

# TOWN OF WINTER PARK



## JUNE 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 June 2011, which were remitted to the Town in July 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, June sales and lodging tax collections increased \$5,000 (2.9%) as compared to 2010 and increased \$12,000 (8.3%) as compared to budget. For the month, tax collections increased in restaurant/bar, lodging and retail as compared to 2010. Also for June, all areas of Town reflected increases as compared to 2010 except collections from outside county. Year-to-date sales and lodging tax collections continue to trail 2010 by \$14,000 (-0.6%) and increased \$100,000 (4.6%) as compared to budget. For the year, restaurant/bar (downtown and old town/ski area) and service/other reflect an increase over 2010. Retail and lodging have declined over the prior years results while exceeding 2009 year-to-date results.

#### Current Month

Tax	June 2011	June Budget	Budget Inc/(Dec)	Actual - Budget %	June 2010	11 - 10 %	June 2009	11 - 09 %	June 2008	11 - 08 %
5% General Sales Tax	135,660	127,640	8,020	6.3%	134,358	1.0%	171,594	-20.9%	182,827	-25.8%
4% Lodging Sales Tax	20,693	17,513	3,180	18.2%	18,435	12.2%	19,109	8.3%	26,793	-22.8%
1% Accommodations Tax	5,242	4,091	1,151	28.1%	4,306	21.7%	4,574	14.6%	6,698	-21.7%
Monthly Total	161,595	149,244	12,351	8.3%	157,098	2.9%	195,277	-17.2%	216,318	-25.3%

#### 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	1,640,839	\$ 1,564,559	76,281	4.9%	1,646,903	-0.4%	1,725,985	-4.9%	1,962,966	-16.4%
4% Lodging Sales Tax	495,906	477,053	18,853	4.0%	502,161	-1.2%	464,444	6.8%	582,814	-14.9%
1% Accommodations Tax	121,157	116,630	4,527	3.9%	122,768	-1.3%	111,846	8.3%	138,299	-12.4%
YTD Total	2,257,903	2,158,241	99,661	4.6%	2,271,832	-0.6%	2,302,274	-1.9%	2,684,079	-15.9%

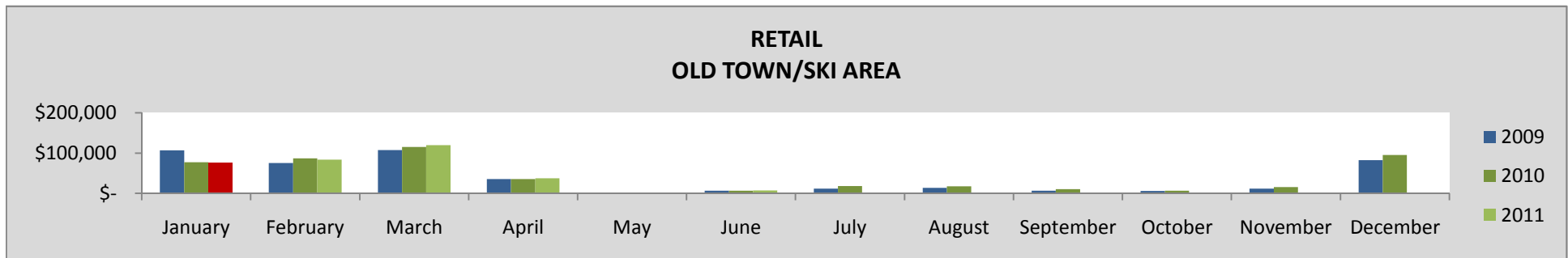
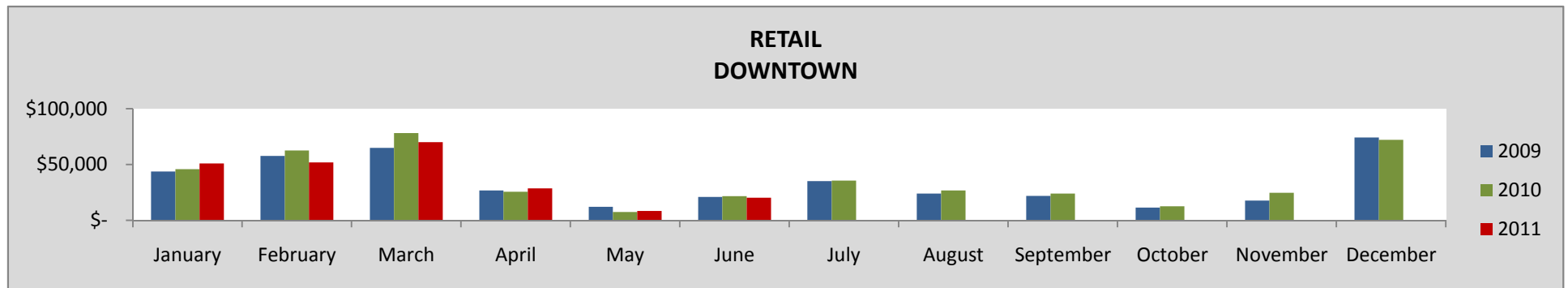
## TAX COMPARISON BY INDUSTRY CLASS AND LOCATION

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 2011, 2010 and 2009 tax collections.

