

TOWN OF WINTER PARK, CO

OCTOBER 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 October 2015, which were remitted to the Town in November 2015, and includes an analysis for the year-to-date results along with prior year results.

SUMMARY RESULTS FOR SALES, LODGING AND ACCOMMODATION TAX

The Town continues to see positive results from our businesses reflected in the tax gains for October. For the month, October results were positive with sales, lodging, and accommodations tax collections increasing \$17,000 (15%) as compared to 2014. This is the second highest collections by the Town for October. Restaurant/Bar and Retail reflected notable increases with double digit percentage increases over 2014. Downtown shows a notable double digit increase for the month. For the year through October, the Town continues a positive trend in collections increasing \$325,000 (9%) in comparison to 2014. Also for the year, Retail, Restaurant/Bar and Lodging continue to trend as the largest tax collections by industry class. Downtown and Old Town/Ski Area continue to trend as the highest collections as well reflecting double digit percentage gains. This year continues to track as the largest tax collections by the Town currently exceeding the second highest year (2007) by \$298,000 or 9% (which approximates \$5.9 million in additional taxable sales for our businesses).

Current Month

5% Tax	October 2015	October 2014	15 - 14 %	October 2013	15 - 13 %	October 2012	15 - 12 %	October 2011	15 - 11 %	October 2010	15 - 10 %	October 2009	15 - 09 %
Sales Tax	117,217	97,266	21%	93,359	26%	86,793	35%	84,964	38%	82,631	42%	87,775	34%
Lodging/Accommodation Tax	12,863	16,189	-21%	10,588	21%	8,087	59%	10,832	19%	9,916	30%	14,353	-10%
Monthly Total	130,081	113,455	15%	103,947	25%	94,880	37%	95,796	36%	92,547	41%	102,128	27%

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	2,864,059	2,640,758	8%	2,421,904	18%	2,215,748	29%	2,241,269	28%	2,195,860	30%	2,298,244	25%
Lodging/Accommodation Tax	1,013,116	912,121	11%	827,822	22%	737,672	37%	749,441	35%	740,969	37%	691,024	47%
YTD Total	3,877,174	3,552,879	9%	3,249,726	19%	2,953,420	31%	2,990,710	30%	2,936,829	32%	2,989,268	30%

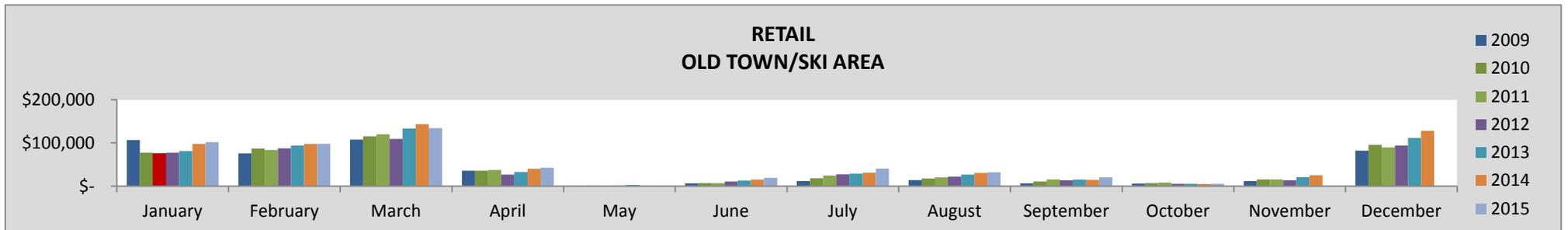
TAX COMPARISON BY INDUSTRY CLASS AND LOCATION

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

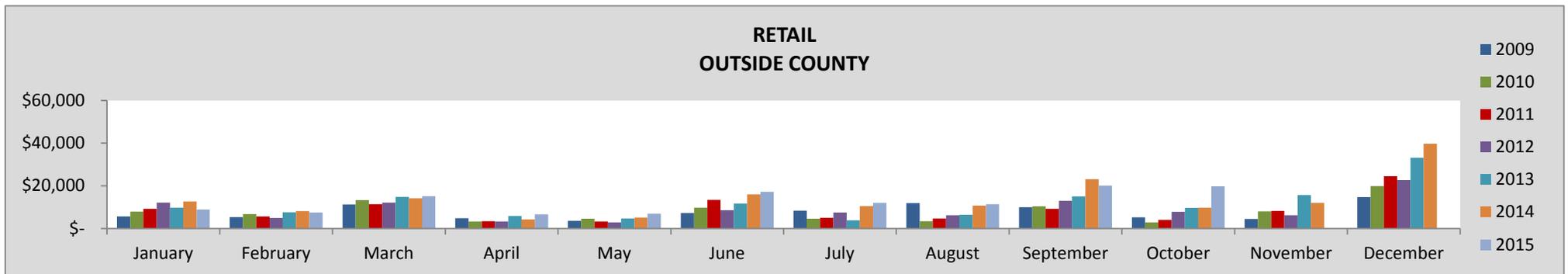
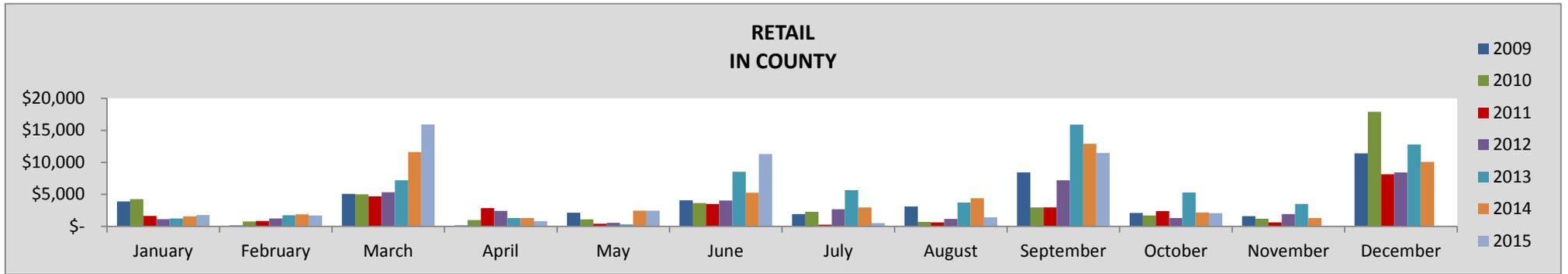
RETAIL

