



City of
Golden

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Council Memorandum

To: City Council
From: Jeff Hansen, Finance Director 
Date: April 4, 2018
Re: Sales Tax Report

Attached are the sales and use tax reports for February sales (collected in March). Sales tax collections were up \$50,252 (5.0%) for the month. A portion of the increase continues to come from businesses outside of Golden, including Amazon. The balance is from a continued strong local economy. Overall, revenue is up \$137,098 (+6.8%) year-to-date compared to 2017. When adjusted for seasonality, sales tax revenues exceed the 2017 Budget by 0.24%.

Overall, sales tax from businesses within the City limits (including Utilities) is up \$54,802 compared to 2017. In terms of dollars, revenues have increased the most from Golden Road, Downtown, and Heritage/Gateway Village. Corporate Center, Coors Tech Center, and the South area all have slight decreases compared to last year. By business type, General Merchandise, Grocery, and Restaurants show the largest increases. Utilities have the largest decrease, with Automotive down slightly. Sales tax from businesses outside the City limits, which includes big ticket items that are delivered into the City, is up \$82,296 (22.36%) for the year. A large portion of this increase is coming from Amazon and other on-line retailers.

Use tax collections were up \$76,197 (36.0%) for February. For the year, use tax is up \$96,326 (21.6%) compared to 2017. Automotive, General Merchandise, and Manufacturing have the largest increases so far this year, with Business Services showing the largest decrease. 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.

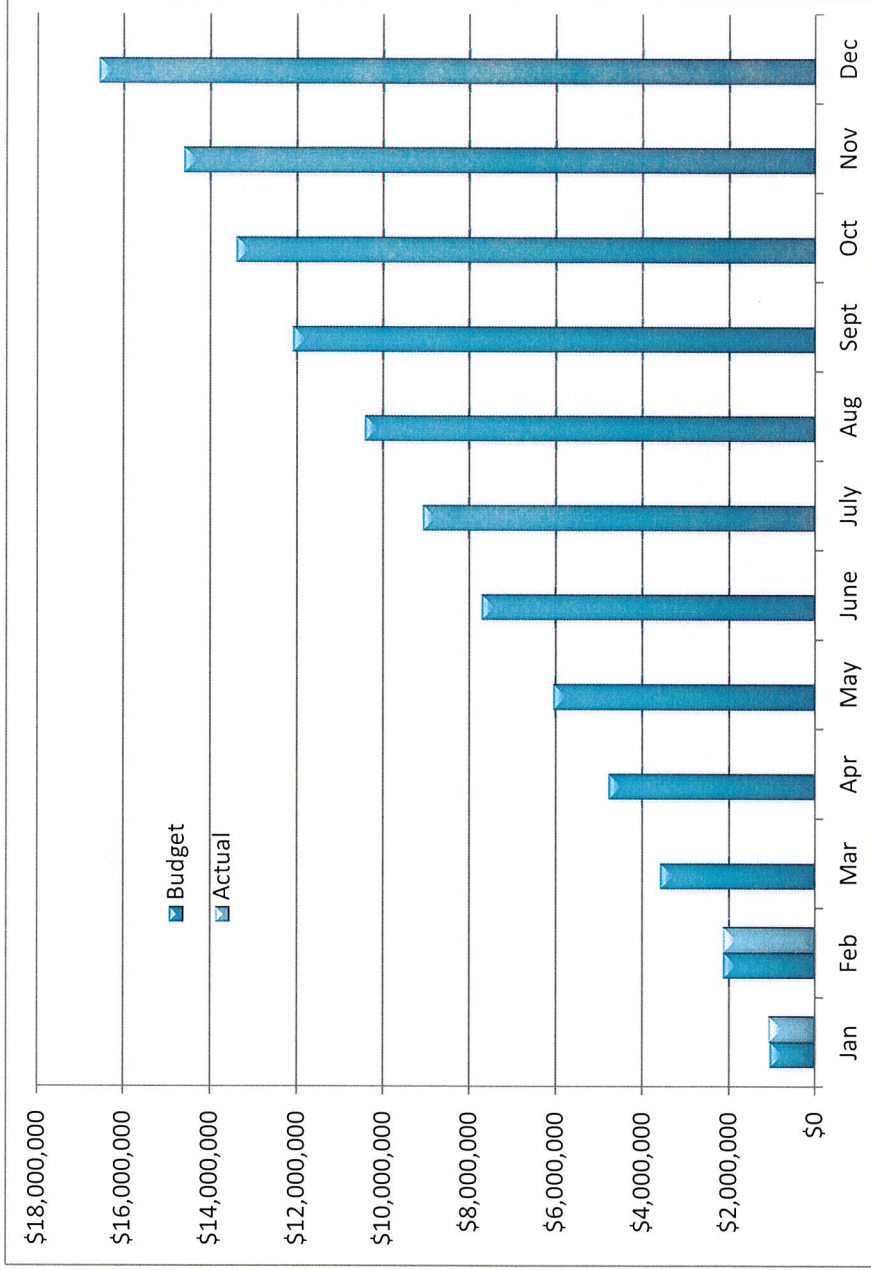
In the area of audit revenue, \$7,527 was collected in March. Including building use tax audits, the total audit revenue collected so far in 2018 is \$36,349. Also, the City continues to have audits in progress and additional audit revenue has been assessed, with collection anticipated over the next few months. \$9,167 have been issued in refunds for the year. These amounts are shown separately on the attached collection reports.

The local economy continues to look really good. The strong numbers for Restaurants (sales tax) and Automotive (use tax) are positive signs in regards to discretionary spending. While this can't last forever, the economy is not showing any signs of slowing down.

