

# TOWN OF WINTER PARK, CO

## APRIL 2015

### SALES, LODGING, AND ACCOMMODATION TAX REPORT



The Town of Winter Park Sales, Lodging, and Accommodation Tax Report examines tax collections for the month of April 2015, which were remitted to the Town in May 2015, 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, April sales, lodging, and accommodations tax collections increased \$35,000 (14%) as compared to 2014. Tax collections for the month are the third highest April collections in Town history. Lodging had the largest percentage increase over 2014 but is also the second highest lodging tax collection for the Town trailing 2006. Both Retail and Restaurant/Bar also reflect solid increases for April as compared to 2014. For the year through April, collections increased \$159,000 (7%) in comparison to 2014. Also for the year, both Restaurant/Bar and Lodging are trending as the highest tax collections in Town history. **For the ski season (Nov 2014 - Apr 2015), 2015 ended higher than the prior ski season reflecting an increase of \$265,000 (9%) and is the highest collections for a ski season in Town history beating the record set in the 2007-2008 ski season by \$118,000 (4%).**

#### Current Month

5% Tax	April 2015	April 2014	15 - 14 %	April 2013	15 - 13 %	April 2012	15 - 12 %	April 2011	15 - 11 %	April 2010	15 - 10 %	April 2009	15 - 09 %
Sales Tax	220,347	210,951	4%	187,777	17%	160,004	38%	205,795	7%	199,368	11%	194,183	13%
Lodging/Accommodation Tax	62,688	37,320	68%	47,479	32%	43,097	45%	46,712	34%	52,497	19%	40,330	55%
Monthly Total	283,035	248,271	14%	235,256	20%	203,101	39%	252,507	12%	251,865	12%	234,513	21%

#### Year-To-Date

5% Tax	YTD 2015	YTD 2014	15 - 14 %	YTD 2013	15 - 13 %	YTD 2012	15 - 12 %	YTD 2011	15 - 11 %	YTD 2010	15 - 10 %	YTD 2009	15 - 09 %
Sales Tax	1,696,343	1,612,135	5%	1,505,185	13%	1,363,487	24%	1,426,856	19%	1,424,914	19%	1,458,955	16%
Lodging/Accommodation Tax	730,130	655,071	11%	639,887	14%	559,952	30%	581,931	25%	592,094	23%	542,780	35%
YTD Total	2,426,472	2,267,206	7%	2,145,072	13%	1,923,439	26%	2,008,787	21%	2,017,008	20%	2,001,735	21%

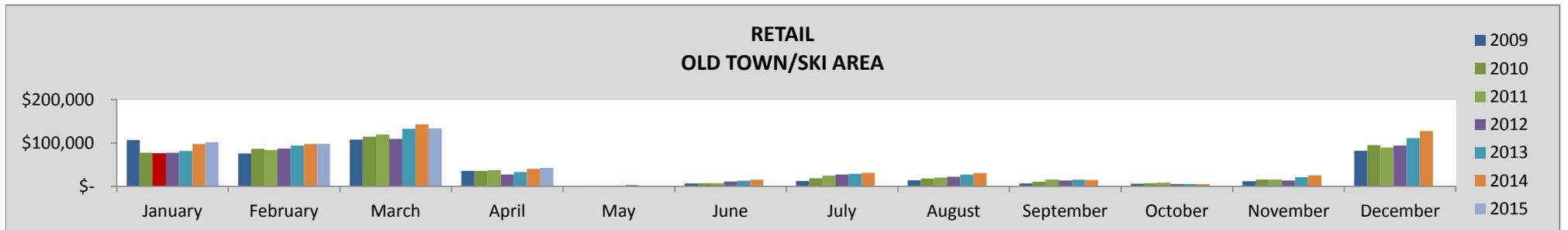
## TAX COMPARISON BY INDUSTRY CLASS AND LOCATION

The following compares sales, lodging and accommodations tax collections for the current month and year by sector and location of the business.

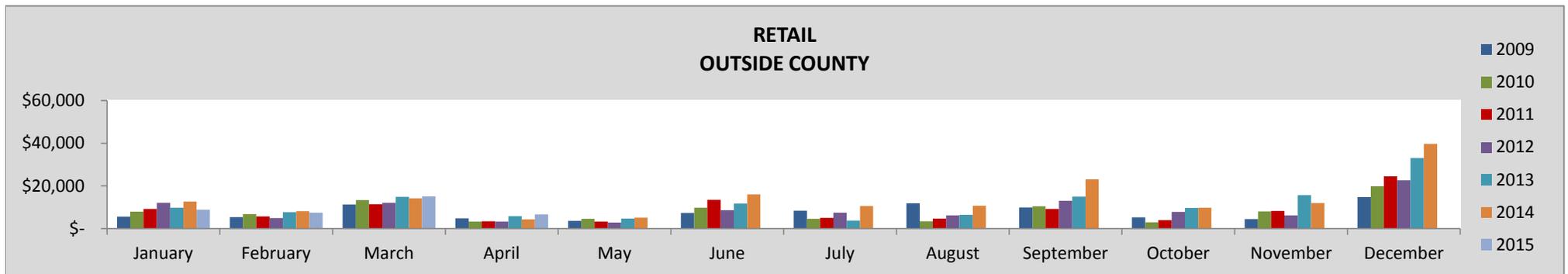
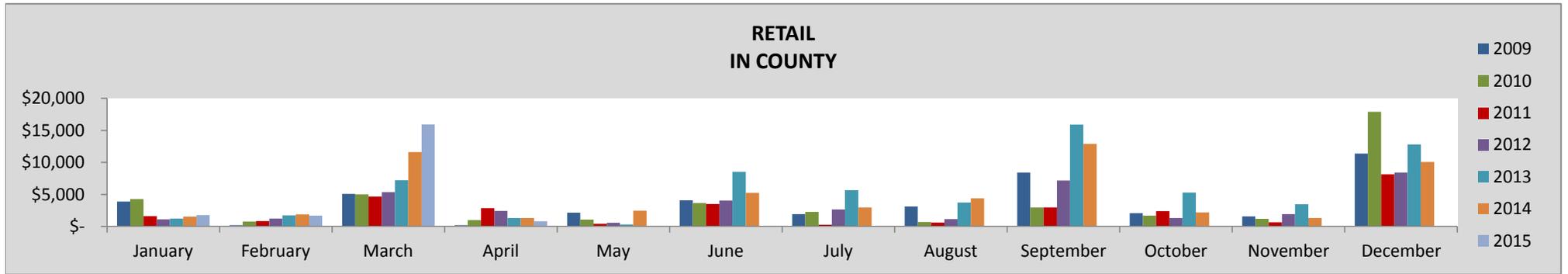
### RETAIL

