



City of
Golden

911 10TH ST. GOLDEN, CO 80401
TEL: 303-384-8000
FAX: 303-384-8001
WWW.CITYOFGOLDEN.NET

Council Memorandum

To: City Council
From: Jeff Hansen, Finance Director
Date: May 6, 2020
Re: Sales Tax Report

Attached are the sales and use tax reports for March sales (collected in April). As expected, sales tax collections were down for the month due to the impacts of COVID-19. Collections were down \$94,306 (-6.5%) for the month. Overall, revenue is up \$38,698 (+1.1%) year-to-date compared to 2019. When adjusted for seasonality, sales tax revenues are down (-1.9%%) compared to the 2020 Budget.

Not surprisingly, restaurants and accommodations have seen the biggest hit to revenues, down 8% and 25% YTD respectively. Also, as expected, Grocery has increased significantly, with King Soopers, Safeway, and Natural grocers all up over 10% compared to last year. In General Merchandise, local retailers (Kohl's, Duluth Trading Company, Bent Gate, etc.) are all down. But, Home Depot and online retailers (Amazon, Wayfair, etc.) are up significantly to help offset the loss from these local brick and mortar stores.

Use tax collections were down \$52,555 (-15.4%) for March. For the year, use tax is still up \$86,347 (+9.1%) compared to 2019. 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. We can expect some declines in use tax as most businesses will hold off on reinvesting in their businesses for the foreseeable future. Some of the larger businesses not negatively impacted by the virus will probably continue with current expansions and reinvesting plans. What remains to be seen regarding use tax, is the impact in automotive with dealerships offering discounts and 0% financing on new vehicles.

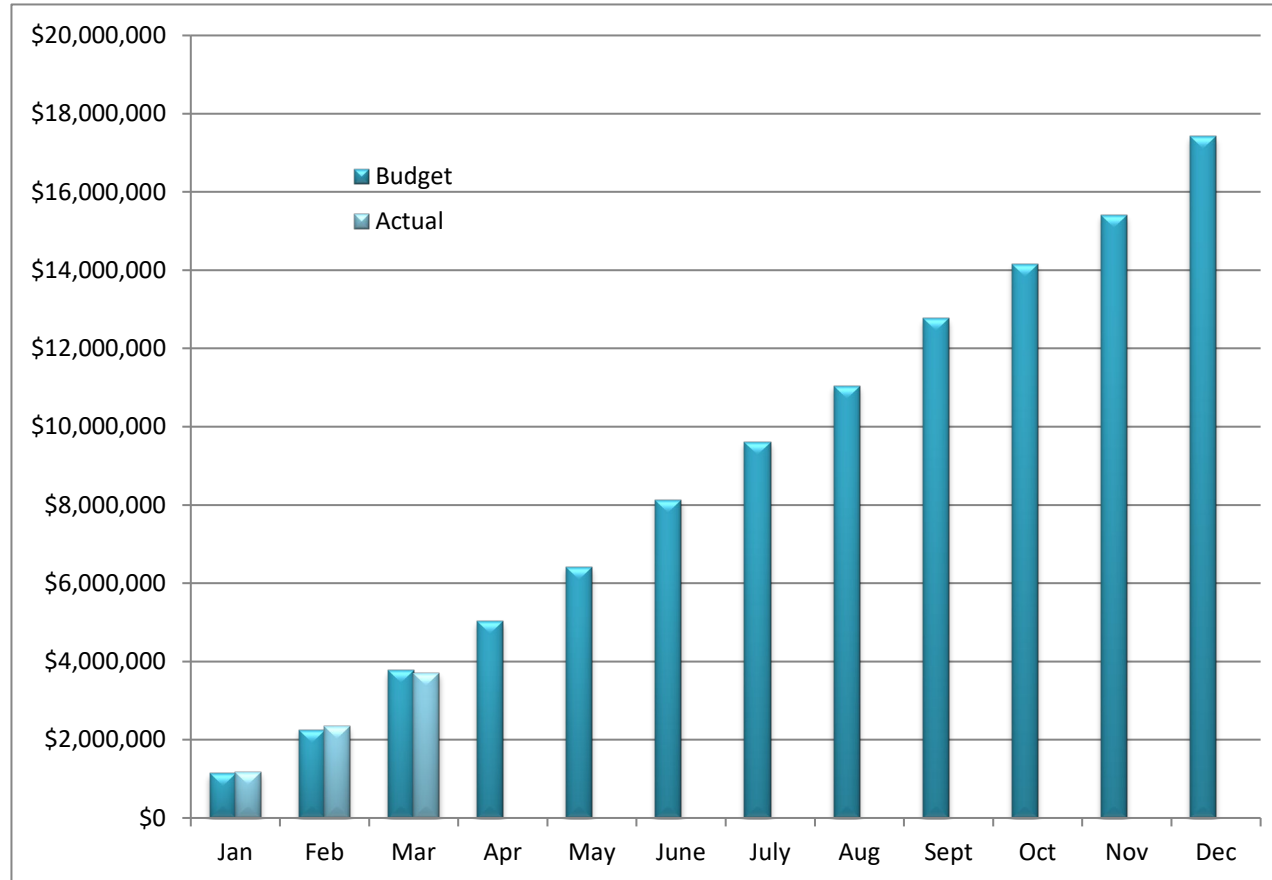
In the area of audit revenue, \$7,353 was collected in April. Including building use tax audits, the total audit revenue collected for 2020 is \$60,796, with an additional \$2,991 collected in building permit and plan check fees. Also, the City continues to have audits in progress and additional audit revenue has been assessed, with collection anticipated over the next few months. \$2,301 has been issued in refunds for the year. These amounts are shown separately on the attached collection reports.