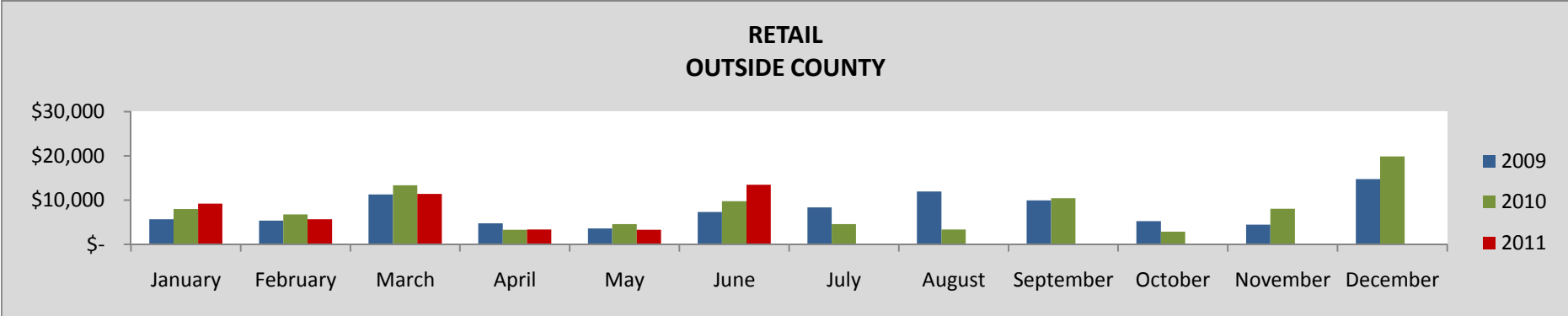
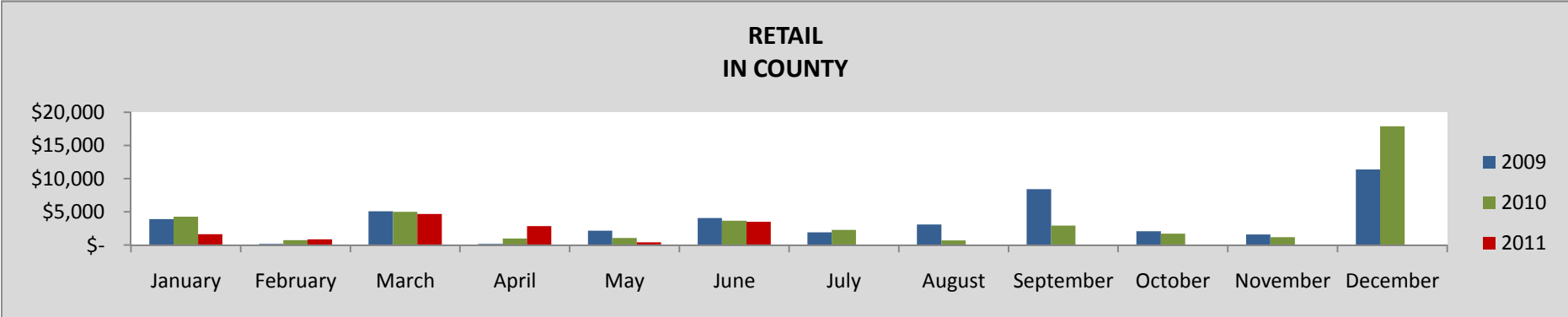
### RETAIL

JUNE	2011	2010	11 - 10 %	2009	11 - 09 %	2008	11 - 08 %
TOTAL	44,336	41,961	5.7%	38,719	14.5%	52,513	-15.6%
Downtown	20,209	21,686	-6.8%	20,909	-3.3%		
Old Town/Ski Area	7,151	6,826	4.8%	6,387	12.0%		
In County	3,519	3,655	-3.7%	4,082	-13.8%		
Outside County	13,456	9,793	37.4%	7,341	83.3%		

YEAR-TO-DATE	2011	2010	11 - 10 %	2009	11 - 09 %	2008	11 - 08 %
TOTAL	615,441	625,361	-1.6%	611,944	0.6%	790,196	-22.1%
Downtown	230,279	241,232	-4.5%	226,189	1.8%		
Old Town/Ski Area	324,767	322,607	0.7%	332,076	-2.2%		
In County	13,942	15,751	-11.5%	15,589	-10.6%		
Outside County	46,454	45,771	1.5%	38,087	22.0%		



