

TOWN OF WINTER PARK



MARCH 2013 SALES, LODGING, AND ACCOMMODATION TAX REPORT

The Town of Winter Park Sales, Lodging, and Accommodation Tax Report examines tax collections for the month of March 2013, which were remitted to the Town in April 2013, 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, March sales, lodging, and accommodations tax collections increased \$104,000 (15%) as compared to 2012 and increased \$104,000 (15%) as compared to budget. For the month, all industry classes and locations except service/other reflect increases over the past year. For lodging tax collections, March 2013 is the highest collections in Town history. For the year, sales, lodging, and accommodations tax collections increased \$189,000 (11%) as compared to 2012 and increased \$189,000 (11%) as compared to budget. For the first quarter, 2013 year-to-date collections are reflecting the fourth highest collections for the Town. For the five months of the 2012-2013 ski season (November to March), sales and lodging tax collections are now exceeding the prior year's collections to date by \$135,000 (6%) and reflect the fourth highest collections for the Town for a ski season.

Current Month

5% Tax	Actual -												
	March 2013	March Budget	Budget %	March 2012	13 - 12 %	March 2011	13 - 11 %	March 2010	13 - 10 %	March 2009	13 - 09 %	March 2008	13 - 08 %
Sales Tax	518,384	456,085	14%	456,085	14%	481,325	8%	469,333	10%	462,214	12%	585,527	-11%
Lodging/Accommodation Tax	285,673	244,000	17%	244,000	17%	246,277	16%	240,102	19%	215,961	32%	282,480	1%
Monthly Total	804,057	700,085	15%	700,085	15%	727,602	11%	709,435	13%	678,175	19%	868,007	-7%

Year-To-Date

5% Tax	Actual -												
	YTD 2013	YTD Budget	Budget %	YTD 2012	13 - 12 %	YTD 2011	13 - 11 %	YTD 2010	13 - 10 %	YTD 2009	13 - 09 %	YTD 2008	13 - 08 %
Sales Tax	1,317,408	\$1,203,485	9%	1,203,484	9%	1,221,060	8%	1,225,546	7%	1,264,772	4%	1,494,792	-12%
Lodging/Accommodation Tax	592,407	516,856	15%	516,856	15%	535,219	11%	539,597	10%	502,450	18%	635,454	-7%
YTD Total	1,909,816	1,720,340	11%	1,720,340	11%	1,756,279	9%	1,765,143	8%	1,767,222	8%	2,130,246	-10%

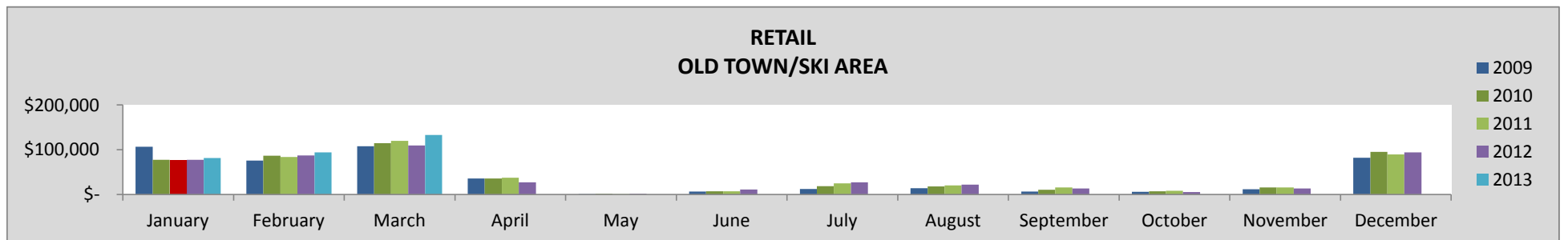
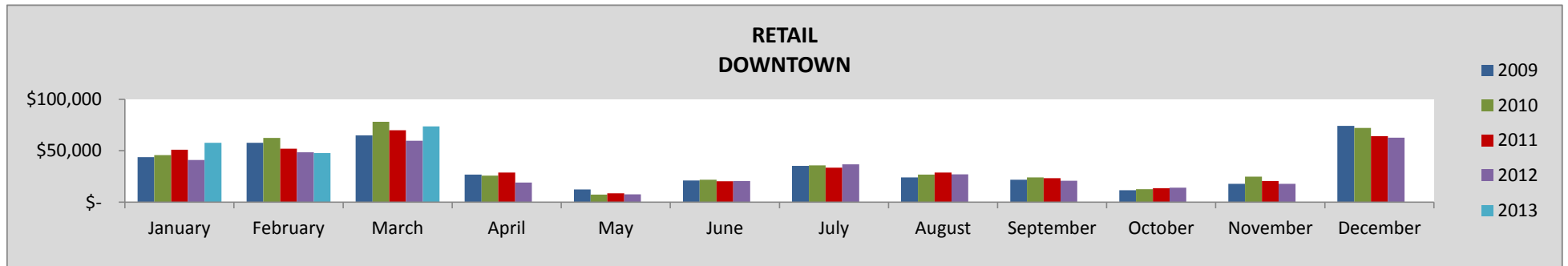
TAX COMPARISON BY INDUSTRY CLASS AND LOCATION

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.