APRIL	2015	2014	15 - 14 %	2013	15 - 13 %	2012	15 - 12 %	2011	15 - 11 %	2010	15 - 10 %	2009	15 - 09 %
TOTAL	73,165	67,866	8%	60,486	21%	51,662	42%	72,394	1%	65,656	11%	67,338	9%
Downtown	23,220	22,189	5%	20,632	13%	19,145	21%	28,693	-19%	25,662	-10%	26,798	-13%
Old Town/Ski Area	42,481	40,092	6%	32,660	30%	26,762	59%	37,493	13%	35,698	19%	35,586	19%
In County	810	1,296	-37%	1,305	-38%	2,422	-67%	2,866	-72%	987	-18%	177	358%
Outside County	6,653	4,289	55%	5,890	13%	3,334	100%	3,396	96%	3,310	101%	4,777	39%

YEAR-TO-DATE	2015	2014	15 - 14 %	2013	15 - 13 %	2012	15 - 12 %	2011	15 - 11 %	2010	15 - 10 %	2009	15 - 09 %
TOTAL	655,382	642,463	2%	589,796	11%	511,710	28%	558,348	17%	569,195	15%	555,053	18%
Downtown	220,241	208,348	6%	199,546	10%	168,390	31%	201,598	9%	212,122	4%	193,034	14%
Old Town/Ski Area	376,812	378,435	0%	340,622	11%	300,685	25%	317,042	19%	314,645	20%	325,537	16%
In County	20,217	16,347	24%	11,492	76%	10,142	99%	10,019	102%	11,010	84%	9,354	116%
Outside County	38,111	39,333	-3%	38,136	0%	32,493	17%	29,689	28%	31,417	21%	27,126	40%



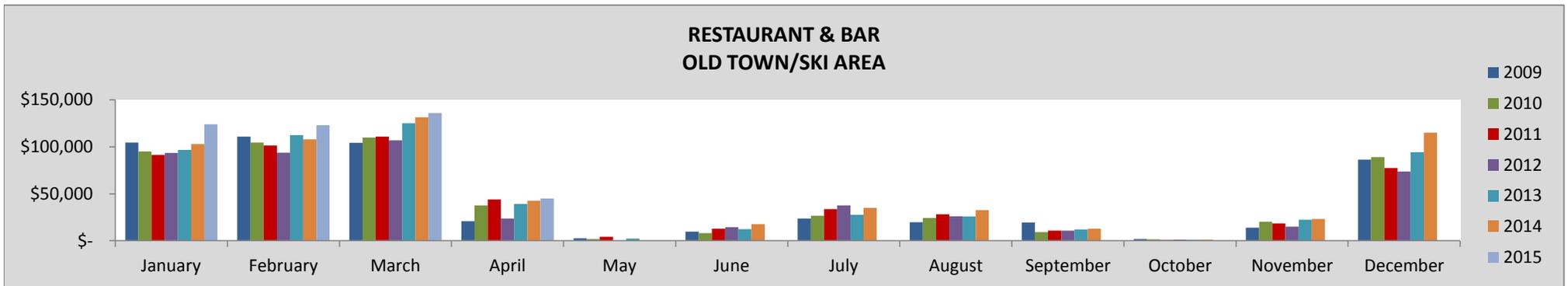
# RETAIL - CONTINUED



# RESTAURANT & BAR

APRIL	2015	2014	15 - 14 %	2013	15 - 13 %	2012	15 - 12 %	2011	15 - 11 %	2010	15 - 10 %	2009	15 - 09 %
TOTAL	98,705	92,109	7%	75,510	31%	60,381	63%	83,668	18%	80,477	23%	75,062	31%
Downtown	53,759	49,375	9%	36,391	48%	36,710	46%	39,602	36%	42,718	26%	54,199	-1%
Old Town/Ski Area	44,946	42,734	5%	39,119	15%	23,671	90%	44,066	2%	37,759	19%	20,863	115%

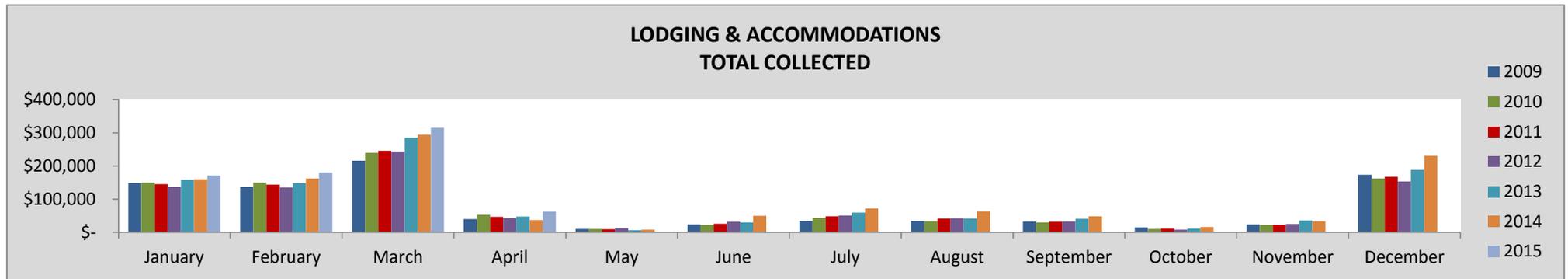
YEAR-TO-DATE	2015	2014	15 - 14 %	2013	15 - 13 %	2012	15 - 12 %	2011	15 - 11 %	2010	15 - 10 %	2009	15 - 09 %
TOTAL	798,670	713,205	12%	673,407	19%	603,867	32%	640,053	25%	608,022	31%	614,792	30%
Downtown	370,616	328,220	13%	300,113	23%	285,792	30%	292,473	27%	260,828	42%	274,177	35%
Old Town/Ski Area	428,054	385,085	11%	373,293	15%	318,074	35%	347,580	23%	347,199	23%	340,615	26%



# LODGING & ACCOMMODATION

APRIL	2015	2014	15 - 14 %	2013	15 - 13 %	2012	15 - 12 %	2011	15 - 11 %	2010	15 - 10 %	2009	15 - 09 %
TOTAL	62,688	37,320	68%	47,479	32%	43,097	45%	46,712	34%	52,497	19%	40,330	55%

