

TOWN OF WINTER PARK



JULY 2011

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 2011, which were remitted to the Town in August 2011, 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 \$36,000 (16.8%) as compared to 2010 and increased \$47,000 (23.0%) as compared to budget. For the month, tax collections are the highest they have been since 2007 and every sector is reflecting increases over the past 3 years. Also for June, Downtown and Old Town/Ski Area collections have exceeded collections for the past three years. Year-to-date sales and lodging tax collections are now exceeding 2010 by \$22,000 (0.9%) and increased \$146,000 (6.2%) as compared to budget. For the year, restaurant/bar (downtown and old town/ski area) and service/other reflect an increase over 2010 while retail and lodging have declined over the prior years results while exceeding 2009 year-to-date results.

Current Month

Tax	July 2011	July Budget	Budget Inc/(Dec)	Actual - Budget %	July 2010	11 - 10 %	July 2009	11 - 09 %	July 2008	11 - 08 %
5% General Sales Tax	202,037	162,214	39,823	24.5%	170,752	18.3%	175,755	15.0%	178,477	13.2%
4% Lodging Sales Tax	38,594	34,192	4,402	12.9%	35,991	7.2%	26,406	46.2%	37,757	2.2%
1% Accommodations Tax	9,704	7,184	2,520	35.1%	7,562	28.3%	7,323	32.5%	7,826	24.0%
Monthly Total	250,334	203,590	46,745	23.0%	214,305	16.8%	209,484	19.5%	224,060	11.7%

Year-To-Date

Tax	YTD 2011	YTD Budget	Budget Inc/(Dec)	Actual - Budget %	YTD 2010	11 - 10 %	YTD 2009	11 - 09 %	YTD 2008	11 - 08 %
5% General Sales Tax	1,842,876	\$ 1,726,773	116,103	6.7%	1,817,655	1.4%	1,901,740	-3.1%	2,141,443	-13.9%
4% Lodging Sales Tax	534,500	511,245	23,256	4.5%	538,152	-0.7%	490,850	8.9%	620,571	-13.9%
1% Accommodations Tax	130,860	123,814	7,047	5.7%	130,330	0.4%	119,169	9.8%	146,125	-10.4%
YTD Total	2,508,237	2,361,831	146,406	6.2%	2,486,137	0.9%	2,511,758	-0.1%	2,908,139	-13.8%

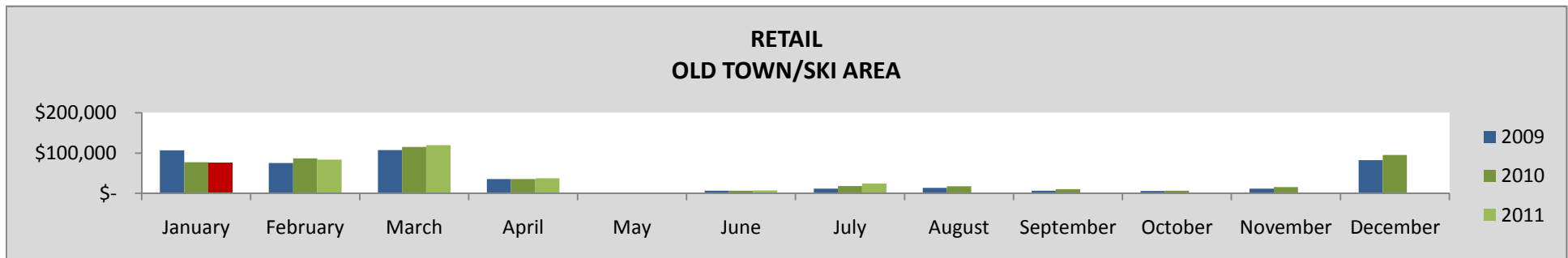
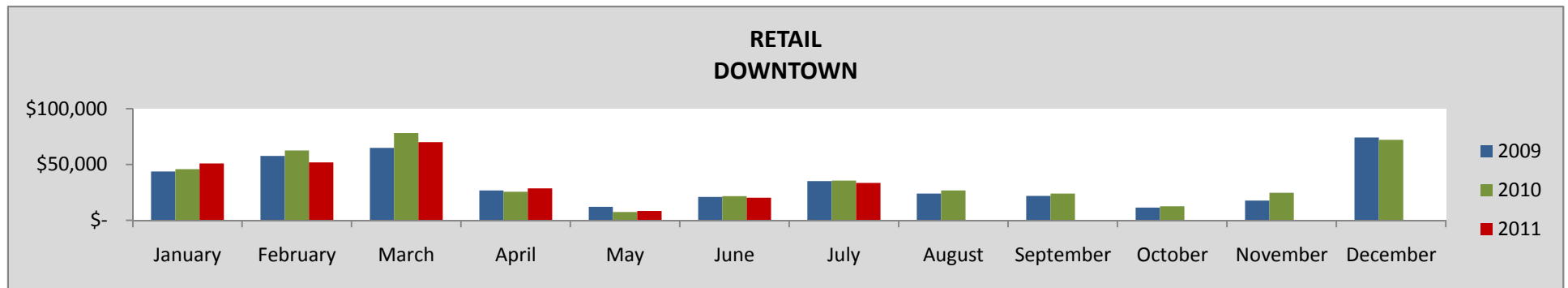
TAX COMPARISON BY INDUSTRY CLASS AND LOCATION

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 2011, 2010 and 2009 tax collections.