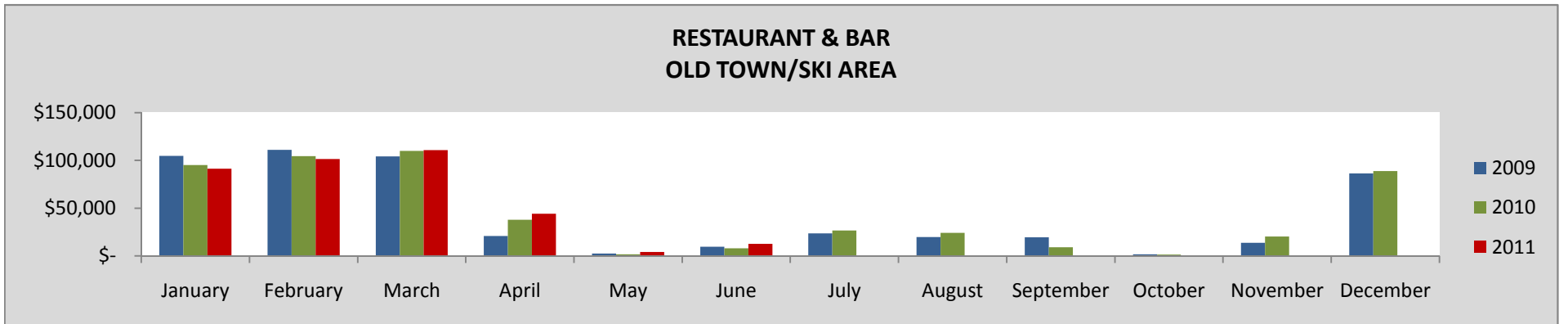
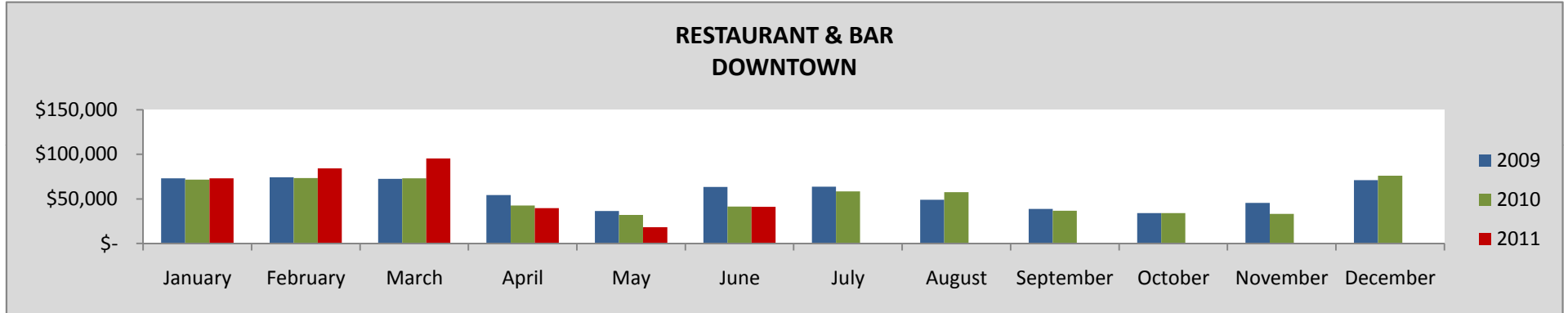
# RETAIL - CONTINUED



# RESTAURANT & BAR

JUNE	2011	2010	11 - 10 %	2009	11 - 09 %	2008	11 - 08 %
TOTAL	53,848	49,476	8.8%	73,097	-26.3%	67,657	-20.4%
Downtown	41,109	41,435	-0.8%	63,385	-35.1%		
Old Town/Ski Area	12,740	8,041	58.4%	9,712	31.2%		

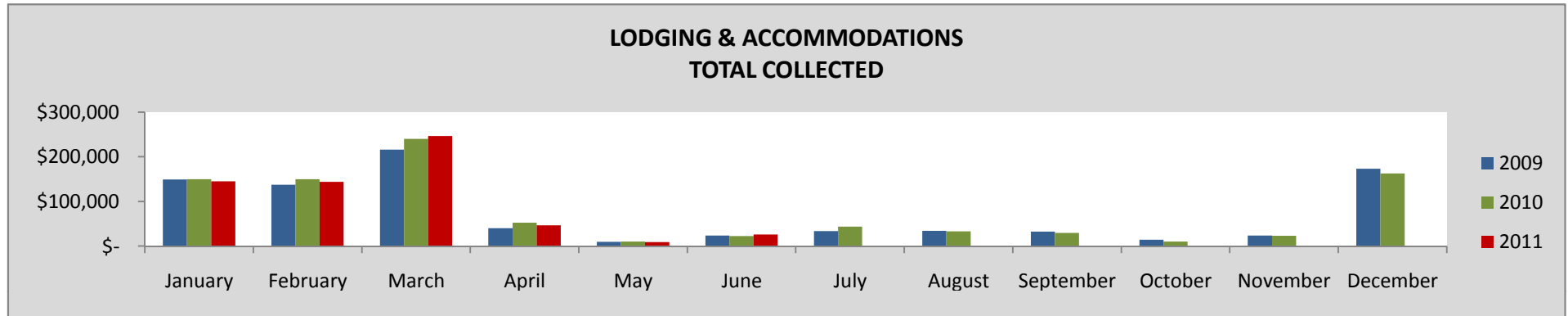
YEAR-TO-DATE	2011	2010	11 - 10 %	2009	11 - 09 %	2008	11 - 08 %
TOTAL	716,343	691,322	3.6%	726,994	-1.5%	803,820	-10.9%
Downtown	351,833	334,260	5.3%	374,040	-5.9%		
Old Town/Ski Area	364,510	357,067	2.1%	352,953	3.3%		