There were no real surprises in the March numbers as we started to see the impacts of Covid-19. May collections of April revenues will probably show more of the same with some areas seeing a more pronounced increase or decrease. As restrictions start to lift in May, we will hope to see some businesses rebound. These are uncharted times and it's difficult to predict the full extent of the impacts, especially long-term. But we continue to be cautiously optimistic that Golden will recover faster than most of the State and the Country.

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

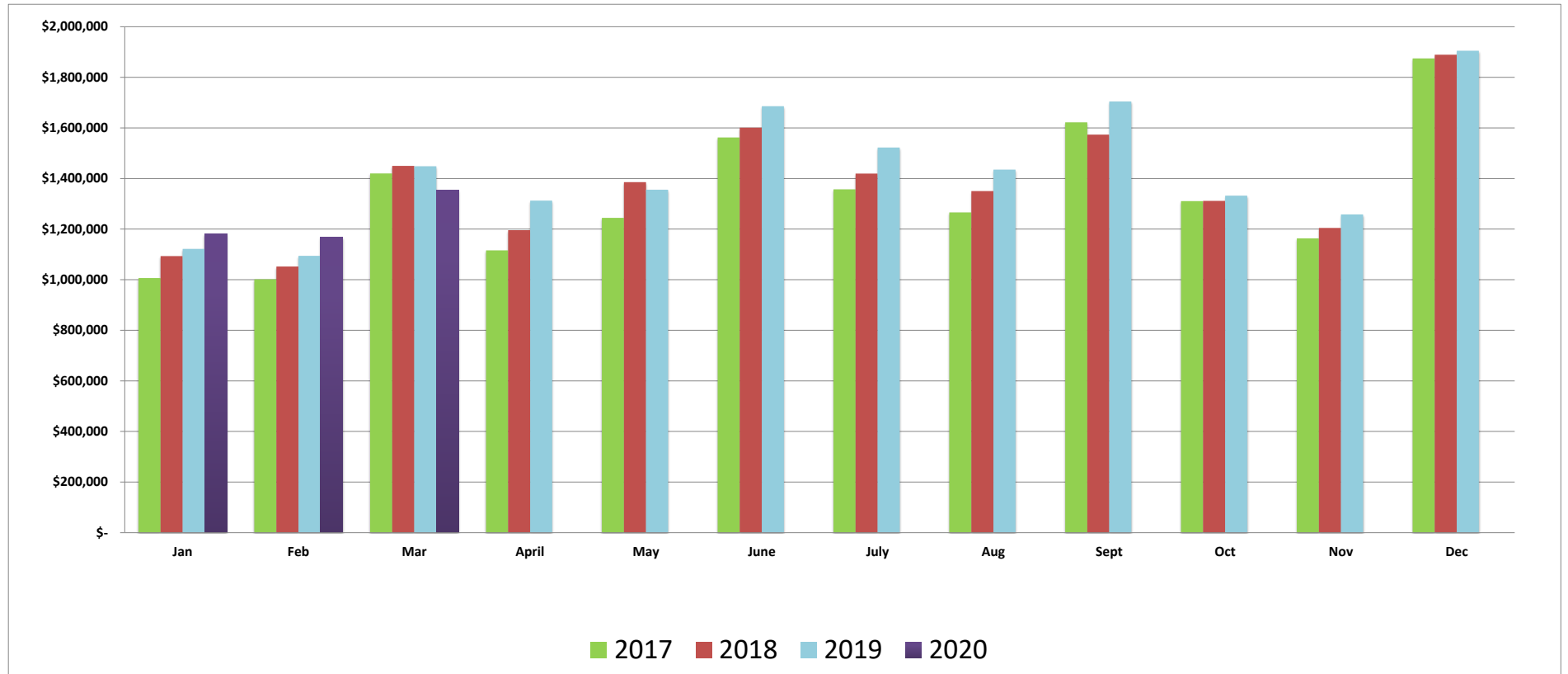
CITY OF GOLDEN
Budget to Actual Comparison
(adjusted for seasonality)
2020 Sales Tax Revenue

