## TOWN OF WINTER PARK, CO

# FEBRUARY 2014 SALES, LODGING, AND ACCOMMODATION TAX REPORT



The Town of Winter Park Sales, Lodging, and Accommodation Tax Report examines tax collections for the month of February 2014, which were remitted to the Town in March 2014, and includes an analysis for the year-to-date results along with prior year results.

#### SUMMARY RESULTS FOR SALES, LODGING AND ACCOMMODATION TAX

For the month, February sales, lodging, and accommodations tax collections increased \$26,000 (5%) as compared to 2013 and increased \$27,000 (5%) as compared to budget. February 2014 is the third highest February sales tax collections in Town history. For February, Retail, Restaurant/Bar, and Lodging reflect an increase over the prior year while Service and Utilities had a slight decline. All areas except In County had increases over the prior year with Downtown Retail & Restaurant/Bar having the largest gains for the month. For the year through February, collections increased \$47,000 (4%) as compared to 2013 and increased \$49,000 (5%) as compared to budget. Old Town/Ski Area collected 50% of total tax while the Downtown area represents 35% of the year-to-date collections. For the ski season (Nov 2013 - Feb 2014), 2014 is trending higher than the prior ski season reflecting an increase of \$218,000 (13%) and is the second highest collections for a ski season in Town history.

#### **Current Month**

	February	February	14 - 13	February	14 - 12	February	14 - 11	February	14 - 10	February	14 - 09	February	14 - 08
5% Tax	2014	2013	%	2012	%	2011	%	2010	%	2009	%	2008	%
Sales Tax	416,404	405,057	3%	382,074	9%	381,919	9%	393,075	6%	387,996	7%	441,060	-6%
Lodging/Accommodation Tax	162,699	148,115	10%	135,882	20%	143,887	13%	149,730	9%	137,171	19%	180,032	-10%
Monthly Total	579,103	553,172	5%	517,956	12%	525,806	10%	542,805	7%	525,167	10%	621,092	-7%

#### Year-To-Date

	YTD	YTD	14 - 13	YTD	14 - 12	YTD	14 - 11	YTD	14 - 10	YTD	14 - 09	YTD	14 - 08
5% Tax	2014	2013	%	2012	%	2011	%	2010	%	2009	%	2008	%
Sales Tax	829,965	\$ 799,024	4%	747,399	11%	739,735	12%	756,212	10%	802,558	3%	909,265	-9%
Lodging/Accommodation Tax	322,779	306,734	5%	272,856	18%	288,942	12%	299,495	8%	286,489	13%	352,974	-9%
YTD Total	1,152,744	1,105,758	4%	1,020,255	13%	1,028,677	12%	1,055,707	9%	1,089,047	6%	1,262,239	-9%

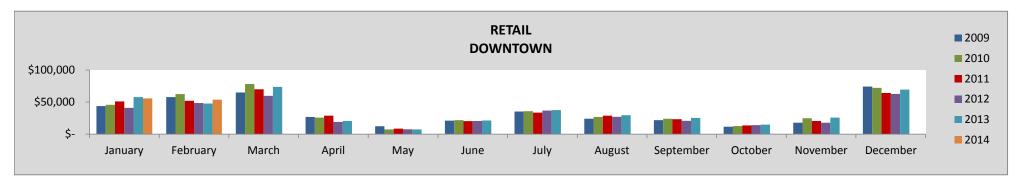
#### TAX COMPARISON BY INDUSTRY CLASS AND LOCATION

The following compares sales, lodging and accommodations tax collections for the current month and year by sector and location of the business. The tax information at this level of comparison is only available for 2013 to 2009 tax collections.

#### **RETAIL**

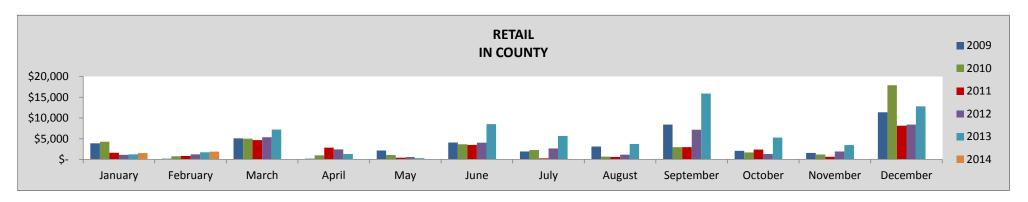
			14 - 13		14 - 12		14 - 11		14 - 10		14 - 09		14 - 08
FEBRUARY	2014	2013	%	2012	%	2011	%	2010	%	2009	%	2008	%
TOTAL	161,359	150,901	7%	142,022	14%	142,197	13%	156,779	3%	138,777	16%	190,185	-15%
Downtown	53,590	47,753	12%	48,550	10%	51,915	3%	62,466	-14%	57,596	-7%		
Old Town/Ski Area	97,698	93,774	4%	87,296	12%	83,732	17%	86,780	13%	75,606	29%		
In County	1,903	1,731	10%	1,243	53%	860	121%	757	151%	177	975%		
Outside County	8,168	7,643	7%	4,933	66%	5,690	44%	6,776	21%	5,398	51%		