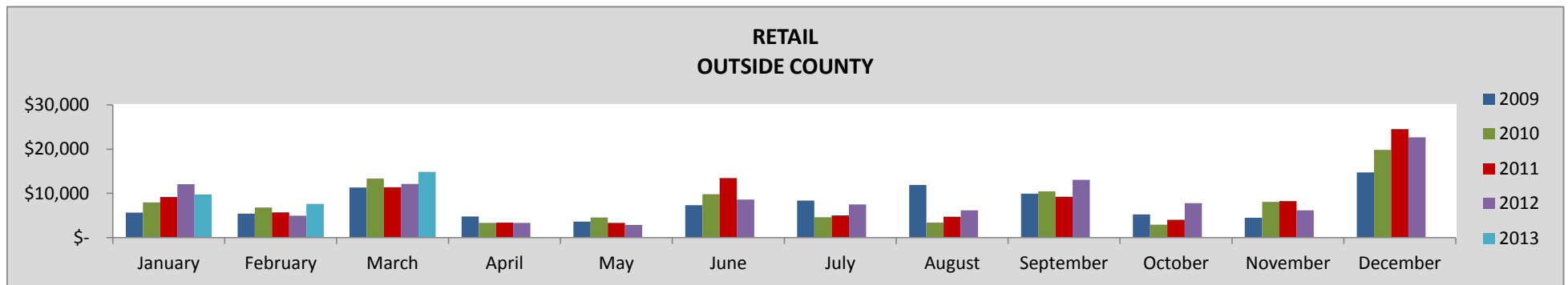
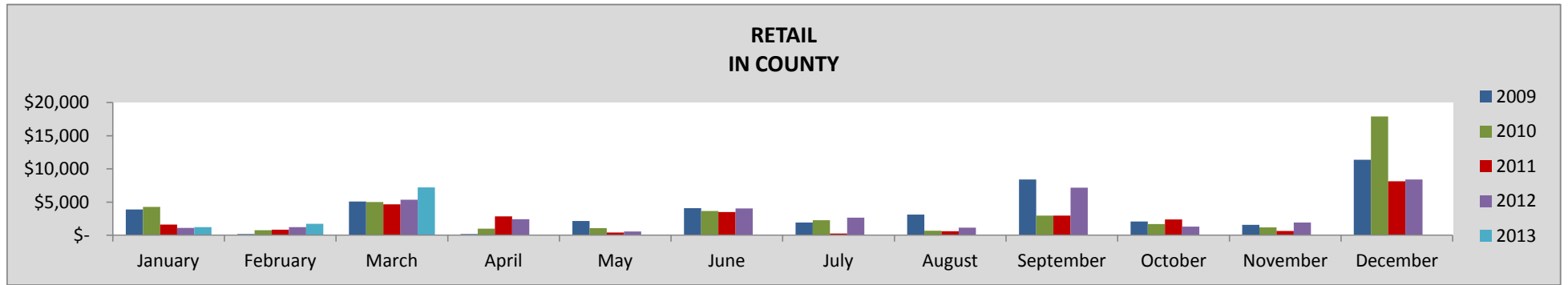
RETAIL

MARCH	2013	2012	13 - 12 %	2011	13 - 11 %	2010	13 - 10 %	2009	13 - 09 %	2008	13 - 08 %
TOTAL	228,702	186,441	23%	205,968	11%	211,409	8%	188,917	21%	259,964	-12%
Downtown	73,576	59,753	23%	70,013	5%	78,180	-6%	64,974	13%		
Old Town/Ski Area	133,066	109,206	22%	119,882	11%	114,882	16%	107,552	24%		
In County	7,207	5,350	35%	4,674	54%	4,998	44%	5,094	41%		
Outside County	14,854	12,133	22%	11,399	30%	13,349	11%	11,295	32%		

YEAR-TO-DATE	2013	2012	13 - 12 %	2011	13 - 11 %	2010	13 - 10 %	2009	13 - 09 %	2008	13 - 08 %
TOTAL	529,310	460,047	15%	485,954	9%	503,539	5%	487,715	9%	646,923	-18%
Downtown	178,914	149,246	20%	172,905	3%	186,461	-4%	166,236	8%		
Old Town/Ski Area	307,963	273,923	12%	279,604	10%	278,947	10%	289,951	6%		
In County	10,187	7,719	32%	7,153	42%	10,023	2%	9,177	11%		
Outside County	32,247	29,159	11%	26,293	23%	28,107	15%	22,349	44%		



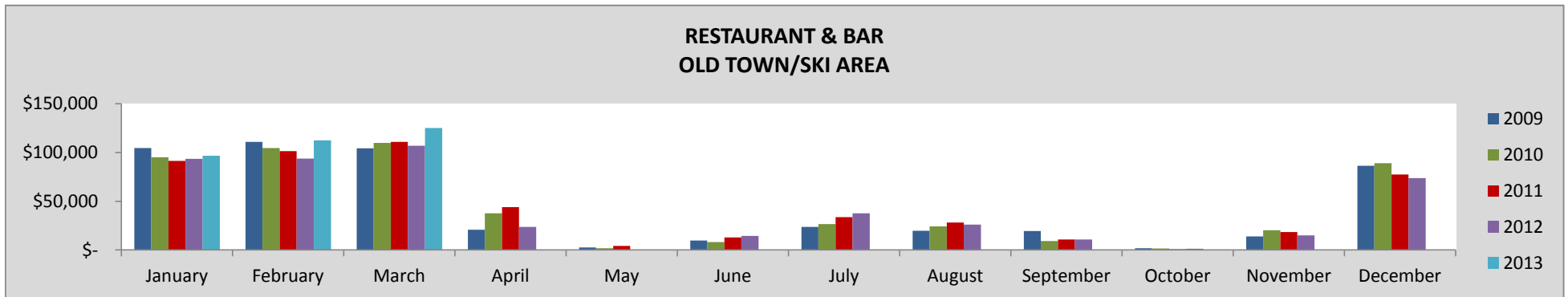
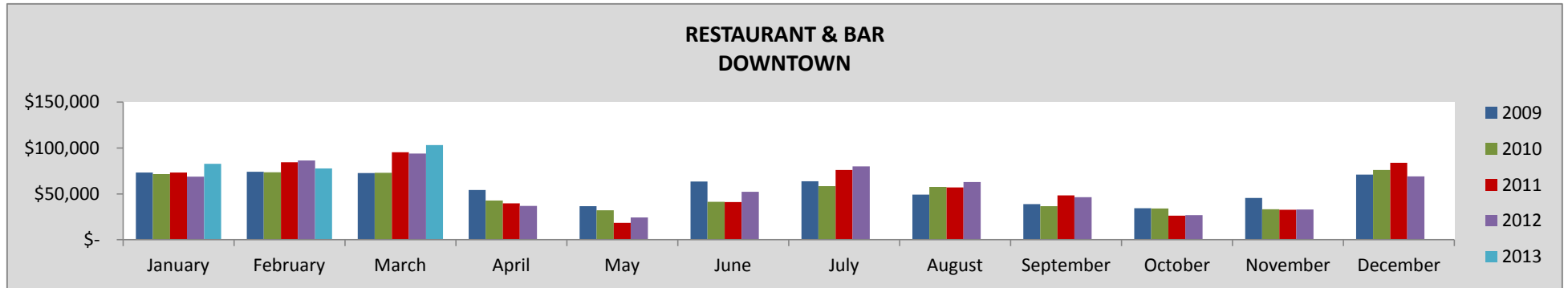
RETAIL - CONTINUED