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

CITY OF GOLDEN
Budget to Actual Comparison
(adjusted for seasonality)
2018 Sales Tax Revenue

| <u>Month</u> | <u>YTD Budget</u> | <u>YTD Actual</u> |
|--------------|-------------------|-------------------|
| Jan | \$1,065,950 | \$1,093,179 |
| Feb | 2,140,082 | 2,145,142 |
| Mar | 3,604,295 | |
| Apr | 4,792,688 | |
| May | 6,065,173 | |
| June | 7,717,220 | |
| July | 9,084,882 | |
| Aug | 10,432,118 | |
| Sept | 12,109,657 | |
| Oct | 13,402,638 | |
| Nov | 14,604,245 | |
| Dec | 16,575,000 | |

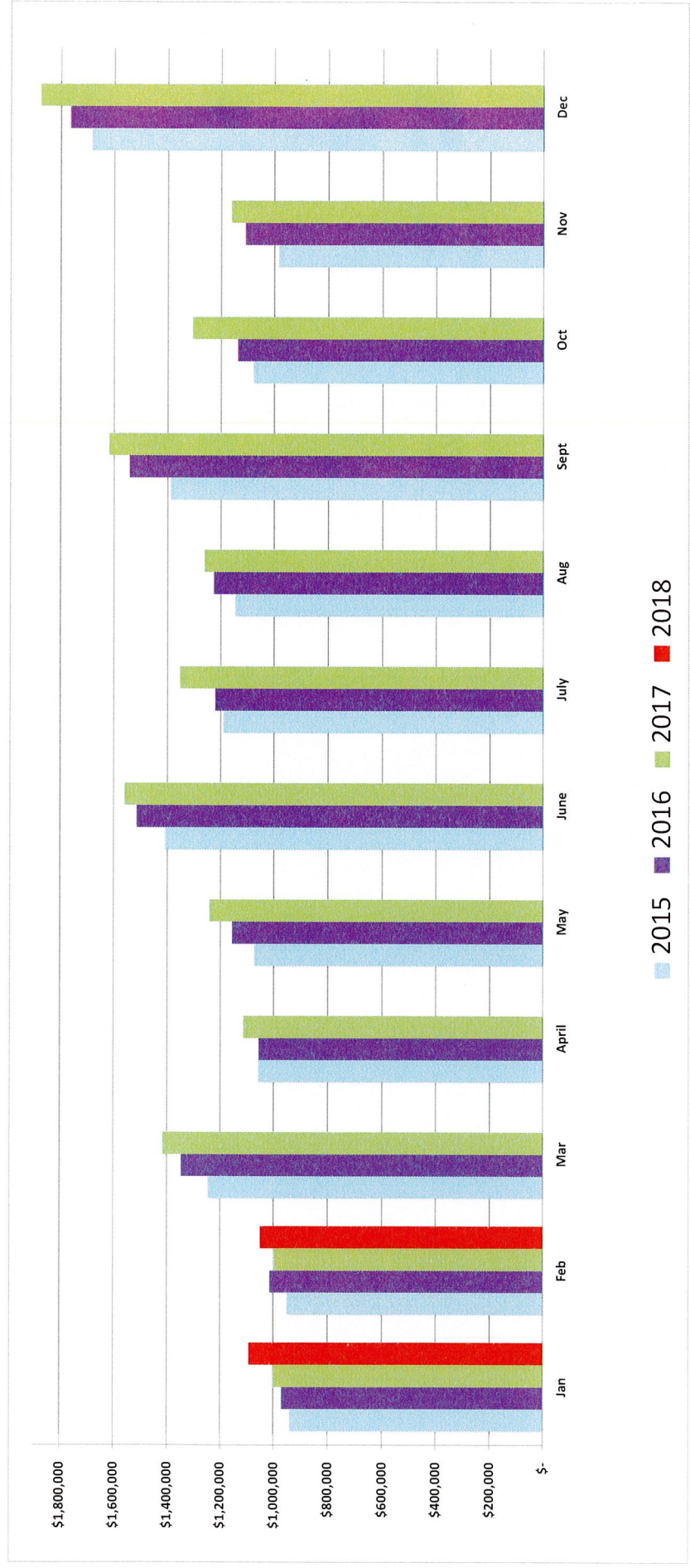


City of Golden
Sales Tax Trends
YTD February (March)
2015-2018

| | Jan | Feb | Mar | April | May | June | July | Aug | Sept | Oct | Nov | Dec | Total | % CHNG |
|------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|--------|
| 2018 | \$ 1,093,179 | \$ 1,051,962 | \$ 1,419,831 | \$ 1,115,633 | \$ 1,244,080 | \$ 1,562,078 | \$ 1,357,048 | \$ 1,265,695 | \$ 1,622,168 | \$ 1,310,702 | \$ 1,163,305 | \$ 1,874,575 | \$ 2,145,142 | 5.0% |
| 2017 | \$ 1,006,334 | \$ 1,001,710 | \$ 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 | \$ 15,943,159 | -1.4% |
| 2016 | \$ 970,666 | \$ 1,015,827 | \$ 1,247,072 | \$ 1,059,530 | \$ 1,075,165 | \$ 1,410,884 | \$ 1,192,205 | \$ 1,147,227 | \$ 1,391,863 | \$ 1,082,678 | \$ 987,857 | \$ 1,688,949 | \$ 15,066,928 | 6.8% |
| 2015 | \$ 940,868 | \$ 951,043 | \$ 1,247,072 | \$ 1,059,530 | \$ 1,075,165 | \$ 1,410,884 | \$ 1,192,205 | \$ 1,147,227 | \$ 1,391,863 | \$ 1,082,678 | \$ 987,857 | \$ 1,688,949 | \$ 14,175,341 | 16.4% |