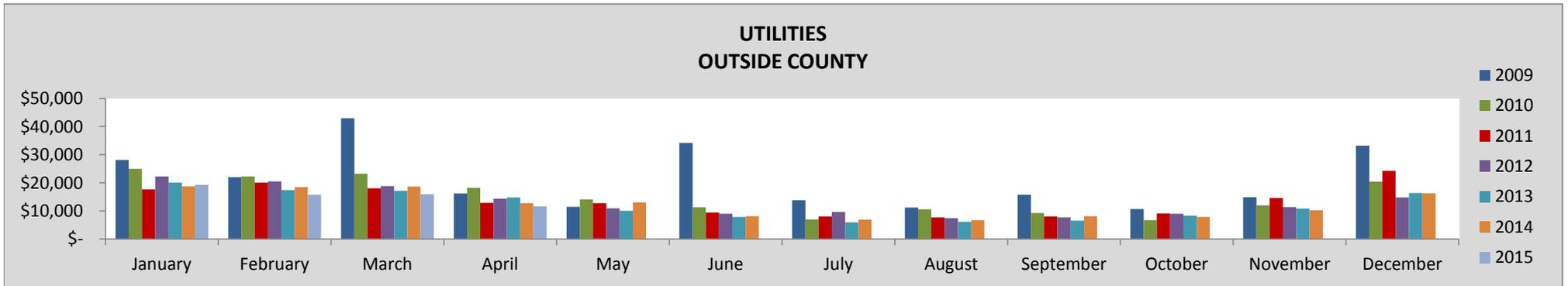
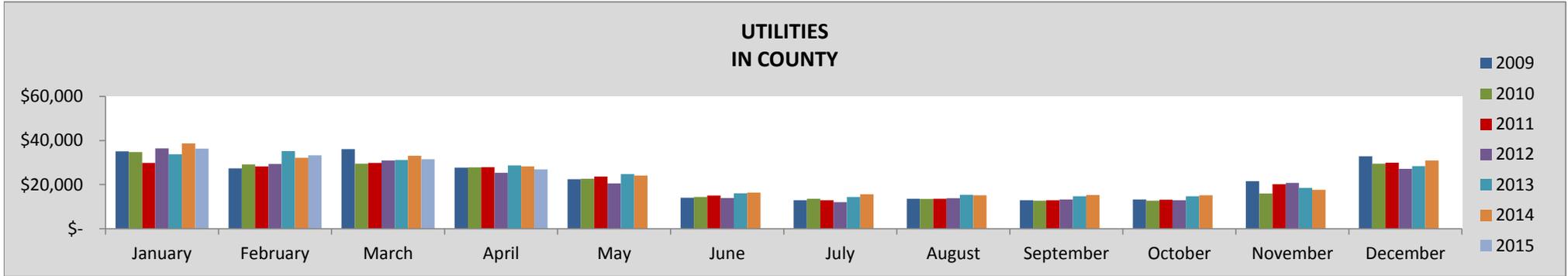
YEAR-TO-DATE	2015	2014	15 - 14 %	2013	15 - 13 %	2012	15 - 12 %	2011	15 - 11 %	2010	15 - 10 %	2009	15 - 09 %
TOTAL	730,130	655,071	11%	639,887	14%	559,952	30%	581,931	25%	592,094	23%	542,780	35%



# UTILITIES

APRIL	2015	2014	15 - 14 %	2013	15 - 13 %	2012	15 - 12 %	2011	15 - 11 %	2010	15 - 10 %	2009	15 - 09 %
TOTAL	38,548	41,060	-6%	43,541	-11%	39,647	-3%	40,781	-5%	46,046	-16%	43,852	-12%
In County	26,909	28,253	-5%	28,727	-6%	25,334	6%	27,909	-4%	27,797	-3%	27,688	-3%
Outside County	11,638	12,807	-9%	14,814	-21%	14,313	-19%	12,872	-10%	18,249	-36%	16,166	-28%

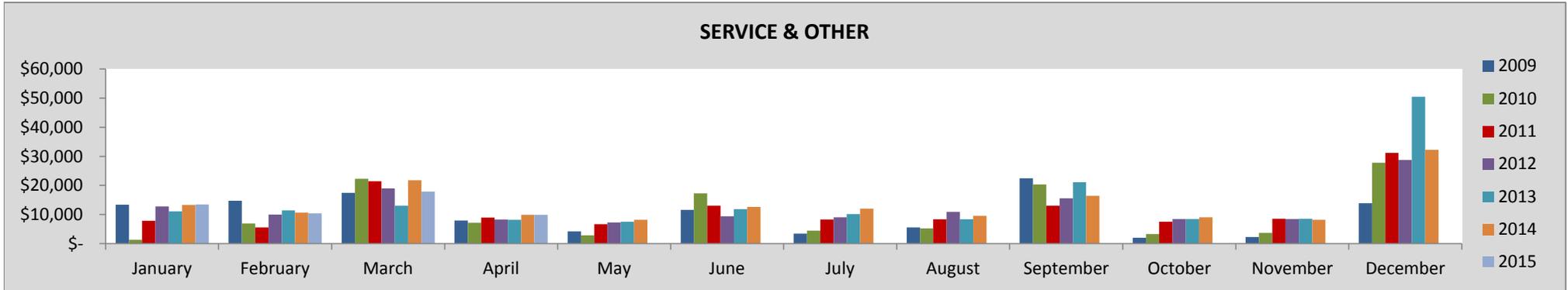
YEAR-TO-DATE	2015	2014	15 - 14 %	2013	15 - 13 %	2012	15 - 12 %	2011	15 - 11 %	2010	15 - 10 %	2009	15 - 09 %
TOTAL	190,546	200,813	-5%	198,165	-4%	197,877	-4%	184,550	3%	209,953	-9%	235,550	-19%
In County	127,986	132,133	-3%	128,747	-1%	122,067	5%	115,798	11%	121,197	6%	126,260	1%
Outside County	62,560	68,679	-9%	69,418	-10%	75,810	-17%	68,752	-9%	88,756	-30%	109,290	-43%



## SERVICE & OTHER

APRIL	2015	2014	15 - 14 %	2013	15 - 13 %	2012	15 - 12 %	2011	15 - 11 %	2010	15 - 10 %	2009	15 - 09 %
TOTAL	9,929	9,916	0%	8,240	21%	8,313	19%	8,953	11%	7,189	38%	7,930	25%
Downtown	14	-	#DIV/0!	-	-	-	-	24	-41%	177	-92%	6,381	-100%
Old Town/Ski Area	1,908	1,908	0%	1,971	-3%	1,908	0%	1,908	0%	2,343	-19%	-	-
In County	150	87	71%	190	-21%	656	-77%	139	8%	225	-33%	(479)	-131%
Outside County	7,857	7,920	-1%	6,078	29%	5,749	37%	6,882	14%	4,443	77%	2,028	287%

YEAR-TO-DATE	2015	2014	15 - 14 %	2013	15 - 13 %	2012	15 - 12 %	2011	15 - 11 %	2010	15 - 10 %	2009	15 - 09 %
TOTAL	51,745	55,654	-7%	43,817	18%	50,034	3%	43,906	18%	37,744	37%	53,560	-3%
Downtown	353	182	93%	152	132%	135	161%	1,022	-66%	1,306	-73%	15,504	-98%
Old Town/Ski Area	7,633	7,633	0%	8,446	-10%	8,763	-13%	9,237	-17%	4,475	71%	3,024	-100%
In County	1,791	2,941	-39%	2,582	-31%	3,868	-54%	2,362	-24%	2,479	-28%	6,317	-72%
Outside County	41,968	42,989	-2%	32,638	29%	37,268	13%	31,284	34%	29,484	42%	28,717	46%



## SALES TAX COMPARISON BY LOCATION

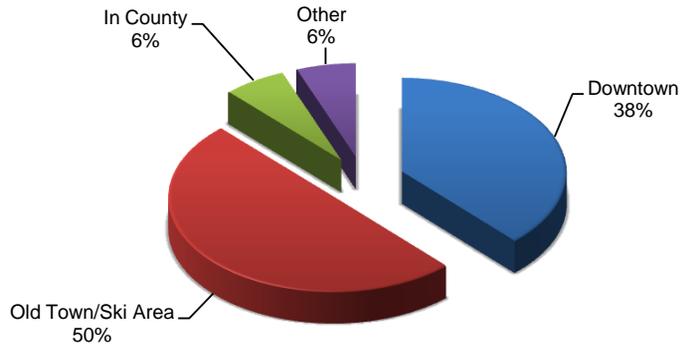
The following compares sales tax collections for the current month and year by location of the business. For lodging properties managed by a property management company, the lodging and accommodation taxes are reflected in the geographic area of the property management company offices.