RESTAURANT & BAR

MARCH	2013	2012	13 - 12 %	2011	13 - 11 %	2010	13 - 10 %	2009	13 - 09 %	2008	13 - 08 %
TOTAL	228,308	200,936	14%	206,022	11%	182,945	25%	176,747	29%	241,393	-5%
Downtown	103,320	93,932	10%	95,286	8%	73,021	41%	72,579	42%		
Old Town/Ski Area	124,987	107,004	17%	110,736	13%	109,923	14%	104,168	20%		

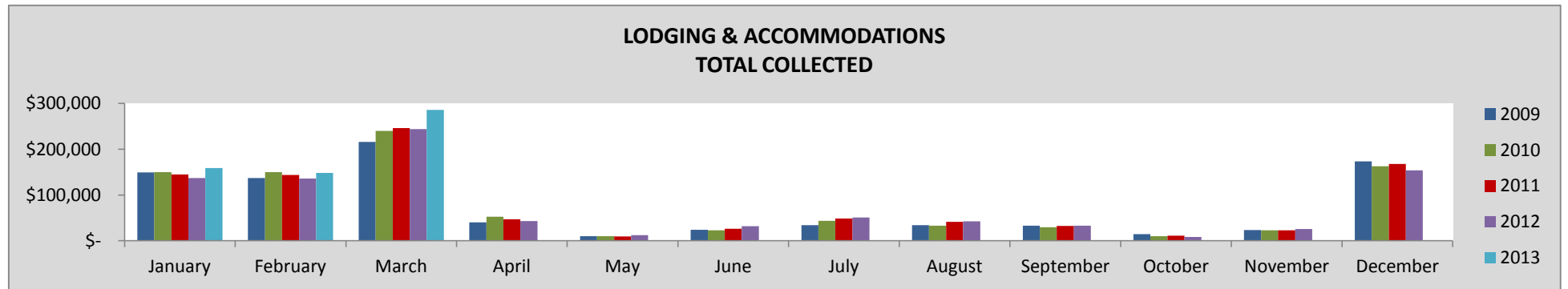
YEAR-TO-DATE	2013	2012	13 - 12 %	2011	13 - 11 %	2010	13 - 10 %	2009	13 - 09 %	2008	13 - 08 %
TOTAL	597,897	543,486	10%	556,385	7%	527,545	13%	539,730	11%	636,339	-6%
Downtown	263,722	249,082	6%	252,871	4%	218,110	21%	219,978	20%		
Old Town/Ski Area	334,175	294,404	14%	303,514	10%	309,440	8%	319,752	5%		



LODGING & ACCOMMODATION

MARCH	2013	2012	13 - 12 %	2011	13 - 11 %	2010	13 - 10 %	2009	13 - 09 %	2008	13 - 08 %
TOTAL	285,673	244,000	17%	246,277	16%	240,103	19%	215,961	32%	282,480	1%

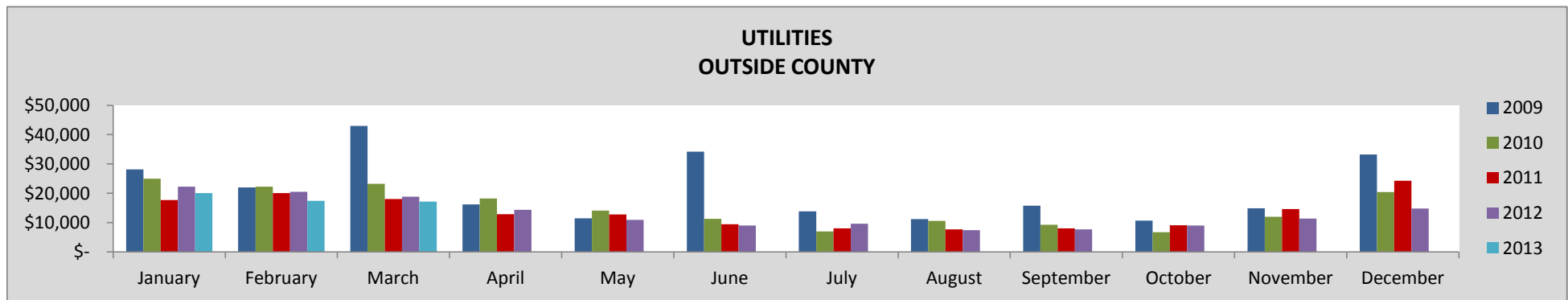
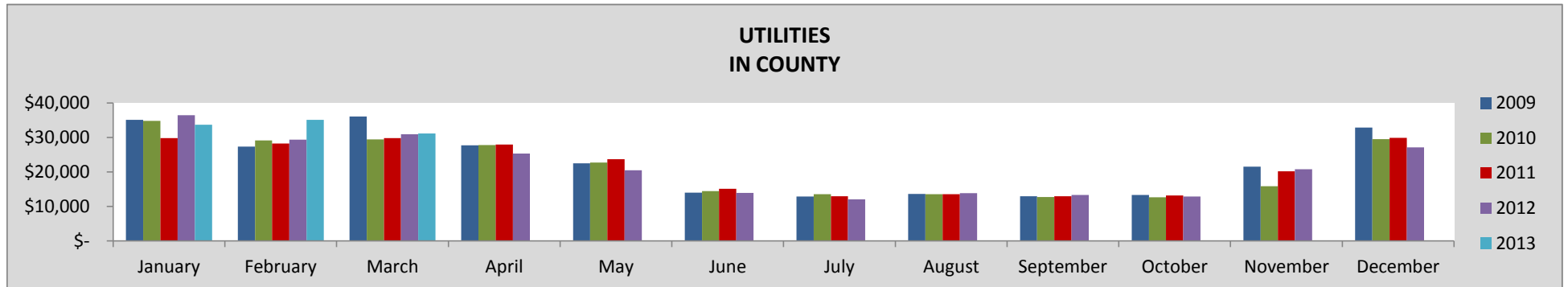
YEAR-TO-DATE	2013	2012	13 - 12 %	2011	13 - 11 %	2010	13 - 10 %	2009	13 - 09 %	2008	13 - 08 %
TOTAL	592,407	516,856	15%	535,219	11%	539,597	10%	502,450	18%	635,454	-7%



