




## Council Memorandum

**To:** City Council  
**From:** Jeff Hansen, Finance Director   
**Date:** October 3, 2019  
**Re:** Sales Tax Report

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Attached are the sales and use tax reports for August sales (collected in September). Sales tax collections were up \$85,191 (+6.3%) for the month. There was nothing specific to account for the increase, just another good month for our local businesses. Overall, revenue is up \$428,773 (+4.1%) year-to-date compared to 2018. However, when adjusted for seasonality, sales tax revenues are still down slightly (-0.4%) compared to the 2019 Budget.

Overall, sales tax from businesses within the City limits (including Utilities) is up \$421,802 compared to 2018. In terms of dollars, revenues have increased the most from Heritage/Gateway Village and Corporate Center. Golden Road and Golden Heights have the largest decreases compared to last year. By business type, Business Supplies/Services, Accommodations, and Restaurants show the largest increases. Manufacturing and Professional Services have decreases year-to-date. Sales tax from businesses outside the City limits, which includes on-line retailers and big-ticket items that are delivered into the City, is now up \$6,971 (+0.27) for the year.

Use tax collections were up \$9,211 (+3.4%) for August. For the year, use tax is up \$269,395 (+12.8%) compared to 2018. Manufacturing and Utilities have the largest increases so far this year, with General Merchandise and Grocery showing the largest decreases. As has been mentioned in prior reports, use tax can be very sporadic in nature, making trend analysis more difficult. Use tax is generally a sign of businesses reinvesting and upgrading their assets, and can also be a result of the opening of new businesses.

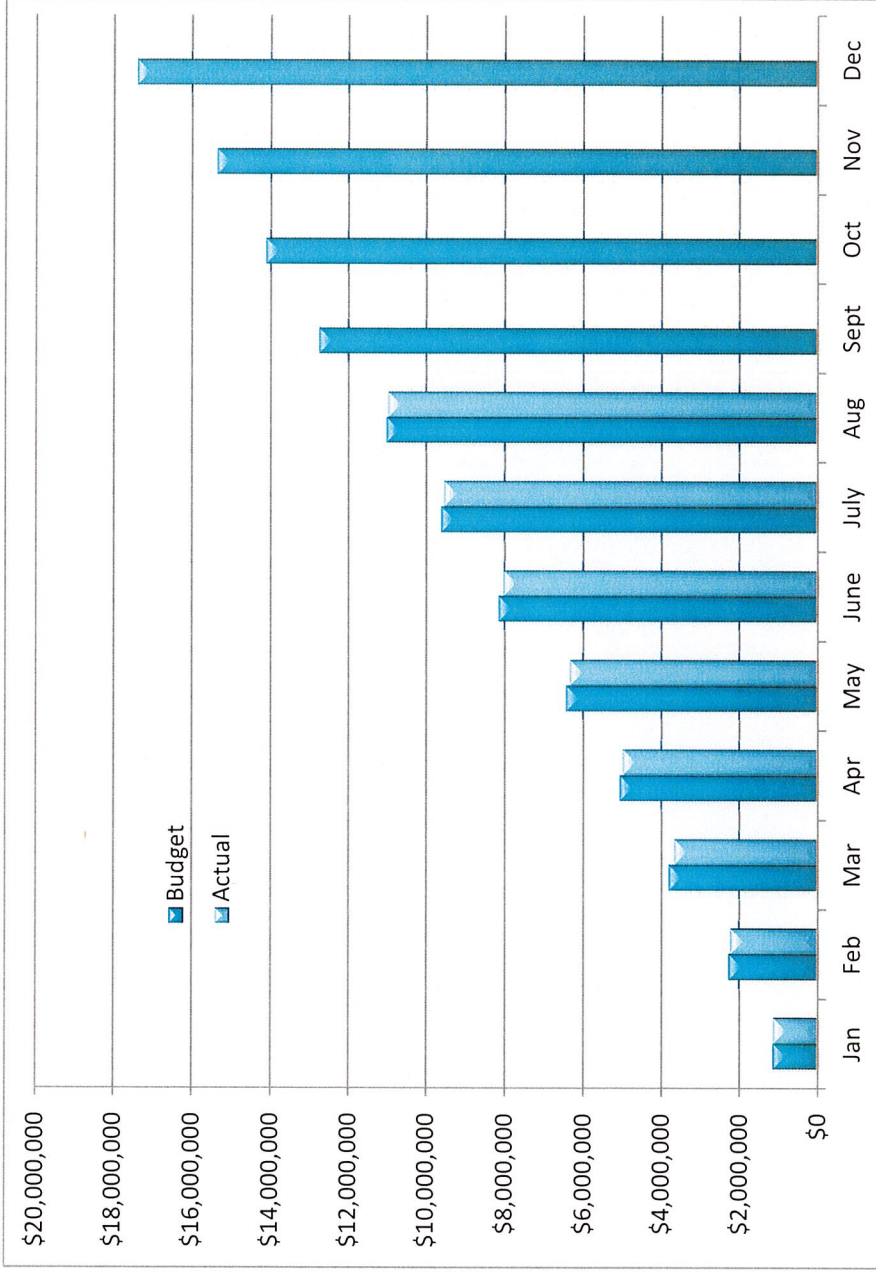
In the area of audit revenue, \$56,285 was collected in September. Including building use tax audits, the total audit revenue collected for 2019 is \$316,606, with an additional \$88,804 collected in building permit and plan check fees. Also, the City continues to have audits in progress and additional audit revenue has been assessed, with collection anticipated over the next few months. \$831,760 have been issued in refunds for the year (reflective of the Supreme Court decision in the Sodexo case). These amounts are shown separately on the attached collection reports.