MTD Sales Tax Audit Revenue \$3,313
Less: MTD Sales Tax Refunds \$0
Net Sales Tax Revenue \$3,313

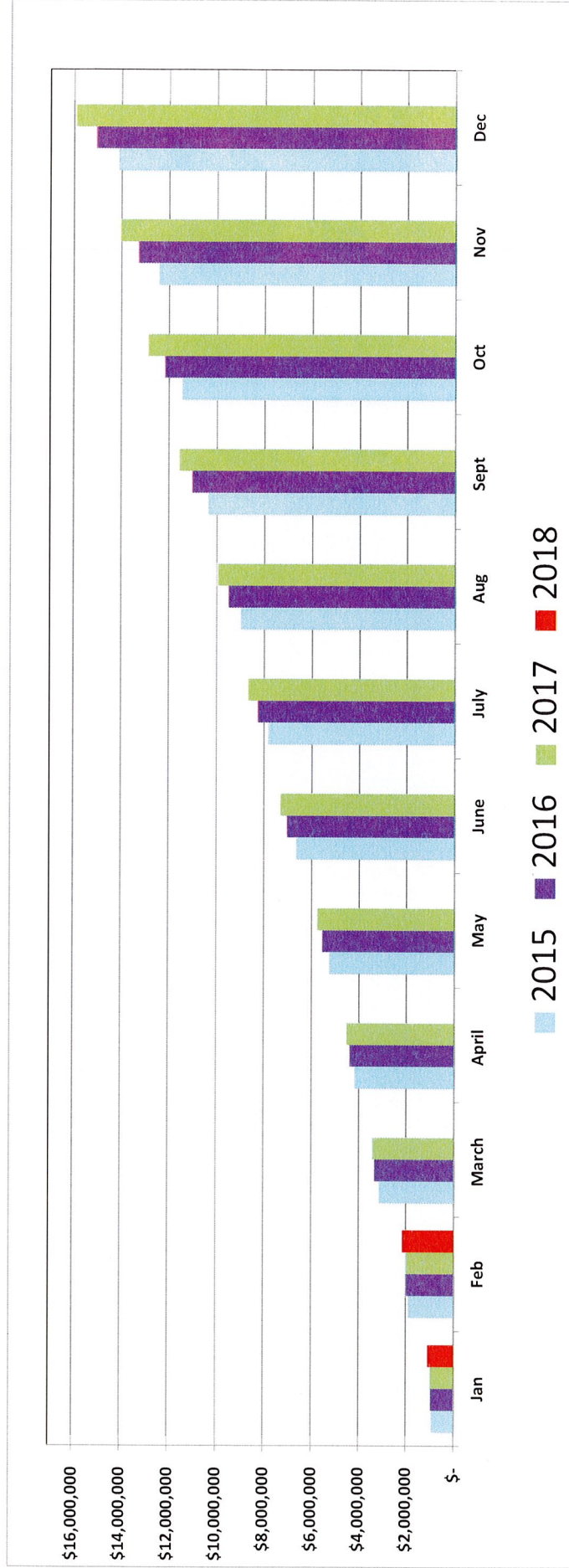
* Percentage Change is for current month only (highlighted)



City of Golden
Sales Tax Trends
YTD February (March)
2015-2018

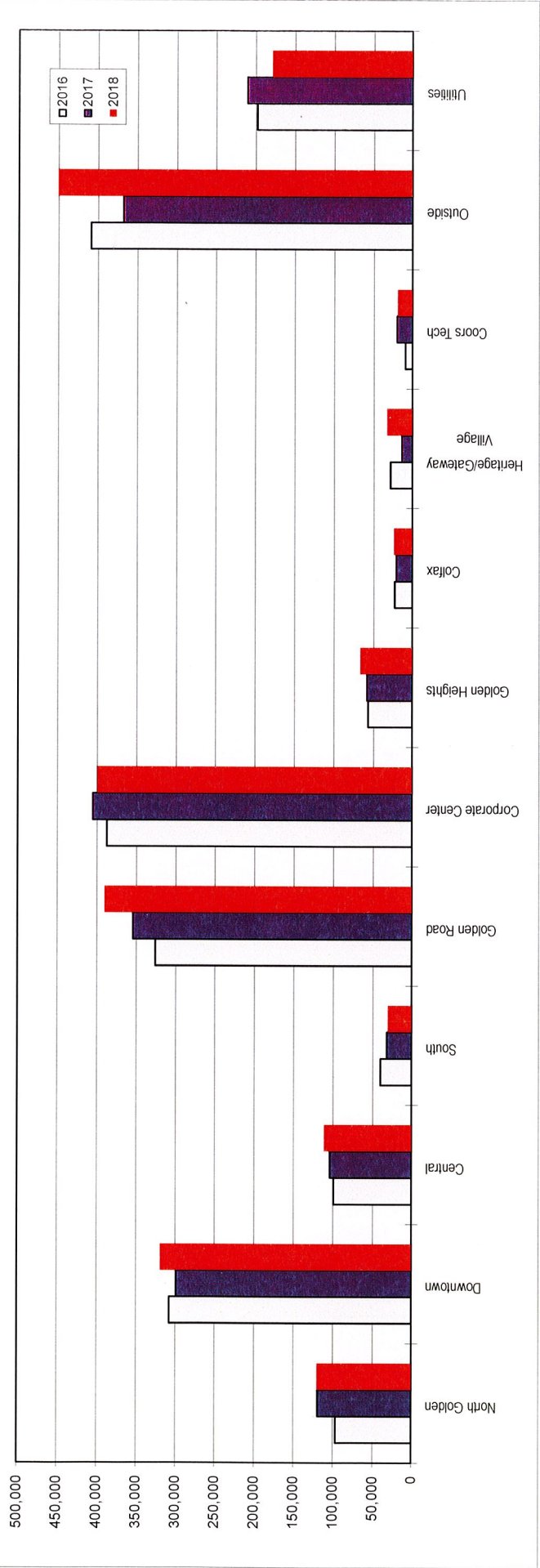
| | Jan | Feb | March | April | May | June | July | Aug | Sept | Oct | Nov | Dec | Total | % CHNG |
|-----------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|---------------|---------------|---------------|--------|
| 2018 | \$ 1,093,179 | \$ 2,145,142 | | | | | | | | | | | \$ 2,145,142 | 6.8% |
| 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 | \$ 11,594,577 | \$ 12,905,279 | \$ 14,068,587 | \$ 15,943,159 | \$ 15,943,159 | 1.1% |
| 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 | 5.0% |
| 2015 | \$ 940,868 | \$ 1,891,911 | \$ 3,138,983 | \$ 4,198,513 | \$ 5,273,678 | \$ 6,684,562 | \$ 7,876,767 | \$ 9,023,994 | \$ 10,415,857 | \$ 11,498,535 | \$ 12,486,392 | \$ 14,175,341 | \$ 14,175,341 | 14.3% |
| YTD Sales Tax Audit Revenue | | | \$9,724 | | | | | | | | | | | |
| Less: YTD Sales Tax Refunds | | | \$0 | | | | | | | | | | | |
| Other Sales Tax Revenue | | | \$9,724 | | | | | | | | | | | |

