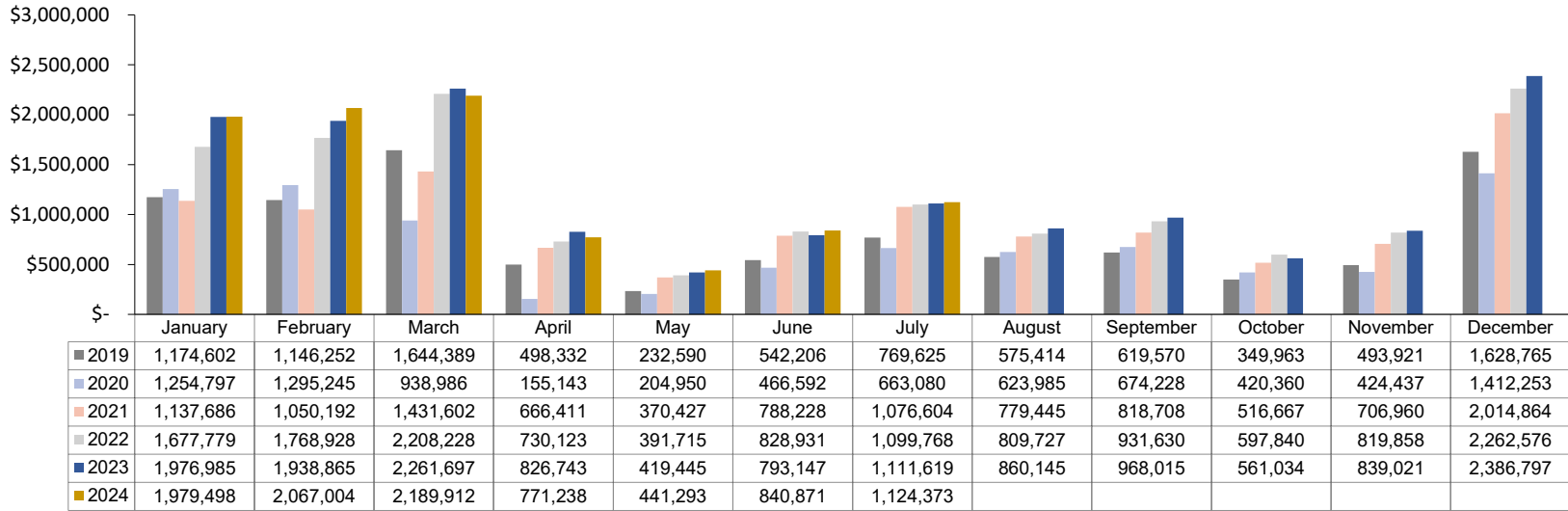


2023 - TOTAL TAX REVENUE BY BUSINESS LOCATION

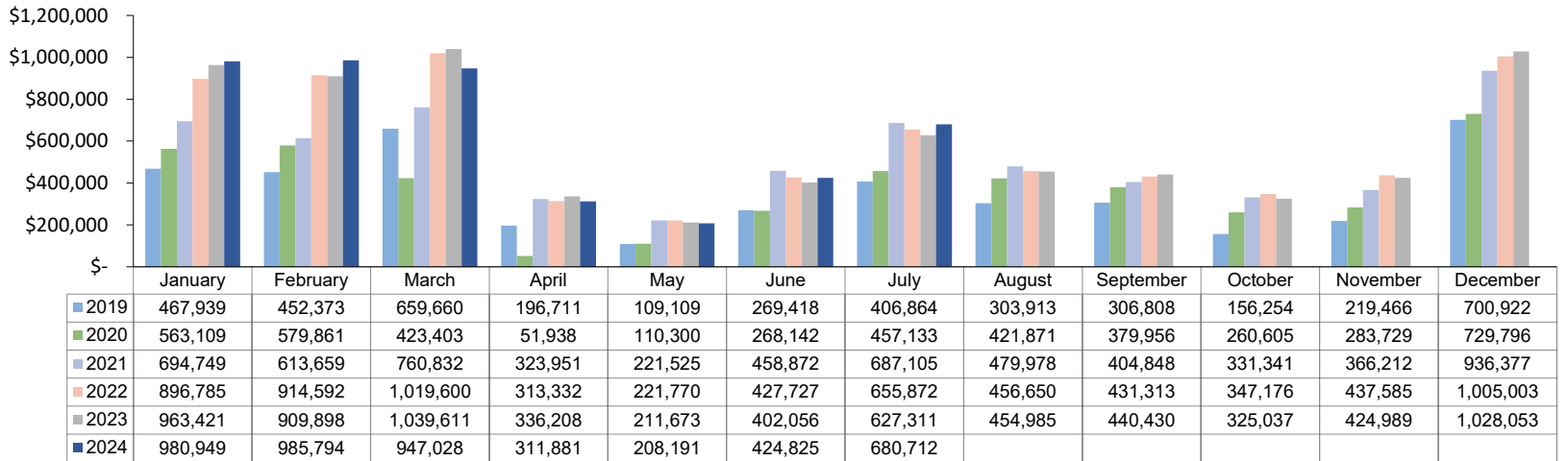


SUPPLEMENTAL INFORMATION

TOTAL - SALES, LODGING & TRANSIT/TRAILS TAX

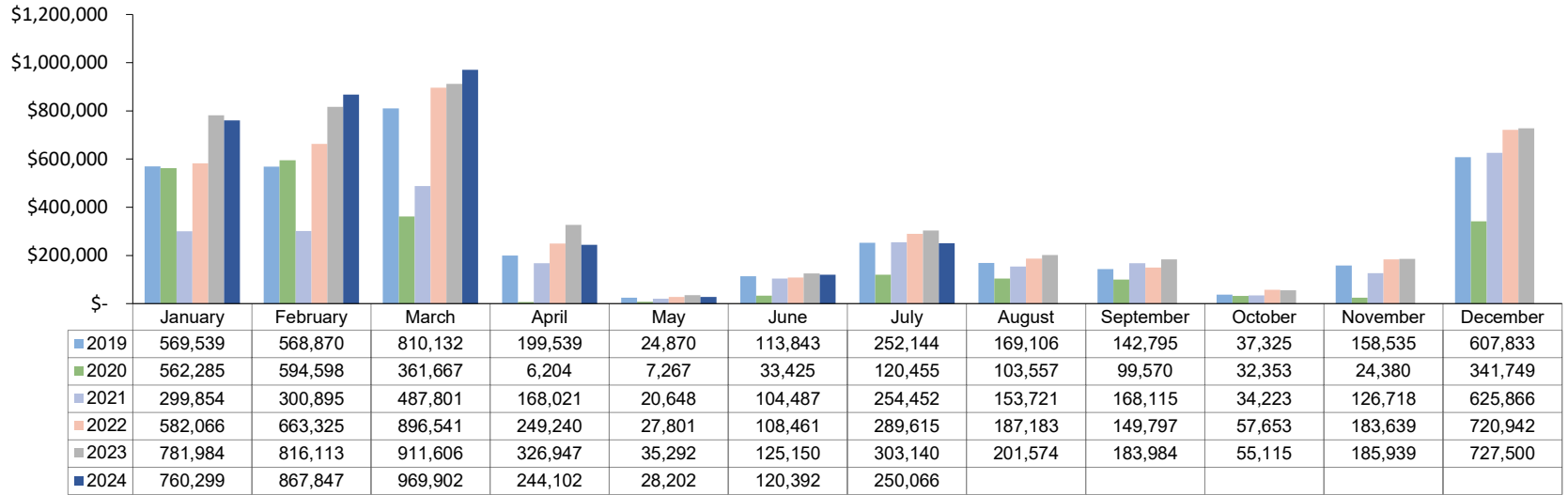


SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL DOWNTOWN

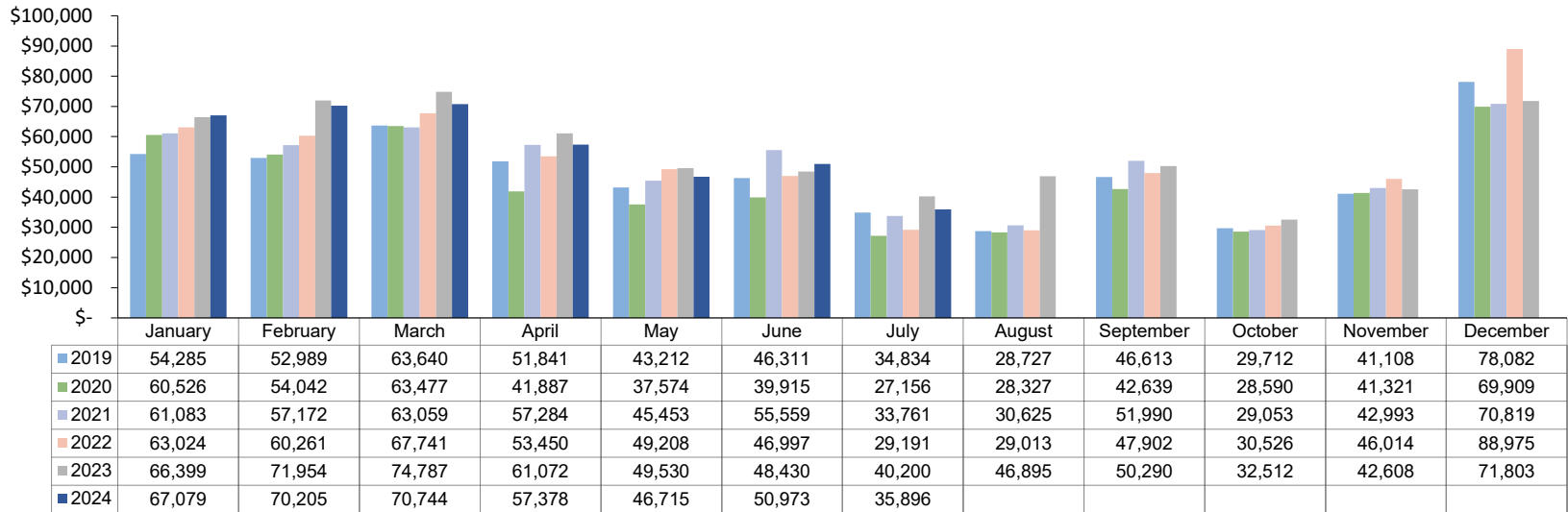


SUPPLEMENTAL INFORMATION - CONTINUED

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

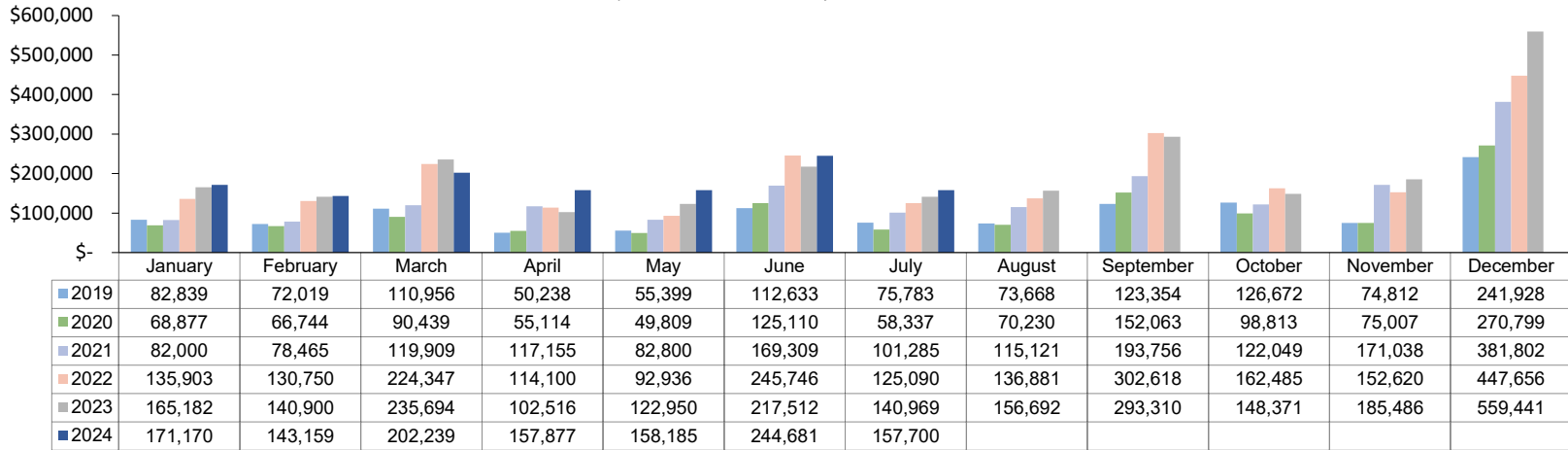


SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL IN COUNTY

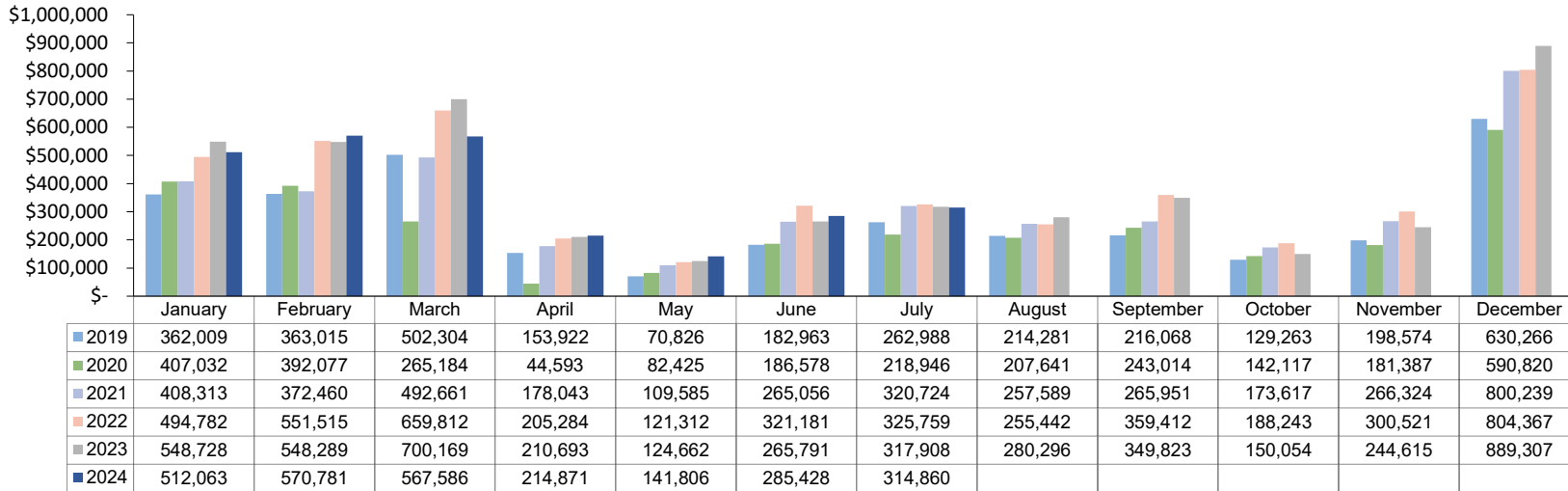


SUPPLEMENTAL INFORMATION - CONTINUED

SALES, LODGING & TRANSIT/TRAILS - TOTAL OUTSIDE COUNTY

