TOWN OF WINTER PARK



JULY 2012 SALES, LODGING, AND ACCOMMODATION TAX REPORT

The Town of Winter Park Sales, Lodging, and Accommodation Tax Report examines tax collections for the month of July 2012, which were remitted to the Town in August 2012, 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, July sales and lodging tax collections increased \$23,000 (9%) as compared to 2011 and increased \$29,000 (11.8%) as compared to budget. This month's collections is on par with 2006 and 2007 and is the fourth highest in July collections in the Town's history. For the month, all sectors and geographic locations have increased over 2011 and this is the third month of increases over 2011 summer collections (and the highest over the past four summer months of May-July). For the year, overall collections have decreased \$50,000 (-2.0%) as compared to 2011 and increased \$13,000 (0.5%) as compared to budget. For year-to-date comparison to 2011, there was a recovery in all sectors from July collections but retail, lodging and restaurant/bar are still trailing 2011 while utilities and service/other are still trending ahead of the prior year.

Current Month

				Actual -								
	July	July	Budget	Budget	July	12 - 11	July	12 - 10	July	12 - 09	July	12 - 08
5% Tax	2012	Budget	Inc/(Dec)	%	2011	%	2010	%	2009	%	2008	%
Sales Tax	222,394	196,985	25,409	12.9%	202,037	10.1%	170,752	30.2%	175,755	26.5%	178,477	24.6%
Lodging/Accommodation Tax	50,561	47,091	3,471	7.4%	48,298	4.7%	43,553	16.1%	33,729	49.9%	45,583	10.9%
Monthly Total	272,955	244,076	28,880	11.8%	250,335	9.0%	214,305	27.4%	209,484	30.3%	224,060	21.8%

Year-To-Date

				Actual -								
	YTD	YTD	Budget	Budget	YTD	12 - 11	YTD	12 - 10	YTD	12 - 09	YTD	12 - 08
5% Tax	2012	Budget	Inc/(Dec)	%	2011	%	2010	%	2009	%	2008	%
Sales Tax	1,803,729	\$1,796,804	6,925	0.4%	1,842,876	-2.1%	1,817,655	-0.8%	1,901,740	-5.2%	2,141,443	-15.8%
Lodging/Accommodation Tax	654,514	648,727	5,787	0.9%	665,360	-1.6%	668,482	-2.1%	610,019	7.3%	766,696	-14.6%
YTD Total	2,458,243	2,445,531	12,712	0.5%	2,508,236	-2.0%	2,486,137	-1.1%	2,511,759	-2.1%	2,908,139	-15.5%

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 2012 to 2009 tax collections.

RETAIL

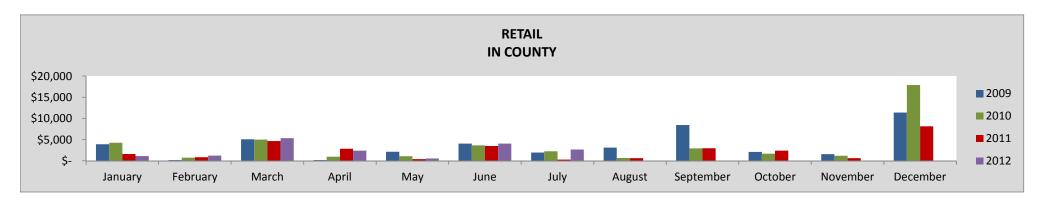
JULY	2012	2011	12 - 11 %	2010	12 - 10 %	2009	12 - 09 %	2008	12 - 08 %
TOTAL	73,982	63,234	17.0%	60,773	21.7%	57,545	28.6%	65,726	12.6%
Downtown	36,825	33,434	10.1%	35,621	3.4%	35,207	4.6%		
Old Town/Ski Area	27,009	24,500	10.2%	18,269	47.8%	12,041	124.3%		
In County	2,663	279	854.3%	2,267	17.4%	1,938	37.4%		
Outside County	7,486	5,022	49.1%	4,616	62.2%	8,359	-10.4%		

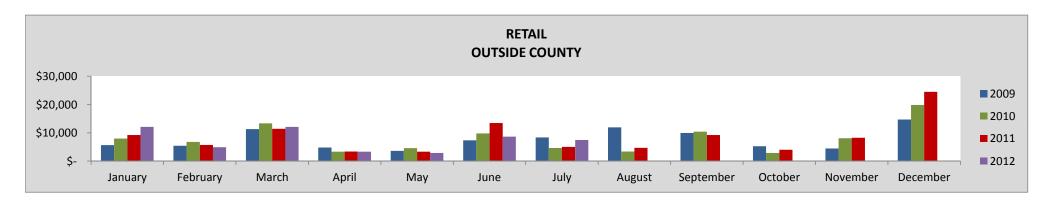
YEAR-TO-DATE	2012	2011	12 - 11 %	2010	12 - 10 %	2009	12 - 09 %	2008	12 - 08 %
TOTAL	641,687	678,675	-5.4%	686,134	-6.5%	669,489	-4.2%	855,922	-25.0%
Downtown	233,184	263,713	-11.6%	276,853	-15.8%	261,395	-10.8%		
Old Town/Ski Area	339,612	349,267	-2.8%	340,876	-0.4%	344,117	-1.3%		
In County	17,430	14,221	22.6%	18,018	-3.3%	17,527	-0.6%		
Outside County	51,462	51,475	0.0%	50,387	2.1%	46,446	10.8%		