* Percentage Change - YTD percentage change



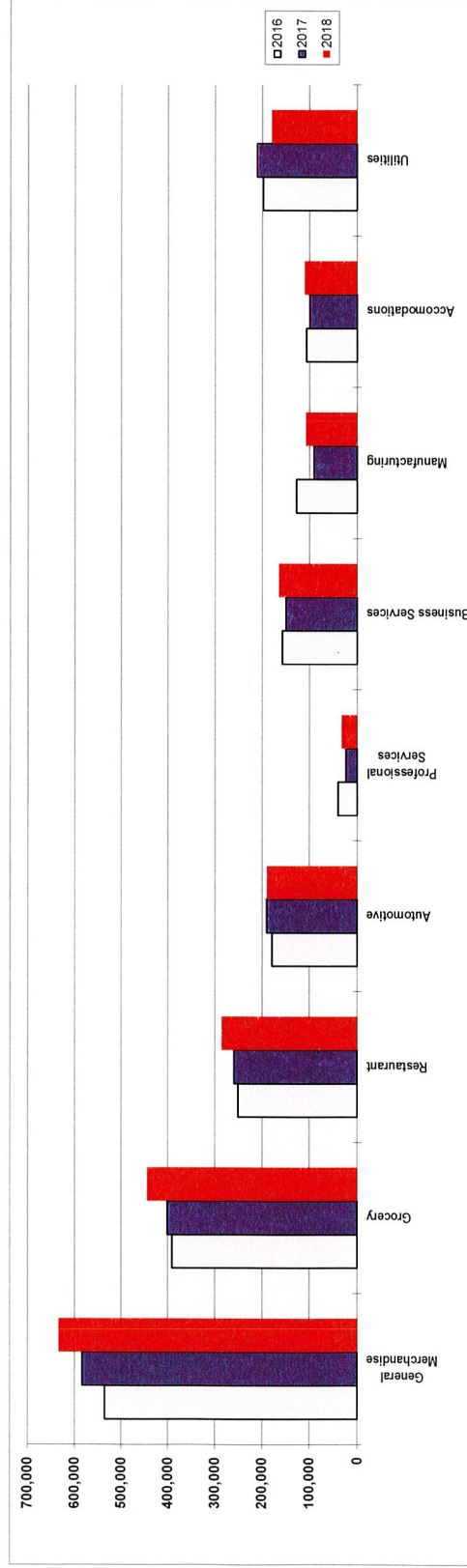
City of Golden
Sales Tax Revenue By Location
YTD February (March)
2016/2017/2018