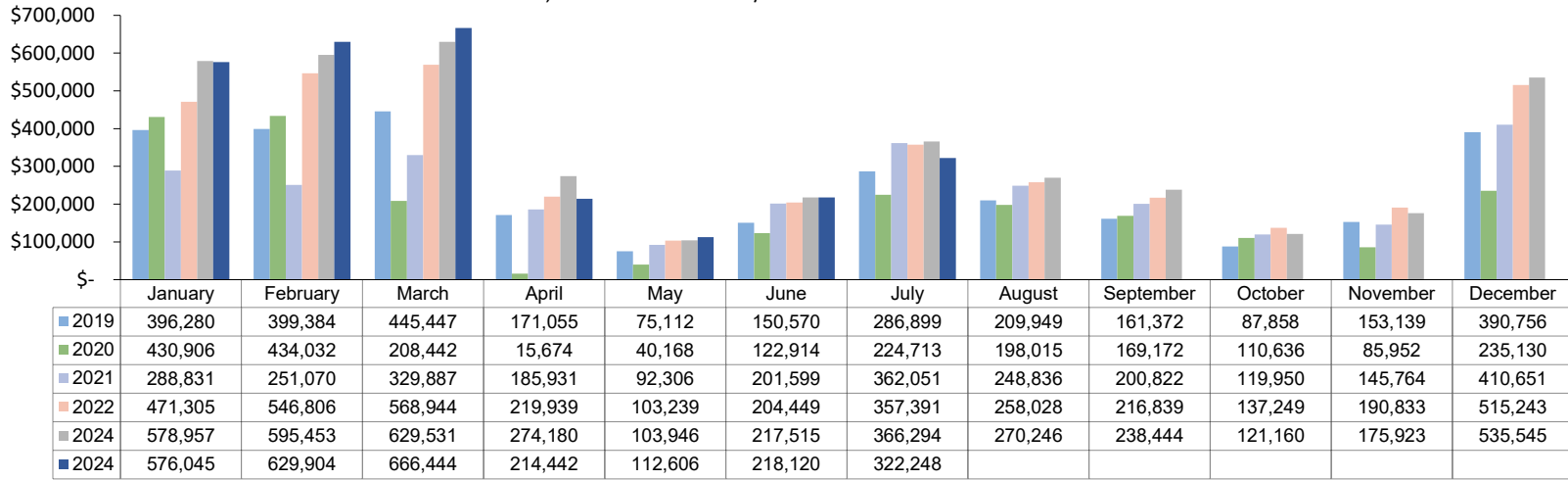


SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL RETAIL



SUPPLEMENTAL INFORMATION - CONTINUED

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



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