UTILITIES

MARCH	2013	2012	13 - 12 %	2011	13 - 11 %	2010	13 - 10 %	2009	13 - 09 %	2008	13 - 08 %
TOTAL	48,316	49,741	-3%	47,872	1%	52,660	-8%	79,079	-39%	79,164	-39%
In County	31,183	30,951	1%	29,802	5%	29,444	6%	36,083	-14%		
Outside County	17,133	18,790	-9%	18,070	-5%	23,216	-26%	42,996	-60%		

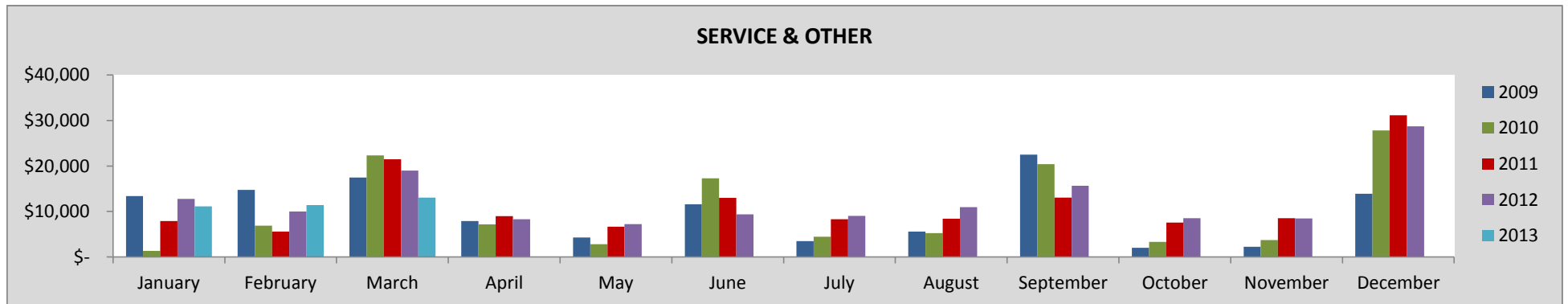
YEAR-TO-DATE	2013	2012	13 - 12 %	2011	13 - 11 %	2010	13 - 10 %	2009	13 - 09 %	2008	13 - 08 %
TOTAL	154,624	158,230	-2%	143,769	8%	163,907	-6%	191,698	-19%	191,735	-19%
In County	100,020	96,733	3%	87,888	14%	93,400	7%	98,572	1%		
Outside County	54,604	61,497	-11%	55,881	-2%	70,507	-23%	93,125	-41%		



SERVICE & OTHER

MARCH	2013	2012	13 - 12 %	2011	13 - 11 %	2010	13 - 10 %	2009	13 - 09 %	2008	13 - 08 %
TOTAL	13,058	18,967	-31%	21,463	-39%	22,319	-41%	17,472	-25%	5,007	161%
Downtown	152	135	12%	142	7%	1,129	-87%	1,800	-92%		
Old Town/Ski Area	2,173	2,295	-5%	2,317	-6%	2,132	2%	-	-		
In County	798	2,209	-64%	1,595	-50%	1,463	-45%	873	-9%		
Outside County	9,935	14,328	-31%	17,409	-43%	17,595	-44%	14,799	-33%		

YEAR-TO-DATE	2013	2012	13 - 12 %	2011	13 - 11 %	2010	13 - 10 %	2009	13 - 09 %	2008	13 - 08 %
TOTAL	35,578	41,720	-15%	34,952	2%	30,556	16%	45,630	-22%	19,796	80%
Downtown	152	135	12%	998	-85%	1,129	-87%	9,122	-98%		
Old Town/Ski Area	6,475	6,854	-6%	7,329	-12%	2,132	204%	3,024	114%		
In County	2,392	3,212	-26%	2,224	8%	2,254	6%	6,795	-65%		
Outside County	26,559	31,519	-16%	24,402	9%	25,041	6%	26,689	0%		



SALES TAX COMPARISON BY LOCATION

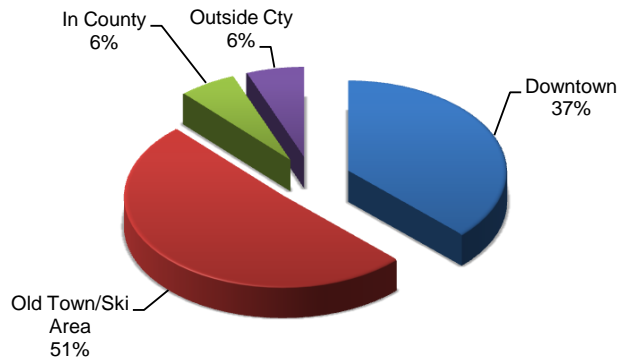
The following compares sales tax collections for the current month and year by location of the business. For lodging properties managed by a property management company, the lodging and accommodation taxes are reflected in the geographic area of the property management company offices.