OCTOBER	2015	2014	15 - 14 %	2013	15 - 13 %	2012	15 - 12 %	2011	15 - 11 %	2010	15 - 10 %	2009	15 - 09 %
TOTAL	41,416	30,056	38%	35,273	17%	28,587	45%	28,183	47%	23,967	73%	24,684	68%
Downtown	14,025	13,131	7%	14,869	-6%	14,028	0%	13,559	3%	12,593	11%	11,513	22%
Old Town/Ski Area	5,512	4,949	11%	5,422	2%	5,473	1%	8,202	-33%	6,767	-19%	5,840	-6%
In County	2,077	2,188	-5%	5,295	-61%	1,310	59%	2,398	-13%	1,706	22%	2,099	-1%
Outside County	19,801	9,788	102%	9,688	104%	7,776	155%	4,025	392%	2,898	583%	5,232	278%

YEAR-TO-DATE	2015	2014	15 - 14 %	2013	15 - 13 %	2012	15 - 12 %	2011	15 - 11 %	2010	15 - 10 %	2009	15 - 09 %
TOTAL	1,058,432	998,040	6%	908,184	17%	780,883	36%	812,354	30%	806,818	31%	793,511	33%
Downtown	388,711	361,438	8%	335,198	16%	295,000	32%	329,309	18%	340,368	14%	318,709	22%
Old Town/Ski Area	494,702	475,444	4%	432,614	14%	380,333	30%	393,387	26%	375,989	32%	370,086	34%
In County	49,434	46,520	6%	50,939	-3%	27,073	83%	20,203	145%	23,366	112%	31,166	59%
Outside County	125,584	114,639	10%	89,432	40%	78,478	60%	69,455	81%	67,095	87%	73,544	71%



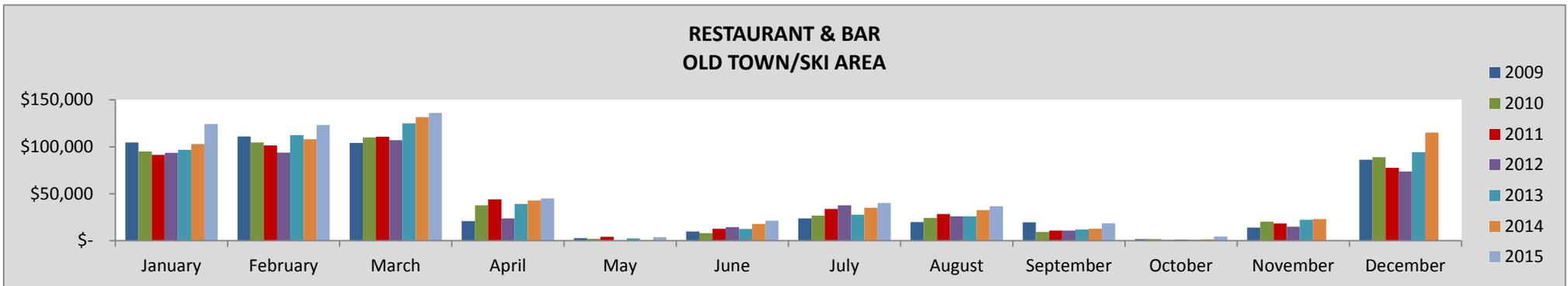
RETAIL - CONTINUED



RESTAURANT & BAR

OCTOBER	2015	2014	15 - 14 %	2013	15 - 13 %	2012	15 - 12 %	2011	15 - 11 %	2010	15 - 10 %	2009	15 - 09 %
TOTAL	46,665	35,175	33%	26,599	75%	27,907	67%	26,974	73%	35,993	30%	35,967	30%
Downtown	42,254	33,814	25%	25,659	65%	26,673	58%	26,310	61%	33,978	24%	34,237	23%
Old Town/Ski Area	4,411	1,361	224%	939	370%	1,234	257%	664	564%	1,589	178%	1,730	155%

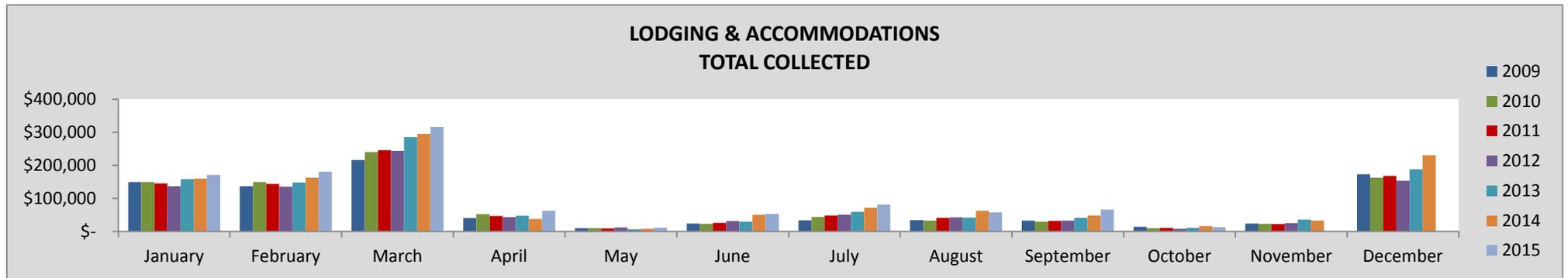
YEAR-TO-DATE	2015	2014	15 - 14 %	2013	15 - 13 %	2012	15 - 12 %	2011	15 - 11 %	2010	15 - 10 %	2009	15 - 09 %
TOTAL	1,343,189	1,165,980	15%	1,059,584	27%	986,252	36%	997,292	35%	939,397	43%	977,712	37%
Downtown	790,521	681,205	16%	605,084	31%	578,051	37%	559,351	41%	520,929	52%	560,004	41%
Old Town/Ski Area	552,668	484,775	14%	454,500	22%	408,201	35%	437,941	26%	418,537	32%	417,707	32%



LODGING & ACCOMMODATION

OCTOBER	2015	2014	15 - 14 %	2013	15 - 13 %	2012	15 - 12 %	2011	15 - 11 %	2010	15 - 10 %	2009	15 - 09 %
TOTAL	12,863	16,189	-21%	10,588	21%	8,087	59%	10,832	19%	9,916	30%	14,352	-10%