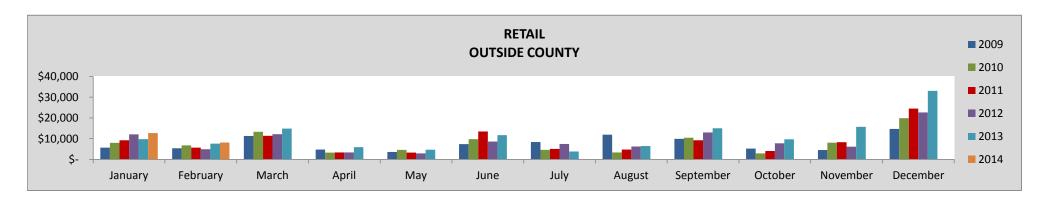
			14 - 13		14 - 12		14 - 11		14 - 10		14 - 09		14 - 08
YEAR-TO-DATE	2014	2013	%	2012	%	2011	%	2010	%	2009	%	2008	%
TOTAL	328,682	300,608	9%	273,606	20%	279,986	17%	292,130	13%	298,798	10%	386,959	-15%
Downtown	109,247	105,338	4%	89,493	22%	102,892	6%	108,281	1%	101,262	8%		
Old Town/Ski Area	195,153	174,897	12%	164,717	18%	159,722	22%	164,065	19%	182,399	7%		
In County	3,448	2,981	16%	2,370	45%	2,479	39%	5,025	-31%	4,083	-16%		
Outside County	20,834	17,392	20%	17,026	22%	14,893	40%	14,759	41%	11,054	88%		





#### **RETAIL - CONTINUED**

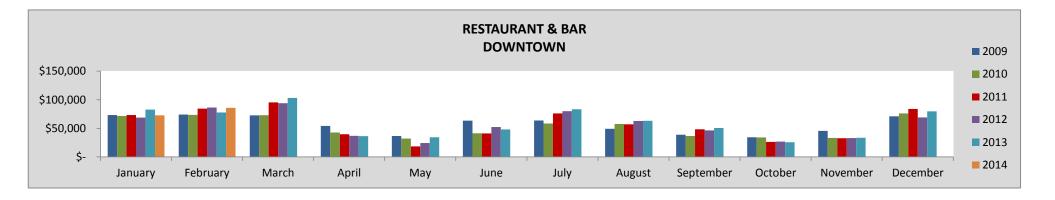


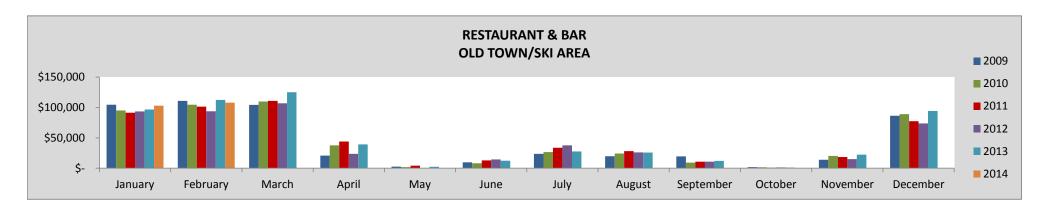


#### **RESTAURANT & BAR**

			14 - 13		14 - 12		14 - 11		14 - 10		14 - 09		14 - 08
FEBRUARY	2014	2013	%	2012	%	2011	%	2010	%	2009	%	2008	%
TOTAL	193,775	190,206	2%	180,221	8%	185,784	4%	177,945	9%	185,113	5%	192,991	0%
Downtown	85,710	77,731	10%	86,432	-1%	84,364	2%	73,464	17%	74,197	16%		
Old Town/Ski Area	108,066	112,475	-4%	93,789	15%	101,420	7%	104,480	3%	110,916	-3%		