<u>Month</u>	<u>YTD Budget</u>	<u>YTD Actual</u>
Jan	\$1,128,137	\$1,182,299
Feb	2,248,651	2,348,815
Mar	3,773,336	3,702,886
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	



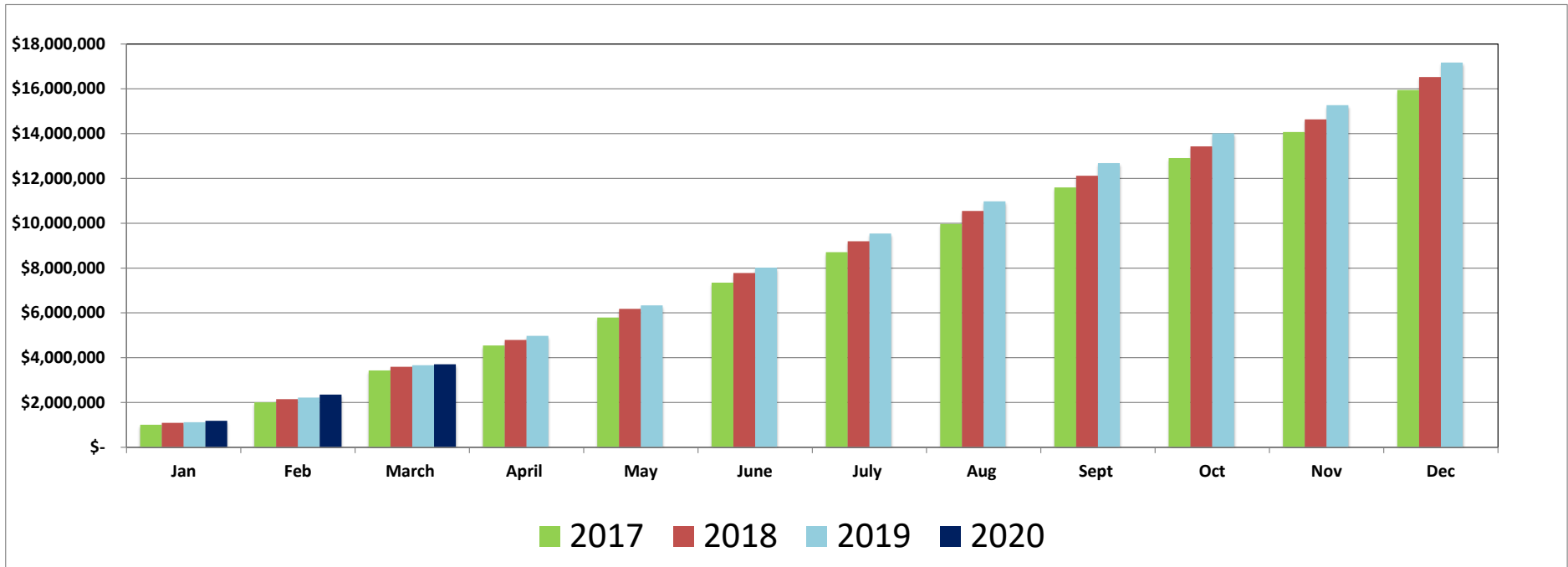
City of Golden
Sales Tax Trends
March (April)
2017-2020

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	% CHNG
2020	\$ 1,182,299	\$ 1,166,516	\$ 1,354,071										\$ 3,702,886	-6.5%
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	\$ 1,704,379	\$ 1,332,056	\$ 1,258,172	\$ 1,904,877	\$ 17,175,065	-0.1%
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	\$ 1,573,223	\$ 1,311,303	\$ 1,204,594	\$ 1,889,199	\$ 16,525,125	2.1%
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	\$ 1,622,168	\$ 1,310,702	\$ 1,163,305	\$ 1,874,575	\$ 15,943,159	5.4%
<div> <div> MTD Sales Tax Audit Revenue \$ 7,353 Less: MTD Sales Tax Refunds \$ - Net Sales Tax Revenue \$ 7,353 </div> <div> MTD Audit Permit Fees \$ - MTD Audit Plan Check Fees \$ - Net Fees Collected \$ - </div> <div> * Percentage Change is for current month only (highlighted) </div> </div>														



