



## Council Memorandum

**To:** City Council  
**From:** Jeff Hansen, Finance Director  
**Through:** Jason Slowinski, City Manager  
**Date:** March 3, 2020  
**Re:** Sales Tax Report

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Attached are the sales and use tax reports for January sales (collected in February). Sales tax collections were up \$60,572 (+5.4%) for the month. A large portion of the increase is attributed to online retailers. When compared to the 2020 Budget as adjusted for seasonality, revenues are up \$54,162 (+4.8%)

Golden Road and Heritage/Gateway had the largest increases. Corporate Center had the largest decrease. Grocery and Restaurants are the business types with the largest increases for the month, while Utilities had the largest decrease. Sales from businesses outside the City were up 20.5%.

Use tax collections were up \$41,037 (+12.6%) for January. Two hotels were sold and the buyer filed the initial use tax on the furniture and fixtures acquired in the sale. Please keep in mind that use tax collections continue to be more sporadic in nature, making trend analysis more difficult and less meaningful.

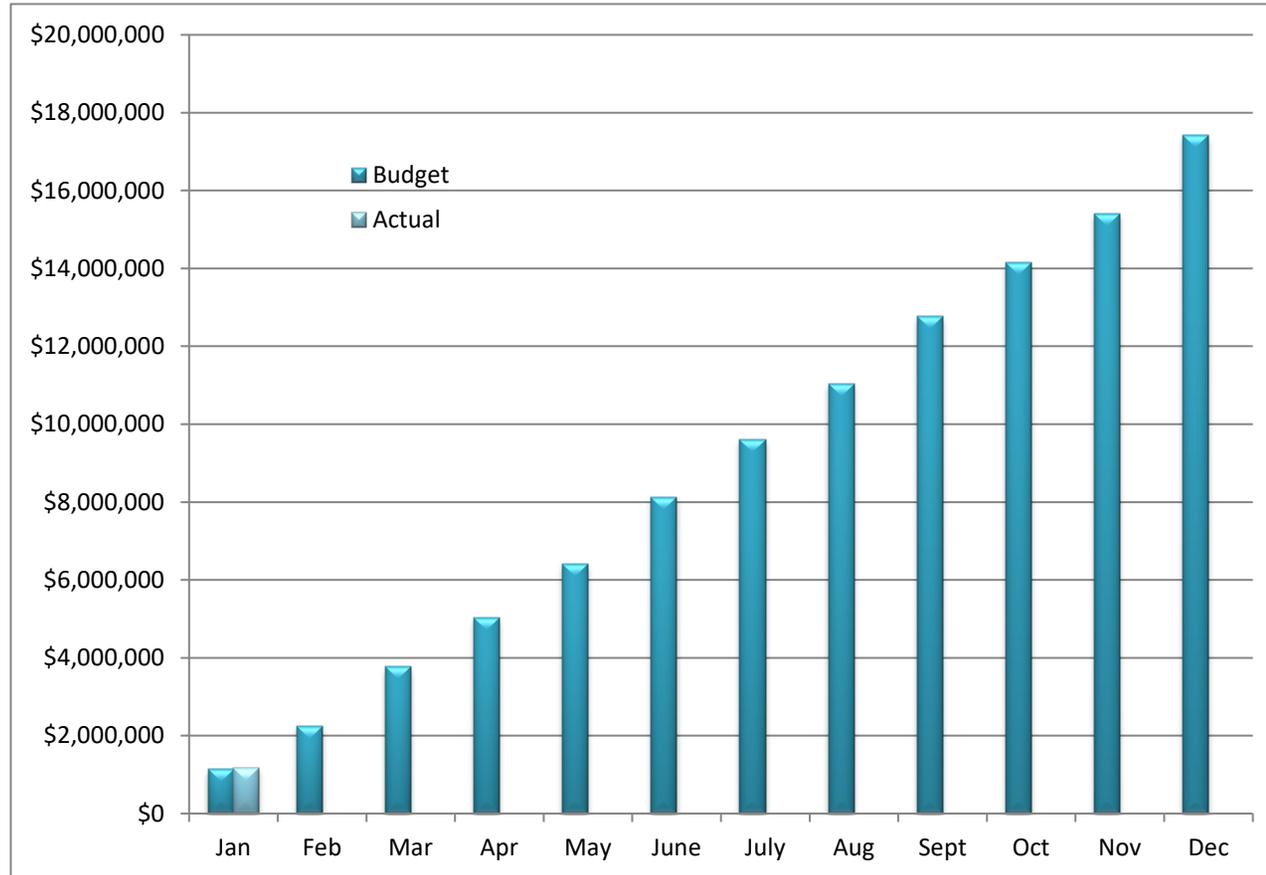
In addition, \$6,045 in audit revenue and \$3,859 in permit related fees have been collected so far in 2020. Audit revenue is recorded when it's actually paid vs. when assessed, so these collections reflect payments received in January and February. \$910 has been issued in refunds in January and February, as refunds are recorded when paid. These amounts are shown separately on the attached collection reports.

While it is obviously too early in the year to draw any conclusions or trends for the year, January has 2020 off to a good start.