RETAIL - CONTINUED



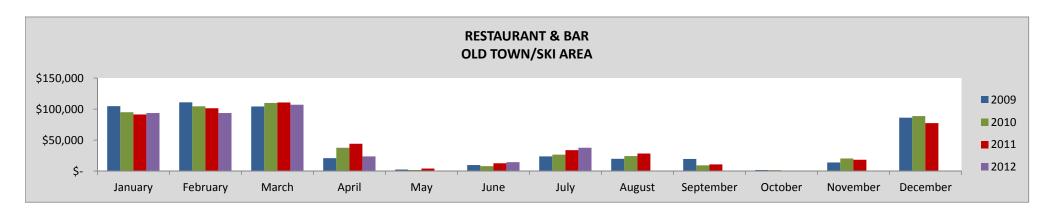


RESTAURANT & BAR

JULY	2012	2011	12 - 11 %	2010	12 - 10 %	2009	12 - 09 %	2008	12 - 08 %
TOTAL	117,719	109,632	7.4%	84,945	38.6%	87,487	34.6%	76,727	53.4%
Downtown	80,062	75,927	5.4%	58,303	37.3%	63,747	25.6%		_
Old Town/Ski Area	37,657	33,705	11.7%	26,642	41.3%	23,740	58.6%		

YEAR-TO-DATE	2012	2011	12 - 11 %	2010	12 - 10 %	2009	12 - 09 %	2008	12 - 08 %
TOTAL	812,495	825,975	-1.6%	776,267	4.7%	814,481	-0.2%	880,547	-7.7%
Downtown	442,113	427,760	3.4%	392,563	12.6%	437,787	1.0%		
Old Town/Ski Area	370,382	398,215	-7.0%	383,709	-3.5%	376,693	-1.7%		

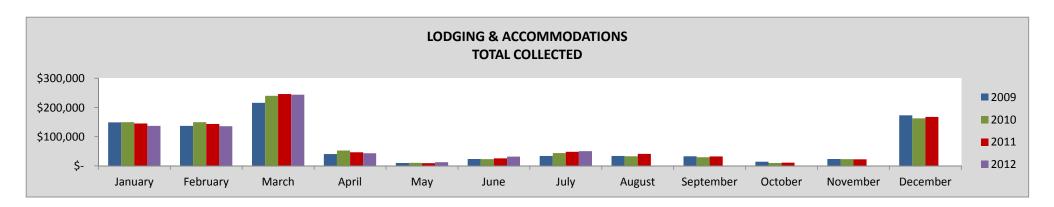




LODGING & ACCOMMODATION

JULY	2012	2011	12 - 11 %	2010	12 - 10 %	2009	12 - 09 %	2008	12 - 08 %
TOTAL	50,561	48,298	4.7%	43,553	16.1%	33,729	49.9%	45,583	10.9%

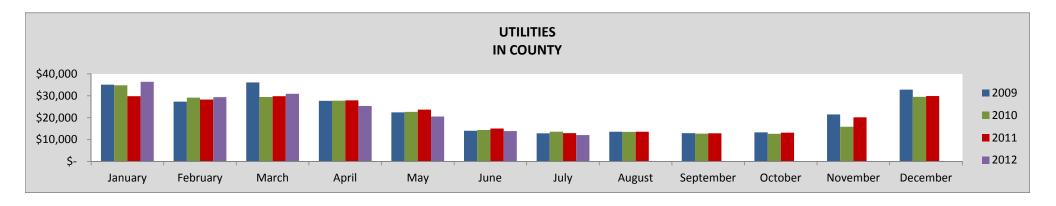
YEAR-TO-DATE	2012	2011	12 - 11 %	2010	12 - 10 %	2009	12 - 09 %	2008	12 - 08 %
TOTAL	654,514	665,361	-1.6%	668,482	-2.1%	610,018	7.3%	766,696	-14.6%

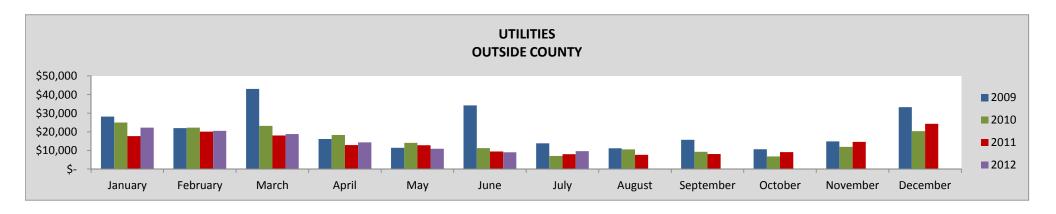


UTILITIES

JULY	2012	2011	12 - 11 %	2010	12 - 10 %	2009	12 - 09 %	2008	12 - 08 %
TOTAL	21,668	20,886	3.7%	20,574	5.3%	26,629	-18.6%	30,461	-28.9%
In County	12,031	12,900	-6.7%	13,564	-11.3%	12,842	-6.3%		_
Outside County	9,637	7,986	20.7%	7,010	37.5%	13,787	-30.1%		