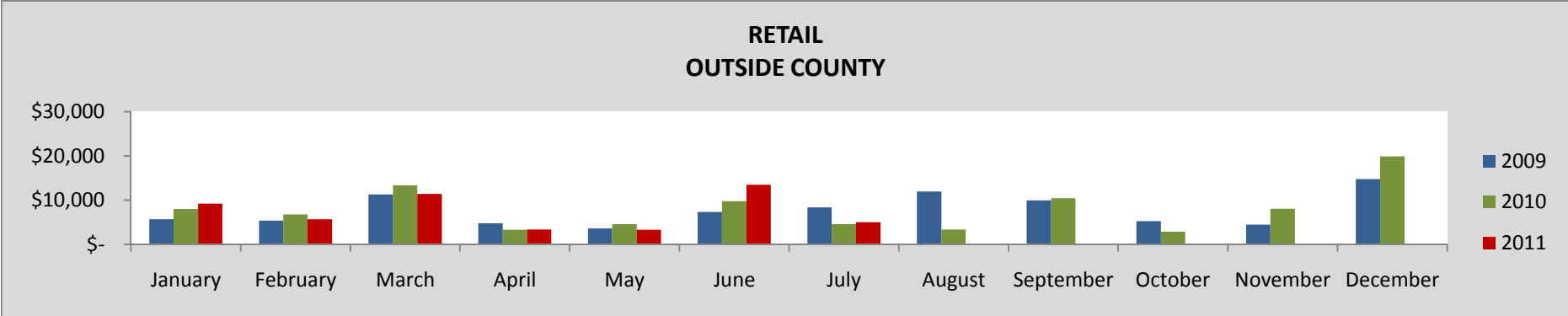
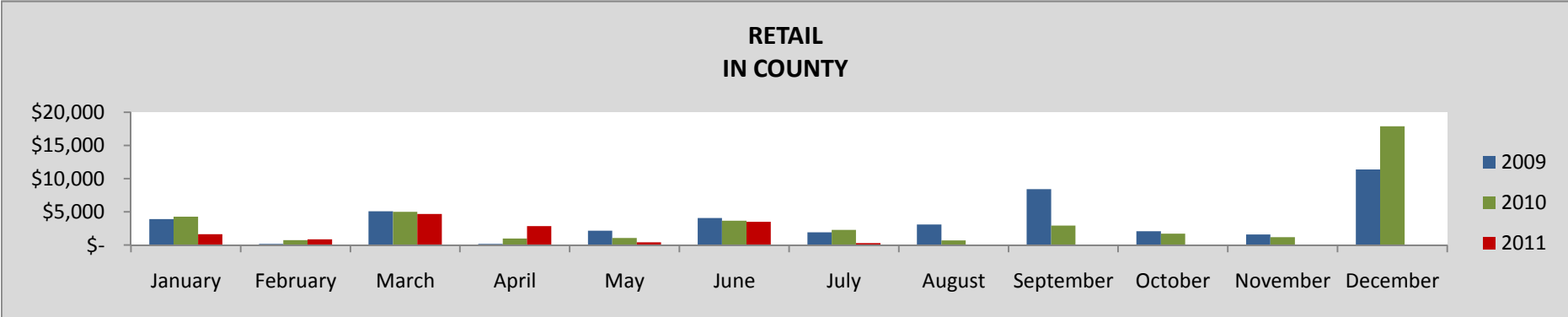
RETAIL

JULY	2011	2010	11 - 10 %	2009	11 - 09 %	2008	11 - 08 %
TOTAL	63,234	60,773	4.0%	57,545	9.9%	65,726	-3.8%
Downtown	33,434	35,621	-6.1%	35,207	-5.0%		
Old Town/Ski Area	24,500	18,269	34.1%	12,041	103.5%		
In County	279	2,267	-87.7%	1,938	-85.6%		
Outside County	5,022	4,616	8.8%	8,359	-39.9%		

YEAR-TO-DATE	2011	2010	11 - 10 %	2009	11 - 09 %	2008	11 - 08 %
TOTAL	678,675	686,134	-1.1%	669,489	1.4%	855,922	-20.7%
Downtown	263,713	276,853	-4.7%	261,395	0.9%		
Old Town/Ski Area	349,267	340,876	2.5%	344,117	1.5%		
In County	14,221	18,018	-21.1%	17,527	-18.9%		
Outside County	51,475	50,387	2.2%	46,446	10.8%		