GEOGRAPHIC AREA

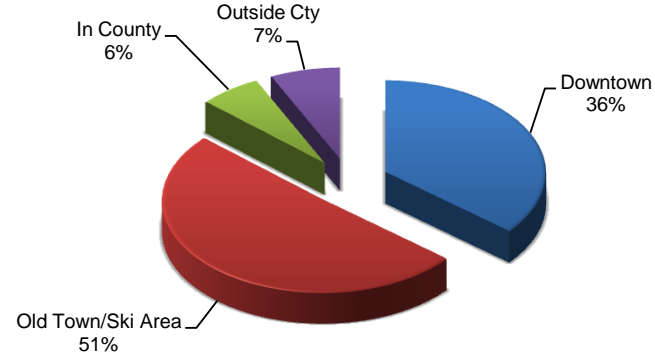
MARCH	2013	2012	13 - 12 %	2011	13 - 11 %	2010	13 - 10 %	2009	13 - 09 %	2008	13 - 08 %
Downtown	307,803	257,893	19%	270,875	14%	240,275	28%	226,780	36%	320,783	-4%
Old Town/Ski Area	415,145	358,431	16%	373,778	11%	379,096	10%	340,254	22%	435,583	-5%
In County	39,188	38,510	2%	36,071	9%	35,905	9%	42,050	-7%	48,653	-19%
Outside County	41,922	45,251	-7%	46,878	-11%	54,160	-23%	69,090	-39%	62,989	-33%

YEAR-TO-DATE	2013	2012	13 - 12 %	2011	13 - 11 %	2010	13 - 10 %	2009	13 - 09 %	2008	13 - 08 %
Downtown	713,001	619,645	15%	653,112	9%	598,967	19%	580,649	23%	784,453	-9%
Old Town/Ski Area	970,806	870,854	11%	899,327	8%	936,843	4%	929,864	4%	1,083,960	-10%
In County	112,599	107,664	5%	97,265	16%	105,677	7%	114,545	-2%	123,130	-9%
Outside County	113,410	122,177	-7%	106,575	6%	123,655	-8%	142,163	-20%	138,704	-18%