Sales tax revenues continue to be favorable overall. On-going activity from businesses outside the City limits are generally good and we continue to receive license applications and remittances from on-line vendors. We had another very strong summer tourism season and the nice September weather should bode well for a great start to fall.

As always, if you have any questions, please call me at 303-384-8020.

**CITY OF GOLDEN**  
**Budget to Actual Comparison**  
**(adjusted for seasonality)**  
**2019 Sales Tax Revenue**

<u>Month</u>	<u>YTD Budget</u>	<u>YTD Actual</u>
Jan	\$1,131,848	\$1,121,727
Feb	2,266,376	2,215,811
Mar	3,808,245	3,664,188
Apr	5,057,875	4,976,636
May	6,429,488	6,332,180
June	8,147,499	8,017,681
July	9,612,157	9,540,303
Aug	11,020,457	10,975,580
Sept	12,750,372	
Oct	14,116,695	
Nov	15,376,768	
Dec	17,413,650	



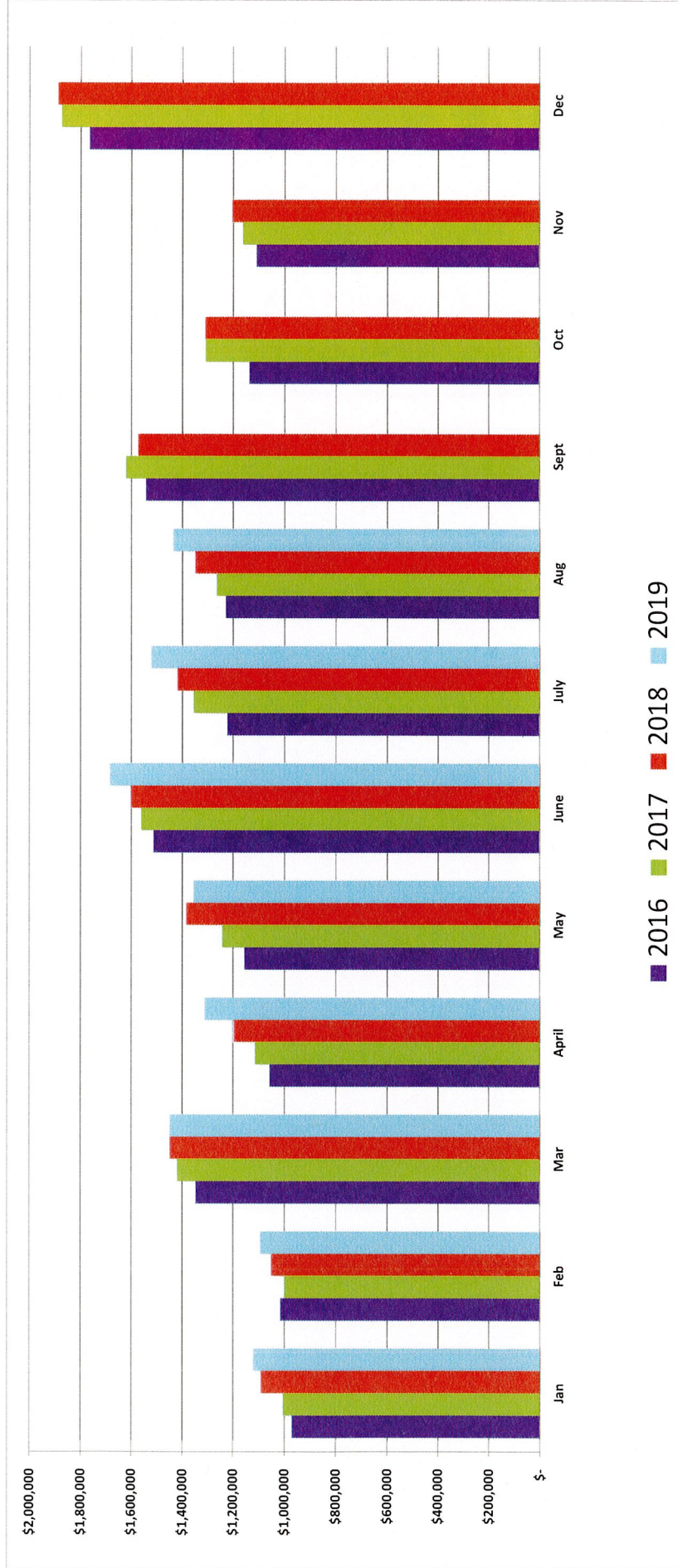
City of Golden  
Sales Tax Trends  
August (September)  
2016-2019

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	% CHNG
2019	\$ 1,121,727	\$ 1,094,083	\$ 1,448,377	\$ 1,312,449	\$ 1,355,543	\$ 1,685,502	\$ 1,522,621	\$ 1,435,278	\$ 1,573,223	\$ 1,311,303	\$ 1,204,594	\$ 1,889,199	\$ 10,975,580	6.3%
2018	\$ 1,093,179	\$ 1,051,962	\$ 1,449,975	\$ 1,195,615	\$ 1,385,438	\$ 1,600,985	\$ 1,419,564	\$ 1,350,087	\$ 1,622,168	\$ 1,310,702	\$ 1,163,305	\$ 1,874,575	\$ 16,525,125	6.7%
2017	\$ 1,006,334	\$ 1,001,710	\$ 1,419,831	\$ 1,115,633	\$ 1,244,080	\$ 1,562,078	\$ 1,357,048	\$ 1,265,695	\$ 1,543,227	\$ 1,137,294	\$ 1,109,698	\$ 1,765,585	\$ 15,943,159	3.1%
2016	\$ 970,666	\$ 1,015,827	\$ 1,347,205	\$ 1,057,664	\$ 1,156,045	\$ 1,514,344	\$ 1,221,645	\$ 1,227,728	\$ 1,543,227	\$ 1,137,294	\$ 1,109,698	\$ 1,765,585	\$ 15,066,928	7.0%