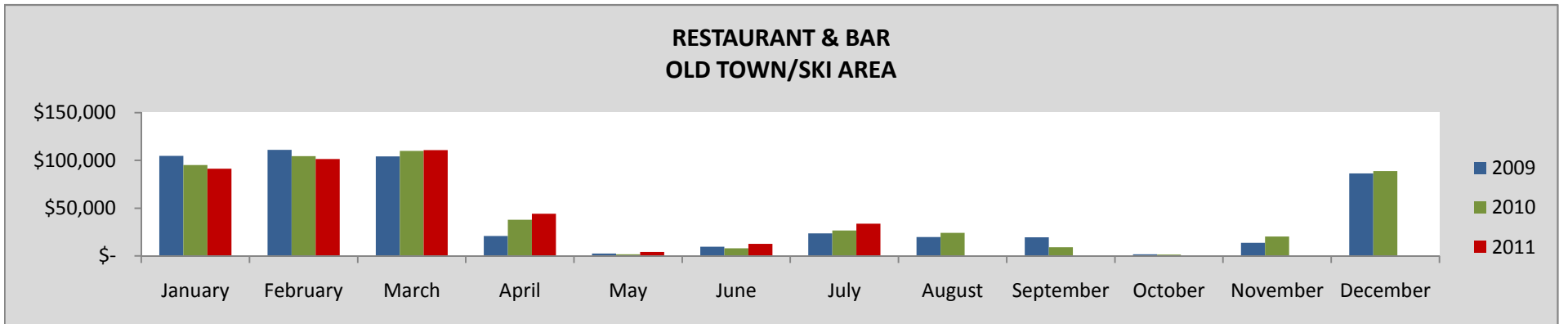
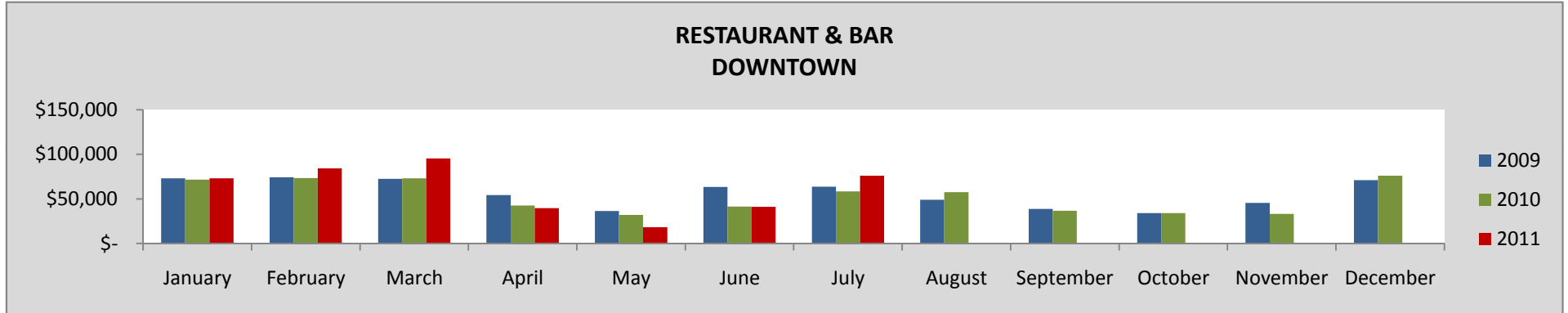
RETAIL - CONTINUED



RESTAURANT & BAR

JULY	2011	2010	11 - 10 %	2009	11 - 09 %	2008	11 - 08 %
TOTAL	109,632	84,945	29.1%	87,487	25.3%	76,727	42.9%
Downtown	75,927	58,303	30.2%	63,747	19.1%		
Old Town/Ski Area	33,705	26,642	26.5%	23,740	42.0%		

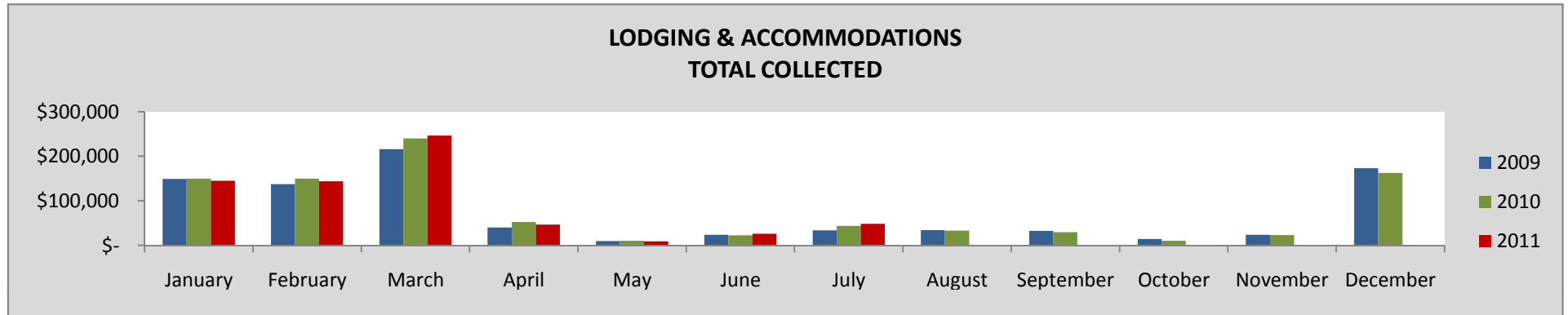
YEAR-TO-DATE	2011	2010	11 - 10 %	2009	11 - 09 %	2008	11 - 08 %
TOTAL	825,975	776,267	6.4%	814,481	1.4%	880,547	-6.2%
Downtown	427,760	392,563	9.0%	437,787	-2.3%		
Old Town/Ski Area	398,215	383,709	3.8%	376,693	5.7%		