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

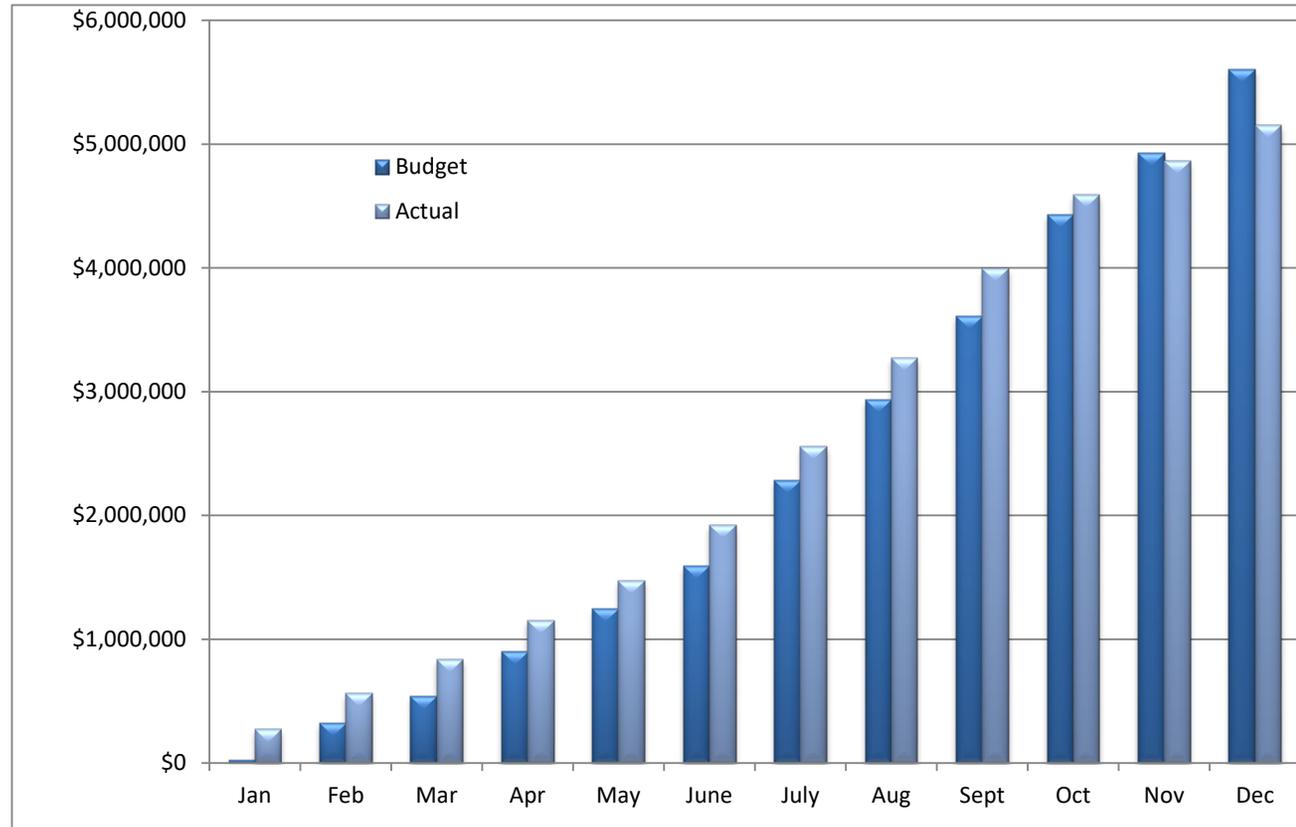
**CITY OF GOLDEN**  
**Budget to Actual Comparison**  
**(adjusted for seasonality)**  
**2020 Sales Tax Revenue**

<u>Month</u>	<u>YTD Budget</u>	<u>YTD Actual</u>
Jan	\$1,128,137	\$1,182,299
Feb	2,248,651	
Mar	3,773,336	
Apr	5,033,195	
May	6,416,784	
June	8,129,186	
July	9,614,980	
Aug	11,035,621	
Sept	12,769,577	
Oct	14,139,776	
Nov	15,414,279	
Dec	17,415,000	



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

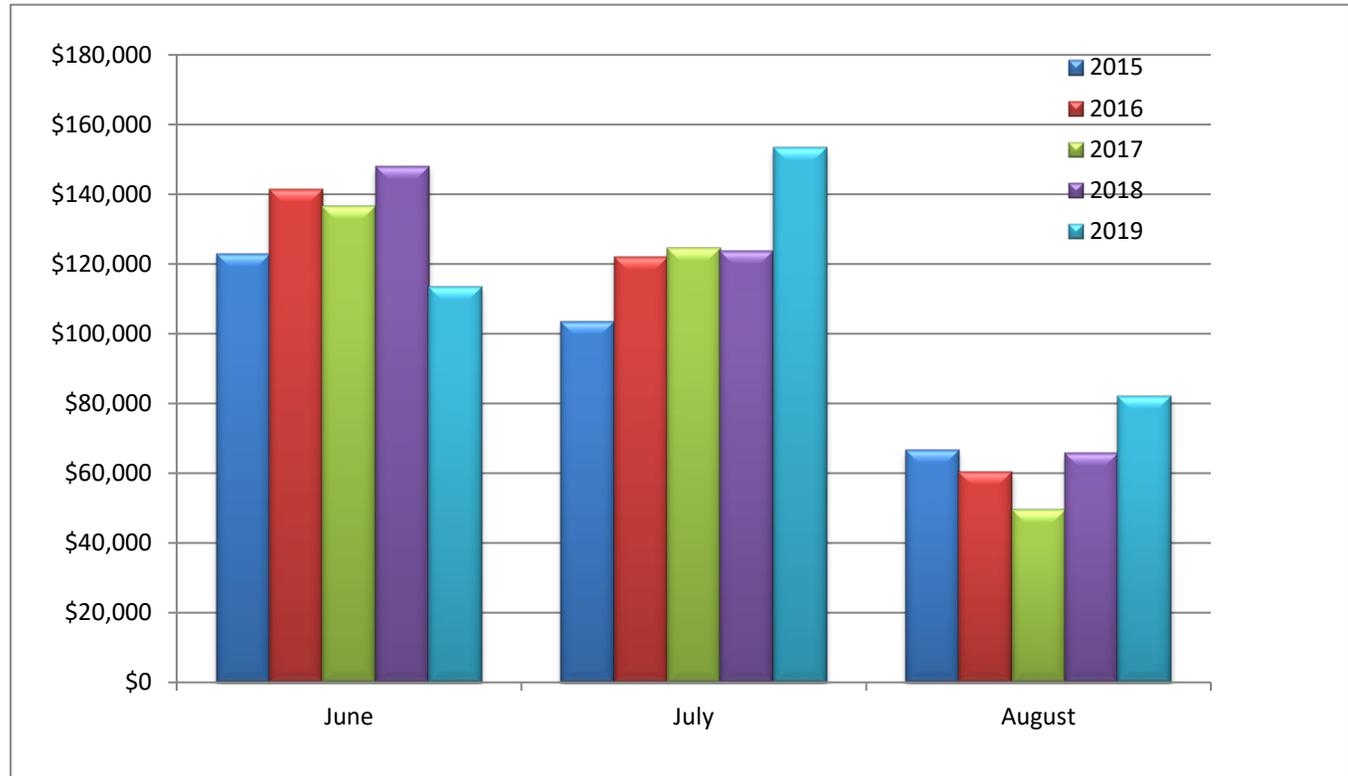
Month	YTD Budget	YTD Actual
Jan	\$24,985	\$269,988
Feb	323,290	559,053
Mar	541,239	835,201
Apr	897,042	1,148,864
May	1,242,937	1,468,133
June	1,587,975	1,916,623
July	2,281,895	2,552,908
Aug	2,931,883	3,273,813
Sept	3,608,200	3,992,852
Oct	4,432,413	4,586,242
Nov	4,928,712	4,861,892
Dec	5,600,000	5,152,736