MTD Sales Tax Audit Revenue	\$ 700	MTD Audit Permit Fees	\$ 2,983
Less: MTD Sales Tax Refunds	\$ -	MTD Audit Plan Check Fees	\$ 1,939
Net Sales Tax Revenue	\$ 700	Net Fees Collected	\$ 4,922

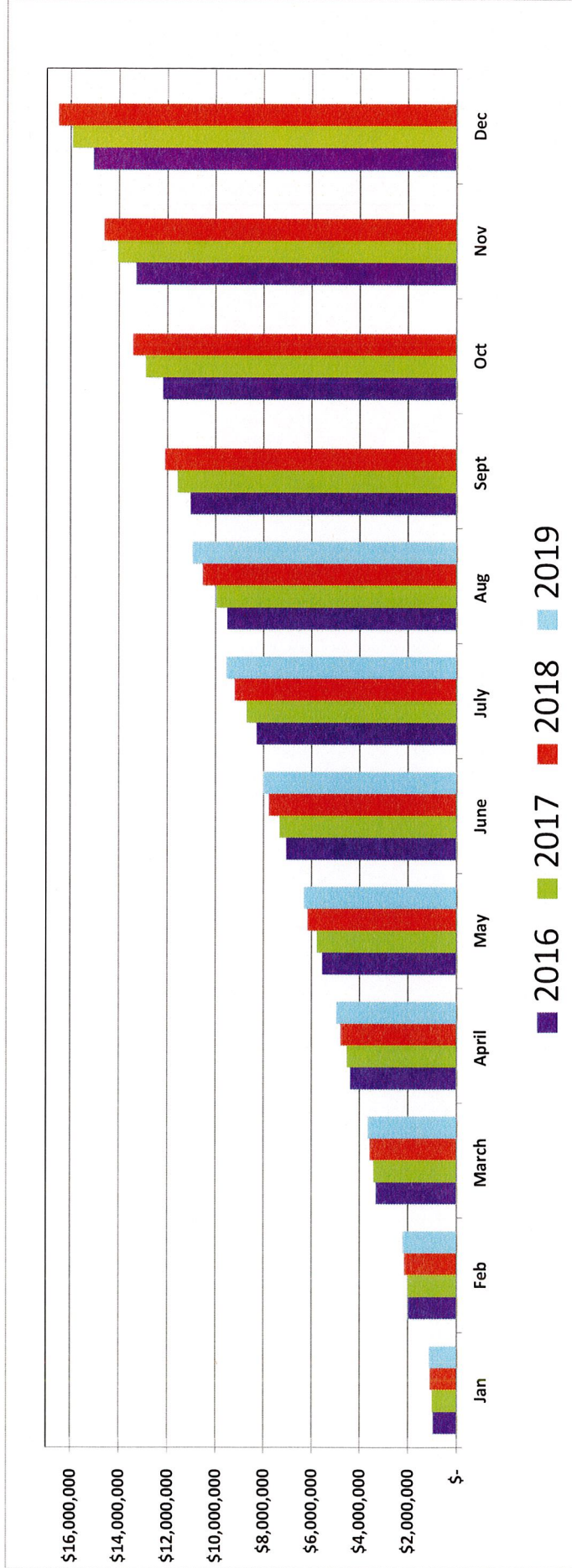
\* Percentage Change is for current month only (highlighted)