| Area | 2016 | | 2016-2015 | | 2017 | | 2017-2016 | | 2018 | | 2018-2017 | |
|---------------------------|---------------------|----------------------|---------------------|--------------|---------------------|----------------------|---------------------|--------------|---------------------|----------------------|---------------------|--------------|
| | Sales Tax | % of total Sales Tax | Sales Tax | % Change | Sales Tax | % of total Sales Tax | Sales Tax | % Change | Sales Tax | % of total Sales Tax | Sales Tax | % Change |
| North Golden | \$ 96,932 | 4.88% | \$ 118,810 | 11.69% | \$ 119,746 | 5.92% | \$ 119,746 | 22.57% | \$ 119,746 | 5.58% | \$ 119,746 | 0.79% |
| Downtown | \$ 307,917 | 15.50% | \$ 298,765 | -5.78% | \$ 298,765 | 14.88% | \$ 319,467 | -2.97% | \$ 319,467 | 14.89% | \$ 319,467 | 6.93% |
| Central | \$ 99,378 | 5.00% | \$ 103,726 | 0.82% | \$ 103,726 | 5.17% | \$ 111,137 | 4.38% | \$ 111,137 | 5.18% | \$ 111,137 | 7.14% |
| South | \$ 40,779 | 2.05% | \$ 32,758 | 47.41% | \$ 32,758 | 1.63% | \$ 31,360 | -19.67% | \$ 31,360 | 1.46% | \$ 31,360 | -4.27% |
| Golden Road | \$ 326,537 | 16.44% | \$ 354,550 | 2.38% | \$ 354,550 | 17.66% | \$ 390,429 | 8.58% | \$ 390,429 | 18.20% | \$ 390,429 | 10.12% |
| Corporate Center | \$ 388,060 | 19.53% | \$ 405,546 | 5.71% | \$ 405,546 | 20.20% | \$ 399,862 | 4.51% | \$ 399,862 | 18.64% | \$ 399,862 | -1.40% |
| Golden Heights | \$ 57,136 | 2.88% | \$ 58,334 | 2.23% | \$ 58,334 | 2.91% | \$ 66,600 | 2.10% | \$ 66,600 | 3.10% | \$ 66,600 | 14.17% |
| Colfax | \$ 23,621 | 1.19% | \$ 21,428 | 14.16% | \$ 21,428 | 1.07% | \$ 24,382 | -9.28% | \$ 24,382 | 1.14% | \$ 24,382 | 13.78% |
| Heritage /Gateway Village | \$ 29,253 | 1.47% | \$ 14,229 | -20.49% | \$ 14,229 | 0.71% | \$ 33,274 | -51.36% | \$ 33,274 | 1.55% | \$ 33,274 | 133.84% |
| Coors Technology | \$ 9,795 | 0.49% | \$ 20,880 | 224.12% | \$ 20,880 | 1.04% | \$ 19,714 | 113.17% | \$ 19,714 | 0.92% | \$ 19,714 | -5.59% |
| Outside | \$ 408,960 | 20.59% | \$ 368,129 | 23.01% | \$ 368,129 | 18.33% | \$ 450,425 | -9.98% | \$ 450,425 | 21.00% | \$ 450,425 | 22.36% |
| Utilities | \$ 198,126 | 9.97% | \$ 210,888 | -8.78% | \$ 210,888 | 10.50% | \$ 178,745 | 6.44% | \$ 178,745 | 8.33% | \$ 178,745 | -15.24% |
| Totals | \$ 1,986,493 | 100% | \$ 2,008,044 | 5.00% | \$ 2,145,142 | 100.00% | \$ 2,145,142 | 1.08% | \$ 2,145,142 | 100% | \$ 2,145,142 | 6.83% |



City of Golden
Sales Tax Revenue By Type
YTD February (March)
2016/2017/2018

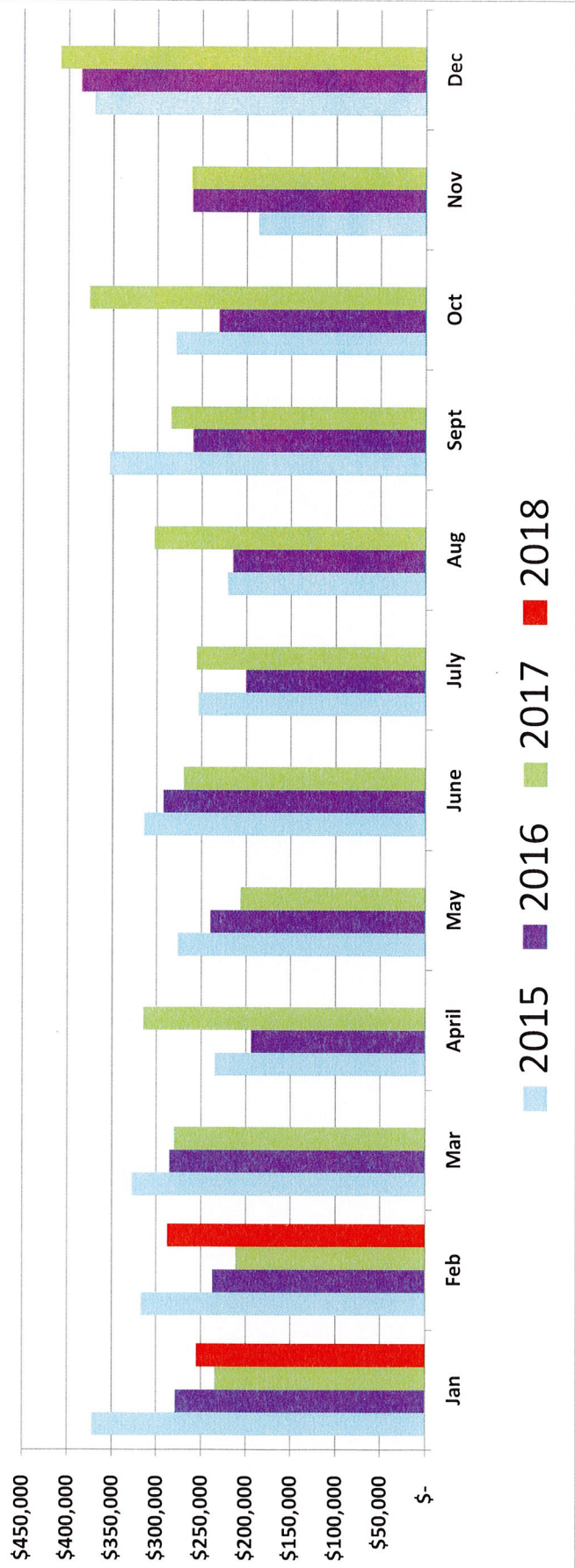
| Type | 2016 | | 2016-2015 | | \$ 2,017 | | 2017-2016 | | 2017 | | 2017-2016 | |
|-----------------------------|---------------------|----------------------|---------------------|--------------|---------------------|----------------------|---------------------|--------------|---------------------|----------------------|---------------------|--------------|
| | Sales Tax | % of total Sales Tax | Sales Tax | % Change | Sales Tax | % of total Sales Tax | Sales Tax | % Change | Sales Tax | % of total Sales Tax | Sales Tax | % Change |
| General Merchandise | \$ 534,708 | 26.92% | \$ 583,529 | 7.81% | \$ 634,064 | 29.06% | \$ 634,064 | 9.13% | \$ 634,064 | 29.56% | \$ 634,064 | 8.66% |
| Grocery | \$ 391,362 | 19.70% | \$ 401,024 | -7.67% | \$ 444,304 | 19.97% | \$ 444,304 | 2.47% | \$ 444,304 | 20.71% | \$ 444,304 | 10.79% |
| Restaurants | \$ 251,168 | 12.64% | \$ 259,963 | 13.28% | \$ 285,892 | 12.95% | \$ 285,892 | 3.50% | \$ 285,892 | 13.33% | \$ 285,892 | 9.97% |
| Automotive | \$ 179,076 | 9.01% | \$ 190,197 | 4.13% | \$ 189,876 | 9.47% | \$ 189,876 | 6.21% | \$ 189,876 | 8.85% | \$ 189,876 | -0.17% |
| Prof Services/Entertainment | \$ 40,479 | 2.04% | \$ 23,984 | 46.79% | \$ 32,002 | 1.19% | \$ 32,002 | -40.75% | \$ 32,002 | 1.49% | \$ 32,002 | 33.43% |
| Bus Services/Supp. | \$ 157,425 | 7.92% | \$ 149,269 | 17.52% | \$ 163,927 | 7.43% | \$ 163,927 | -5.18% | \$ 163,927 | 7.64% | \$ 163,927 | 9.82% |
| Manufacturing - Production | \$ 127,970 | 6.44% | \$ 90,253 | 12.84% | \$ 106,696 | 4.49% | \$ 106,696 | -29.47% | \$ 106,696 | 4.97% | \$ 106,696 | 18.22% |
| Accommodations | \$ 106,181 | 5.35% | \$ 98,938 | 23.11% | \$ 109,636 | 4.93% | \$ 109,636 | -6.82% | \$ 109,636 | 5.11% | \$ 109,636 | 10.81% |
| Utilities | \$ 198,126 | 9.97% | \$ 210,888 | -8.78% | \$ 178,745 | 10.50% | \$ 178,745 | 6.44% | \$ 178,745 | 8.33% | \$ 178,745 | -15.24% |
| Totals | \$ 1,986,493 | 100.00% | \$ 2,008,044 | 5.00% | \$ 2,145,142 | 100.00% | \$ 2,145,142 | 1.08% | \$ 2,145,142 | 100.00% | \$ 2,145,142 | 6.83% |