**CITY OF GOLDEN  
5-Year Historical Comparison**

**Splash Admission Revenue**

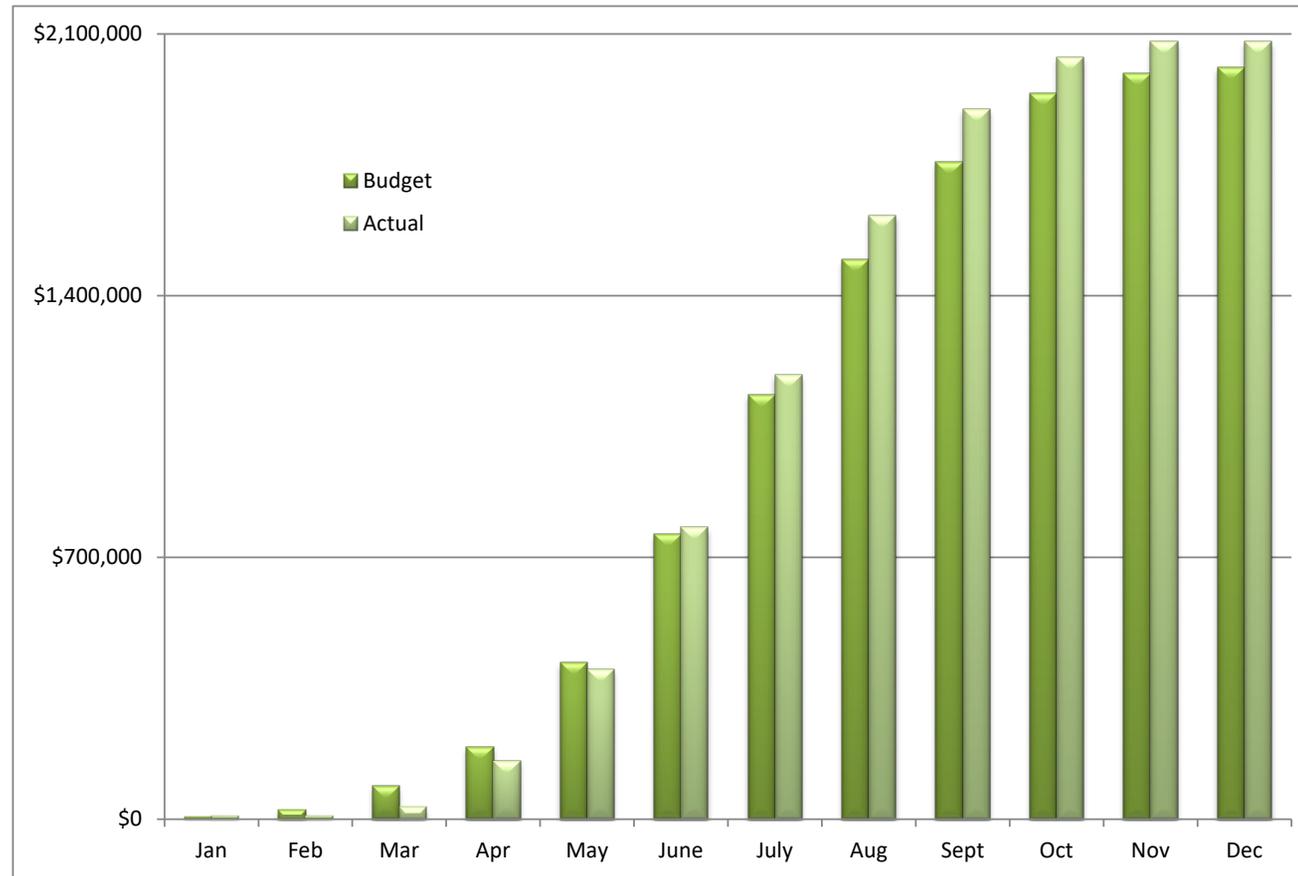
Month	Revenue	Ave High Temp
06/15	122,811	81.6
06/16	141,403	84.0
06/17	136,725	83.4
06/18	147,894	87.8
06/19	113,615	80.1
07/15	103,480	87.6
07/16	122,076	92.1
07/17	124,405	91.6
07/18	123,832	90.2
07/19	153,297	91.1
08/15	66,489	88.7
08/16	60,378	86.5
08/17	49,324	85.7
08/18	65,711	86.8
08/19	84,746	91.4



\* - Includes daily admissions, punch cards, and season passes.