LODGING & ACCOMMODATION

JULY	2011	2010	11 - 10 %	2009	11 - 09 %	2008	11 - 08 %
TOTAL	48,298	43,553	10.9%	33,729	43.2%	45,583	6.0%

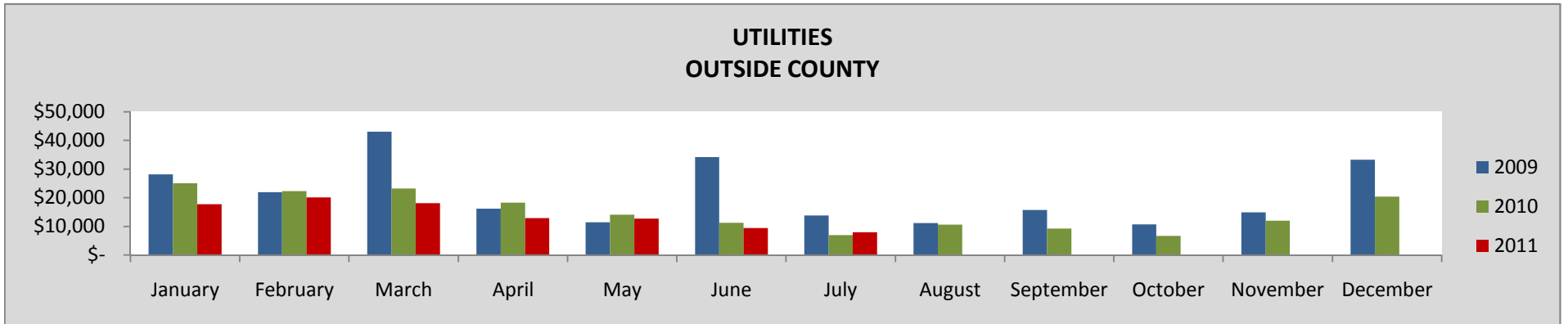
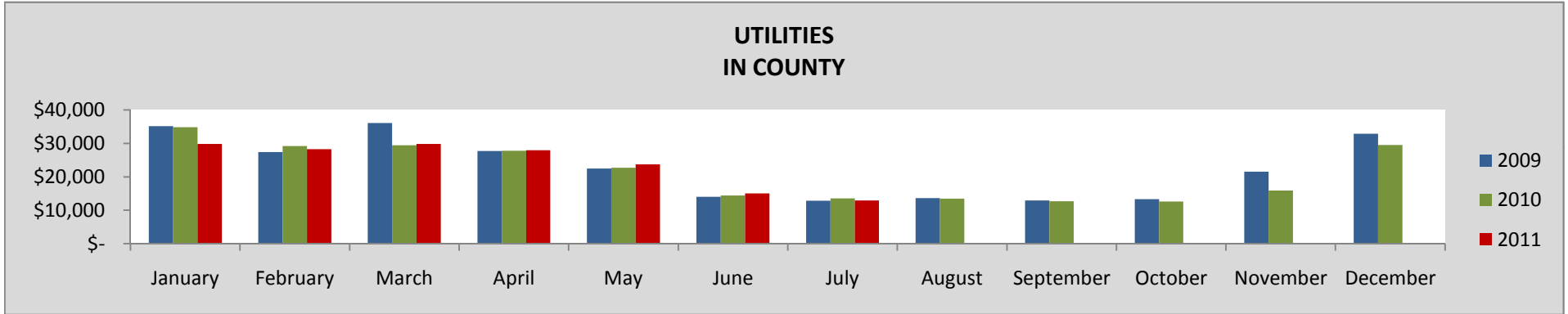
YEAR-TO-DATE	2011	2010	11 - 10 %	2009	11 - 09 %	2008	11 - 08 %
TOTAL	665,361	668,482	-0.5%	610,018	9.1%	766,696	-13.2%



UTILITIES

JULY	2011	2010	11 - 10 %	2009	11 - 09 %	2008	11 - 08 %
TOTAL	20,886	20,574	1.5%	26,629	-21.6%	30,461	-31.4%
In County	12,900	13,564	-4.9%	12,842	0.5%		
Outside County	7,986	7,010	13.9%	13,787	-42.1%		

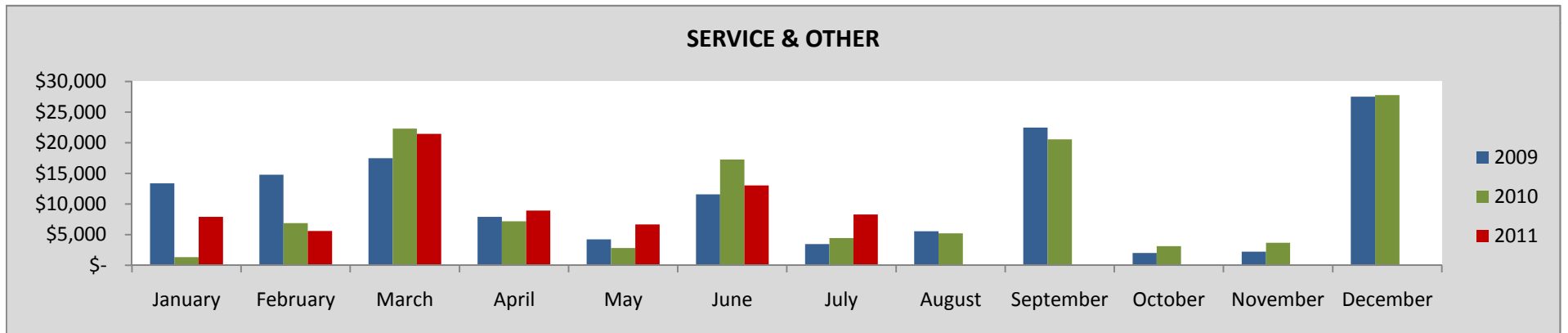
YEAR-TO-DATE	2011	2010	11 - 10 %	2009	11 - 09 %	2008	11 - 08 %
TOTAL	266,333	292,930	-9.1%	344,278	-22.6%	380,668	-30.0%
In County	167,443	171,826	-2.6%	175,569	-4.6%		
Outside County	98,890	121,104	-18.3%	168,711	-41.4%		