City of Golden
Use Tax Trends
YTD February (March)
2015-2018

| | Jan | Feb | Mar | April | May | June | July | Aug | Sept | Oct | Nov | Dec | Total | % CHNG |
|------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|--------|
| 2018 | \$ 255,325 | \$ 287,767 | \$ 280,802 | \$ 315,407 | \$ 206,861 | \$ 270,677 | \$ 256,138 | \$ 303,761 | \$ 285,295 | \$ 377,169 | \$ 262,253 | \$ 409,490 | \$ 543,092 | 36.0% |
| 2017 | \$ 236,196 | \$ 211,570 | \$ 285,559 | \$ 194,318 | \$ 240,102 | \$ 292,505 | \$ 200,678 | \$ 215,156 | \$ 259,981 | \$ 230,883 | \$ 260,773 | \$ 385,860 | \$ 3,414,619 | -10.8% |
| 2016 | \$ 278,990 | \$ 237,225 | \$ 327,607 | \$ 235,186 | \$ 276,860 | \$ 314,794 | \$ 254,336 | \$ 221,729 | \$ 354,706 | \$ 280,238 | \$ 187,729 | \$ 372,140 | \$ 3,082,030 | -25.3% |
| 2015 | \$ 372,306 | \$ 317,519 | | | | | | | | | | | \$ 3,470,150 | 85.4% |

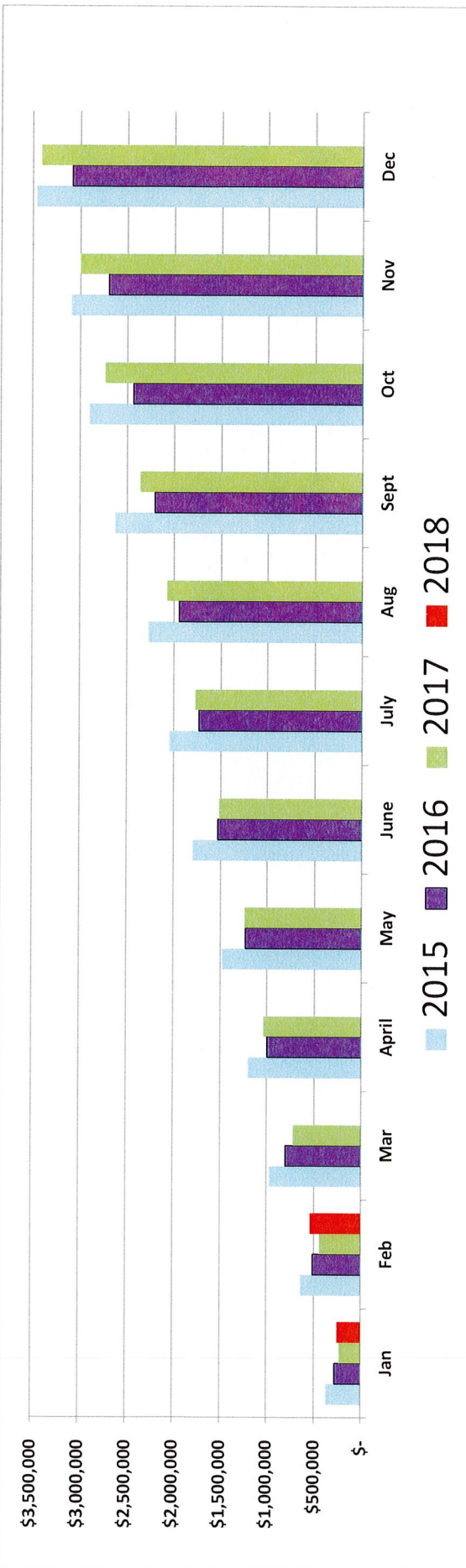
MTD Use Tax Audit Revenue \$4,214 <<<< includes building use tax audit revenue * Percentage Change is for current month only (highlighted)
 Less: MTD Use Tax Refunds (\$7,943)
 Other Use Tax Revenue (\$3,729)