**CITY OF GOLDEN**  
**Budget to Actual Comparison**  
**(adjusted for seasonality)**  
**2019 Green Fees**

<u>Month</u>	<u>YTD Budget</u>	<u>YTD Actual</u>
Jan	\$6,234	\$8,095
Feb	25,985	8,095
Mar	88,977	33,442
Apr	192,605	156,402
May	417,705	399,595
June	762,397	779,987
July	1,133,734	1,187,100
Aug	1,497,730	1,614,559
Sept	1,757,277	1,898,750
Oct	1,939,830	2,037,485
Nov	1,995,024	2,078,705
Dec	2,010,000	2,078,705

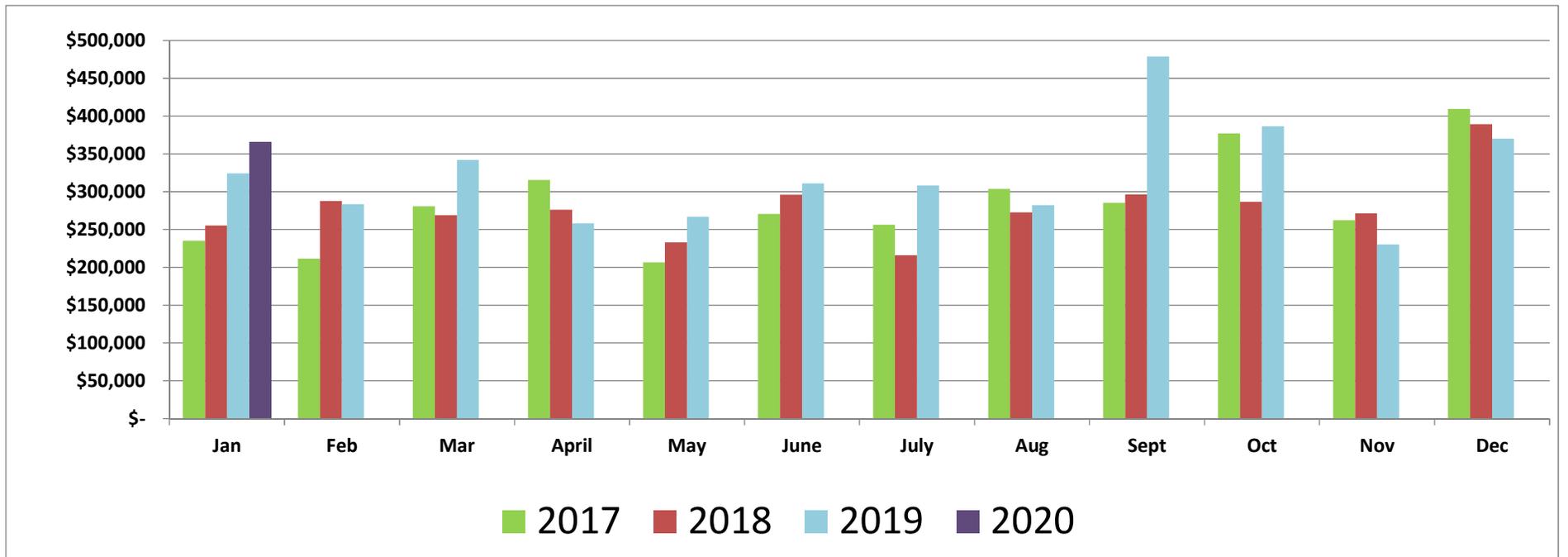


**City of Golden  
Use Tax Trends  
January (February)  
2017-2020**

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	% CHNG
<b>2020</b>	\$ 365,476												\$ 365,476	<b>12.6%</b>
<b>2019</b>	\$ 324,439	\$ 283,332	\$ 341,801	\$ 258,206	\$ 266,694	\$ 310,824	\$ 308,040	\$ 281,929	\$ 478,976	\$ 386,512	\$ 230,299	\$ 370,214	\$ 3,841,266	<b>27.1%</b>
<b>2018</b>	\$ 255,325	\$ 287,767	\$ 268,990	\$ 276,136	\$ 232,993	\$ 295,892	\$ 216,051	\$ 272,718	\$ 296,358	\$ 286,486	\$ 271,303	\$ 389,160	\$ 3,349,178	<b>8.6%</b>
<b>2017</b>	\$ 235,196	\$ 211,570	\$ 280,802	\$ 315,407	\$ 206,861	\$ 270,677	\$ 256,138	\$ 303,761	\$ 285,295	\$ 377,169	\$ 262,253	\$ 409,490	\$ 3,414,619	<b>-15.7%</b>