### GEOGRAPHIC AREA

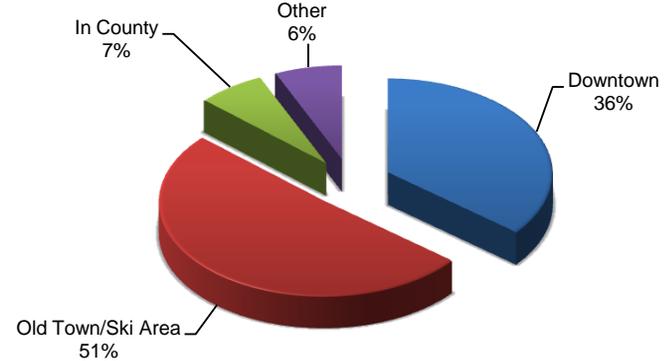
APRIL	2015	2014	15 - 14 %	2013	15 - 13 %	2012	15 - 12 %	2011	15 - 11 %	2010	15 - 10 %	2009	15 - 09 %
Downtown	103,776	89,055	17%	72,535	43%	70,038	48%	88,113	18%	89,547	16%	78,035	33%
Old Town/Ski Area	125,241	104,564	20%	105,716	18%	81,254	54%	110,331	14%	107,307	17%	104,929	19%
In County	27,869	29,636	-6%	30,223	-8%	28,413	-2%	30,914	-10%	29,009	-4%	27,386	2%
Outside County	26,148	25,053	4%	26,782	-2%	23,395	12%	23,149	13%	26,002	1%	24,162	8%

YEAR-TO-DATE	2015	2014	15 - 14 %	2013	15 - 13 %	2012	15 - 12 %	2011	15 - 11 %	2010	15 - 10 %	2009	15 - 09 %
Downtown	923,072	812,827	14%	785,536	18%	689,683	34%	741,226	25%	688,514	34%	658,684	40%
Old Town/Ski Area	1,210,766	1,151,957	5%	1,076,523	12%	952,108	27%	1,009,657	20%	1,044,151	16%	1,034,973	17%
In County	149,994	151,421	-1%	142,822	5%	136,077	10%	128,179	17%	134,686	11%	141,931	6%
Outside County	142,640	151,039	-6%	140,192	2%	145,572	-2%	129,725	10%	149,657	-5%	166,325	-14%