City of Golden  
Sales Tax Trends  
YTD August (September)  
2016-2019

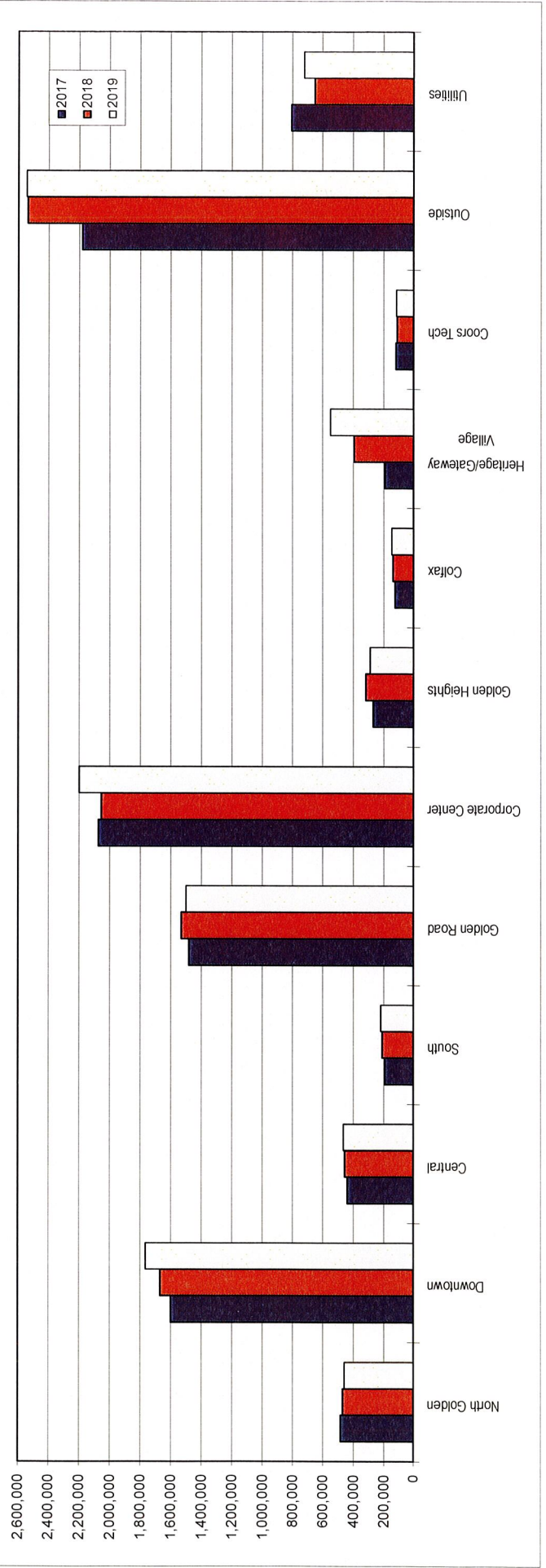
	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	% CHING
2019	\$ 1,121,727	\$ 2,215,811	\$ 3,664,188	\$ 4,976,636	\$ 6,332,180	\$ 8,017,681	\$ 9,540,303	\$ 10,975,580	\$ 12,120,029	\$ 13,431,332	\$ 14,635,926	\$ 16,525,125	\$ 10,975,580	4.1%
2018	\$ 1,093,179	\$ 2,145,142	\$ 3,595,117	\$ 4,790,732	\$ 6,176,170	\$ 7,777,155	\$ 9,196,719	\$ 10,546,807	\$ 11,594,577	\$ 12,905,279	\$ 14,068,587	\$ 15,943,159	\$ 16,525,125	5.8%
2017	\$ 1,006,334	\$ 2,008,044	\$ 3,427,875	\$ 4,543,508	\$ 5,787,588	\$ 7,349,666	\$ 8,706,714	\$ 9,972,409	\$ 11,054,351	\$ 12,191,645	\$ 13,301,343	\$ 15,066,928	\$ 15,943,159	4.8%
2016	\$ 970,666	\$ 1,986,493	\$ 3,333,698	\$ 4,391,362	\$ 5,547,407	\$ 7,061,751	\$ 8,283,396	\$ 9,511,124	\$ 11,054,351	\$ 12,191,645	\$ 13,301,343	\$ 15,066,928	\$ 15,066,928	5.4%
YTD Sales Tax Audit Revenue			\$32,581			YTD Audit Permit Fees	\$ 55,599							
Less: YTD Sales Tax Refunds			\$(827,212)			YTD Audit Plan Check Fees	\$ 33,205							
Other Sales Tax Revenue			(\$794,632)			Net Fees Collected	\$ 88,804							

\* Percentage Change - YTD percentage change



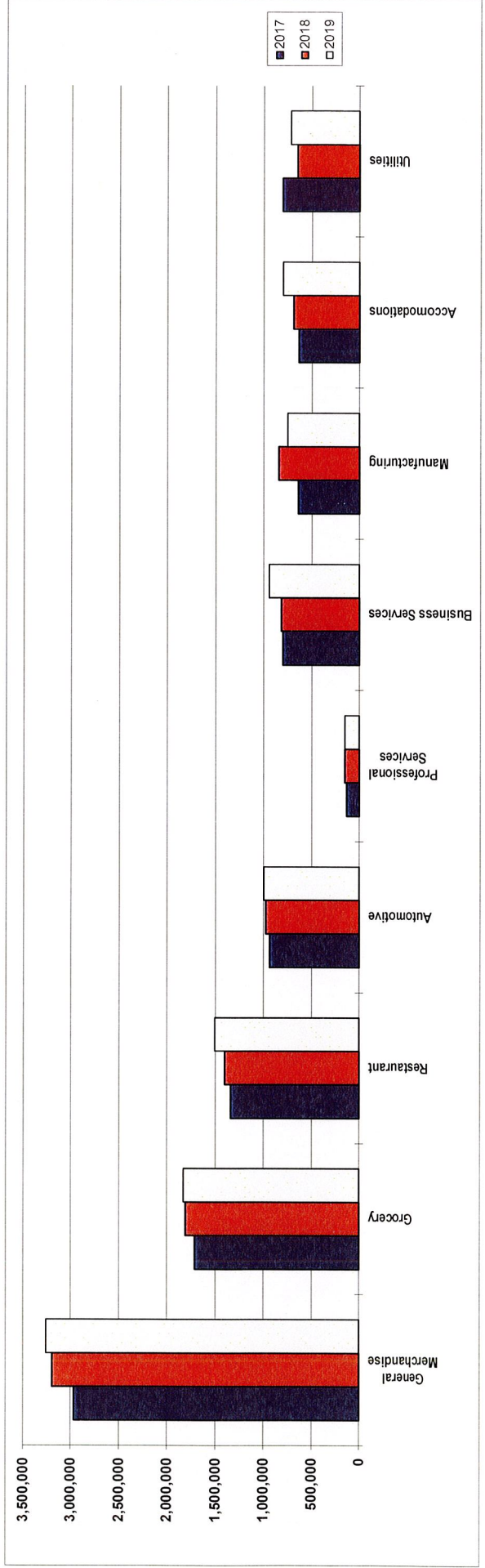
**City of Golden**  
**Sales Tax Revenue By Location**  
**YTD August (September)**  
**2017/2018/2019**