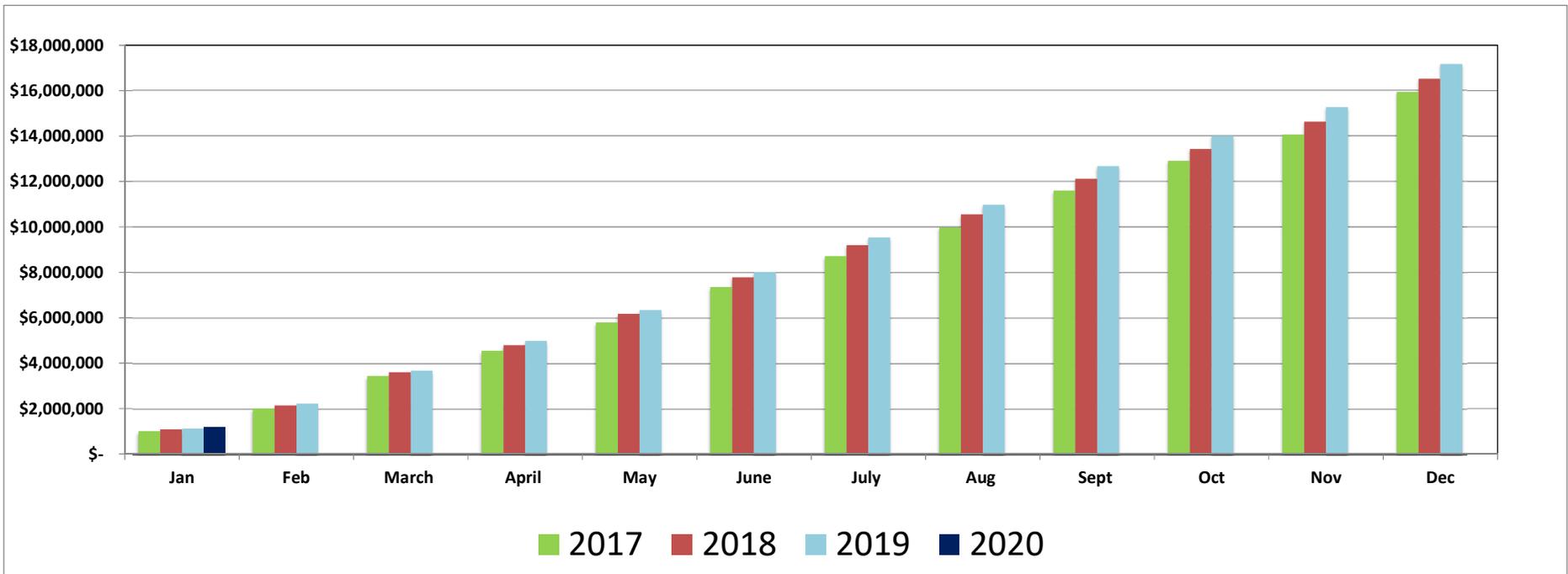
MTD Use Tax Audit Revenue	\$ 4,645	<<<< includes building use tax audit revenue	* Percentage Change is for current month only (highlighted)
Less: MTD Use Tax Refunds	\$ (619)		
Other Use Tax Revenue	\$ 4,026		



\*Amounts reported on the cash basis

**City of Golden  
Sales Tax Trends  
YTD January (February)  
2017-2020**

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	% CHNG	
<b>2020</b>	\$ 1,182,299												\$ 1,182,299	<b>5.4%</b>	
<b>2019</b>	\$ 1,121,727	\$ 2,215,811	\$ 3,664,188	\$ 4,976,636	\$ 6,332,180	\$ 8,017,681	\$ 9,540,303	\$ 10,975,580	\$ 12,679,960	\$ 14,012,015	\$ 15,270,188	\$ 17,175,065	\$ 17,175,065	<b>2.6%</b>	
<b>2018</b>	\$ 1,093,179	\$ 2,145,142	\$ 3,595,117	\$ 4,790,732	\$ 6,176,170	\$ 7,777,155	\$ 9,196,719	\$ 10,546,807	\$ 12,120,029	\$ 13,431,332	\$ 14,635,926	\$ 16,525,125	\$ 16,525,125	<b>8.6%</b>	
<b>2017</b>	\$ 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	<b>3.7%</b>	
YTD Sales Tax Audit Revenue			\$1,400				YTD Audit Permit Fees \$ 2,400								* Percentage Change - YTD percentage change
Less: YTD Sales Tax Refunds			\$ (291)				YTD Audit Plan Check Fees \$ 1,460								
Other Sales Tax Revenue			\$1,109				Net Fees Collected \$ 3,859								



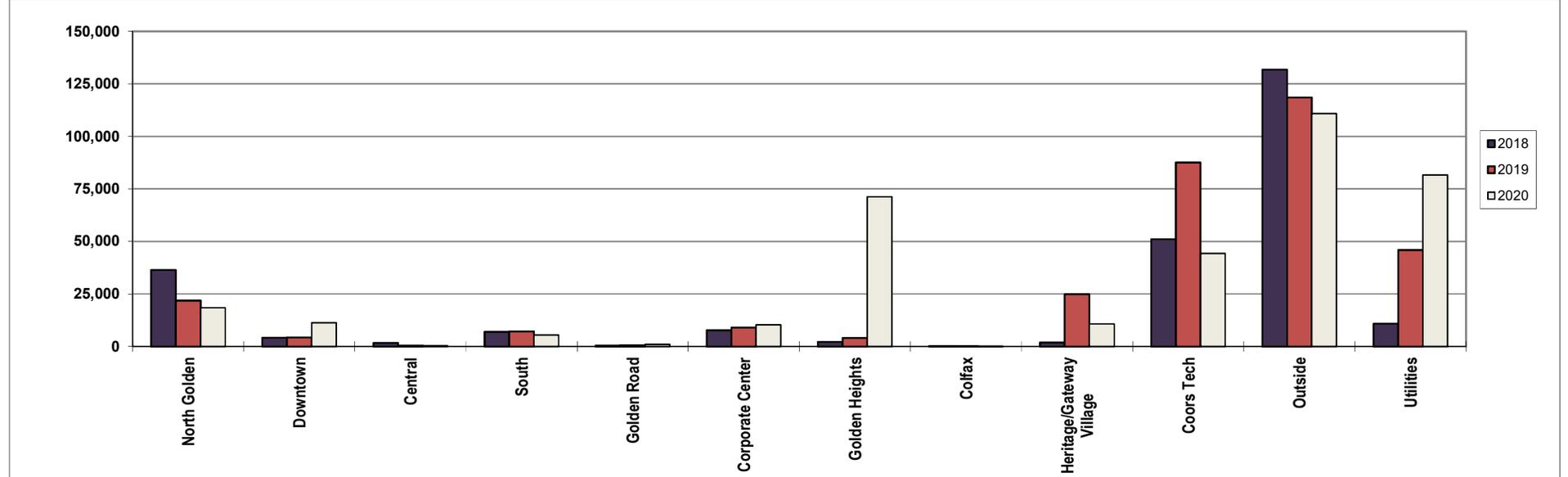
City of Golden  
Sales Tax Trends  
January (February)  
2017-2020