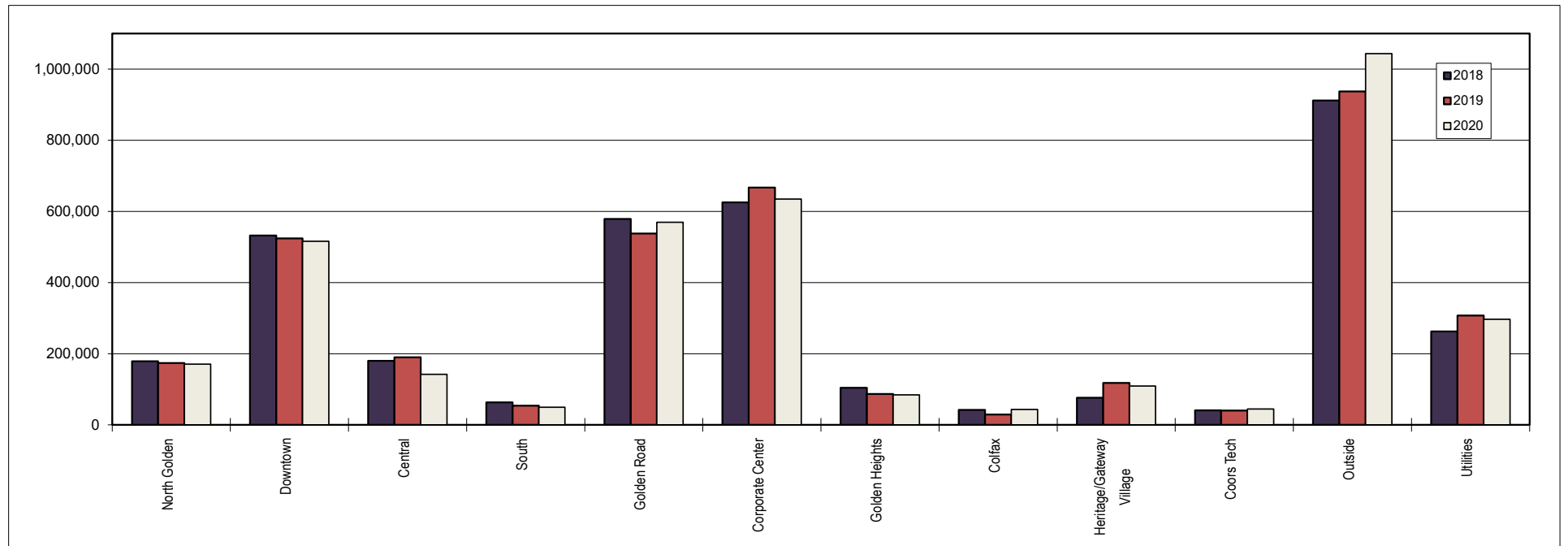
**City of Golden
Sales Tax Trends
YTD March (April)
2017-2020**

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	% CHNG
2020	\$ 1,182,299	\$ 2,348,815	\$ 3,702,886										\$ 3,702,886	1.1%
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	\$ 12,679,960	\$ 14,012,015	\$ 15,270,188	\$ 17,175,065	\$ 17,175,065	1.9%
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	\$ 12,120,029	\$ 13,431,332	\$ 14,635,926	\$ 16,525,125	\$ 16,525,125	4.9%
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	2.8%
YTD Sales Tax Audit Revenue			\$36,288				YTD Audit Permit Fees	\$ 2,991	* Percentage Change - YTD percentage change					
Less: YTD Sales Tax Refunds			\$ (291)				YTD Audit Plan Check Fees	\$ 1,844						
Other Sales Tax Revenue			\$35,997				Net Fees Collected	\$ 2,991						