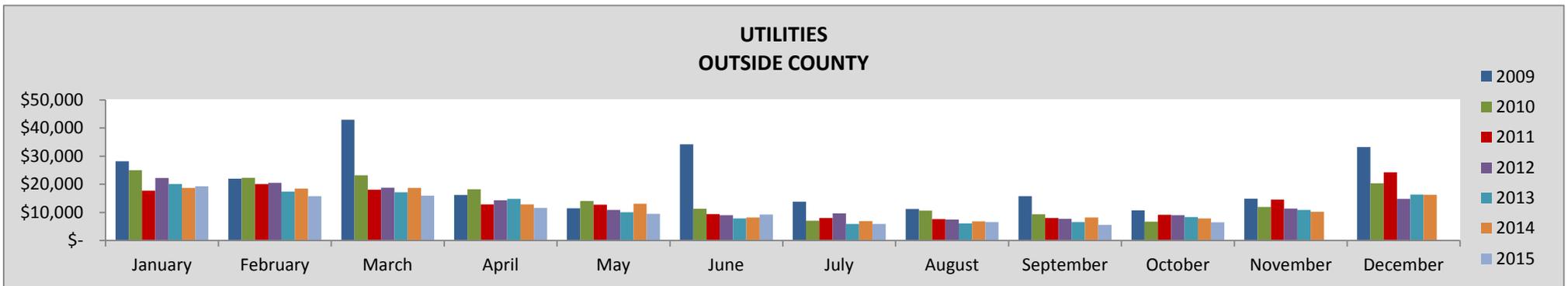
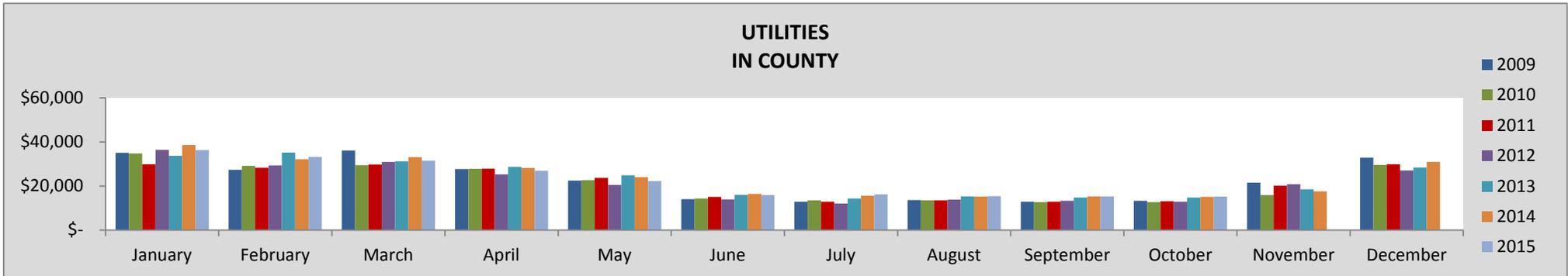
YEAR-TO-DATE	2015	2014	15 - 14 %	2013	15 - 13 %	2012	15 - 12 %	2011	15 - 11 %	2010	15 - 10 %	2009	15 - 09 %
TOTAL	1,013,116	912,121	11%	827,822	22%	737,672	37%	749,441	35%	740,969	37%	691,024	47%



UTILITIES

OCTOBER	2015	2014	15 - 14 %	2013	15 - 13 %	2012	15 - 12 %	2011	15 - 11 %	2010	15 - 10 %	2009	15 - 09 %
TOTAL	21,622	22,943	-6%	23,020	-6%	21,797	-1%	22,247	-3%	19,370	12%	26,314	-18%
In County	15,145	15,121	0%	14,716	3%	12,842	18%	13,130	15%	12,631	20%	13,285	14%
Outside County	6,477	7,822	-17%	8,304	-22%	8,955	-28%	9,118	-29%	6,739	-4%	10,679	-39%

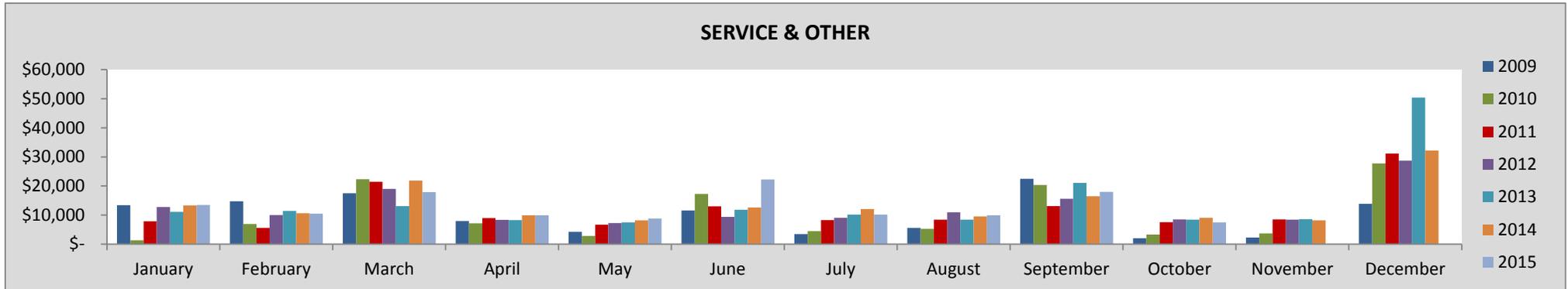
YEAR-TO-DATE	2015	2014	15 - 14 %	2013	15 - 13 %	2012	15 - 12 %	2011	15 - 11 %	2010	15 - 10 %	2009	15 - 09 %
TOTAL	333,998	353,182	-5%	342,842	-3%	337,858	-1%	330,720	1%	358,404	-7%	424,056	-21%
In County	228,176	233,690	-2%	228,701	0%	208,468	9%	207,032	10%	210,671	8%	215,391	6%
Outside County	105,822	119,492	-11%	114,141	-7%	129,390	-18%	123,687	-14%	147,733	-28%	206,316	-49%



SERVICE & OTHER

OCTOBER	2015	2014	15 - 14 %	2013	15 - 13 %	2012	15 - 12 %	2011	15 - 11 %	2010	15 - 10 %	2009	15 - 09 %
TOTAL	7,515	9,092	-17%	8,468	-11%	8,502	-12%	7,559	-1%	3,301	128%	2,008	274%
Downtown	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	#####
Old Town/Ski Area	-	1,908	-100%	1,908	-100%	1,908	-100%	1,908	-100%	1,908	-100%	1,977	-100%
In County	236	159	49%	246	-4%	432	-45%	64	269%	448	-47%	(1,077)	-122%
Outside County	7,279	7,025	4%	6,313	15%	6,161	18%	5,586	30%	781	832%	1,107	558%