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	% CHNG		
<b>2020</b>	\$ 1,182,299												\$ 1,182,299	<b>5.4%</b>		
<b>2019</b>	\$ 1,121,727	\$ 1,094,083	\$ 1,448,377	\$ 1,312,449	\$ 1,355,543	\$ 1,685,502	\$ 1,522,621	\$ 1,435,278	\$ 1,704,379	\$ 1,332,056	\$ 1,258,172	\$ 1,904,877	\$ 17,175,065	<b>2.6%</b>		
<b>2018</b>	\$ 1,093,179	\$ 1,051,962	\$ 1,449,975	\$ 1,195,615	\$ 1,385,438	\$ 1,600,985	\$ 1,419,564	\$ 1,350,087	\$ 1,573,223	\$ 1,311,303	\$ 1,204,594	\$ 1,889,199	\$ 16,525,125	<b>8.6%</b>		
<b>2017</b>	\$ 1,006,334	\$ 1,001,710	\$ 1,419,831	\$ 1,115,633	\$ 1,244,080	\$ 1,562,078	\$ 1,357,048	\$ 1,265,695	\$ 1,622,168	\$ 1,310,702	\$ 1,163,305	\$ 1,874,575	\$ 15,943,159	<b>3.7%</b>		
													* Percentage Change is for current month only (highlighted)			
MTD Sales Tax Audit Revenue													\$ 1,400	MTD Audit Permit Fees		\$ 2,400
Less: MTD Sales Tax Refunds													\$ (291)	MTD Audit Plan Check Fees		\$ 1,460
Net Sales Tax Revenue													\$ 1,109	Net Fees Collected		\$ 3,859



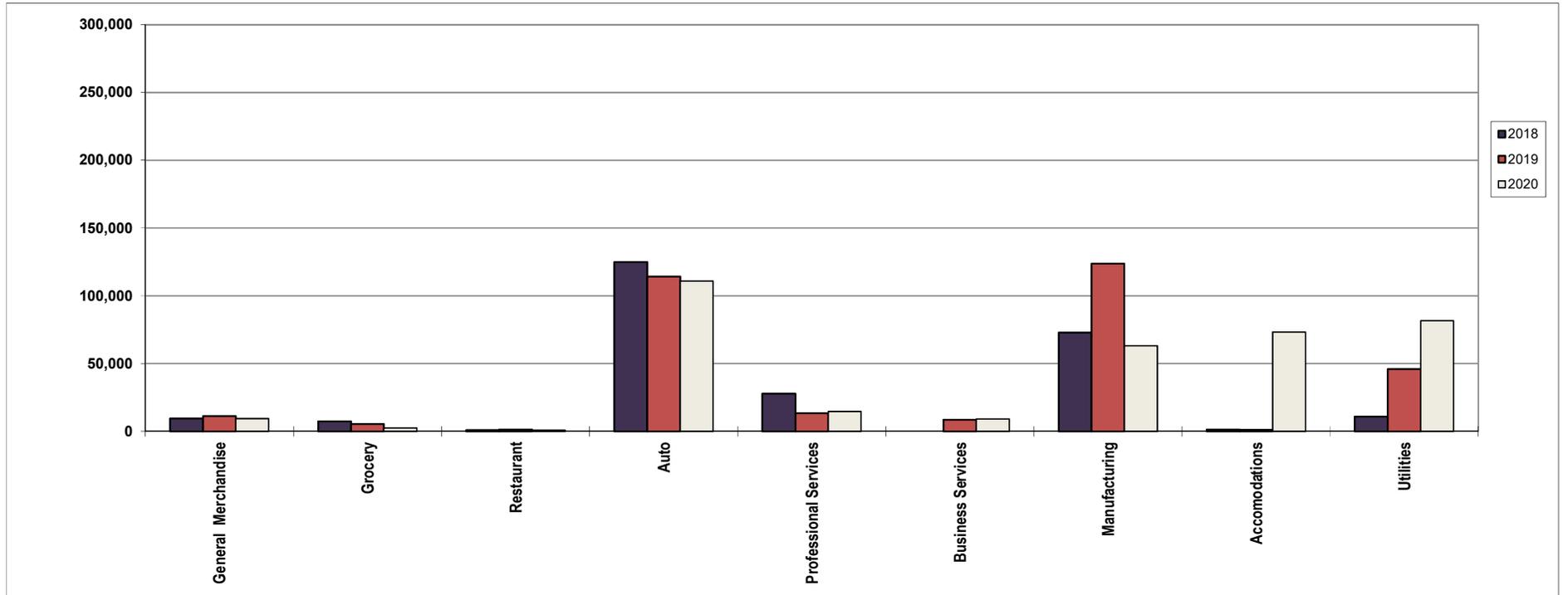
**City of Golden**  
**Use Tax Revenue By Location**  
**YTD January (February)**  
**2018/2019/2020**