SERVICE & OTHER

JULY	2011	2010	11 - 10 %	2009	11 - 09 %	2008	11 - 08 %
TOTAL	8,284	4,460	85.7%	3,486	137.6%	5,563	48.9%
Downtown	-	71	-100.0%	183	-100.0%		
Old Town/Ski Area	1,950	1,908	2.2%	1,816	7.4%		
In County	239	187	28.0%	255	-6.2%		
Outside County	6,095	2,294	165.7%	1,232	394.6%		

YEAR-TO-DATE	2011	2010	11 - 10 %	2009	11 - 09 %	2008	11 - 08 %
TOTAL	71,893	62,325	15.4%	72,885	-1.4%	24,306	195.8%
Downtown	1,159	1,715	-32.4%	16,304	-92.9%		
Old Town/Ski Area	15,004	10,200	47.1%	6,766	121.8%		
In County	4,259	3,611	17.9%	7,289	-41.6%		
Outside County	51,471	46,798	10.0%	42,527	21.0%		



SALES TAX COMPARISON BY LOCATION

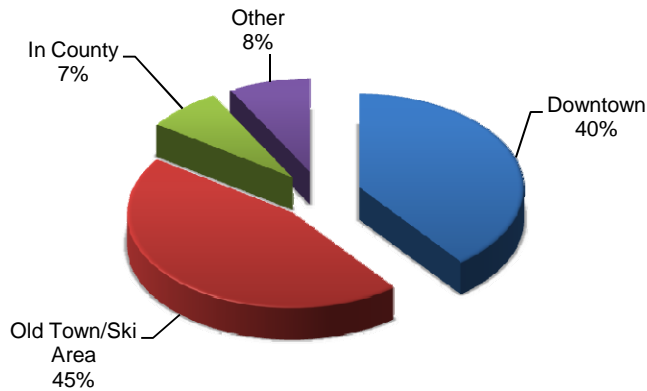
The following compares sales tax collections for the current month and year by location of the business. For lodging properties managed by a property management company, the lodging and accommodation taxes are reflected in the geographic area of the property management company offices.

GEOGRAPHIC AREA

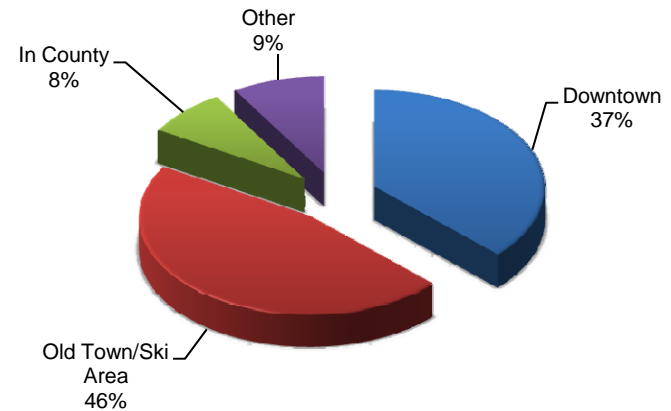
JULY	2011	2010	11 - 10 %	2009	11 - 09 %	2008	11 - 08 %
Downtown	139,041	118,894	16.9%	114,744	21.2%	125,674	10.6%
Old Town/Ski Area	78,773	65,474	20.3%	56,234	40.1%	54,078	45.7%
In County	13,418	16,018	-16.2%	16,756	-19.9%	15,733	-14.7%
Outside County	19,103	13,920	37.2%	21,750	-12.2%	28,575	-33.1%

YEAR-TO-DATE	2011	2010	11 - 10 %	2009	11 - 09 %	2008	11 - 08 %
Downtown	989,386	924,260	7.0%	916,761	7.9%	1,130,192	-12.5%
Old Town/Ski Area	1,131,093	1,150,134	-1.7%	1,137,894	-0.6%	1,285,790	-12.0%
In County	185,926	193,455	-3.9%	203,186	-8.5%	229,960	-19.1%
Outside County	201,835	218,289	-7.5%	253,916	-20.5%	262,198	-23.0%