YEAR-TO-DATE	2015	2014	15 - 14 %	2013	15 - 13 %	2012	15 - 12 %	2011	15 - 11 %	2010	15 - 10 %	2009	15 - 09 %
TOTAL	128,439	123,555	4%	111,295	15%	110,755	16%	100,903	27%	91,241	41%	102,964	25%
Downtown	2,367	1,160	104%	1,658	43%	473	400%	1,361	74%	2,522	-6%	17,761	-87%
Old Town/Ski Area	17,175	19,083	-10%	19,896	-14%	20,213	-15%	20,729	-17%	16,716	3%	12,460	-100%
In County	5,438	6,409	-15%	6,226	-13%	6,369	-15%	6,805	-20%	5,833	-7%	7,993	-32%
Outside County	103,459	95,042	9%	83,514	24%	83,700	24%	72,008	44%	66,169	56%	64,750	60%



SALES TAX COMPARISON BY LOCATION

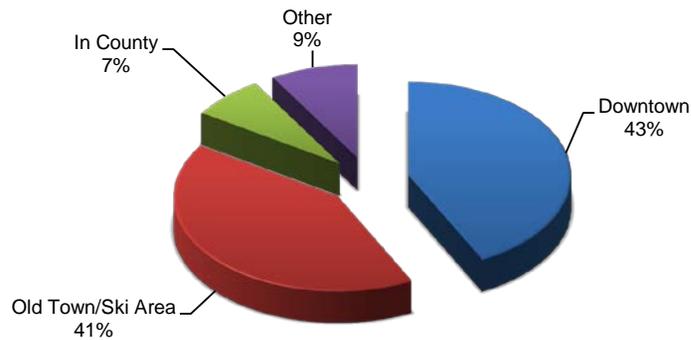
The following compares sales tax collections for the current month and year by location of the business. For lodging properties managed by a property management company, the lodging and accommodation taxes are reflected in the geographic area of the property management company offices.

GEOGRAPHIC AREA

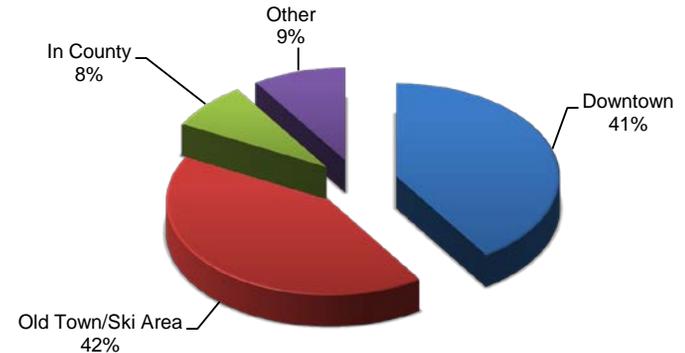
OCTOBER	2015	2014	15 - 14 %	2013	15 - 13 %	2012	15 - 12 %	2011	15 - 11 %	2010	15 - 10 %	2009	15 - 09 %
Downtown	66,429	52,837	26%	45,852	45%	45,321	47%	45,525	46%	51,453	29%	48,662	37%
Old Town/Ski Area	12,637	18,515	-32%	13,533	-7%	12,082	5%	15,951	-21%	15,892	-20%	17,884	-29%
In County	17,458	17,467	0%	20,257	-14%	14,584	20%	15,592	12%	14,785	18%	17,179	2%
Outside County	33,557	24,635	36%	24,304	38%	22,893	47%	18,728	79%	10,418	222%	18,402	82%

YEAR-TO-DATE	2015	2014	15 - 14 %	2013	15 - 13 %	2012	15 - 12 %	2011	15 - 11 %	2010	15 - 10 %	2009	15 - 09 %
Downtown	1,651,224	1,447,464	14%	1,322,764	25%	1,211,540	36%	1,226,586	35%	1,154,226	43%	1,130,532	46%
Old Town/Ski Area	1,608,037	1,487,761	8%	1,354,009	19%	1,208,402	33%	1,264,858	27%	1,261,735	27%	1,255,037	28%
In County	283,049	286,619	-1%	283,990	0%	241,910	17%	234,043	21%	239,871	18%	256,181	10%
Outside County	334,866	329,163	2%	288,963	16%	291,563	15%	265,227	26%	280,997	19%	347,517	-4%