Area	2017		2017-2016		2018		2018-2017		2019		2019-2018	
	Sales Tax	% of total	Sales Tax	% Change	Sales Tax	% of total	Sales Tax	% Change	Sales Tax	% of total	Sales Tax	% Change
North Golden	\$ 484,584	4.86%	\$ 469,652	4.45%	\$ 459,014	4.18%	\$ 459,014	-3.08%	\$ 459,014	4.18%	\$ 459,014	-2.27%
Downtown	\$ 1,601,617	16.06%	\$ 1,669,578	3.07%	\$ 1,764,037	15.83%	\$ 1,764,037	4.24%	\$ 1,764,037	16.07%	\$ 1,764,037	5.66%
Central	\$ 439,481	4.41%	\$ 457,488	9.32%	\$ 464,893	4.34%	\$ 464,893	4.10%	\$ 464,893	4.24%	\$ 464,893	1.62%
South	\$ 195,125	1.96%	\$ 211,676	0.69%	\$ 221,286	2.01%	\$ 221,286	8.48%	\$ 221,286	2.02%	\$ 221,286	4.54%
Golden Road	\$ 1,480,330	14.84%	\$ 1,530,272	8.90%	\$ 1,500,148	14.51%	\$ 1,500,148	3.37%	\$ 1,500,148	13.67%	\$ 1,500,148	-1.97%
Corporate Center	\$ 2,076,800	20.83%	\$ 2,057,760	1.95%	\$ 2,200,152	19.51%	\$ 2,200,152	-0.92%	\$ 2,200,152	20.05%	\$ 2,200,152	6.92%
Golden Heights	\$ 268,426	2.69%	\$ 317,710	7.06%	\$ 288,837	3.01%	\$ 288,837	18.36%	\$ 288,837	2.63%	\$ 288,837	-9.09%
Colfax	\$ 126,863	1.27%	\$ 139,638	7.75%	\$ 148,212	1.32%	\$ 148,212	10.07%	\$ 148,212	1.35%	\$ 148,212	6.14%
Heritage /Gateway Village	\$ 192,965	1.93%	\$ 394,353	13.44%	\$ 546,562	3.74%	\$ 546,562	104.37%	\$ 546,562	4.98%	\$ 546,562	38.60%
Coors Technology	\$ 119,519	1.20%	\$ 109,409	148.27%	\$ 116,367	1.04%	\$ 116,367	-8.46%	\$ 116,367	1.06%	\$ 116,367	6.36%
Outside	\$ 2,180,432	21.86%	\$ 2,537,765	4.82%	\$ 2,544,736	24.06%	\$ 2,544,736	16.39%	\$ 2,544,736	23.19%	\$ 2,544,736	0.27%
Utilities	\$ 806,269	8.08%	\$ 651,504	6.15%	\$ 721,336	6.18%	\$ 721,336	-19.20%	\$ 721,336	6.57%	\$ 721,336	10.72%
<b>Totals</b>	<b>\$ 9,972,409</b>	<b>100.00%</b>	<b>\$ 10,546,807</b>	<b>4.85%</b>	<b>\$ 10,975,580</b>	<b>100.00%</b>	<b>\$ 10,975,580</b>	<b>5.76%</b>	<b>\$ 10,975,580</b>	<b>100.00%</b>	<b>\$ 10,975,580</b>	<b>4.07%</b>



City of Golden  
Sales Tax Revenue By Type  
YTD August (September)  
2017/2018/2019