**2015 YTD TAX COLLECTION BY GEOGRAPHIC AREA**

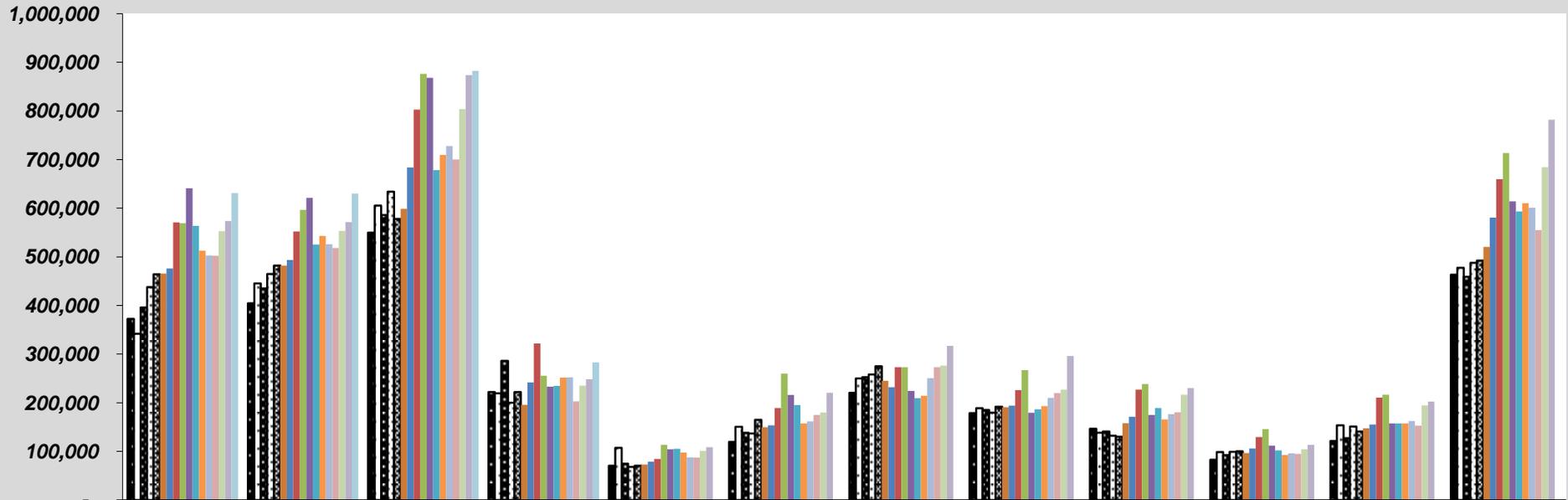


**2014 YTD TAX COLLECTION BY GEOGRAPHIC AREA**



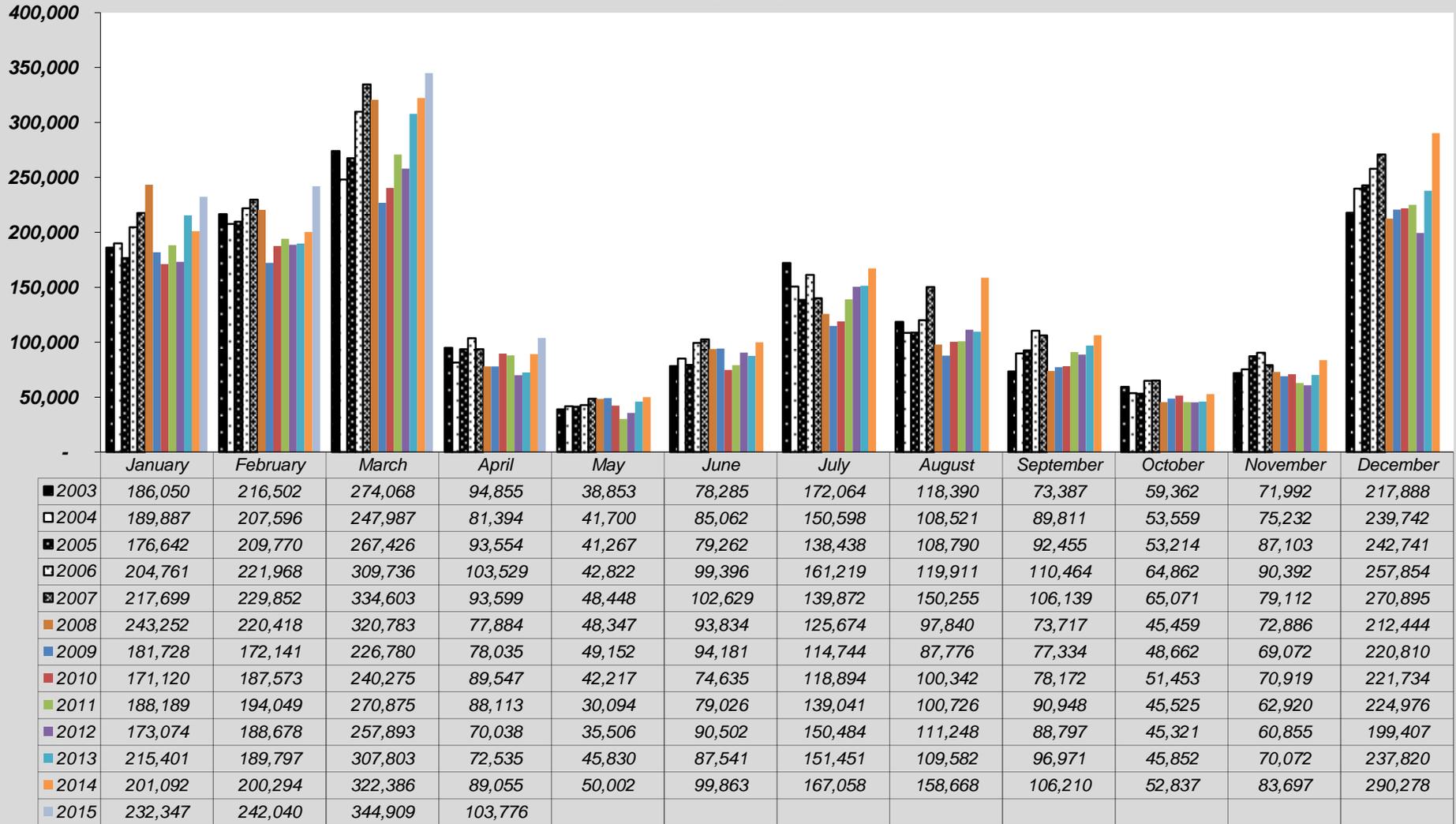
# SALES, LODGING AND ACCOMMODATIONS HISTORICAL COMPARISONS

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

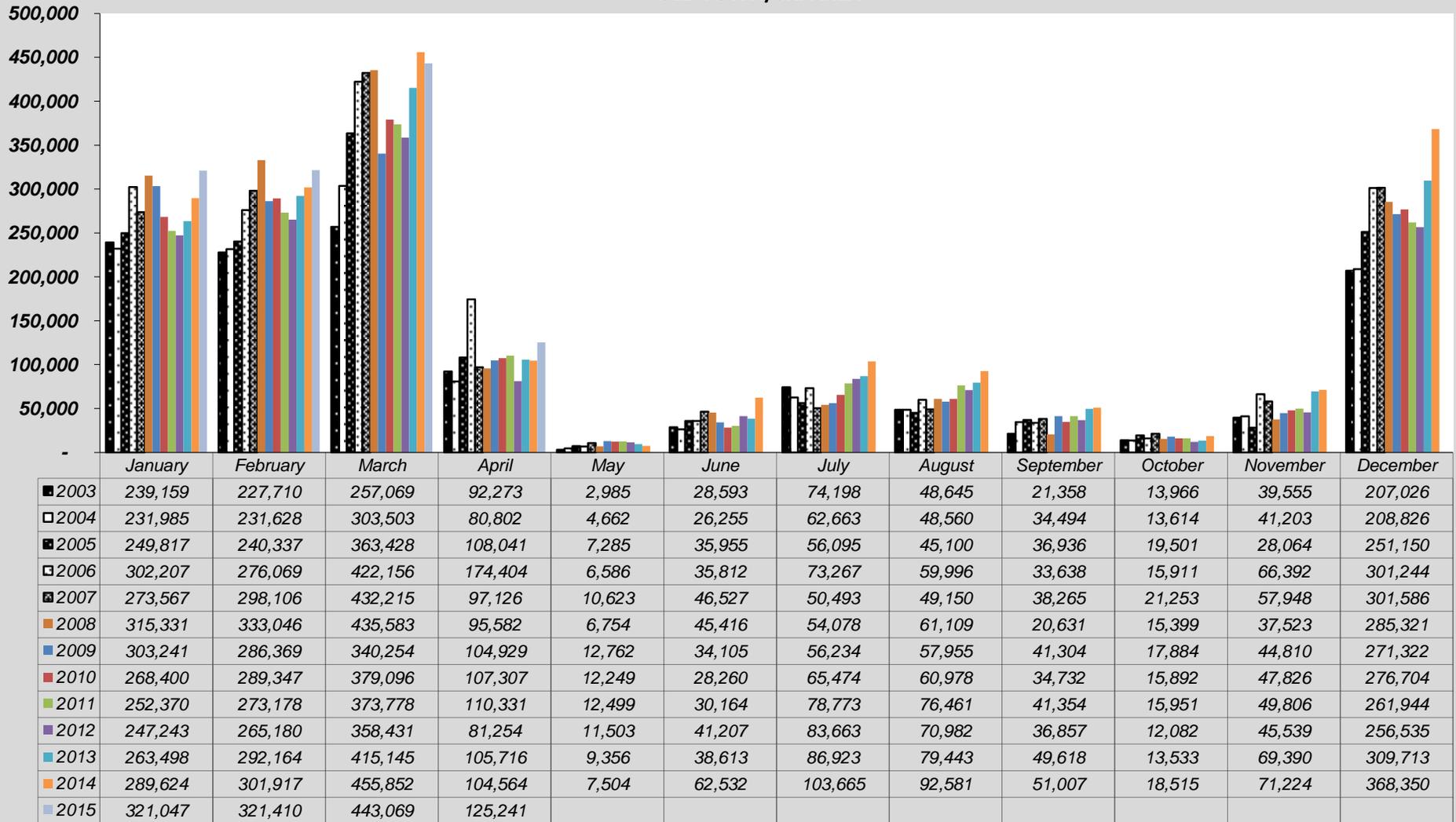


	January	February	March	April	May	June	July	August	September	October	November	December
■ 1999	372,479	404,642	550,117	222,138	70,305	119,590	220,219	178,698	146,385	82,968	121,591	463,068
□ 2000	341,800	445,121	605,464	219,294	107,309	150,670	250,192	188,581	138,097	98,319	153,809	477,376
■ 2001	396,118	435,161	586,058	286,110	74,529	138,281	252,377	185,160	140,689	92,691	127,035	459,310
□ 2002	437,866	464,721	634,021	200,114	67,944	136,732	258,112	179,879	132,364	99,136	151,316	487,690
■ 2003	464,206	482,183	577,772	222,202	70,753	164,763	274,987	191,786	130,387	100,142	140,673	492,297
■ 2004	465,636	482,218	599,007	195,530	73,016	149,574	245,261	190,902	157,771	96,273	147,306	520,560