2011 YTD TAX COLLECTION BY GEOGRAPHIC AREA

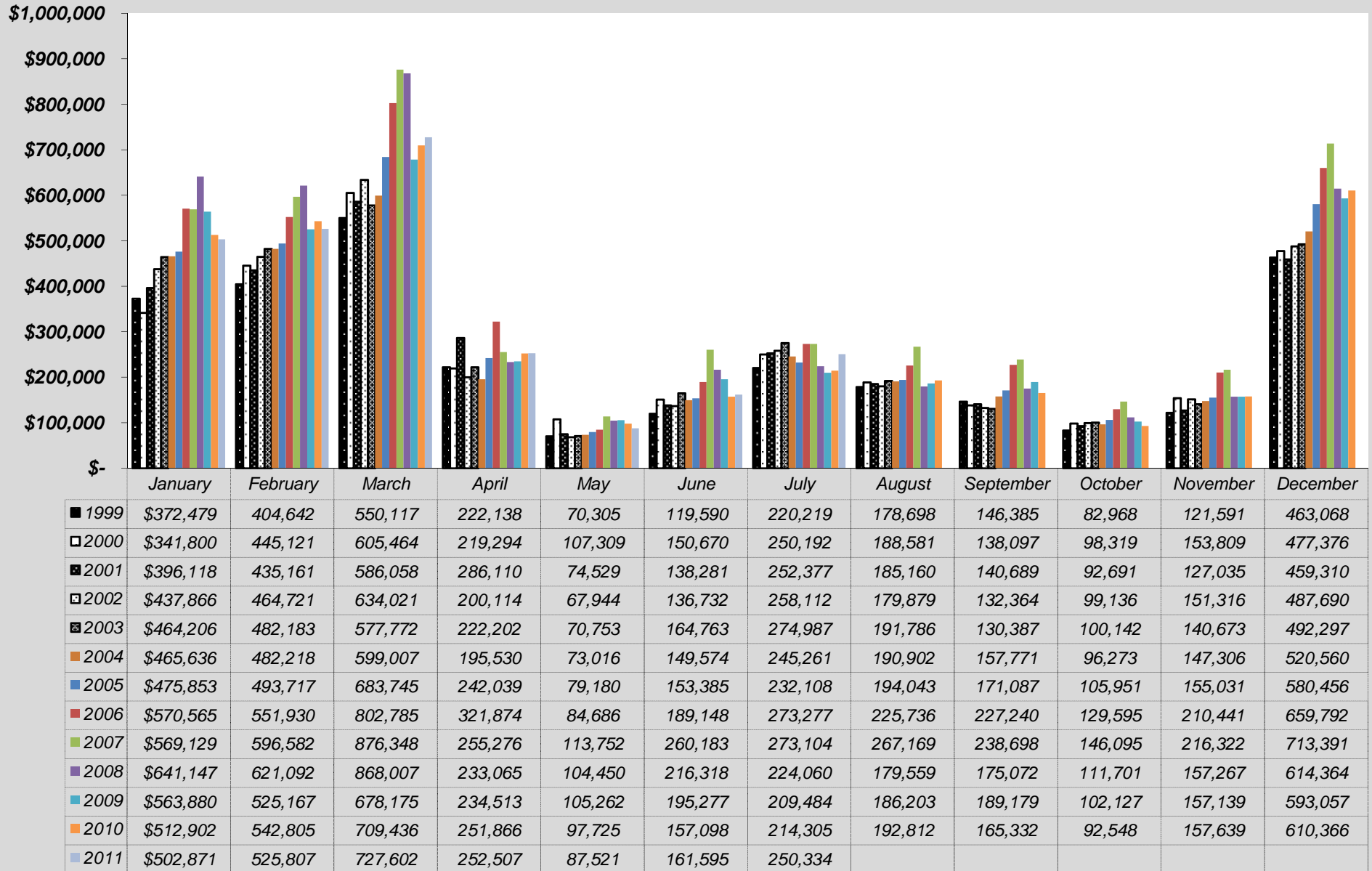


2010 YTD TAX COLLECTION BY GEOGRAPHIC AREA

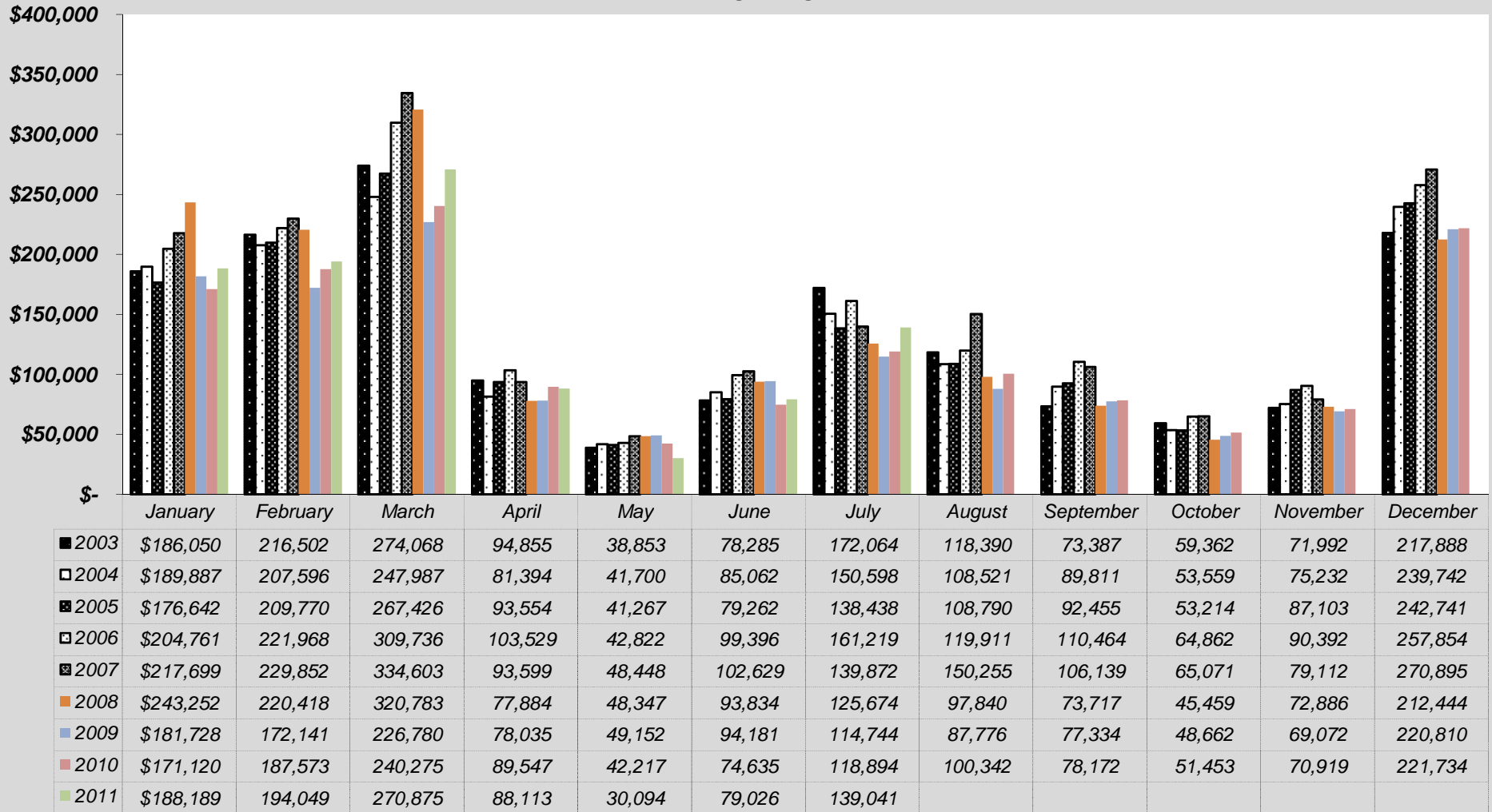


SALES, LODGING AND ACCOMMODATIONS HISTORICAL COMPARISONS