2013 YTD TAX COLLECTION BY GEOGRAPHIC AREA

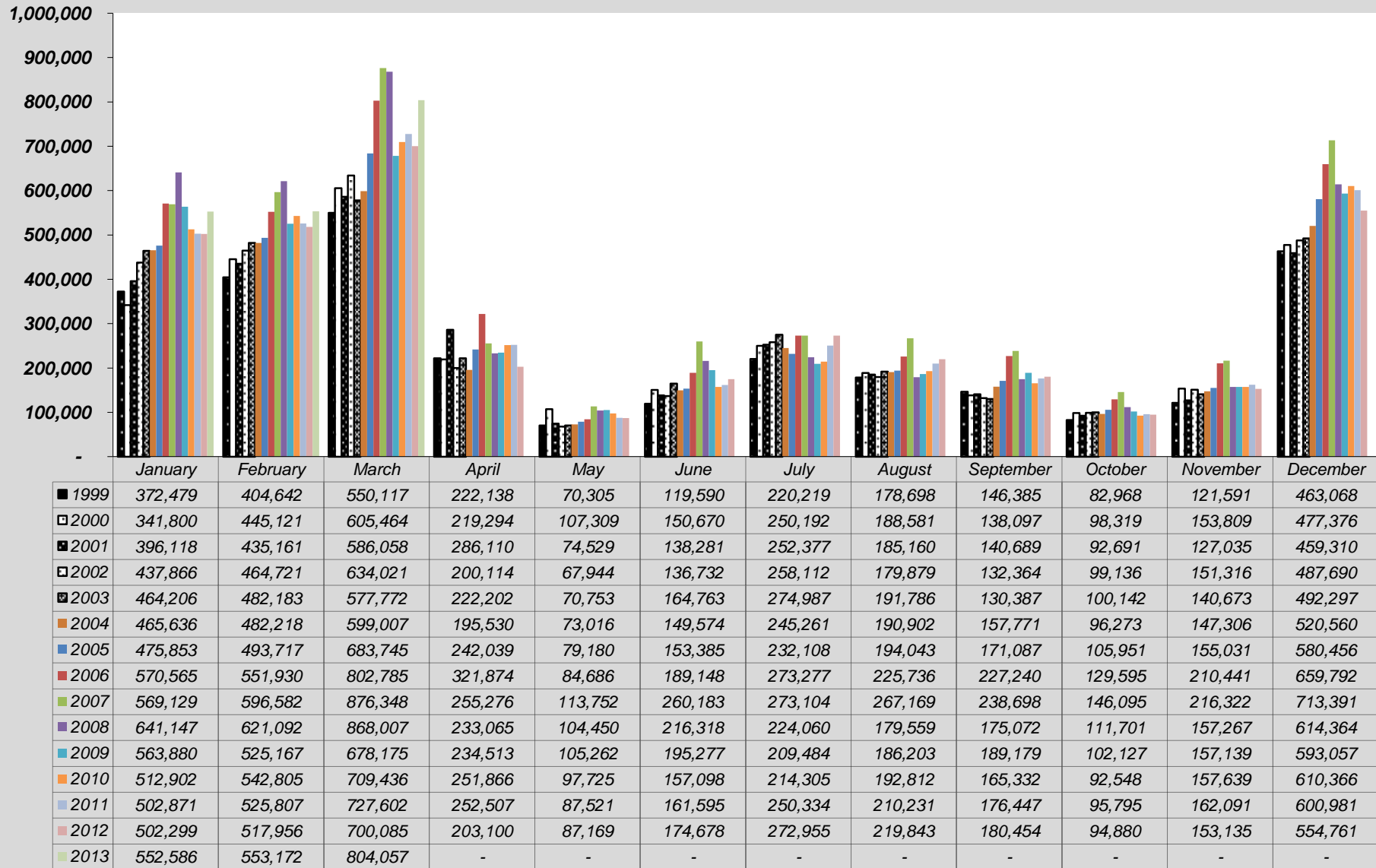


2012 YTD TAX COLLECTION BY GEOGRAPHIC AREA

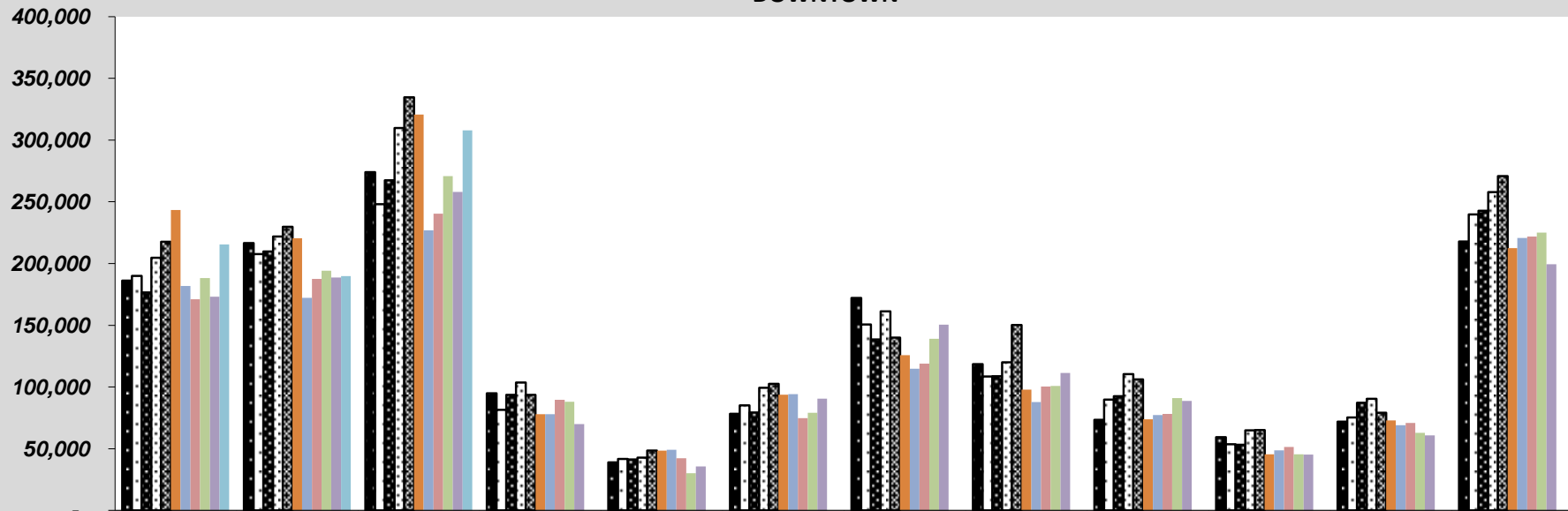


SALES, LODGING AND ACCOMMODATIONS HISTORICAL COMPARISONS

SALES, LODGING AND ACCOMMODATION TAX COMPARISONS BY MONTH TOTAL COLLECTED

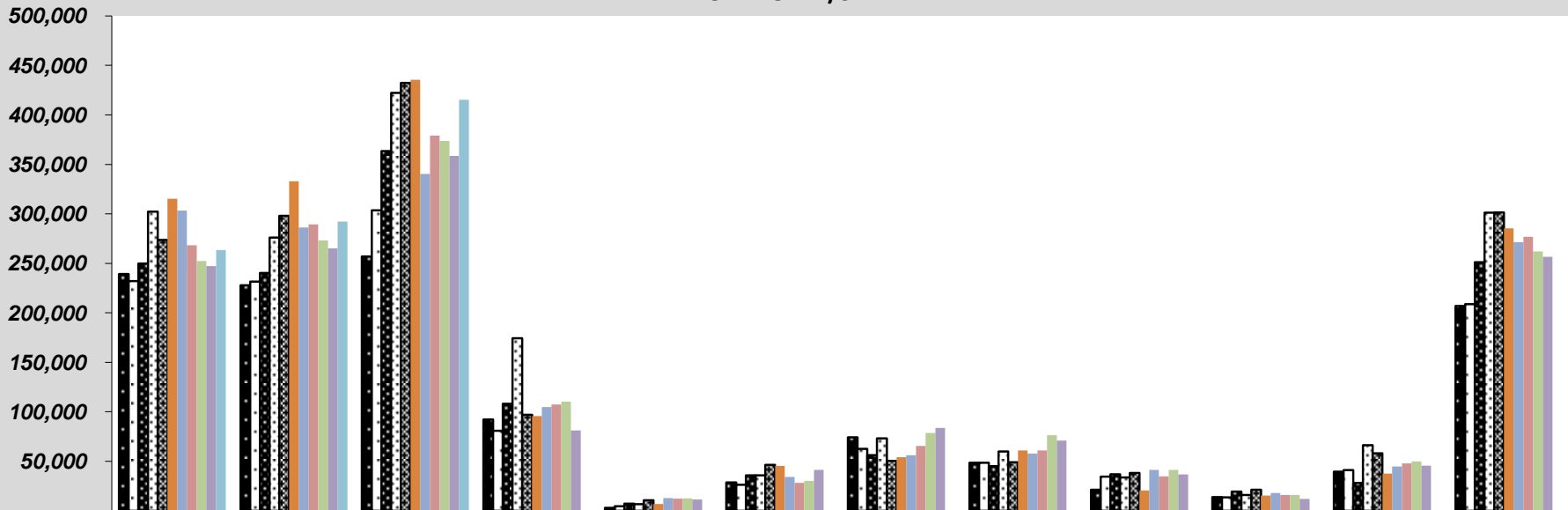


SALES, LODGING & ACCOMMODATION TAX COLLECTION DOWNTOWN



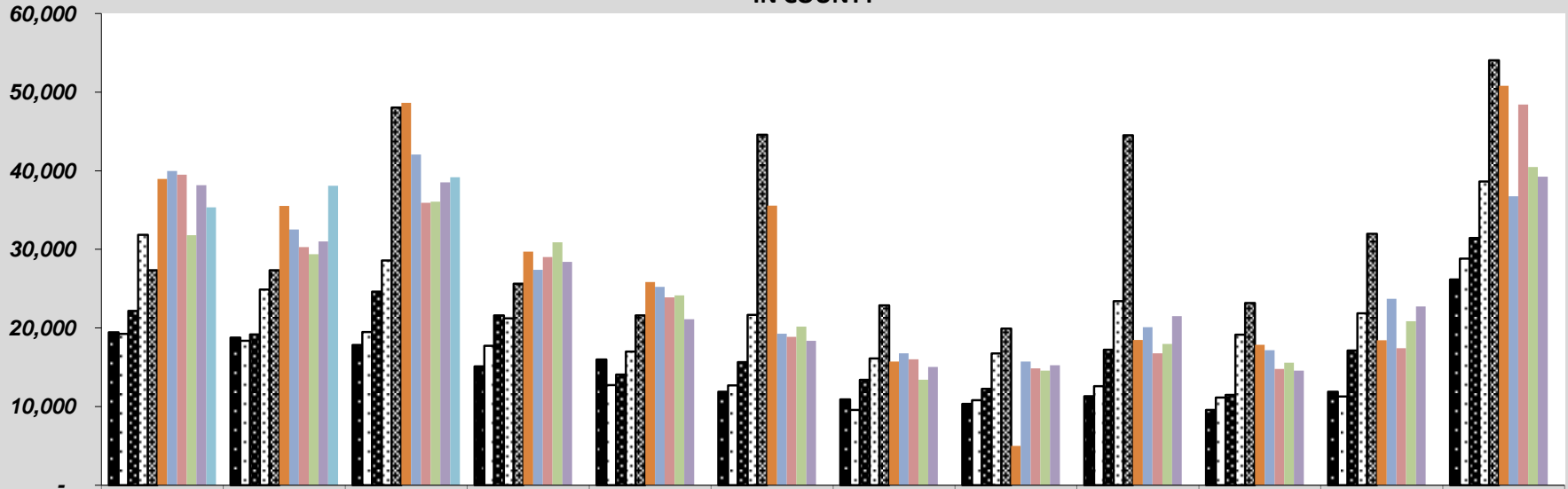
	January	February	March	April	May	June	July	August	September	October	November	December
■ 2003	186,050	216,502	274,068	94,855	38,853	78,285	172,064	118,390	73,387	59,362	71,992	217,888
□ 2004	189,887	207,596	247,987	81,394	41,700	85,062	150,598	108,521	89,811	53,559	75,232	239,742
■ 2005	176,642	209,770	267,426	93,554	41,267	79,262	138,438	108,790	92,455	53,214	87,103	242,741
□ 2006	204,761	221,968	309,736	103,529	42,822	99,396	161,219	119,911	110,464	64,862	90,392	257,854
■ 2007	217,699	229,852	334,603	93,599	48,448	102,629	139,872	150,255	106,139	65,071	79,112	270,895
■ 2008	243,252	220,418	320,783	77,884	48,347	93,834	125,674	97,840	73,717	45,459	72,886	212,444
■ 2009	181,728	172,141	226,780	78,035	49,152	94,181	114,744	87,776	77,334	48,662	69,072	220,810
■ 2010	171,120	187,573	240,275	89,547	42,217	74,635	118,894	100,342	78,172	51,453	70,919	221,734
■ 2011	188,189	194,049	270,875	88,113	30,094	79,026	139,041	100,726	90,948	45,525	62,920	224,976
■ 2012	173,074	188,678	257,893	70,038	35,506	90,502	150,484	111,248	88,797	45,321	60,855	199,407
■ 2013	215,401	189,797	307,803									