■ 2005	475,853	493,717	683,745	242,039	79,180	153,385	232,108	194,043	171,087	105,951	155,031	580,456
■ 2006	570,565	551,930	802,785	321,874	84,686	189,148	273,277	225,736	227,240	129,595	210,441	659,792
■ 2007	569,129	596,582	876,348	255,276	113,752	260,183	273,104	267,169	238,698	146,095	216,322	713,391
■ 2008	641,147	621,092	868,007	233,065	104,450	216,318	224,060	179,559	175,072	111,701	157,267	614,364
■ 2009	563,880	525,167	678,175	234,513	105,262	195,277	209,484	186,203	189,179	102,127	157,139	593,057
■ 2010	512,902	542,805	709,436	251,866	97,725	157,098	214,305	192,812	165,332	92,548	157,639	610,366
■ 2011	502,871	525,807	727,602	252,507	87,521	161,595	250,334	210,231	176,447	95,795	162,091	600,981
■ 2012	502,299	517,956	700,085	203,100	87,169	174,678	272,955	219,843	180,454	94,880	153,135	554,761
■ 2013	552,586	553,172	804,057	235,256	100,679	179,821	276,326	227,057	216,822	103,947	194,643	684,180
■ 2014	573,641	571,643	873,650	248,271	108,475	220,579	316,845	295,888	230,432	113,455	202,296	781,781
■ 2015	631,183	630,167	882,087	283,035								