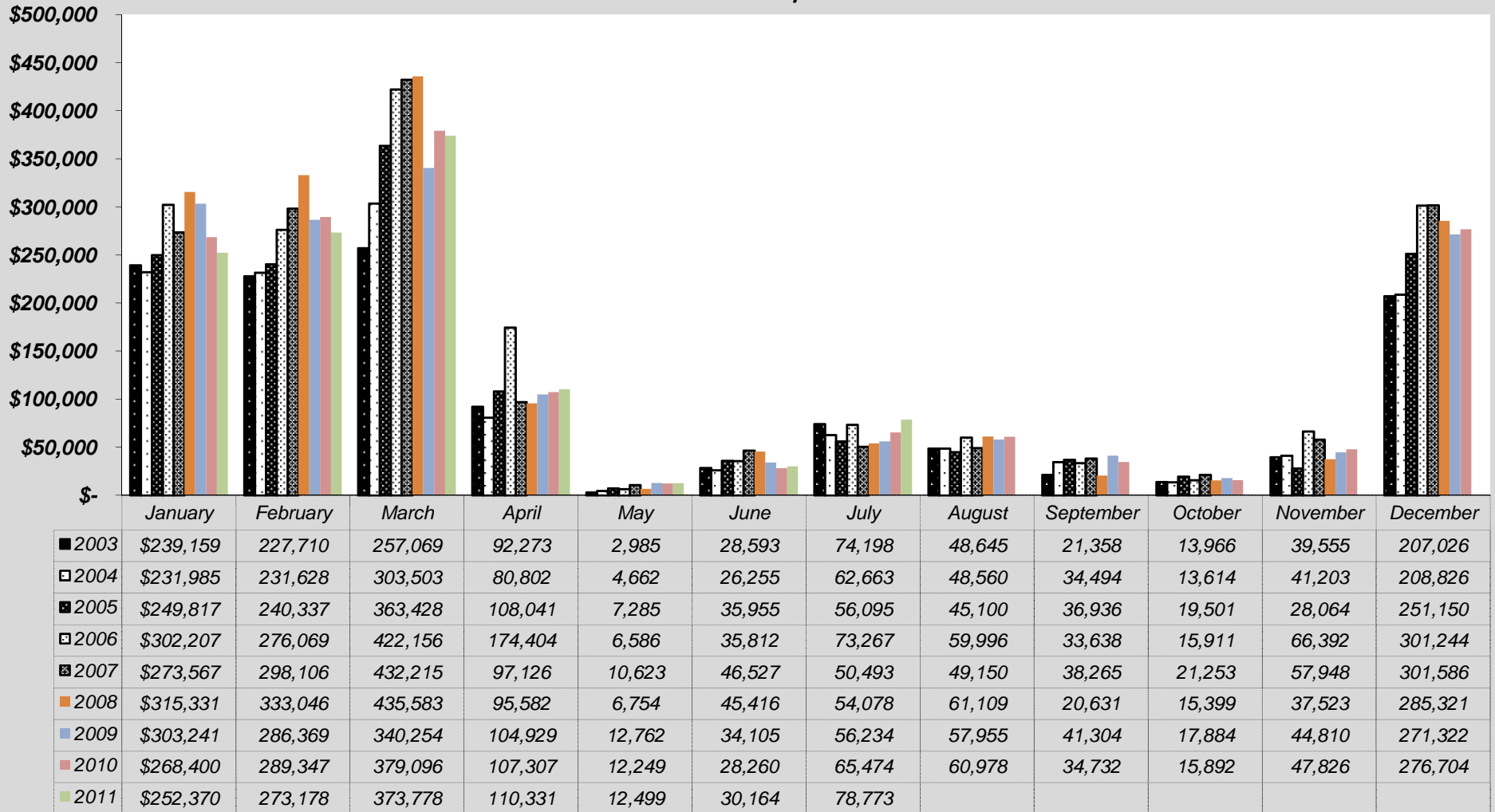
SALES, LODGING AND ACCOMMODATION TAX COMPARISONS BY MONTH TOTAL COLLECTED



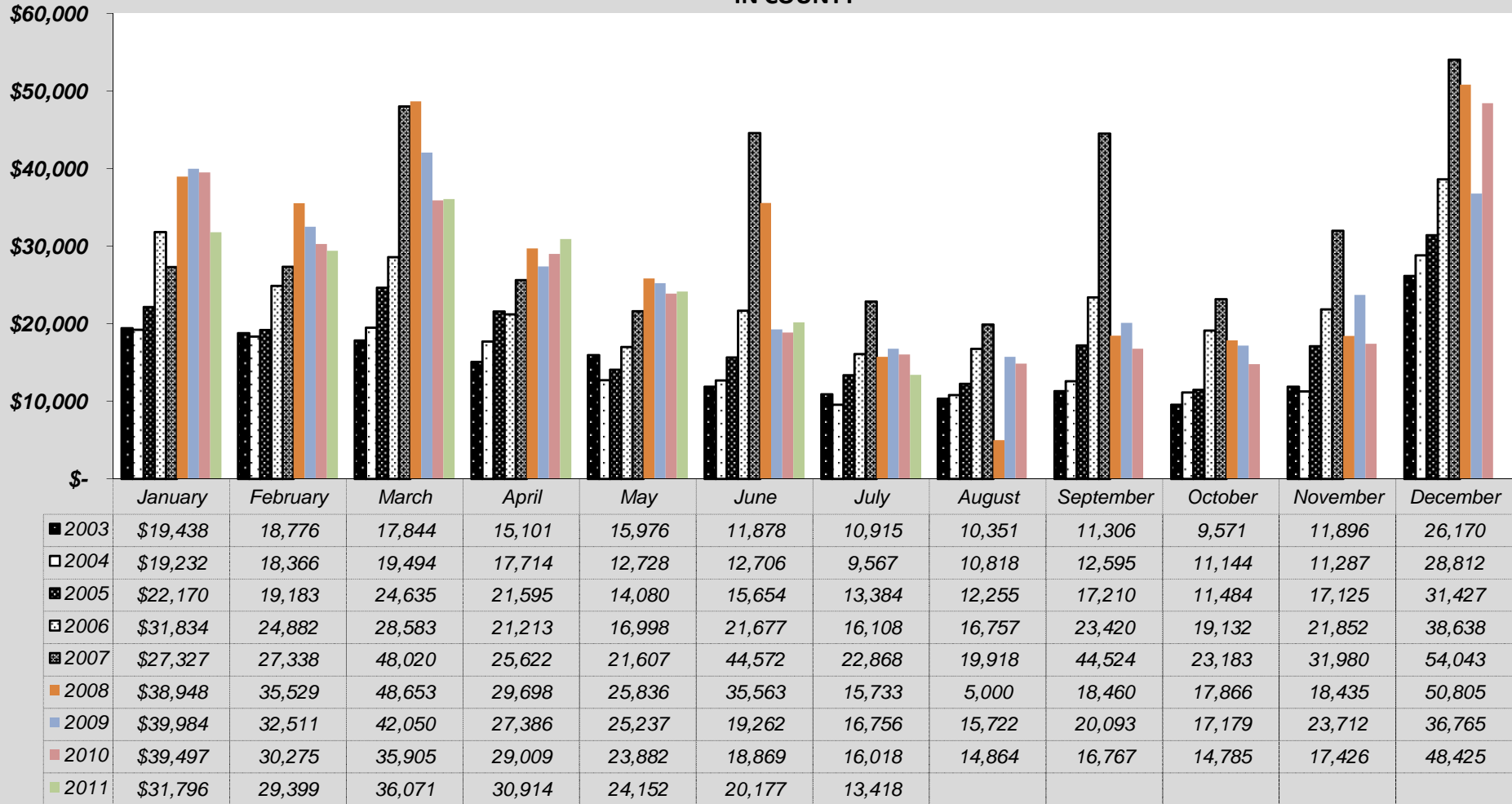
SALES, LODGING & ACCOMMODATION TAX COLLECTION DOWNTOWN



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



SALES, LODGING & ACCOMMODATION TAX COLLECTION IN COUNTY



SALES, LODGING & ACCOMMODATION TAX COLLECTION OUTSIDE COUNTY