*Amounts reported on the cash basis

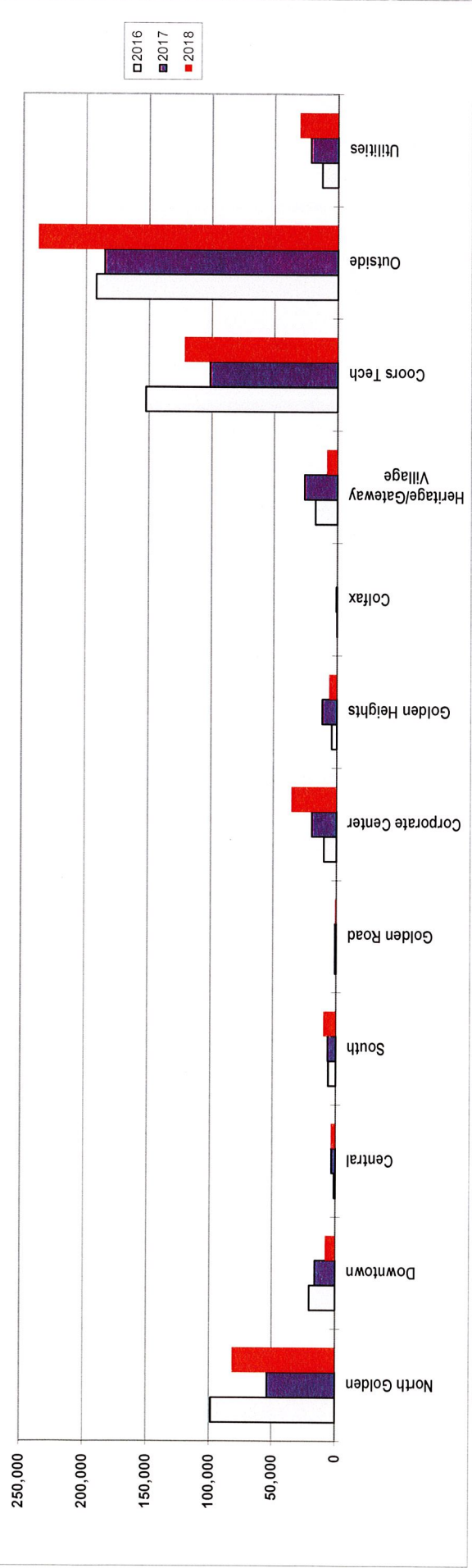
City of Golden
Use Tax Trends
YTD February (March)
2015-2018

| | Jan | Feb | Mar | April | May | June | July | Aug | Sept | Oct | Nov | Dec | Total | YTD % Chng |
|---|------------|------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|
| 2018 | \$ 255,325 | \$ 543,092 | | | | | | | | | | | \$ 543,092 | 21.6% |
| 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 | -13.5% |
| 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 | \$ 2,698,170 | \$ 3,082,030 | \$ 3,082,030 | -19.9% |
| 2015 | \$ 372,306 | \$ 644,825 | \$ 972,432 | \$ 1,207,618 | \$ 1,484,478 | \$ 1,799,272 | \$ 2,053,608 | \$ 2,275,337 | \$ 2,630,043 | \$ 2,910,281 | \$ 3,098,010 | \$ 3,470,150 | \$ 3,470,150 | 38.1% |
| YTD Use Tax Audit Revenue \$ 26,625 <<<< includes building use tax audit revenue Less: YTD Use Tax Refunds (\$9,167) Other Use Tax Revenue \$ 17,458 ** Percentage Change is YTD % | | | | | | | | | | | | | | |