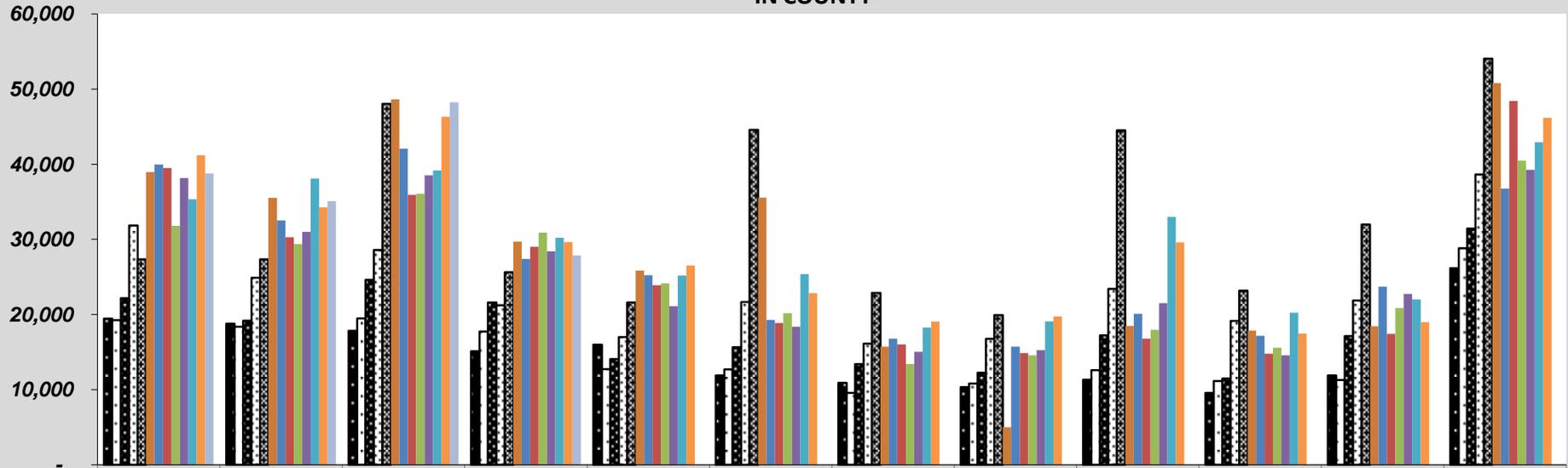
## SALES, LODGING & ACCOMMODATION TAX COLLECTION DOWNTOWN



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

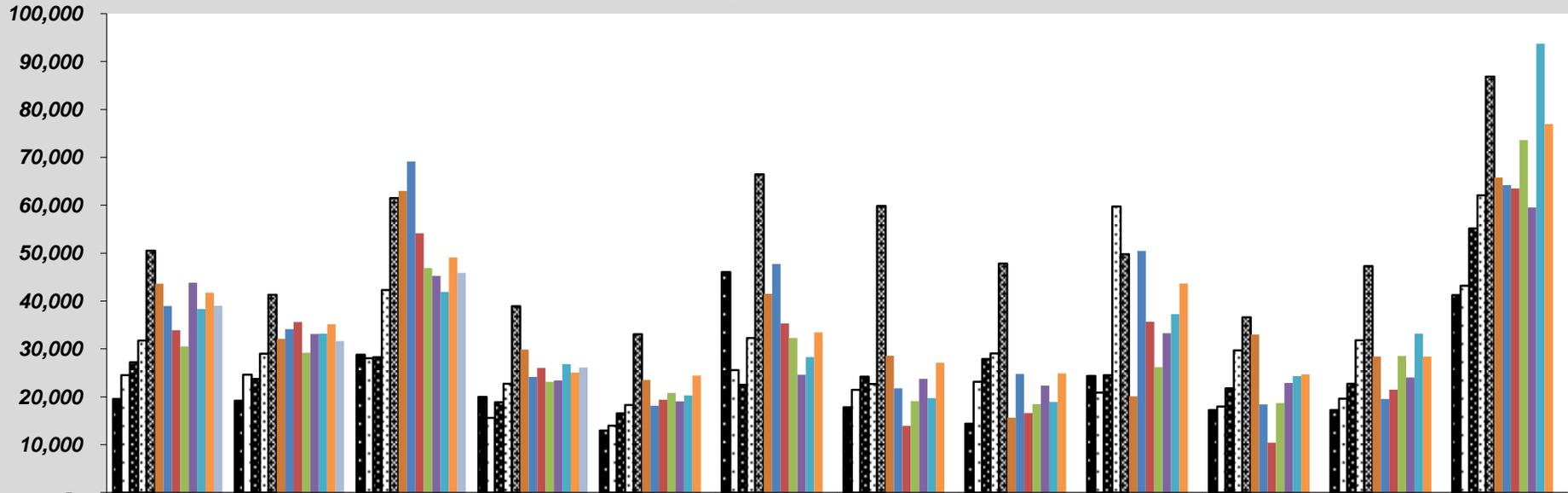


**SALES, LODGING & ACCOMMODATION TAX COLLECTION  
IN COUNTY**



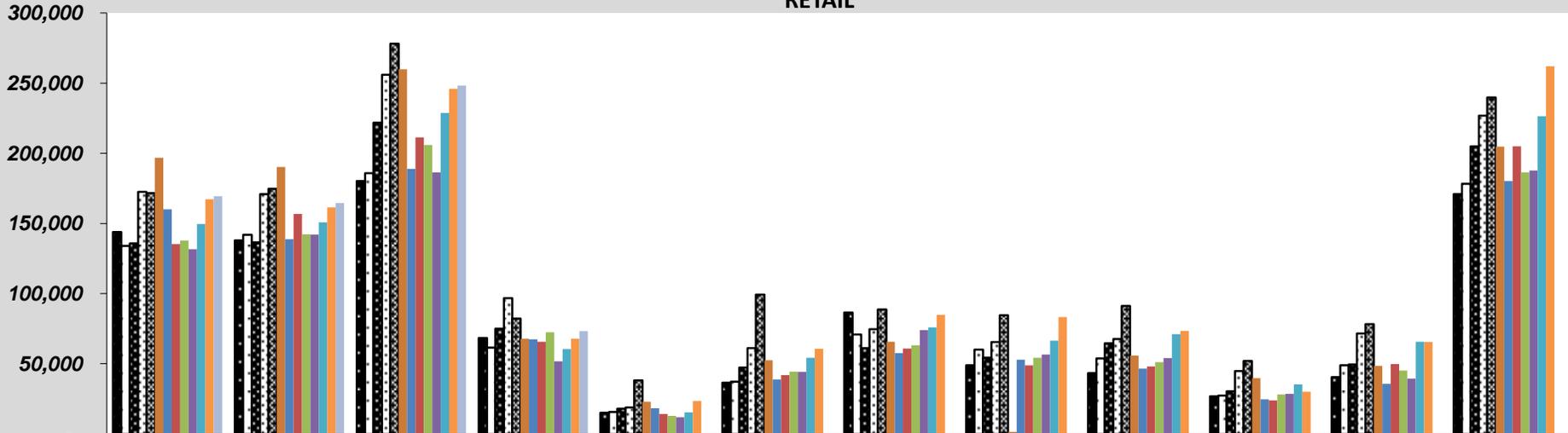
	January	February	March	April	May	June	July	August	September	October	November	December
■ 2003	19,438	18,776	17,844	15,101	15,976	11,878	10,915	10,351	11,306	9,571	11,896	26,170
□ 2004	19,232	18,366	19,494	17,714	12,728	12,706	9,567	10,818	12,595	11,144	11,287	28,812
■ 2005	22,170	19,183	24,635	21,595	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	30,223	25,179	25,377	18,257	19,097	33,002	20,257	22,001	42,911
■ 2014	41,191	34,272	46,322	29,636	26,531	22,842	19,033	19,736	29,589	17,467	18,974	46,181
■ 2015	38,786	35,104	48,235	27,869								

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



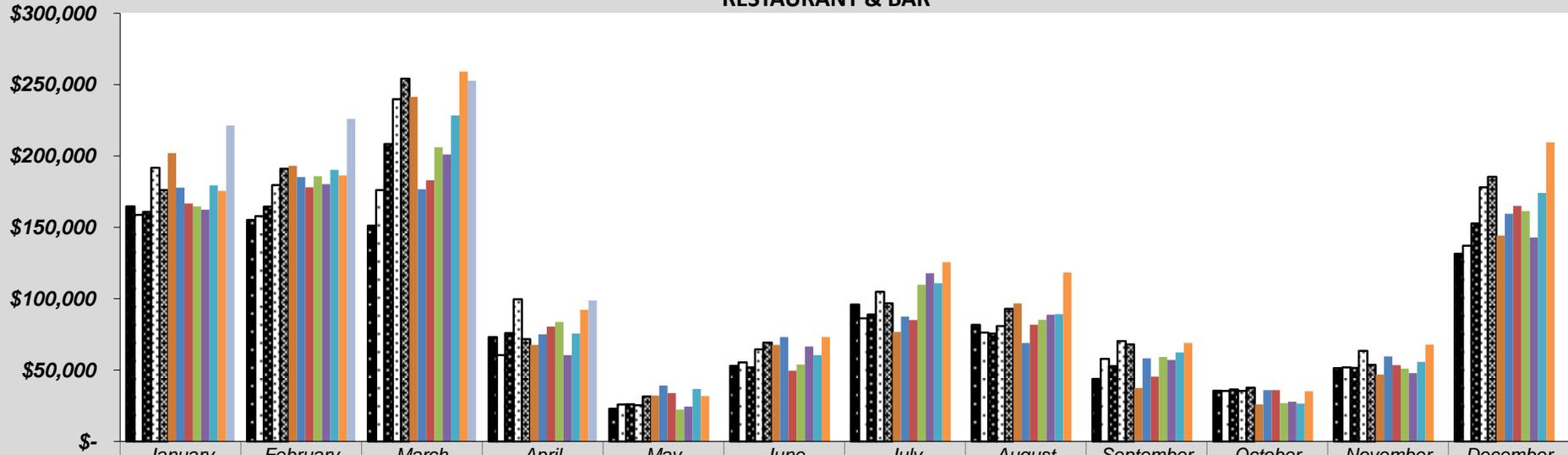
	January	February	March	April	May	June	July	August	September	October	November	December
■ 2003	19,558	19,194	28,802	19,973	12,938	46,007	17,810	14,400	24,336	17,245	17,230	41,213
□ 2004	24,533	24,628	28,023	15,620	13,985	25,551	21,432	23,124	20,871	17,956	19,583	43,180
■ 2005	27,223	23,697	28,257	18,850	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	26,782	20,315	28,290	19,696	18,935	37,231	24,304	33,179	93,736
■ 2014	41,734	35,161	49,091	25,053	24,438	33,434	27,089	24,902	43,626	24,635	28,400	76,972
■ 2015	39,004	31,614	45,875	26,148								