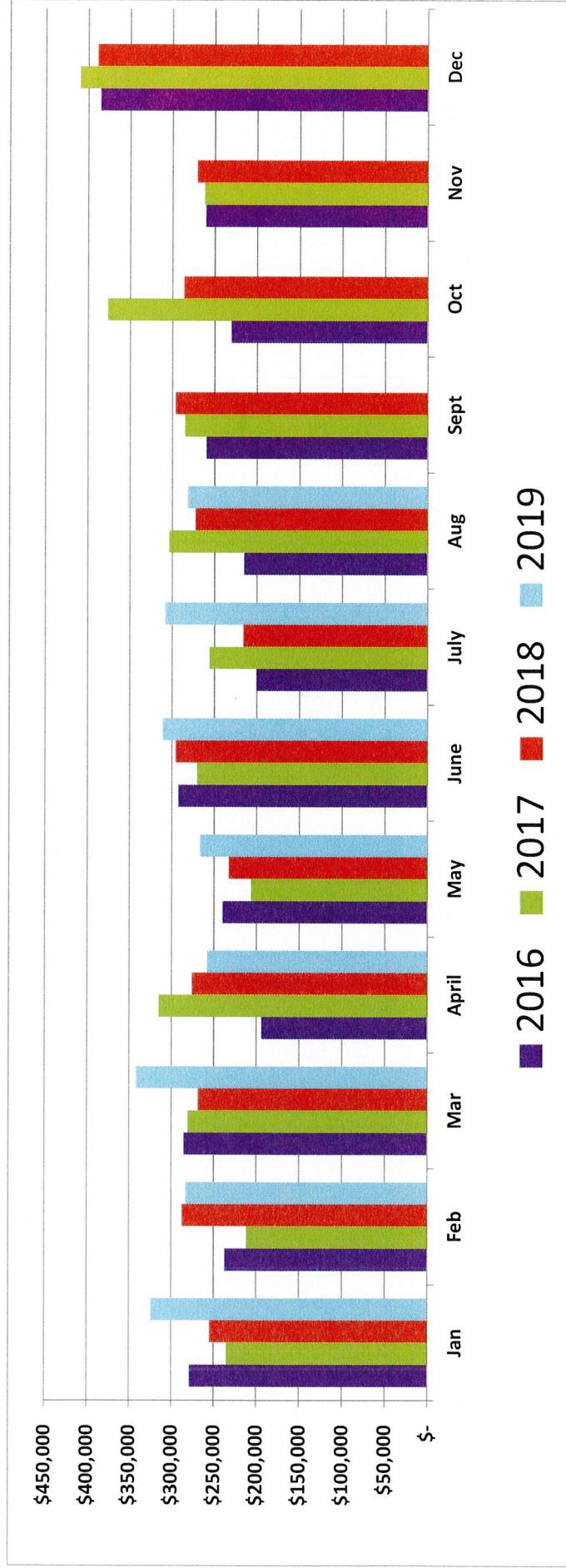
Type	2017		2017-2016		2018		2018-2017		2019		2019-2018	
	Sales Tax	% of total	Sales Tax	% Change	Sales Tax	% of total	Sales Tax	% Change	Sales Tax	% of total	Sales Tax	% Change
General Merchandise	\$ 2,963,889	29.72%	\$ 3,196,327	7.76%	\$ 3,262,618	30.31%	\$ 3,262,618	7.84%	\$ 3,262,618	29.73%	\$ 3,262,618	2.07%
Grocery	\$ 1,712,297	17.17%	\$ 1,807,289	3.75%	\$ 1,831,552	17.14%	\$ 1,831,552	5.55%	\$ 1,831,552	16.69%	\$ 1,831,552	1.34%
Restaurants	\$ 1,339,558	13.43%	\$ 1,402,847	12.23%	\$ 1,507,688	13.30%	\$ 1,507,688	4.72%	\$ 1,507,688	13.74%	\$ 1,507,688	7.47%
Automotive	\$ 936,298	9.39%	\$ 978,764	5.29%	\$ 997,048	9.28%	\$ 997,048	4.54%	\$ 997,048	9.08%	\$ 997,048	1.87%
Prof Services Entertainment	\$ 131,811	1.32%	\$ 152,712	-3.72%	\$ 152,042	1.45%	\$ 152,042	15.86%	\$ 152,042	1.39%	\$ 152,042	-0.44%
Bus Services Supp.	\$ 802,397	8.05%	\$ 818,732	-1.27%	\$ 846,475	7.76%	\$ 846,475	2.04%	\$ 846,475	8.62%	\$ 846,475	15.60%
Manufacturing - Production	\$ 643,612	6.45%	\$ 846,689	-5.18%	\$ 753,814	8.03%	\$ 753,814	31.55%	\$ 753,814	6.87%	\$ 753,814	-10.97%
Accommodations	\$ 636,279	6.38%	\$ 691,942	-0.49%	\$ 803,008	6.56%	\$ 803,008	8.75%	\$ 803,008	7.32%	\$ 803,008	16.05%
Utilities	\$ 806,269	8.08%	\$ 651,504	6.15%	\$ 721,336	6.18%	\$ 721,336	-19.20%	\$ 721,336	6.57%	\$ 721,336	10.72%
<b>Totals</b>	<b>\$ 9,972,409</b>	<b>100.00%</b>	<b>\$ 10,546,807</b>	<b>4.85%</b>	<b>\$ 10,975,580</b>	<b>100.00%</b>	<b>\$ 10,975,580</b>	<b>5.76%</b>	<b>\$ 10,975,580</b>	<b>100.00%</b>	<b>\$ 10,975,580</b>	<b>4.07%</b>



City of Golden  
Use Tax Trends  
August (September)  
2016-2019

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	% CHNG
2019	\$ 324,439	\$ 283,332	\$ 341,801	\$ 268,206	\$ 266,694	\$ 310,824	\$ 308,040	\$ 281,929	\$ 296,358	\$ 286,486	\$ 271,303	\$ 389,160	\$ 2,375,266	3.4%
2018	\$ 255,325	\$ 287,767	\$ 268,990	\$ 276,136	\$ 232,993	\$ 295,892	\$ 216,051	\$ 272,718	\$ 285,295	\$ 377,169	\$ 262,253	\$ 409,490	\$ 3,349,178	-10.2%
2017	\$ 235,196	\$ 211,570	\$ 280,802	\$ 315,407	\$ 206,861	\$ 270,677	\$ 256,138	\$ 303,761	\$ 259,981	\$ 230,883	\$ 260,773	\$ 385,860	\$ 3,414,619	41.2%
2016	\$ 278,990	\$ 237,225	\$ 285,559	\$ 194,318	\$ 240,102	\$ 292,505	\$ 200,678	\$ 215,156	\$ 259,981	\$ 230,883	\$ 260,773	\$ 385,860	\$ 3,082,030	-3.0%
MTD Use Tax Audit Revenue	\$	\$ 55,585	\$	<<<<	<<<<	<<<<	<<<<	<<<<	<<<<	<<<<	<<<<	<<<<	<<<<	<<<<
Less: MTD Use Tax Refunds	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Other Use Tax Revenue	\$	\$	\$ 55,585	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$

\* Percentage Change is for current month only (highlighted)