# LODGING & ACCOMMODATION

JUNE	2011	2010	11 - 10 %	2009	11 - 09 %	2008	11 - 08 %
TOTAL	25,935	22,741	14.0%	23,683	9.5%	33,491	-22.6%

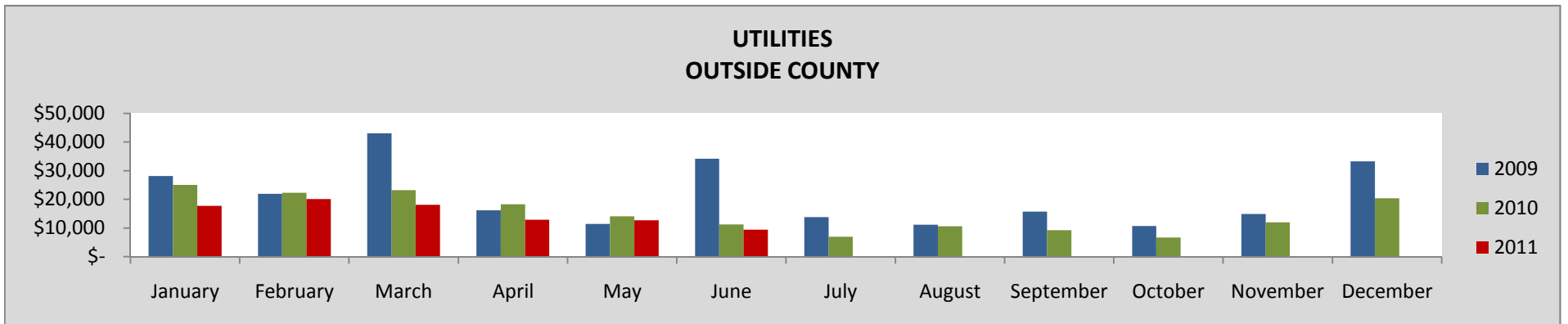
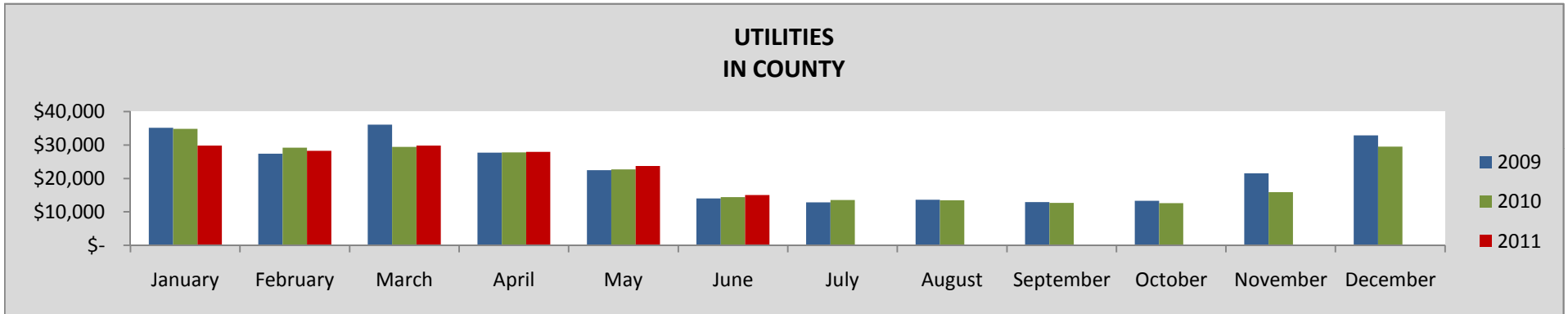
YEAR-TO-DATE	2011	2010	11 - 10 %	2009	11 - 09 %	2008	11 - 08 %
TOTAL	617,063	624,929	-1.3%	576,289	7.1%	721,113	-14.4%



# UTILITIES

JUNE	2011	2010	11 - 10 %	2009	11 - 09 %	2008	11 - 08 %
TOTAL	24,457	25,641	-4.6%	48,200	-49.3%	56,642	-56.8%
In County	15,062	14,391	4.7%	14,011	7.5%		
Outside County	9,395	11,250	-16.5%	34,189	-72.5%		

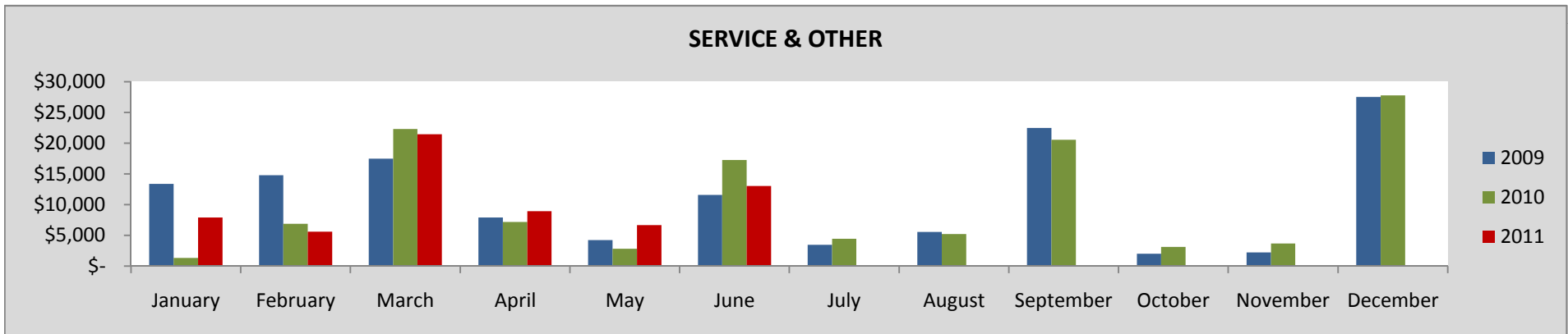
YEAR-TO-DATE	2011	2010	11 - 10 %	2009	11 - 09 %	2008	11 - 08 %
TOTAL	245,446	272,356	-9.9%	317,649	-22.7%	350,207	-29.9%
In County	154,543	158,262	-2.4%	162,726	-5.0%		
Outside County	90,903	114,093	-20.3%	154,924	-41.3%		