2015 YTD TAX COLLECTION BY GEOGRAPHIC AREA

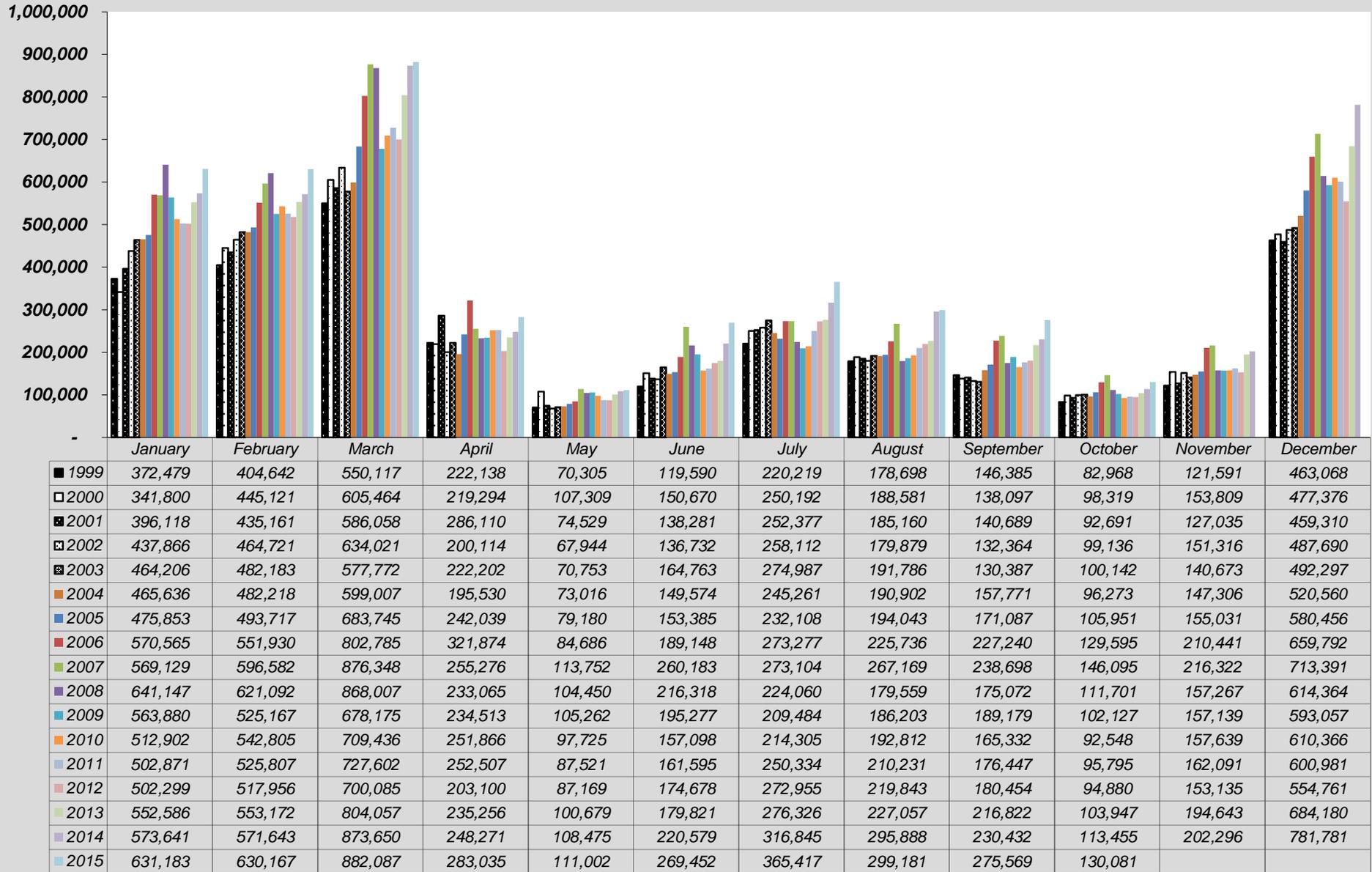


2014 YTD TAX COLLECTION BY GEOGRAPHIC AREA

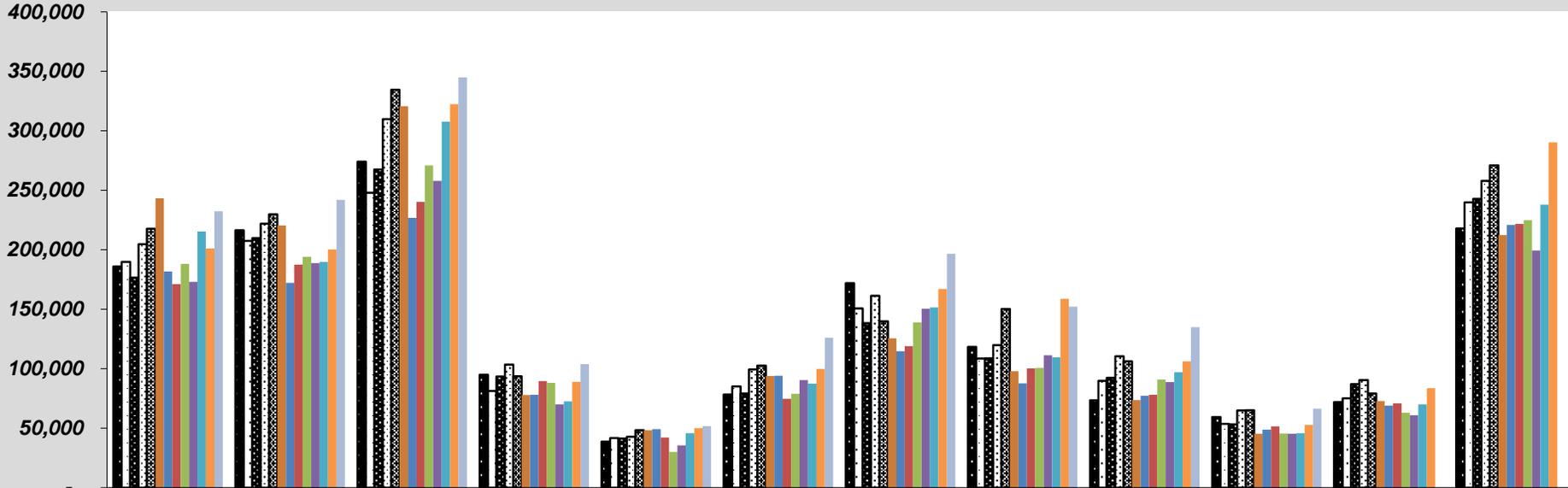


SALES, LODGING AND ACCOMMODATIONS HISTORICAL COMPARISONS

SALES, LODGING AND ACCOMMODATION TAX COMPARISONS BY MONTH TOTAL COLLECTED

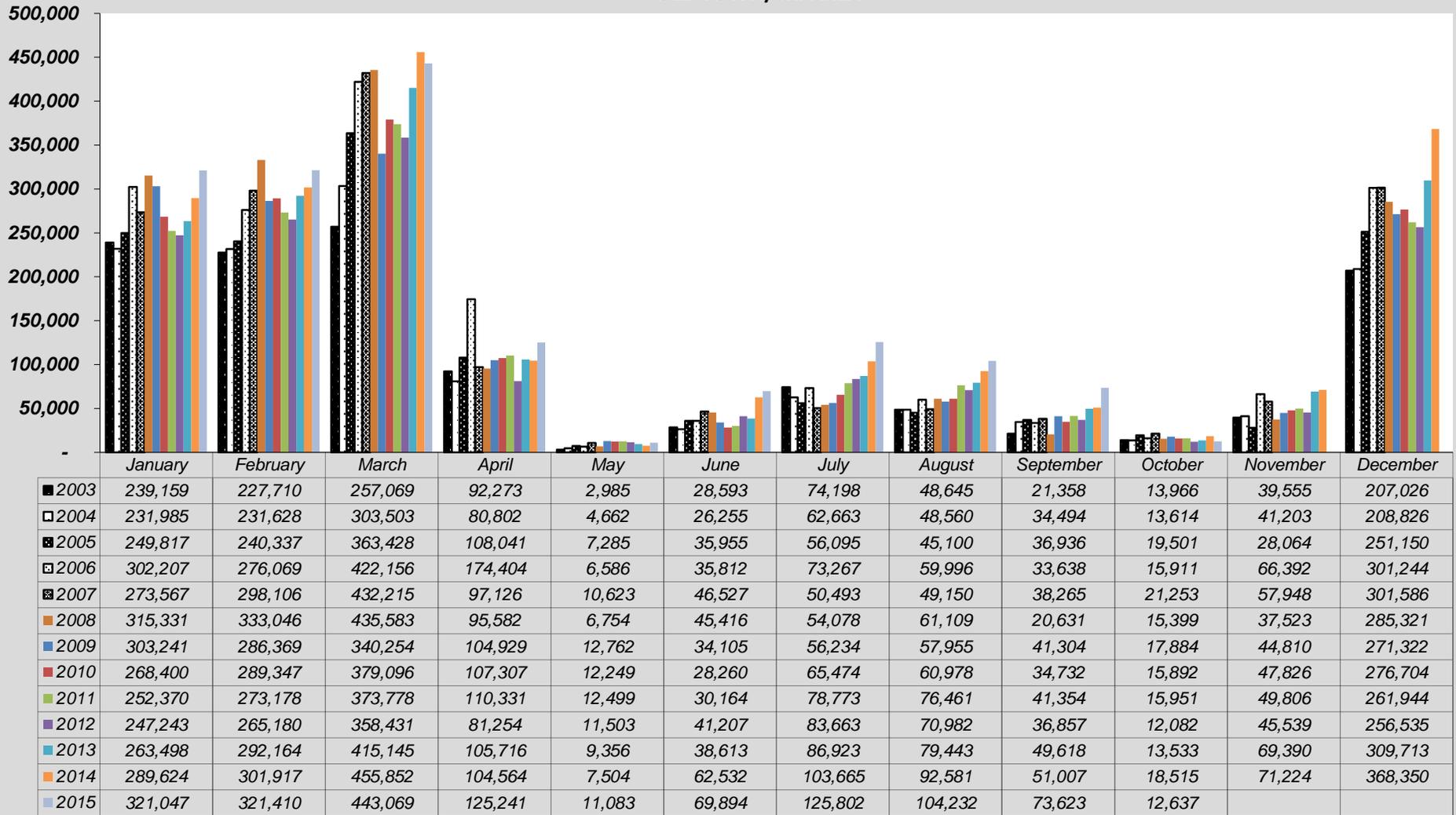


**SALES, LODGING & ACCOMMODATION TAX COLLECTION
DOWNTOWN**

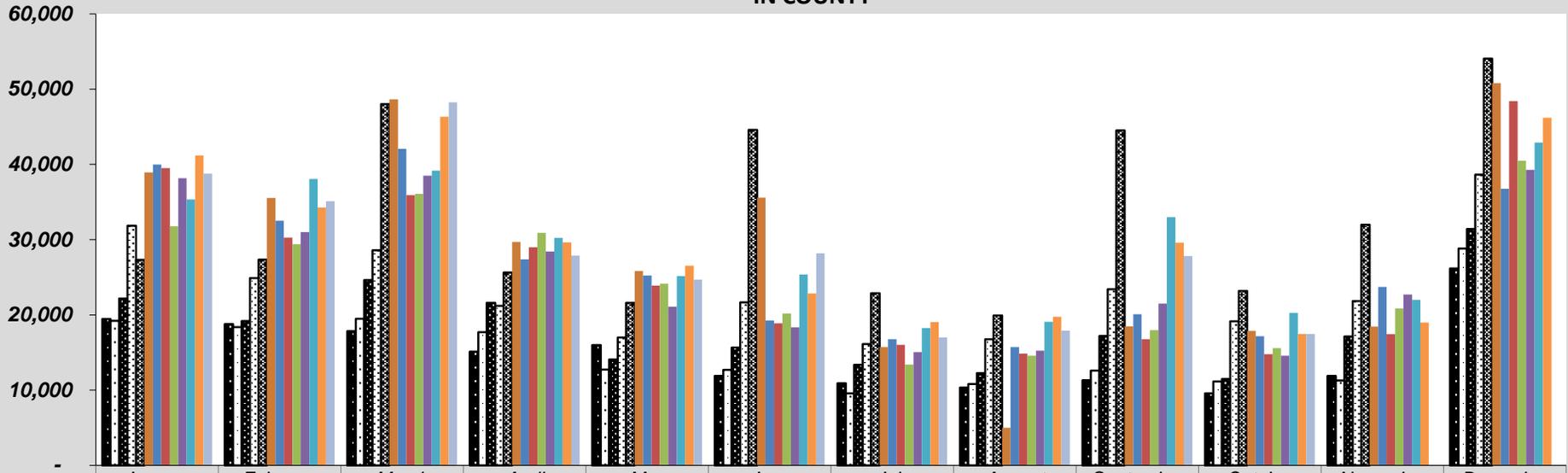


	January	February	March	April	May	June	July	August	September	October	November	December
■ 2003	186,050	216,502	274,068	94,855	38,853	78,285	172,064	118,390	73,387	59,362	71,992	217,888
□ 2004	189,887	207,596	247,987	81,394	41,700	85,062	150,598	108,521	89,811	53,559	75,232	239,742
▣ 2005	176,642	209,770	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	72,535	45,830	87,541	151,451	109,582	96,971	45,852	70,072	237,820
■ 2014	201,092	200,294	322,386	89,055	50,002	99,863	167,058	158,668	106,210	52,837	83,697	290,278
■ 2015	232,347	242,040	344,909	103,776	51,846	126,036	196,688	152,158	134,995	66,429		