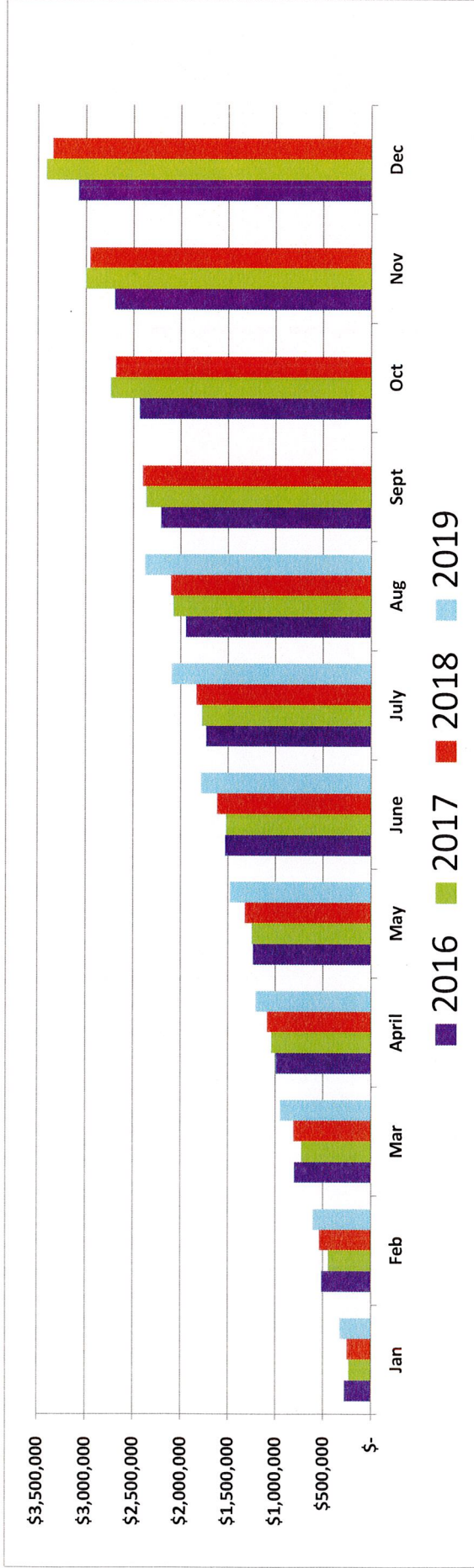


\*Amounts reported on the cash basis

City of Golden  
Use Tax Trends  
YTD August (September)  
2016-2019

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	YTD % Chng
2019	\$ 324,439	\$ 607,771	\$ 949,572	\$ 1,207,779	\$ 1,474,473	\$ 1,785,296	\$ 2,093,336	\$ 2,375,266	\$ 2,402,229	\$ 2,688,715	\$ 2,960,018	\$ 3,349,178	\$ 2,375,266	12.8%
2018	\$ 255,325	\$ 543,092	\$ 812,082	\$ 1,088,218	\$ 1,321,210	\$ 1,617,103	\$ 1,833,153	\$ 2,105,871	\$ 2,402,229	\$ 2,688,715	\$ 2,960,018	\$ 3,349,178	\$ 3,349,178	1.2%
2017	\$ 235,196	\$ 446,766	\$ 727,568	\$ 1,042,975	\$ 1,249,836	\$ 1,520,513	\$ 1,776,651	\$ 2,080,412	\$ 2,365,707	\$ 2,742,876	\$ 3,005,129	\$ 3,414,619	\$ 3,414,619	7.0%
2016	\$ 278,990	\$ 516,215	\$ 801,774	\$ 996,092	\$ 1,236,194	\$ 1,528,699	\$ 1,729,377	\$ 1,944,533	\$ 2,204,514	\$ 2,435,397	\$ 2,696,170	\$ 3,082,030	\$ 3,082,030	-14.5%
YTD Use Tax Audit Revenue				\$ 284,025	<<<< includes building use tax audit revenue									
Less: YTD Use Tax Refunds				\$ (4,548)										
Other Use Tax Revenue				\$ 279,477										

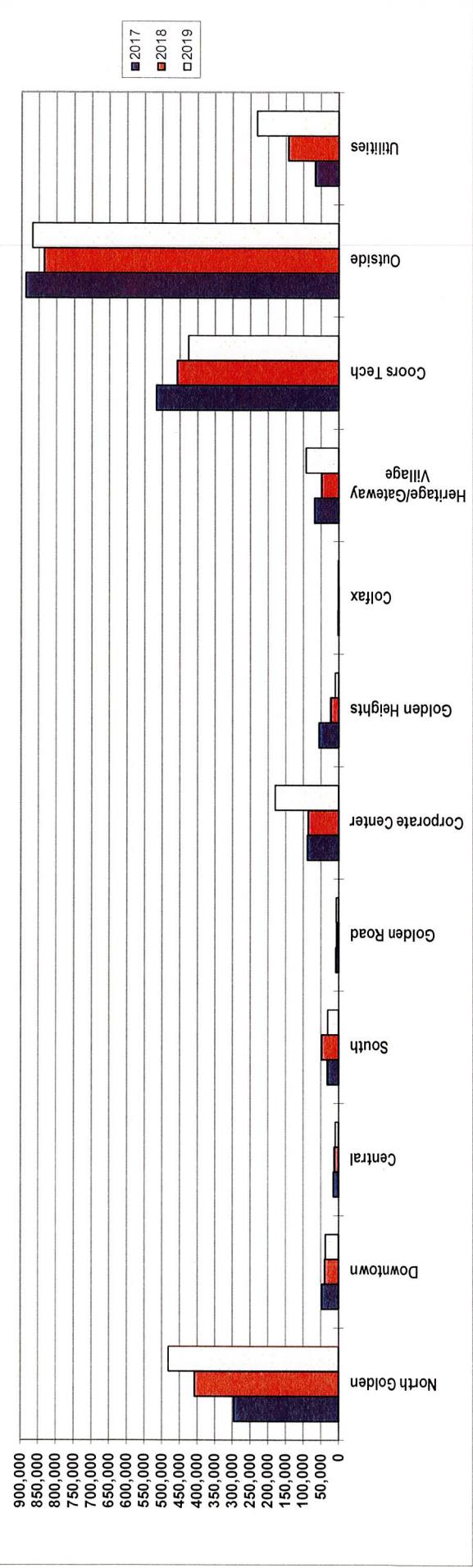
\*\* Percentage Change is YTD %





City of Golden  
Use Tax Revenue By Location  
YTD August (September)  
2017/2018/2019