## SERVICE & OTHER

JUNE	2011	2010	11 - 10 %	2009	11 - 09 %	2008	11 - 08 %
TOTAL	13,019	17,279	-24.7%	11,578	12.4%	6,015	116.4%
Downtown	137	257	-46.8%	574	-76.1%		
Old Town/Ski Area	1,908	1,908	0.0%	-	-		
In County	1,597	823	94.1%	572	179.1%		
Outside County	9,377	14,291	-34.4%	10,432	-10.1%		

YEAR-TO-DATE	2011	2010	11 - 10 %	2009	11 - 09 %	2008	11 - 08 %
TOTAL	63,609	57,865	9.9%	69,399	-8.3%	18,743	239.4%
Downtown	1,159	1,644	-29.5%	16,120	-92.8%		
Old Town/Ski Area	13,054	8,292	57.4%	4,950	163.7%		
In County	4,020	3,424	17.4%	7,034	-42.9%		
Outside County	45,376	44,505	2.0%	41,294	9.9%		



## SALES TAX COMPARISON BY LOCATION

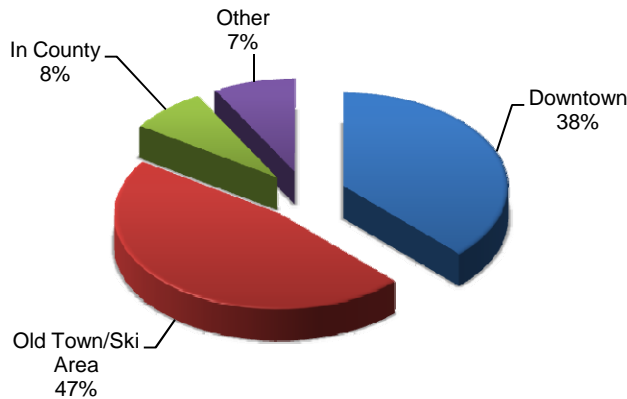
The following compares sales tax collections for the current month and year by location of the business. For lodging properties managed by a property management company, the lodging and accommodation taxes are reflected in the geographic area of the property management company offices.

### GEOGRAPHIC AREA

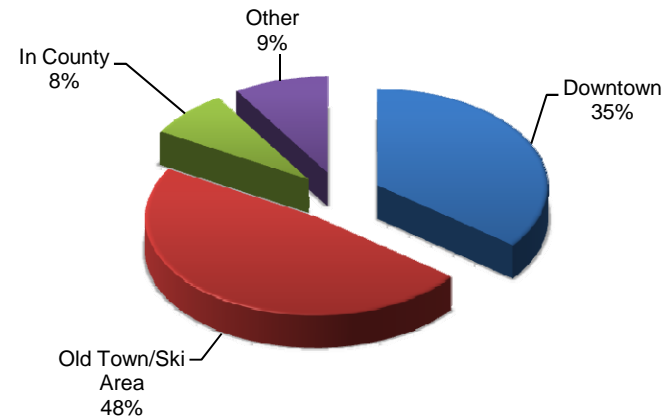
JUNE	2011	2010	11 - 10 %	2009	11 - 09 %	2008	11 - 08 %
Downtown	79,026	74,635	5.9%	94,181	-16.1%	93,834	-15.8%
Old Town/Ski Area	30,164	28,260	6.7%	34,105	-11.6%	45,416	-33.6%
In County	20,177	18,869	6.9%	19,262	4.8%	35,563	-43.3%
Outside County	32,228	35,334	-8.8%	47,729	-32.5%	41,505	-22.4%

YEAR-TO-DATE	2011	2010	11 - 10 %	2009	11 - 09 %	2008	11 - 08 %
Downtown	850,346	805,366	5.6%	802,017	6.0%	1,004,518	-15.3%
Old Town/Ski Area	1,052,320	1,084,660	-3.0%	1,081,660	-2.7%	1,231,712	-14.6%
In County	172,508	177,437	-2.8%	186,431	-7.5%	214,227	-19.5%
Outside County	182,732	204,369	-10.6%	232,166	-21.3%	233,623	-21.8%