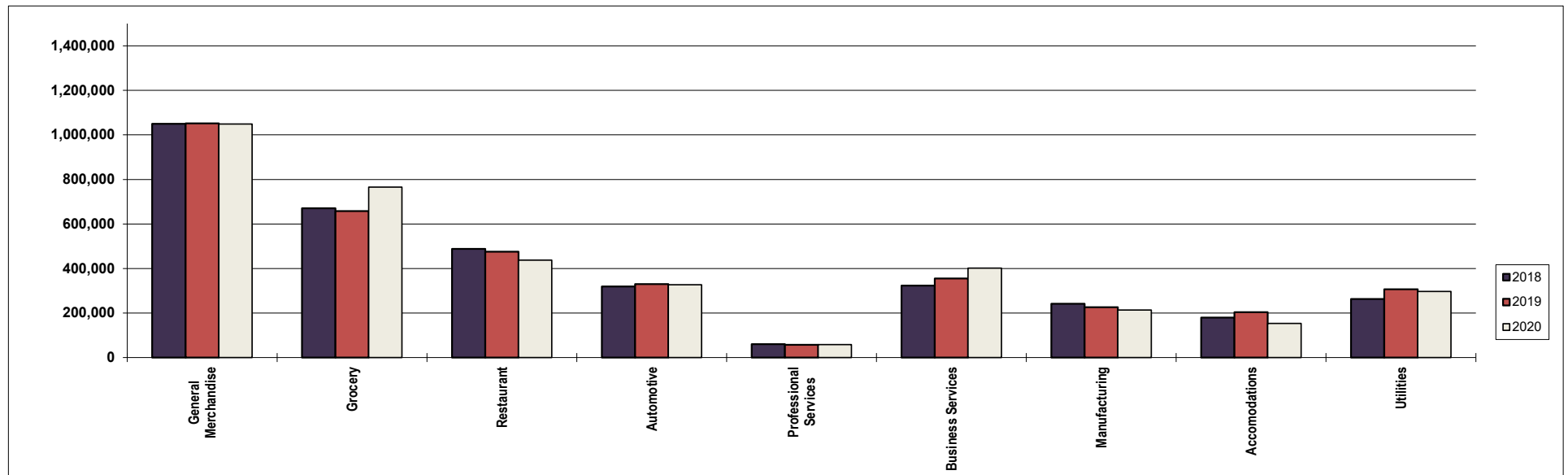
City of Golden
Sales Tax Revenue By Location
YTD March (April)
2018/2019/2020

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	\$ 178,694	4.97%	0.47%	\$ 173,678	4.74%	-2.81%	\$ 170,311	4.60%	-1.94%
Downtown	\$ 532,355	14.81%	5.50%	\$ 524,244	14.31%	-1.52%	\$ 516,242	13.94%	-1.53%
Central	\$ 180,059	5.01%	2.92%	\$ 189,563	5.17%	5.28%	\$ 141,797	3.83%	-25.20%
South	\$ 62,892	1.75%	7.30%	\$ 53,799	1.47%	-14.46%	\$ 49,508	1.34%	-7.98%
Golden Road	\$ 578,864	16.10%	7.42%	\$ 537,980	14.68%	-7.06%	\$ 569,555	15.38%	5.87%
Corporate Center	\$ 625,459	17.40%	-2.53%	\$ 666,992	18.20%	6.64%	\$ 634,531	17.14%	-4.87%
Golden Heights	\$ 103,980	2.89%	8.69%	\$ 86,987	2.37%	-16.34%	\$ 84,423	2.28%	-2.95%
Colfax	\$ 41,951	1.17%	30.21%	\$ 28,797	0.79%	-31.35%	\$ 43,369	1.17%	50.60%
Heritage /Gateway Village	\$ 75,918	2.11%	157.77%	\$ 117,983	3.22%	55.41%	\$ 108,760	2.94%	-7.82%
Coors Technology	\$ 40,689	1.13%	7.98%	\$ 40,287	1.10%	-0.99%	\$ 44,247	1.19%	9.83%
Outside	\$ 911,705	25.36%	11.93%	\$ 936,911	25.57%	2.76%	\$ 1,043,199	28.17%	11.34%
Utilities	\$ 262,553	7.30%	-18.40%	\$ 306,967	8.38%	16.92%	\$ 296,942	8.02%	-3.27%
Totals	\$ 3,595,117	100.00%	4.88%	\$ 3,664,188	100.00%	1.92%	\$ 3,702,886	100.00%	1.06%