YEAR-TO-DATE	2012	2011	12 - 11 %	2010	12 - 10 %	2009	12 - 09 %	2008	12 - 08 %
TOTAL	273,851	266,333	2.8%	292,930	-6.5%	344,278	-20.5%	380,668	-28.1%
In County	168,517	167,443	0.6%	171,826	-1.9%	175,569	-4.0%		
Outside County	105,334	98,890	6.5%	121,104	-13.0%	168,711	-37.6%		

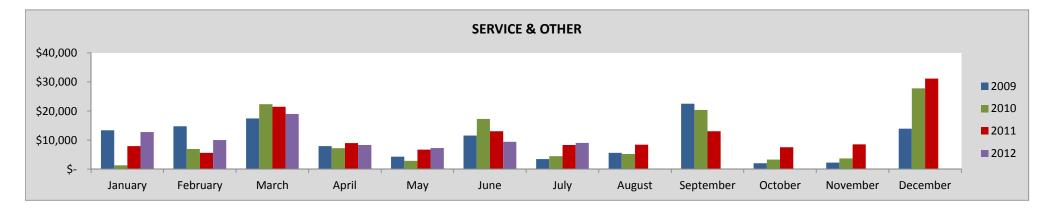




SERVICE & OTHER

JULY	2012	2011	12 - 11 %	2010	12 - 10 %	2009	12 - 09 %	2008	12 - 08 %
TOTAL	9,025	8,284	8.9%	4,460	102.4%	3,486	158.9%	5,563	62.2%
Downtown	125	-	-	71	75.6%	183	-31.9%		
Old Town/Ski Area	1,908	1,950	-2.1%	1,908	0.0%	1,816	5.1%		
In County	353	239	47.7%	187	88.7%	255	38.4%		
Outside County	6,639	6,095	8.9%	2,294	189.4%	1,232	438.9%		

YEAR-TO-DATE	2012	2011	12 - 11 %	2010	12 - 10 %	2009	12 - 09 %	2008	12 - 08 %
TOTAL	75,696	71,893	5.3%	62,325	21.5%	72,885	3.9%	24,306	211.4%
Downtown	364	1,159	-68.6%	1,715	-78.8%	16,304	-97.8%		
Old Town/Ski Area	14,488	15,004	-3.4%	10,200	42.0%	6,766	114.1%		
In County	4,617	4,259	8.4%	3,611	27.9%	7,289	-36.7%		
Outside County	56,227	51,471	9.2%	46,798	20.1%	42,527	32.2%		



SALES TAX COMPARISON BY LOCATION

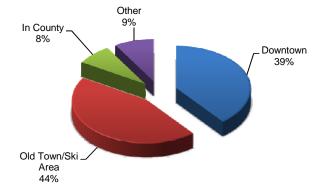
The following compares sales tax collections for the current month and year by location of the business. For lodging properties managed by a property management company, the lodging and accommodation taxes are reflected in the geographic area of the property management company offices.

GEOGRAPHIC AREA

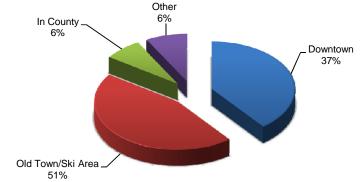
							12 - 09		12 - 08
JULY	2012	2011	12 - 11 %	2010	12 - 10 %	2009	%	2008	%
Downtown	150,484	139,041	8.2%	118,894	26.6%	114,744	31.1%	125,674	19.7%
Old Town/Ski Area	83,663	78,773	6.2%	65,474	27.8%	56,234	48.8%	54,078	54.7%
In County	15,047	13,418	12.1%	16,018	-6.1%	16,756	-10.2%	15,733	-4.4%
Outside County	23,762	19,103	24.4%	13,920	70.7%	21,750	9.2%	28,575	-16.8%

							12 - 09		12 - 08
YEAR-TO-DATE	2012	2011	12 - 11 %	2010	12 - 10 %	2009	%	2008	%
Downtown	966,174	989,386	-2.3%	924,260	4.5%	916,761	5.4%	1,130,192	-14.5%
Old Town/Ski Area	1,088,481	1,131,093	-3.8%	1,150,134	-5.4%	1,137,894	-4.3%	1,285,790	-15.3%
In County	190,564	185,926	2.5%	193,455	-1.5%	203,186	-6.2%	229,960	-17.1%
Outside County	213,019	201,835	5.5%	218,289	-2.4%	253,916	-16.1%	262,198	-18.8%

2012 YTD TAX COLLECTION BY GEOGRAPHIC AREA



2011 YTD TAX COLLECTION BY GEOGRAPHIC AREA



SALES, LODGING AND ACCOMMODATIONS HISTORICAL COMPARISONS