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

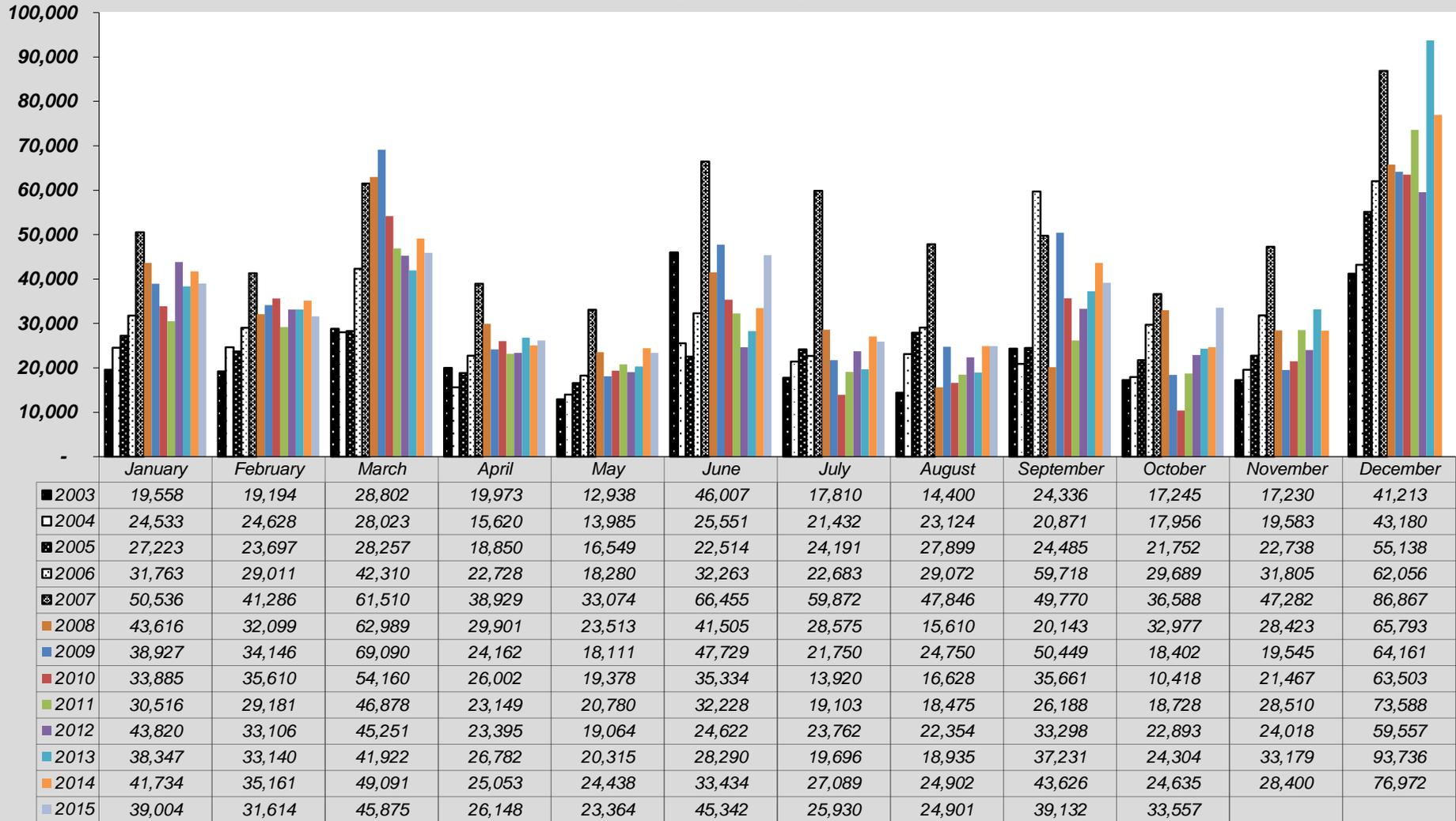


**SALES, LODGING & ACCOMMODATION TAX COLLECTION
IN COUNTY**

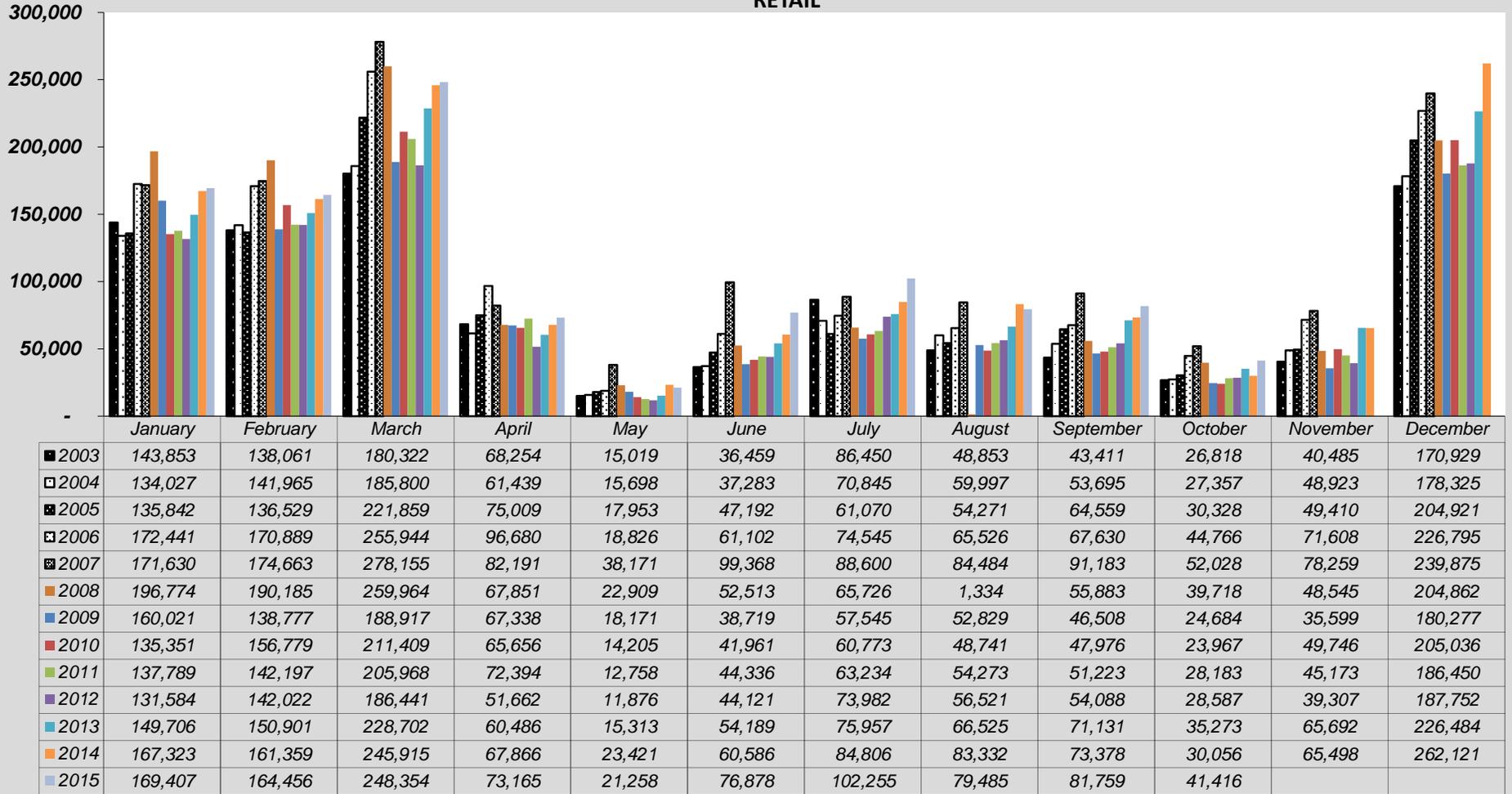


	January	February	March	April	May	June	July	August	September	October	November	December
■ 2003	19,438	18,776	17,844	15,101	15,976	11,878	10,915	10,351	11,306	9,571	11,896	26,170
□ 2004	19,232	18,366	19,494	17,714	12,728	12,706	9,567	10,818	12,595	11,144	11,287	28,812
▣ 2005	22,170	19,183	24,635	21,595	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	24,708	28,180	16,996	17,891	27,820	17,458		