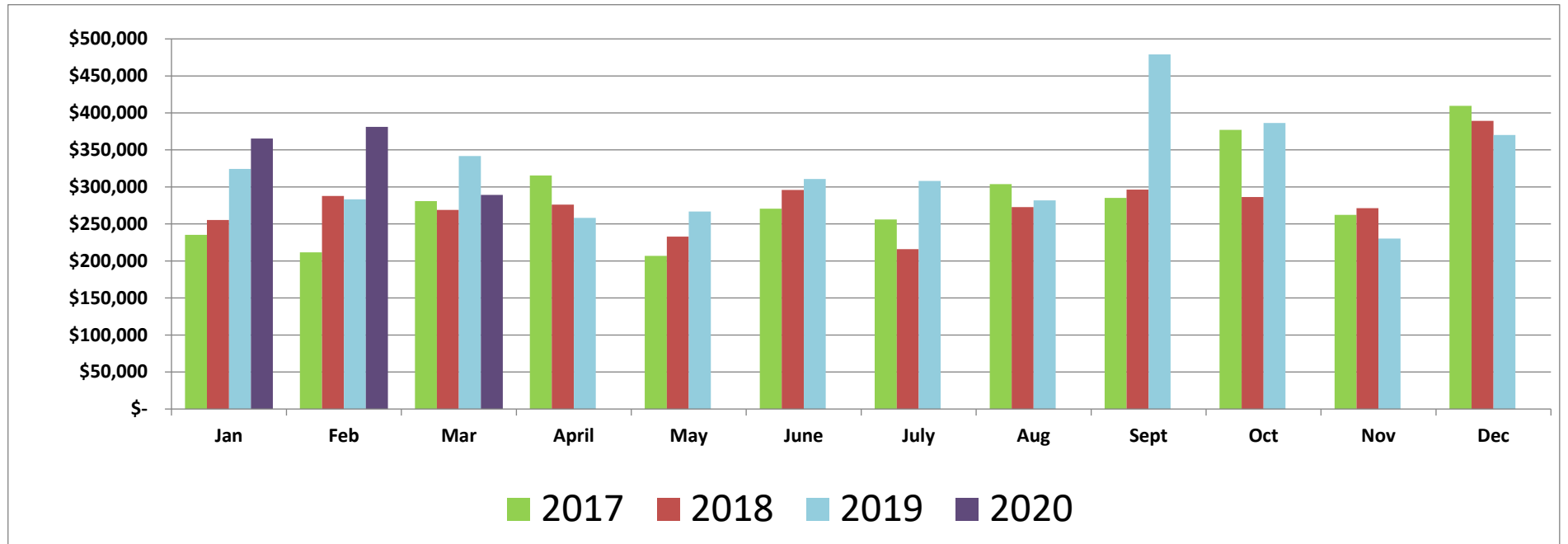
City of Golden
Sales Tax Revenue By Type
YTD March (April)
2018/2019/2020

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	\$ 1,050,194	29.21%	6.07%	\$ 1,051,587	28.70%	0.13%	\$ 1,048,636	28.32%	-0.28%
Grocery	\$ 670,336	18.65%	8.89%	\$ 658,154	17.96%	-1.82%	\$ 765,849	20.68%	16.36%
Restaurants	\$ 488,160	13.58%	10.19%	\$ 475,495	12.98%	-2.59%	\$ 437,263	11.81%	-8.04%
Automotive	\$ 318,868	8.87%	1.19%	\$ 329,947	9.00%	3.47%	\$ 327,367	8.84%	-0.78%
Prof Services\Entertainment	\$ 60,380	1.68%	12.42%	\$ 56,761	1.55%	-5.99%	\$ 58,132	1.57%	2.42%
Bus ServicesSupp.	\$ 323,308	8.99%	2.86%	\$ 355,203	9.69%	9.87%	\$ 401,362	10.84%	13.00%
Manufacturing - Production	\$ 241,948	6.73%	24.66%	\$ 226,336	6.18%	-6.45%	\$ 213,621	5.77%	-5.62%
Accommodations	\$ 179,370	4.99%	-0.45%	\$ 203,738	5.56%	13.59%	\$ 153,713	4.15%	-24.55%
Utilities	\$ 262,553	7.30%	-18.40%	\$ 306,967	8.38%	16.92%	\$ 296,942	8.02%	-3.27%
Totals	\$ 3,595,117	100.00%	4.88%	\$ 3,664,188	100.00%	1.92%	\$ 3,702,886	100.00%	1.06%