**2011 YTD TAX COLLECTION BY GEOGRAPHIC AREA**



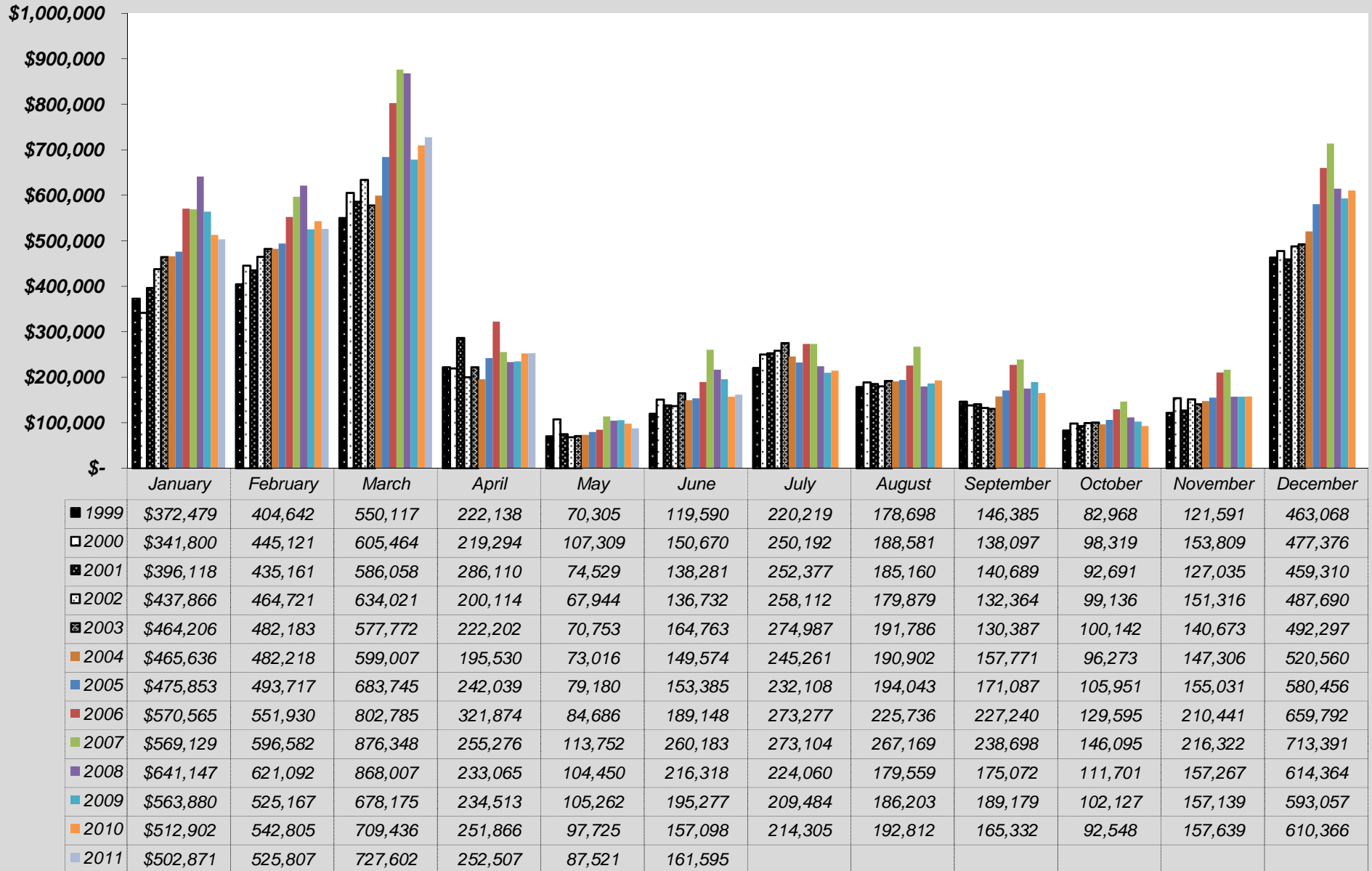
**2010 YTD TAX COLLECTION BY GEOGRAPHIC AREA**