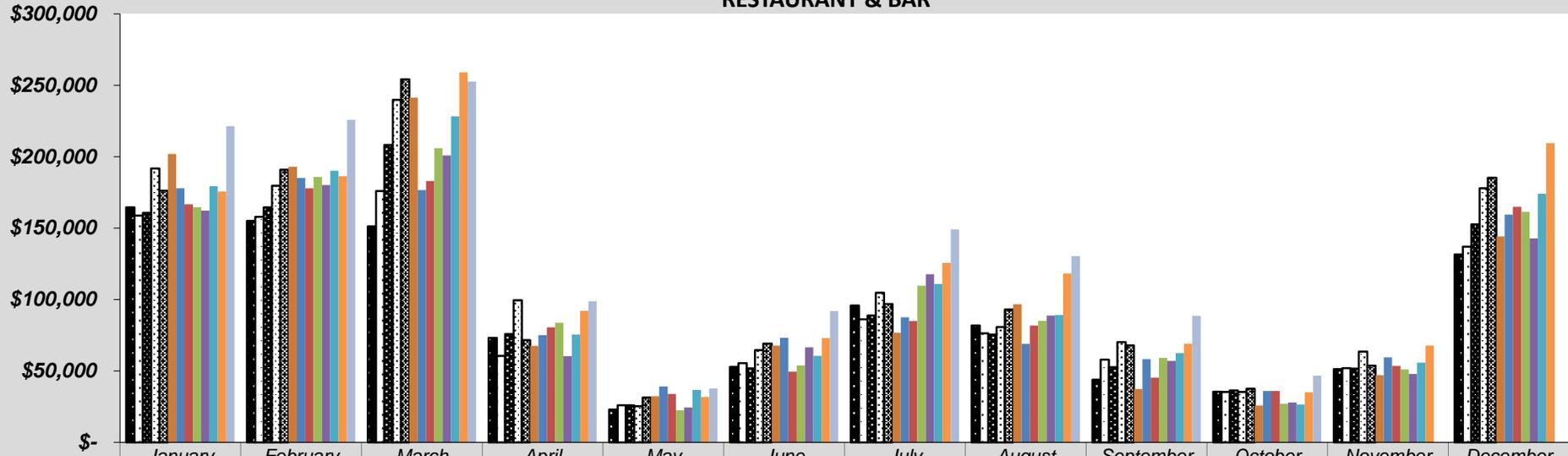
**SALES, LODGING & ACCOMMODATION TAX COLLECTION
OUTSIDE COUNTY**



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

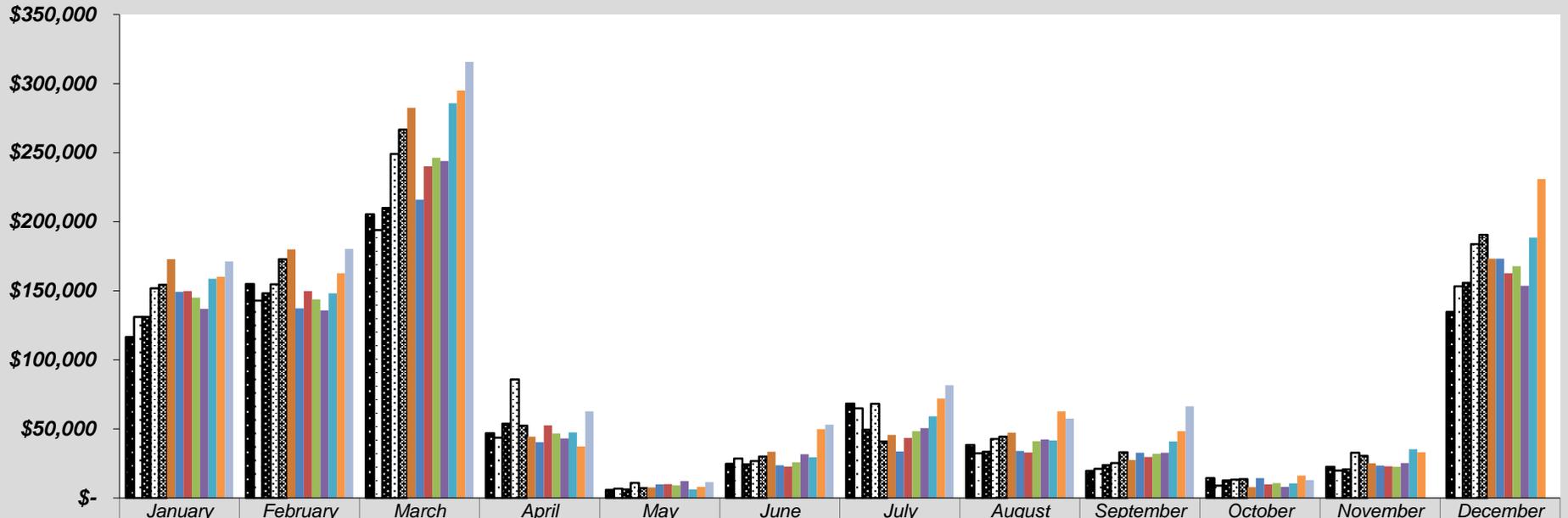


**SALES, LODGING & ACCOMMODATION TAX COLLECTION
RESTAURANT & BAR**



	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	37,771	91,964	149,149	130,307	88,663	46,665		

**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	11,414	53,163	81,727	57,509	66,310	12,863	-	-