Area	2017		2017-2016		2018		2018-2017		2019		2019-2018	
	Use Tax	% of total Use Tax	Use Tax	% Change	Use Tax	% of total Use Tax	Use Tax	% Change	Use Tax	% of total Use Tax	Use Tax	% Change
North Golden	\$ 295,067	14.18%	\$ 295,067	-11.34%	\$ 407,471	19.35%	\$ 407,471	38.09%	\$ 481,838	20.29%	\$ 481,838	18.25%
Downtown	\$ 47,421	2.28%	\$ 47,421	-23.67%	\$ 39,208	1.86%	\$ 39,208	-17.32%	\$ 36,977	1.56%	\$ 36,977	-5.69%
Central	\$ 14,328	0.69%	\$ 14,328	32.06%	\$ 12,068	0.57%	\$ 12,068	-15.77%	\$ 9,413	0.40%	\$ 9,413	-22.01%
South	\$ 31,735	1.53%	\$ 31,735	16.18%	\$ 48,028	2.28%	\$ 48,028	51.34%	\$ 30,973	1.30%	\$ 30,973	-35.51%
Golden Road	\$ 7,619	0.37%	\$ 7,619	-22.43%	\$ 5,661	0.27%	\$ 5,661	-25.70%	\$ 6,657	0.28%	\$ 6,657	17.59%
Corporate Center	\$ 88,567	4.26%	\$ 88,567	-9.68%	\$ 85,707	4.07%	\$ 85,707	-3.23%	\$ 179,839	7.57%	\$ 179,839	109.83%
Golden Heights	\$ 55,514	2.67%	\$ 55,514	66.54%	\$ 22,139	1.05%	\$ 22,139	-60.12%	\$ 9,817	0.41%	\$ 9,817	-55.66%
Colfax	\$ 1,509	0.07%	\$ 1,509	0.77%	\$ 1,277	0.06%	\$ 1,277	-15.35%	\$ 1,452	0.06%	\$ 1,452	13.73%
Heritage/Gateway Village	\$ 68,371	3.29%	\$ 68,371	-26.99%	\$ 48,582	2.31%	\$ 48,582	-28.94%	\$ 92,608	3.90%	\$ 92,608	90.62%
Coors Technology	\$ 516,889	24.85%	\$ 516,889	20.87%	\$ 457,792	21.74%	\$ 457,792	-11.43%	\$ 425,666	17.92%	\$ 425,666	-7.02%
Outside	\$ 886,871	42.63%	\$ 886,871	17.64%	\$ 835,153	39.66%	\$ 835,153	-5.83%	\$ 868,465	36.56%	\$ 868,465	3.99%
Utilities	\$ 66,522	3.20%	\$ 66,522	-28.90%	\$ 142,786	6.78%	\$ 142,786	114.64%	\$ 231,560	9.75%	\$ 231,560	62.17%
<b>Totals</b>	<b>\$ 2,080,412</b>	<b>100.00%</b>	<b>\$ 2,080,412</b>	<b>6.99%</b>	<b>\$ 2,105,871</b>	<b>100.00%</b>	<b>\$ 2,105,871</b>	<b>1.22%</b>	<b>\$ 2,375,266</b>	<b>100.00%</b>	<b>\$ 2,375,266</b>	<b>12.79%</b>



City of Golden  
Use Tax Revenue By Type  
YTD August (September)  
2017/2018/2019

Type	2017		2017-2016		2018		2018-2017		2019		2019-2018	
	Use Tax	% of total Use Tax	Use Tax	% Change	Use Tax	% of total Use Tax	Use Tax	% Change	Use Tax	% of total Use Tax	Use Tax	% Change
General Merchandise	\$ 120,902	5.81%	\$ 171,207	-13.18%	\$ 85,914	3.62%	\$ 85,914	41.61%	\$ 41,016	1.73%	\$ 41,016	-49.82%
Grocery	\$ 52,996	2.55%	\$ 57,165	2.45%	\$ 9,548	0.40%	\$ 9,548	7.87%	\$ 9,548	0.40%	\$ 9,548	-28.25%
Restaurants	\$ 11,102	0.53%	\$ 17,344	-47.97%	\$ 778,372	32.77%	\$ 778,372	56.22%	\$ 778,372	32.77%	\$ 778,372	-44.95%
Automotive	\$ 813,213	39.09%	\$ 769,099	15.73%	\$ 73,190	3.08%	\$ 73,190	-5.42%	\$ 73,190	3.08%	\$ 73,190	-16.78%
Prof Services/Entertainment	\$ 96,311	4.63%	\$ 87,943	27.42%	\$ 121,390	5.11%	\$ 121,390	-8.69%	\$ 121,390	5.11%	\$ 121,390	60.49%
Bus Services	\$ 139,698	6.71%	\$ 75,635	95.38%	\$ 1,022,668	43.06%	\$ 1,022,668	-45.86%	\$ 1,022,668	43.06%	\$ 1,022,668	33.20%
Manufacturing - Production	\$ 738,467	35.50%	\$ 767,777	-4.57%	\$ 11,609	0.49%	\$ 11,609	3.97%	\$ 11,609	0.49%	\$ 11,609	-31.37%
Accommodations	\$ 41,199	1.98%	\$ 16,914	172.89%	\$ 231,560	9.75%	\$ 231,560	-58.94%	\$ 231,560	9.75%	\$ 231,560	62.17%
Utilities	\$ 66,522	3.20%	\$ 142,786	-28.90%	\$ 2,375,266	100.00%	\$ 2,375,266	114.64%	\$ 2,375,266	100.00%	\$ 2,375,266	12.79%
<b>Totals</b>	<b>\$ 2,080,412</b>	<b>100.00%</b>	<b>\$ 2,105,871</b>	<b>6.99%</b>	<b>\$ 2,375,266</b>	<b>100.00%</b>	<b>\$ 2,375,266</b>	<b>1.22%</b>	<b>\$ 2,375,266</b>	<b>100.00%</b>	<b>\$ 2,375,266</b>	<b>12.79%</b>