Area	2018 Use Tax	% of total Use Tax	2018-2017 % Change	2019 Use Tax	% of total Use Tax	2019-2018 % Change	2020 Use Tax	% of total Use Tax	2020-2019 % Change
North Golden	\$ 36,368	14.24%	46.39%	\$ 21,846	6.73%	-39.93%	\$ 18,407	5.04%	-15.74%
Downtown	\$ 4,179	1.64%	-64.25%	\$ 4,305	1.33%	3.02%	\$ 11,252	3.08%	161.40%
Central	\$ 1,724	0.68%	805.60%	\$ 477	0.15%	-72.34%	\$ 349	0.10%	-26.86%
South	\$ 6,997	2.74%	55.33%	\$ 7,196	2.22%	2.84%	\$ 5,505	1.51%	-23.50%
Golden Road	\$ 411	0.16%	-23.16%	\$ 582	0.18%	41.58%	\$ 1,047	0.29%	80.10%
Corporate Center	\$ 7,708	3.02%	-19.83%	\$ 9,059	2.79%	17.54%	\$ 10,277	2.81%	13.44%
Golden Heights	\$ 2,206	0.86%	-77.87%	\$ 4,084	1.26%	85.09%	\$ 71,205	19.48%	1643.67%
Colfax	\$ 126	0.05%	-28.12%	\$ 87	0.03%	-31.26%	\$ 45	0.01%	-47.93%
Heritage/Gateway Village	\$ 1,908	0.75%	-90.59%	\$ 24,828	7.65%	1201.47%	\$ 10,707	2.93%	-56.88%
Coors Technology	\$ 51,080	20.01%	0.30%	\$ 87,562	26.99%	71.42%	\$ 44,268	12.11%	-49.44%
Outside	\$ 131,775	51.61%	41.83%	\$ 118,491	36.52%	-10.08%	\$ 110,814	30.32%	-6.48%
Utilities	\$ 10,843	4.25%	13.25%	\$ 45,924	14.15%	323.54%	\$ 81,598	22.33%	77.68%
<b>Totals</b>	<b>\$ 255,325</b>	<b>100.00%</b>	<b>8.56%</b>	<b>\$ 324,439</b>	<b>100.00%</b>	<b>27.07%</b>	<b>\$ 365,476</b>	<b>100.00%</b>	<b>12.65%</b>



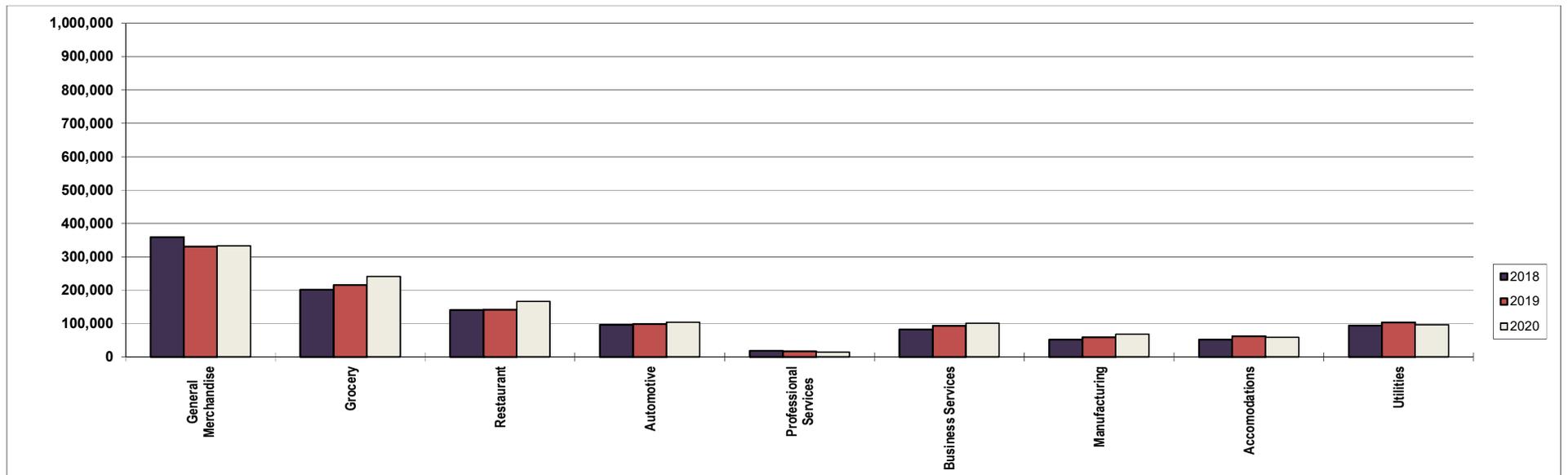
**City of Golden**  
**Use Tax Revenue By Type**  
**YTD January (February)**  
**2018/2019/2020**