**City of Golden
Use Tax Trends
March (April)
2017-2020**

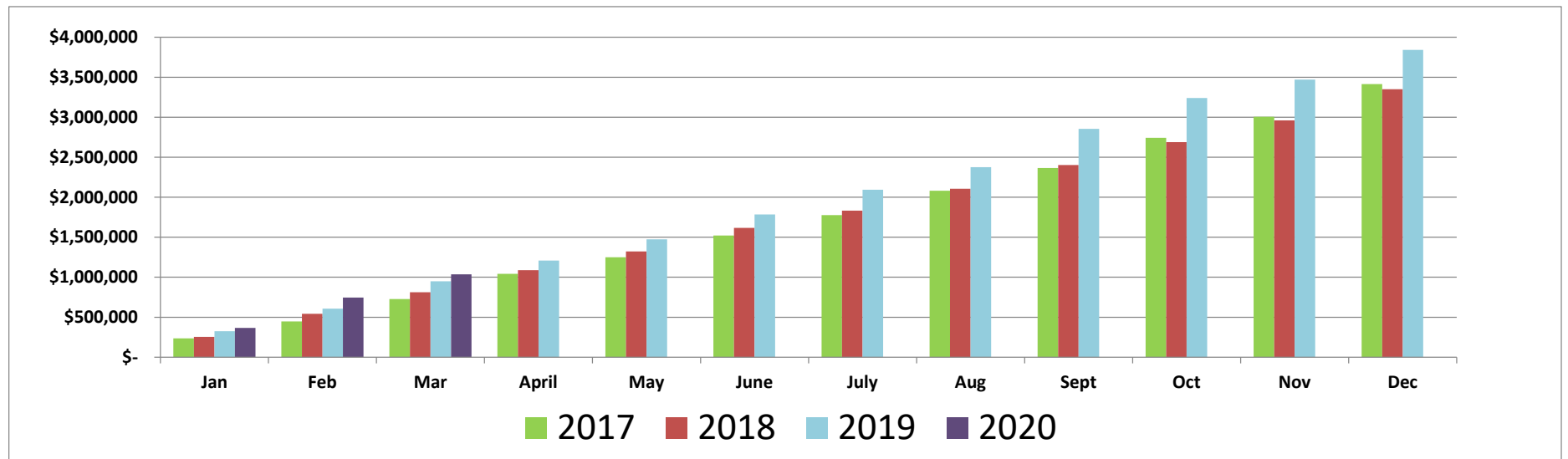
	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	% CHNG
2020	\$ 365,476	\$ 381,197	\$ 289,246										\$ 1,035,919	-15.4%
2019	\$ 324,439	\$ 283,332	\$ 341,801	\$ 258,206	\$ 266,694	\$ 310,824	\$ 308,040	\$ 281,929	\$ 478,976	\$ 386,512	\$ 230,299	\$ 370,214	\$ 3,841,266	27.1%
2018	\$ 255,325	\$ 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	-4.2%
2017	\$ 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	-1.7%
MTD Use Tax Audit Revenue		\$ -	<<<< includes building use tax audit revenue											* Percentage Change is for current month only (highlighted)
Less: MTD Use Tax Refunds		\$ -												
Other Use Tax Revenue		\$ -												



*Amounts reported on the cash basis

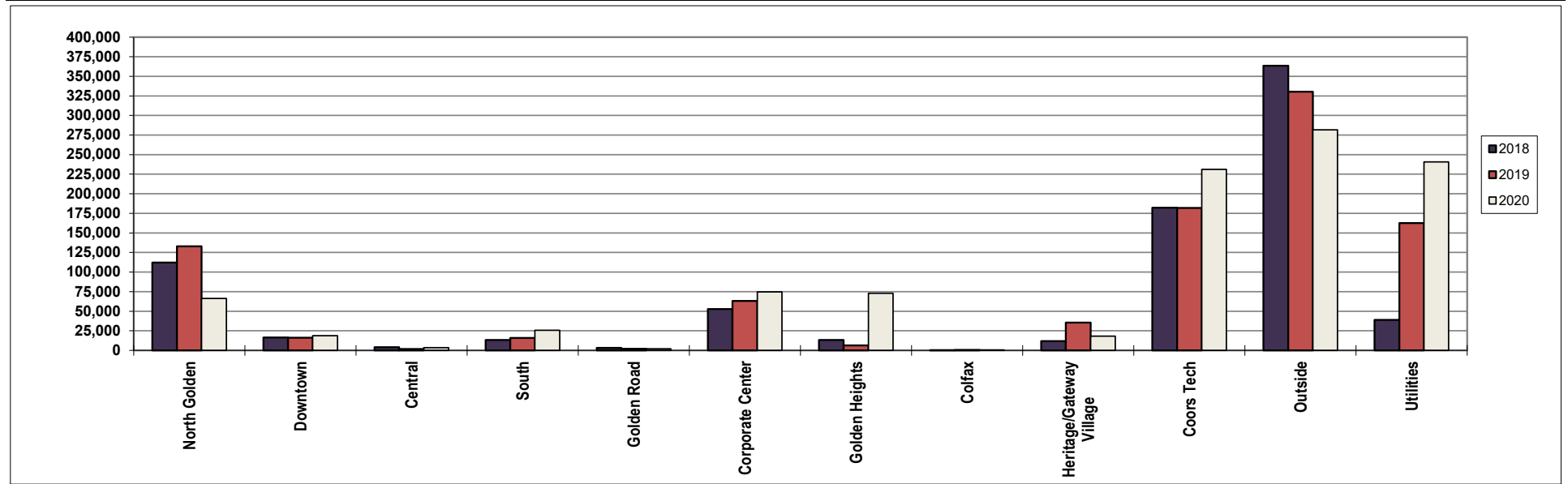
**City of Golden
Use Tax Trends
YTD March (April)
2017-2020**