			14 - 13		14 - 12		14 - 11		14 - 10		14 - 09		14 - 08
YEAR-TO-DATE	2014	2013	%	2012	%	2011	%	2010	%	2009	%	2008	%
TOTAL	369,383	369,589	0%	342,550	8%	350,362	5%	344,599	7%	362,983	2%	394,946	-6%
Downtown	158,418	160,402	-1%	155,150	2%	157,585	1%	145,089	9%	147,399	7%		
Old Town/Ski Area	210,966	209,187	1%	187,399	13%	192,778	9%	199,516	6%	215,584	-2%		

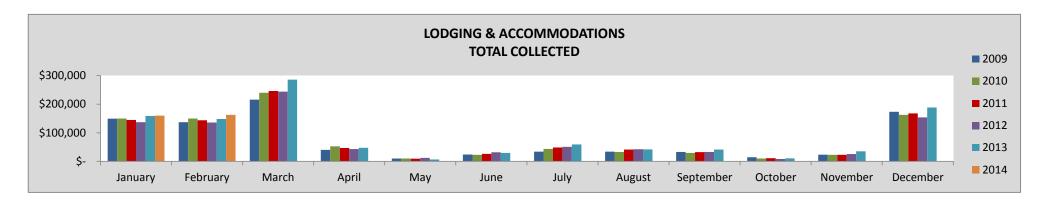




### **LODGING & ACCOMMODATION**

			14 - 13		14 - 12		14 - 11		14 - 10		14 - 09		14 - 08
FEBRUARY	2014	2013	%	2012	%	2011	%	2010	%	2009	%	2008	%
TOTAL	162,699	148,115	10%	135,882	20%	143,887	13%	149,730	9%	137,171	19%	180,032	-10%

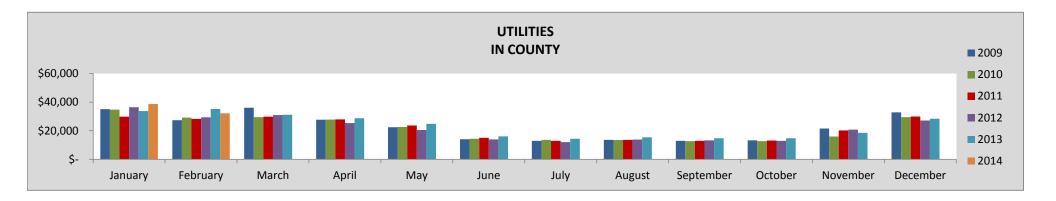
			14 - 13		14 - 12		14 - 11		14 - 10		14 - 09		14 - 08
YEAR-TO-DATE	2014	2013	%	2012	%	2011	%	2010	%	2009	%	2008	%
TOTAL	322,779	306,734	5%	272,856	18%	288,942	12%	299,495	8%	286,489	13%	352,974	-9%

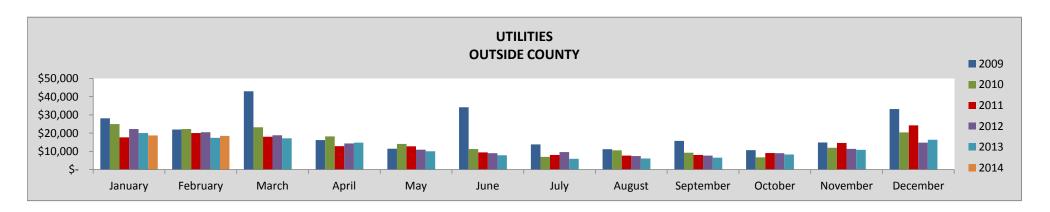


#### **UTILITIES**

FEBRUARY	2014	2013	14 - 13 %	2012	14 - 12 %	2011	14 - 11 %	2010	14 - 10 %	2009	14 - 09 %	2008	14 - 08 %
TOTAL	50,630	52,544	-4%	49,836	2%	48,348	5%	51,444	-2%	49,338	3%	55,516	-9%
In County	32,151	35,136	-8%	29,351	10%	28,260	14%	29,168	10%	27,367	17%		
Outside County	18,479	17,408	6%	20,486	-10%	20,087	-8%	22,276	-17%	21,971	-16%		

YEAR-TO-DATE	2014	2013	14 - 13 %	2012	14 - 12 %	2011	14 - 11 %	2010	14 - 10 %	2009	14 - 09 %	2008	14 - 08 %
TOTAL	107,962	106,308	2%	108,490	0%	95,898	13%	111,246	-3%	112,619	-4%	122,469	-12%
In County	70,778	68,837	3%	65,782	8%	58,087	22%	63,956	11%	62,490	13%		
Outside County	37,184	37,471	-1%	42,708	-13%	37,811	-2%	47,290	-21%	50,129	-26%		