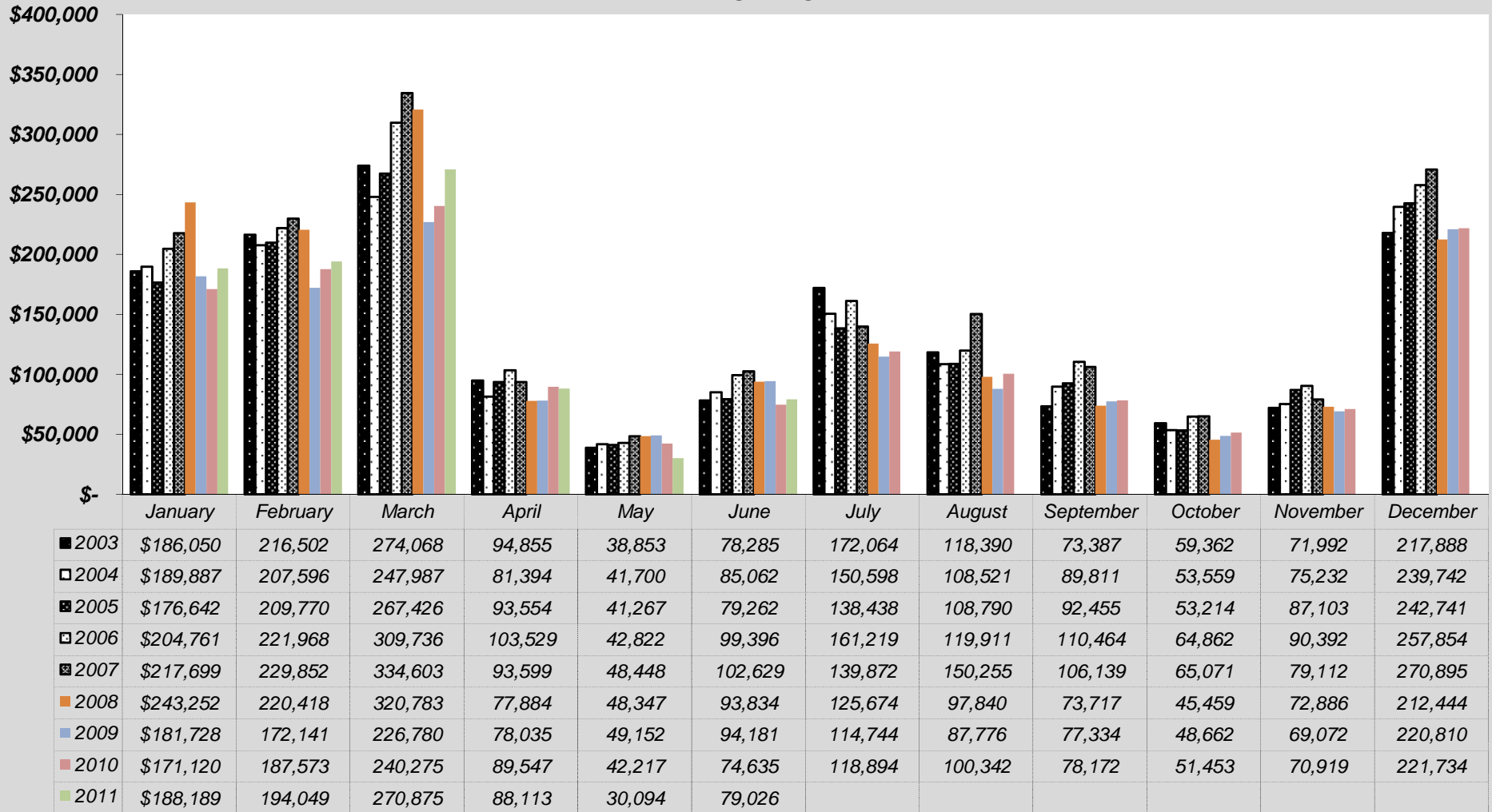


# SALES, LODGING AND ACCOMMODATIONS HISTORICAL COMPARISONS

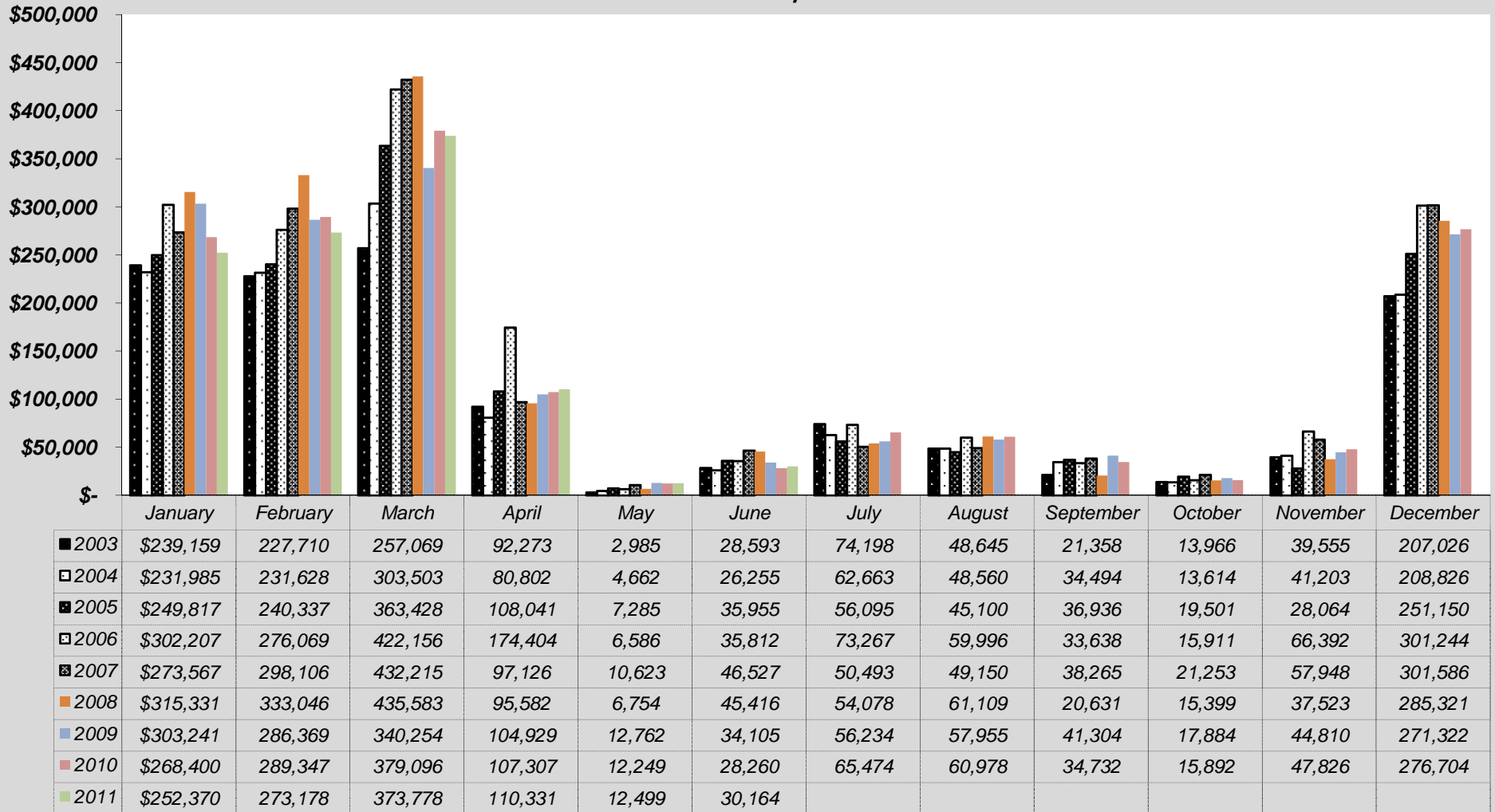
## SALES, LODGING AND ACCOMMODATION TAX COMPARISONS BY MONTH TOTAL COLLECTED



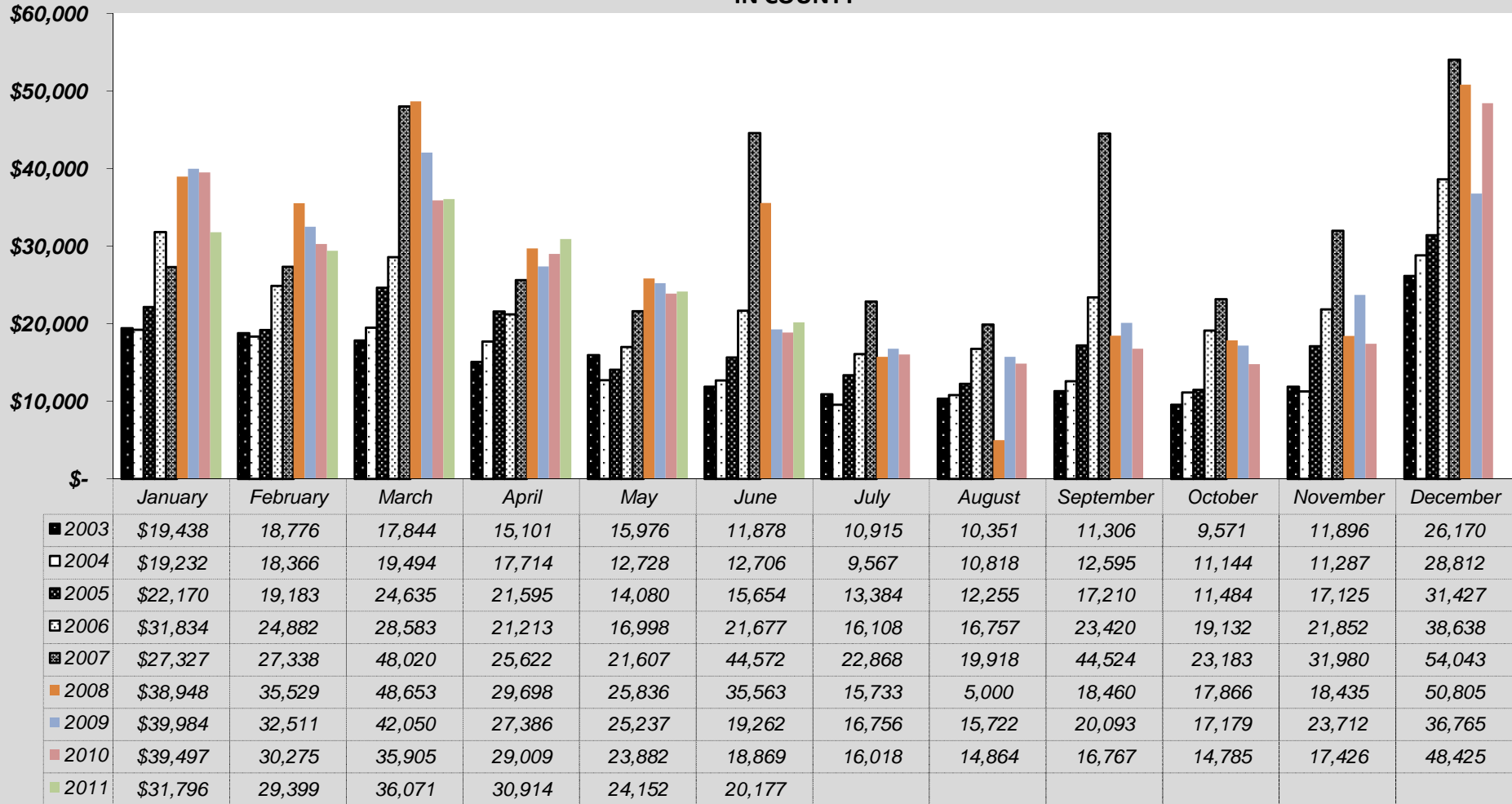
## SALES, LODGING & ACCOMMODATION TAX COLLECTION DOWNTOWN



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



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



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