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	YTD % Chng
2020	\$ 365,476	\$ 746,673	\$1,035,919										\$ 1,035,919	9.1%
2019	\$ 324,439	\$ 607,771	\$ 949,572	\$ 1,207,779	\$ 1,474,473	\$ 1,785,296	\$ 2,093,336	\$ 2,375,266	\$ 2,854,424	\$ 3,240,753	\$ 3,471,052	\$ 3,841,266	\$ 3,841,266	16.9%
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	11.6%
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	-9.3%
YTD Use Tax Audit Revenue \$ 24,508 <<<< includes building use tax audit revenue ** Percentage Change is YTD %														
Less: YTD Use Tax Refunds \$ (2,010)														
Other Use Tax Revenue \$ 22,498														



City of Golden
Use Tax Revenue By Location
YTD March (April)
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	\$ 112,078	13.80%	-0.09%	\$ 132,963	14.00%	18.63%	\$ 66,345	6.40%	-50.10%
Downtown	\$ 16,530	2.04%	-26.18%	\$ 16,294	1.72%	-1.43%	\$ 18,722	1.81%	14.90%
Central	\$ 4,093	0.50%	-41.09%	\$ 1,882	0.20%	-54.02%	\$ 3,454	0.33%	83.54%
South	\$ 13,381	1.65%	48.03%	\$ 15,858	1.67%	18.51%	\$ 25,773	2.49%	62.53%
Golden Road	\$ 3,263	0.40%	109.99%	\$ 2,112	0.22%	-35.26%	\$ 1,951	0.19%	-7.65%
Corporate Center	\$ 52,730	6.49%	54.52%	\$ 63,060	6.64%	19.59%	\$ 74,709	7.21%	18.47%
Golden Heights	\$ 13,165	1.62%	-24.19%	\$ 6,467	0.68%	-50.88%	\$ 72,827	7.03%	1026.13%
Colfax	\$ 384	0.05%	-38.11%	\$ 564	0.06%	46.89%	\$ 527	0.05%	-6.47%
Heritage/Gateway Village	\$ 11,909	1.47%	-61.66%	\$ 35,527	3.74%	198.33%	\$ 18,144	1.75%	-48.93%
Coors Technology	\$ 182,082	22.42%	10.38%	\$ 181,934	19.16%	-0.08%	\$ 231,143	22.31%	27.05%
Outside	\$ 363,481	44.76%	22.73%	\$ 330,354	34.79%	-9.11%	\$ 281,512	27.18%	-14.78%
Utilities	\$ 38,988	4.80%	25.07%	\$ 162,557	17.12%	316.94%	\$ 240,811	23.25%	48.14%
Totals	\$ 812,082	100.00%	11.62%	\$ 949,572	100.00%	16.93%	\$ 1,035,919	100.00%	9.09%



City of Golden
Use Tax Revenue By Type
YTD March (April)
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	\$ 71,228	8.77%	25.78%	\$ 33,207	3.50%	-53.38%	\$ 90,742	8.76%	173.26%
Grocery	\$ 22,403	2.76%	12.72%	\$ 17,326	1.82%	-22.67%	\$ 18,524	1.79%	6.92%
Restaurants	\$ 6,963	0.86%	166.95%	\$ 3,609	0.38%	-48.16%	\$ 2,317	0.22%	-35.81%
Automotive	\$ 335,650	41.33%	24.36%	\$ 308,286	32.47%	-8.15%	\$ 258,427	24.95%	-16.17%
Prof Services\Entertainment	\$ 33,971	4.18%	-22.72%	\$ 38,172	4.02%	12.37%	\$ 70,087	6.77%	83.61%
Bus Services	\$ 46,864	5.77%	-25.44%	\$ 41,186	4.34%	-12.11%	\$ -	0.00%	-100.00%
Manufacturing - Production	\$ 253,034	31.16%	6.52%	\$ 341,699	35.98%	35.04%	\$ 279,555	26.99%	-18.19%
Accommodations	\$ 2,981	0.37%	-1.84%	\$ 3,531	0.37%	18.44%	\$ 75,456	7.28%	2037.22%
Utilities	\$ 38,988	4.80%	25.07%	\$ 162,557	17.12%	316.94%	\$ 240,811	23.25%	48.14%
Totals	\$ 812,082	100.00%	11.62%	\$ 949,572	100.00%	16.93%	\$ 1,035,919	100.00%	9.09%