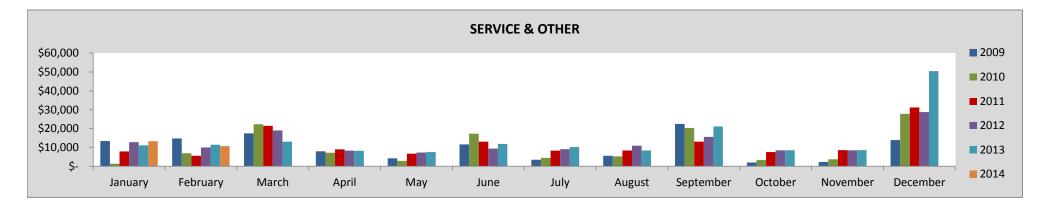




#### **SERVICE & OTHER**

			14 - 13		14 - 12		14 - 11		14 - 10		14 - 09		14 - 08
FEBRUARY	2014	2013	%	2012	%	2011	%	2010	%	2009	%	2008	%
TOTAL	10,640	11,406	-7%	9,994	6%	5,590	90%	6,907	54%	14,768	-28%	2,368	349%
Downtown	-	1	#DIV/0!	-	1	1	-	-	1	-	-		
Old Town/Ski Area	1,908	2,113	-10%	1,908	0%	1,908	0%	-	-	3,024	-37%		
In County	218	1,204	-82%	398	-45%	278	-22%	349	-38%	4,967	-96%		
Outside County	8,514	8,089	5%	7,687	11%	3,404	150%	6,558	30%	6,777	26%		

			14 - 13		14 - 12		14 - 11		14 - 10		14 - 09		14 - 08
YEAR-TO-DATE	2014	2013	%	2012	%	2011	%	2010	%	2009	%	2008	%
TOTAL	23,938	22,520	6%	22,754	5%	13,489	77%	8,237	191%	28,158	-15%	4,891	389%
Downtown	7	-	#DIV/0!	-	-	856	-99%	-	-	7,322	-100%		
Old Town/Ski Area	3,817	4,301	-11%	4,559	-16%	5,012	-24%	-	-	3,024	26%		
In County	1,237	1,593	-22%	1,003	23%	628	97%	791	56%	5,923	-79%		
Outside County	18,877	16,625	14%	17,192	10%	6,993	170%	7,446	154%	11,890	59%		



#### SALES TAX COMPARISON BY LOCATION

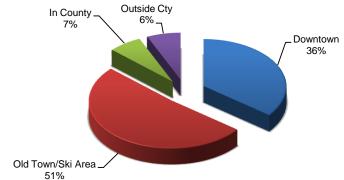
The following compares sales tax collections for the current month and year by location of the business. For lodging properties managed by a property management company, the lodging and accommodation taxes are reflected in the geographic area of the property management company offices.

#### **GEOGRAPHIC AREA**

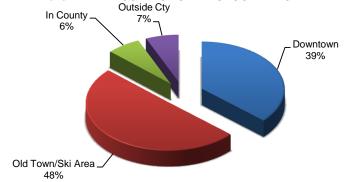
			14 - 13		14 - 12		14 - 11		14 - 10		14 - 09		14 - 08
FEBRUARY	2014	2013	%	2012	%	2011	%	2010	%	2009	%	2008	%
Downtown	207,754	189,797	9%	188,678	10%	194,049	7%	187,573	11%	172,141	21%	220,418	-6%
Old Town/Ski Area	301,917	292,164	3%	265,180	14%	273,178	11%	289,347	4%	286,369	5%	333,046	-9%
In County	34,272	38,071	-10%	30,992	11%	29,399	17%	30,275	13%	32,511	5%	35,529	-4%
Outside County	35,161	33,140	6%	33,106	6%	29,181	20%	35,610	-1%	34,146	3%	32,099	10%

			14 - 13		14 - 12		14 - 11		14 - 10		14 - 09		14 - 08
YEAR-TO-DATE	2014	2013	%	2012	%	2011	%	2010	%	2009	%	2008	%
Downtown	408,846	405,198	1%	361,752	13%	382,238	7%	358,692	14%	353,869	16%	463,670	-12%
Old Town/Ski Area	591,541	555,662	6%	512,423	15%	525,548	13%	557,748	6%	589,610	0%	648,377	-9%
In County	75,463	73,411	3%	69,154	9%	61,194	23%	69,772	8%	72,495	4%	74,477	1%
Outside County	76,895	71,488	8%	76,925	0%	56,697	36%	69,495	11%	73,073	5%	75,715	2%





#### 2013 YTD TAX COLLECTION BY GEOGRAPHIC AREA



#### SALES, LODGING AND ACCOMMODATIONS HISTORICAL COMPARISONS