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



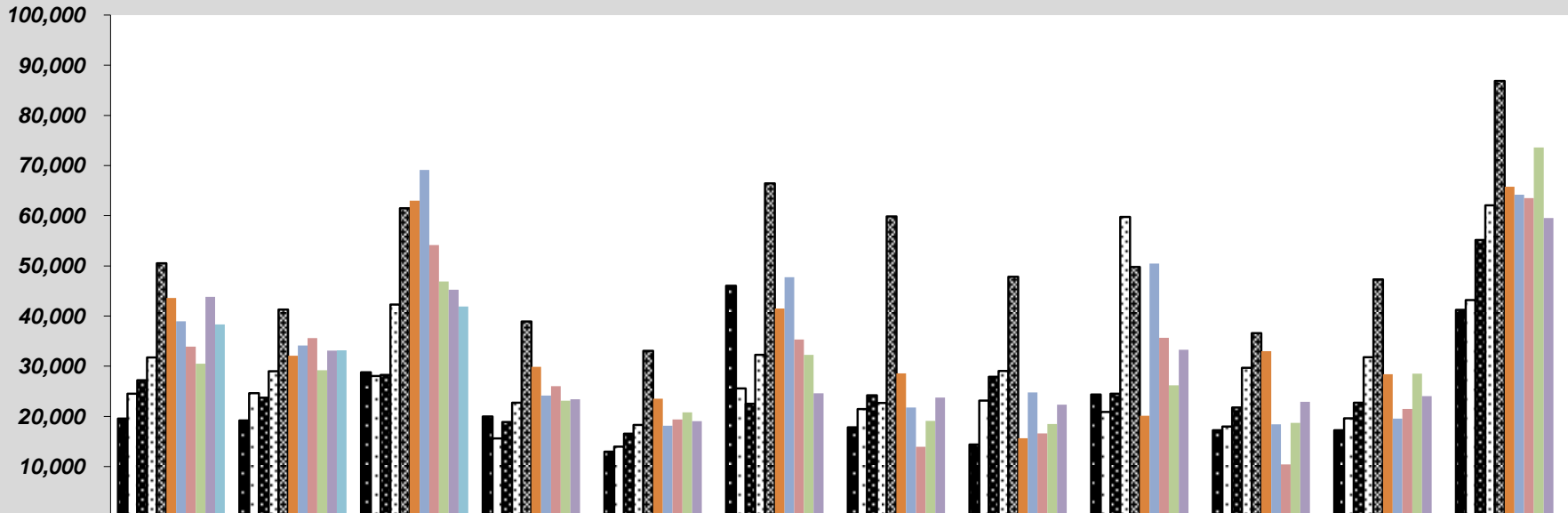
	January	February	March	April	May	June	July	August	September	October	November	December
■ 2003	239,159	227,710	257,069	92,273	2,985	28,593	74,198	48,645	21,358	13,966	39,555	207,026
□ 2004	231,985	231,628	303,503	80,802	4,662	26,255	62,663	48,560	34,494	13,614	41,203	208,826
■ 2005	249,817	240,337	363,428	108,041	7,285	35,955	56,095	45,100	36,936	19,501	28,064	251,150
□ 2006	302,207	276,069	422,156	174,404	6,586	35,812	73,267	59,996	33,638	15,911	66,392	301,244
■ 2007	273,567	298,106	432,215	97,126	10,623	46,527	50,493	49,150	38,265	21,253	57,948	301,586
■ 2008	315,331	333,046	435,583	95,582	6,754	45,416	54,078	61,109	20,631	15,399	37,523	285,321
■ 2009	303,241	286,369	340,254	104,929	12,762	34,105	56,234	57,955	41,304	17,884	44,810	271,322
■ 2010	268,400	289,347	379,096	107,307	12,249	28,260	65,474	60,978	34,732	15,892	47,826	276,704
■ 2011	252,370	273,178	373,778	110,331	12,499	30,164	78,773	76,461	41,354	15,951	49,806	261,944
■ 2012	247,243	265,180	358,431	81,254	11,503	41,207	83,663	70,982	36,857	12,082	45,539	256,535
■ 2013	263,498	292,164	415,145									

**SALES, LODGING & ACCOMMODATION TAX COLLECTION
IN COUNTY**



	January	February	March	April	May	June	July	August	September	October	November	December
■ 2003	19,438	18,776	17,844	15,101	15,976	11,878	10,915	10,351	11,306	9,571	11,896	26,170
□ 2004	19,232	18,366	19,494	17,714	12,728	12,706	9,567	10,818	12,595	11,144	11,287	28,812
▣ 2005	22,170	19,183	24,635	21,595	14,080	15,654	13,384	12,255	17,210	11,484	17,125	31,427
▤ 2006	31,834	24,882	28,583	21,213	16,998	21,677	16,108	16,757	23,420	19,132	21,852	38,638
▥ 2007	27,327	27,338	48,020	25,622	21,607	44,572	22,868	19,918	44,524	23,183	31,980	54,043
■ 2008	38,948	35,529	48,653	29,698	25,836	35,563	15,733	5,000	18,460	17,866	18,435	50,805
■ 2009	39,984	32,511	42,050	27,386	25,237	19,262	16,756	15,722	20,093	17,179	23,712	36,765
■ 2010	39,497	30,275	35,905	29,009	23,882	18,869	16,018	14,864	16,767	14,785	17,426	48,425
■ 2011	31,796	29,399	36,071	30,914	24,152	20,177	13,418	14,569	17,957	15,592	20,855	40,472
■ 2012	38,162	30,992	38,510	28,413	21,093	18,348	15,047	15,259	21,503	14,584	22,724	39,260
■ 2013	35,340	38,071	39,188									

**SALES, LODGING & ACCOMMODATION TAX COLLECTION
OUTSIDE COUNTY**



	January	February	March	April	May	June	July	August	September	October	November	December
■ 2003	19,558	19,194	28,802	19,973	12,938	46,007	17,810	14,400	24,336	17,245	17,230	41,213
□ 2004	24,533	24,628	28,023	15,620	13,985	25,551	21,432	23,124	20,871	17,956	19,583	43,180
■ 2005	27,223	23,697	28,257	18,850	16,549	22,514	24,191	27,899	24,485	21,752	22,738	55,138
□ 2006	31,763	29,011	42,310	22,728	18,280	32,263	22,683	29,072	59,718	29,689	31,805	62,056
■ 2007	50,536	41,286	61,510	38,929	33,074	66,455	59,872	47,846	49,770	36,588	47,282	86,867
■ 2008	43,616	32,099	62,989	29,901	23,513	41,505	28,575	15,610	20,143	32,977	28,423	65,793
■ 2009	38,927	34,146	69,090	24,162	18,111	47,729	21,750	24,750	50,449	18,402	19,545	64,161
■ 2010	33,885	35,610	54,160	26,002	19,378	35,334	13,920	16,628	35,661	10,418	21,467	63,503
■ 2011	30,516	29,181	46,878	23,149	20,780	32,228	19,103	18,475	26,188	18,728	28,510	73,588
■ 2012	43,820	33,106	45,251	23,395	19,064	24,622	23,762	22,354	33,298	22,893	24,018	59,557
■ 2013	38,347	33,140	41,922									