Type	2018 Use Tax	% of total Use Tax	2018-2017 % Change	2019 Use Tax	% of total Use Tax	2019-2018 % Change	2020 Use Tax	% of total Use Tax	2020-2019 % Change
General Merchandise	\$ 9,584	3.75%	-39.14%	\$ 11,126	3.43%	16.09%	\$ 9,393	2.57%	-15.57%
Grocery	\$ 7,366	2.88%	97.67%	\$ 5,269	1.62%	-28.47%	\$ 2,579	0.71%	-51.06%
Restaurants	\$ 795	0.31%	-3.07%	\$ 1,225	0.38%	54.01%	\$ 941	0.26%	-23.18%
Automotive	\$ 124,754	48.86%	59.44%	\$ 114,171	35.19%	-8.48%	\$ 110,935	30.35%	-2.83%
Prof Services\Entertainment	\$ 27,772	10.88%	84.00%	\$ 13,325	4.11%	-52.02%	\$ 14,585	3.99%	9.46%
Bus Services	\$ -	0.00%	-100.00%	\$ 8,587	2.65%	858691.00%	\$ 9,066	2.48%	5.58%
Manufacturing - Production	\$ 72,835	28.53%	-7.17%	\$ 123,706	38.13%	69.84%	\$ 63,076	17.26%	-49.01%
Accommodations	\$ 1,376	0.54%	55.58%	\$ 1,107	0.34%	-19.55%	\$ 73,303	20.06%	6521.77%
Utilities	\$ 10,843	4.25%	13.25%	\$ 45,924	14.15%	323.54%	\$ 81,598	22.33%	77.68%
<b>Totals</b>	<b>\$ 255,325</b>	<b>100.00%</b>	<b>8.56%</b>	<b>\$ 324,439</b>	<b>100.00%</b>	<b>27.07%</b>	<b>\$ 365,476</b>	<b>100.00%</b>	<b>12.65%</b>



**City of Golden**  
**Sales Tax Revenue By Type**  
**YTD January (February)**  
**2018/2019/2020**

Type	2018 Sales Tax	% of total Sales Tax	2018-2017 % Change	2019 Sales Tax	% of total Sales Tax	2019-2018 % Change	2020 Sales Tax	% of total Sales Tax	2020-2019 % Change
General Merchandise	\$ 358,978	32.84%	20.47%	\$ 331,002	29.51%	-7.79%	\$ 332,677	28.14%	0.51%
Grocery	\$ 200,870	18.37%	4.73%	\$ 215,118	19.18%	7.09%	\$ 240,866	20.37%	11.97%
Restaurants	\$ 140,388	12.84%	16.03%	\$ 141,616	12.62%	0.87%	\$ 166,348	14.07%	17.46%
Automotive	\$ 96,353	8.81%	-2.92%	\$ 99,192	8.84%	2.95%	\$ 104,141	8.81%	4.99%
Prof Services\Entertainment	\$ 17,896	1.64%	37.41%	\$ 17,036	1.52%	-4.81%	\$ 14,529	1.23%	-14.72%
Bus ServicesSupp.	\$ 81,895	7.49%	8.61%	\$ 93,323	8.32%	13.95%	\$ 100,628	8.51%	7.83%
Manufacturing - Production	\$ 51,738	4.73%	12.68%	\$ 58,694	5.23%	13.44%	\$ 67,858	5.74%	15.61%
Accommodations	\$ 51,524	4.71%	-3.84%	\$ 62,396	5.56%	21.10%	\$ 58,832	4.98%	-5.71%
Utilities	\$ 93,538	8.56%	-13.70%	\$ 103,349	9.21%	10.49%	\$ 96,420	8.16%	-6.70%
<b>Totals</b>	<b>\$ 1,093,179</b>	<b>100.00%</b>	<b>8.63%</b>	<b>\$ 1,121,727</b>	<b>100.00%</b>	<b>2.61%</b>	<b>\$ 1,182,299</b>	<b>100.00%</b>	<b>5.40%</b>



**City of Golden**  
**Sales Tax Revenue By Location**  
**YTD January (February)**  
**2018/2019/2020**

Area	2018 Sales Tax	% of total Sales Tax	2018-2017 % Change	2019 Sales Tax	% of total Sales Tax	2019-2018 % Change	2020 Sales Tax	% of total Sales Tax	2020-2019 % Change
North Golden	\$ 64,114	5.86%	24.07%	\$ 62,556	5.58%	-2.43%	\$ 57,406	4.86%	-8.23%
Downtown	\$ 130,491	11.94%	-10.51%	\$ 160,284	14.29%	22.83%	\$ 170,924	14.46%	6.64%
Central	\$ 57,824	5.29%	10.36%	\$ 57,412	5.12%	-0.71%	\$ 47,435	4.01%	-17.38%
South	\$ 15,128	1.38%	-5.90%	\$ 17,512	1.56%	15.76%	\$ 16,412	1.39%	-6.28%
Golden Road	\$ 212,036	19.40%	21.27%	\$ 179,736	16.02%	-15.23%	\$ 197,957	16.74%	10.14%
Corporate Center	\$ 208,692	19.09%	-3.00%	\$ 226,878	20.23%	8.71%	\$ 210,738	17.82%	-7.11%
Golden Heights	\$ 32,831	3.00%	11.49%	\$ 27,952	2.49%	-14.86%	\$ 31,777	2.69%	13.68%
Colfax	\$ 12,687	1.16%	-0.30%	\$ 10,067	0.90%	-20.65%	\$ 16,560	1.40%	64.50%
Heritage /Gateway Village	\$ 16,192	1.48%	269.53%	\$ 28,926	2.58%	78.64%	\$ 41,814	3.54%	44.56%
Coors Technology	\$ 9,985	0.91%	38.82%	\$ 14,080	1.26%	41.01%	\$ 14,113	1.19%	0.23%
Outside	\$ 239,660	21.92%	27.32%	\$ 232,977	20.77%	-2.79%	\$ 280,743	23.75%	20.50%
Utilities	\$ 93,538	8.56%	-13.70%	\$ 103,349	9.21%	10.49%	\$ 96,420	8.16%	-6.70%
<b>Totals</b>	<b>\$ 1,093,179</b>	<b>100.00%</b>	<b>8.63%</b>	<b>\$ 1,121,727</b>	<b>100.00%</b>	<b>2.61%</b>	<b>\$ 1,182,299</b>	<b>100.00%</b>	<b>5.40%</b>