City of Golden
Use Tax Revenue By Location
YTD February (March)
2016/2017/2018

| Area | 2016 | | 2016-2015 | | 2017 | | 2017-2016 | | 2018 | | 2017-2016 | |
|--------------------------|-------------------|--------------------|-------------------|----------------|-------------------|--------------------|-------------------|----------------|-------------------|--------------------|-------------------|---------------|
| | 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 | \$ 98,546 | 19.09% | \$ 98,546 | 25.29% | \$ 53,595 | 12.00% | \$ 81,333 | -45.61% | \$ 81,333 | 18.20% | \$ 81,333 | 51.75% |
| Downtown | \$ 20,646 | 4.00% | \$ 20,646 | 7.71% | \$ 16,379 | 3.67% | \$ 8,002 | -20.67% | \$ 8,002 | 1.79% | \$ 8,002 | -51.14% |
| Central | \$ 1,168 | 0.23% | \$ 1,168 | -74.15% | \$ 3,120 | 0.70% | \$ 3,498 | 167.08% | \$ 3,498 | 0.78% | \$ 3,498 | 12.13% |
| South | \$ 6,053 | 1.17% | \$ 6,053 | -80.59% | \$ 6,626 | 1.48% | \$ 9,965 | 9.46% | \$ 9,965 | 2.23% | \$ 9,965 | 50.39% |
| Golden Road | \$ 974 | 0.19% | \$ 974 | -82.64% | \$ 933 | 0.21% | \$ 799 | -4.19% | \$ 799 | 0.18% | \$ 799 | -14.35% |
| Corporate Center | \$ 10,053 | 1.95% | \$ 10,053 | -8.42% | \$ 19,471 | 4.36% | \$ 35,595 | 93.69% | \$ 35,595 | 7.97% | \$ 35,595 | 82.80% |
| Golden Heights | \$ 4,012 | 0.78% | \$ 4,012 | 2.03% | \$ 11,550 | 2.59% | \$ 5,982 | 187.89% | \$ 5,982 | 1.34% | \$ 5,982 | -48.21% |
| Colfax | \$ 21 | 0.00% | \$ 21 | -95.95% | \$ 584 | 0.13% | \$ 174 | 2682.24% | \$ 174 | 0.04% | \$ 174 | -70.14% |
| Heritage/Gateway Village | \$ 17,544 | 3.40% | \$ 17,544 | 686.37% | \$ 26,087 | 5.84% | \$ 8,455 | 248.70% | \$ 8,455 | 1.89% | \$ 8,455 | -67.59% |
| Coors Technology | \$ 152,492 | 29.54% | \$ 152,492 | -49.72% | \$ 101,556 | 22.73% | \$ 121,652 | -33.40% | \$ 121,652 | 27.23% | \$ 121,652 | 19.79% |
| Outside | \$ 191,951 | 37.18% | \$ 191,951 | 8.82% | \$ 185,232 | 41.46% | \$ 237,491 | -3.50% | \$ 237,491 | 53.16% | \$ 237,491 | 28.21% |
| Utilities | \$ 12,756 | 2.47% | \$ 12,756 | 52.47% | \$ 21,633 | 4.84% | \$ 30,146 | 69.59% | \$ 30,146 | 6.75% | \$ 30,146 | 39.35% |
| Totals | \$ 516,215 | 100% | \$ 516,215 | -19.94% | \$ 446,766 | 100% | \$ 543,092 | -13.45% | \$ 543,092 | 122% | \$ 543,092 | 21.56% |



City of Golden
 Use Tax Revenue By Type
 YTD February (March)
 2016/2017/2018

| Type | 2016 | | 2016-2014 | | 2017 | | 2016-2017 | | 2018 | | 2016-2017 | |
|-----------------------------|-------------------|--------------------|-------------------|----------------|-------------------|--------------------|-------------------|----------------|-------------------|--------------------|-------------------|---------------|
| | 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 | \$ 27,364 | 5.30% | \$ 27,364 | -31.38% | \$ 21,961 | 4.92% | \$ 48,221 | -19.75% | \$ 48,221 | 8.88% | \$ 48,221 | 119.58% |
| Grocery | \$ 15,478 | 3.00% | \$ 15,478 | 214.92% | \$ 9,978 | 2.23% | \$ 13,353 | -35.53% | \$ 13,353 | 2.46% | \$ 13,353 | 33.82% |
| Restaurants | \$ 1,900 | 0.37% | \$ 1,900 | -82.03% | \$ 1,503 | 0.34% | \$ 2,477 | -20.90% | \$ 2,477 | 0.46% | \$ 2,477 | 64.81% |
| Automotive | \$ 184,697 | 35.78% | \$ 184,697 | 10.33% | \$ 165,308 | 37.00% | \$ 244,834 | -10.50% | \$ 244,834 | 45.08% | \$ 244,834 | 48.11% |
| Prof Services/Entertainment | \$ 21,399 | 4.15% | \$ 21,399 | -41.10% | \$ 28,989 | 6.49% | \$ 23,790 | 35.47% | \$ 23,790 | 4.38% | \$ 23,790 | -17.93% |
| Bus Services | \$ 8,789 | 1.70% | \$ 8,789 | -52.20% | \$ 46,053 | 10.31% | \$ 17,955 | 423.99% | \$ 17,955 | 3.31% | \$ 17,955 | -61.01% |
| Manufacturing - Production | \$ 237,920 | 46.09% | \$ 237,920 | -33.34% | \$ 149,583 | 33.48% | \$ 160,065 | -37.13% | \$ 160,065 | 29.47% | \$ 160,065 | 7.01% |
| Accommodations | \$ 5,913 | 1.15% | \$ 5,913 | 188.72% | \$ 1,759 | 0.39% | \$ 2,252 | -70.25% | \$ 2,252 | 0.41% | \$ 2,252 | 28.04% |
| Utilities | \$ 12,756 | 2.47% | \$ 12,756 | 52.47% | \$ 21,633 | 4.84% | \$ 30,146 | 69.59% | \$ 30,146 | 5.55% | \$ 30,146 | 39.35% |
| Totals | \$ 516,215 | 100% | \$ 516,215 | -19.94% | \$ 446,766 | 100% | \$ 543,092 | -13.45% | \$ 543,092 | 100% | \$ 543,092 | 21.56% |