**SALES, LODGING & ACCOMMODATION TAX COLLECTION  
RETAIL**



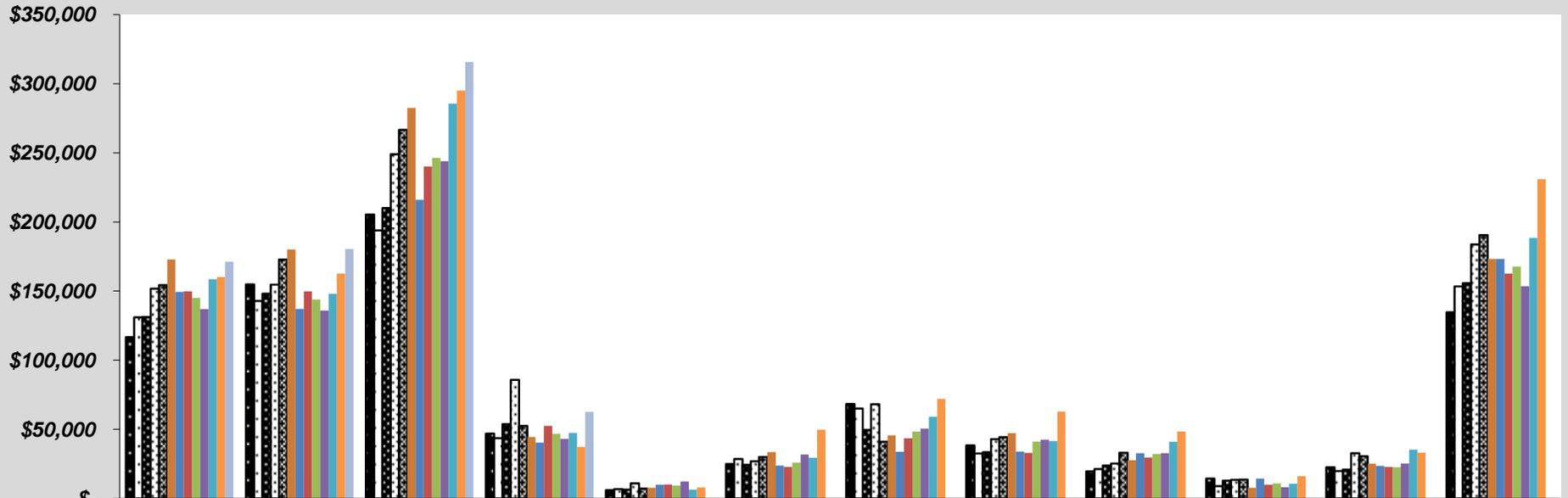
	January	February	March	April	May	June	July	August	September	October	November	December
■ 2003	143,853	138,061	180,322	68,254	15,019	36,459	86,450	48,853	43,411	26,818	40,485	170,929
□ 2004	134,027	141,965	185,800	61,439	15,698	37,283	70,845	59,997	53,695	27,357	48,923	178,325
■ 2005	135,842	136,529	221,859	75,009	17,953	47,192	61,070	54,271	64,559	30,328	49,410	204,921
□ 2006	172,441	170,889	255,944	96,680	18,826	61,102	74,545	65,526	67,630	44,766	71,608	226,795
■ 2007	171,630	174,663	278,155	82,191	38,171	99,368	88,600	84,484	91,183	52,028	78,259	239,875
■ 2008	196,774	190,185	259,964	67,851	22,909	52,513	65,726	1,334	55,883	39,718	48,545	204,862
■ 2009	160,021	138,777	188,917	67,338	18,171	38,719	57,545	52,829	46,508	24,684	35,599	180,277
■ 2010	135,351	156,779	211,409	65,656	14,205	41,961	60,773	48,741	47,976	23,967	49,746	205,036
■ 2011	137,789	142,197	205,968	72,394	12,758	44,336	63,234	54,273	51,223	28,183	45,173	186,450
■ 2012	131,584	142,022	186,441	51,662	11,876	44,121	73,982	56,521	54,088	28,587	39,307	187,752
■ 2013	149,706	150,901	228,702	60,486	15,313	54,189	75,957	66,525	71,131	35,273	65,692	226,484
■ 2014	167,323	161,359	245,915	67,866	23,421	60,586	84,806	83,332	73,378	30,056	65,498	262,121
■ 2015	169,407	164,456	248,354	73,165								

**SALES, LODGING & ACCOMMODATION TAX COLLECTION  
RESTAURANT & BAR**



	January	February	March	April	May	June	July	August	September	October	November	December
■ 2003	\$164,582	155,155	151,222	73,146	22,973	52,855	95,847	81,754	43,818	35,481	51,305	131,545
□ 2004	\$158,689	157,872	176,026	60,534	25,976	55,420	86,183	76,285	57,834	35,322	51,886	137,032
■ 2005	\$160,716	164,528	208,250	75,858	26,048	51,813	88,833	75,476	52,671	36,413	51,593	152,701
□ 2006	\$191,716	179,567	239,755	99,493	25,324	64,560	104,770	80,733	70,236	35,351	63,444	177,979
■ 2007	\$176,124	190,882	254,122	71,592	31,509	69,187	96,806	92,985	67,935	37,615	53,682	185,346
■ 2008	\$201,955	192,991	241,393	67,594	32,230	67,657	76,727	96,666	37,366	25,876	46,969	144,155
■ 2009	\$177,870	185,113	176,747	75,062	39,105	73,097	87,487	69,007	58,257	35,967	59,467	159,512
■ 2010	\$166,655	177,945	182,945	80,477	33,824	49,476	84,945	81,800	45,336	35,993	53,496	164,956
■ 2011	\$164,578	185,784	206,022	83,668	22,442	53,848	109,632	85,146	59,196	26,974	51,043	161,332
■ 2012	\$162,329	180,221	200,936	60,381	24,391	66,518	117,719	88,737	57,114	27,907	47,855	142,850
■ 2013	\$179,383	190,206	228,308	75,510	36,641	60,472	110,919	89,132	62,414	26,599	55,804	174,096
■ 2014	\$175,608	186,315	259,173	92,109	31,776	73,034	125,581	118,312	68,897	35,175	67,762	209,432
■ 2015	\$221,429	225,858	252,678	98,705								

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



	January	February	March	April	May	June	July	August	September	October	November	December
■ 2003	\$116,576	154,854	205,340	46,903	5,891	24,792	68,378	38,335	19,681	14,388	22,599	134,711
□ 2004	\$131,105	142,907	193,888	43,621	6,705	28,565	64,974	32,431	21,203	8,958	19,799	153,312
▣ 2005	\$131,163	148,114	210,006	53,769	6,293	24,364	49,524	33,455	23,848	12,802	20,833	155,768
▤ 2006	\$151,710	154,652	249,036	85,807	10,947	26,829	68,111	42,812	25,334	13,368	32,679	183,782
▥ 2007	\$154,306	172,844	266,603	52,463	7,106	30,041	40,991	44,330	33,084	13,674	30,486	190,511
■ 2008	\$172,942	180,032	282,480	44,407	7,761	33,491	45,583	47,216	27,568	7,765	25,082	173,178
■ 2009	\$149,318	137,171	215,961	40,330	9,827	23,683	33,729	33,986	32,668	14,352	23,470	173,308
■ 2010	\$149,765	149,730	240,103	52,497	10,094	22,741	43,553	32,942	29,629	9,916	22,864	162,690
■ 2011	\$145,055	143,887	246,277	46,712	9,197	25,935	48,298	41,195	32,054	10,832	22,597	167,864
■ 2012	\$136,974	135,882	244,000	43,097	12,262	31,738	50,561	42,407	32,665	8,087	25,331	153,559
■ 2013	\$158,620	148,115	285,673	47,479	6,301	29,452	59,059	41,608	40,927	10,588	35,236	188,426
■ 2014	\$160,080	162,699	294,972	37,320	7,984	49,830	71,947	62,806	48,295	16,189	33,054	230,844
■ 2015	\$171,278	180,392	315,771	62,688	-	-	-	-	-	-	-	-