



## Council Memorandum

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

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Attached are the sales and use tax reports for November sales (collected in December). Sales tax collections were up \$53,578 (+4.4%) for the month. There was not any single significant change to account for the increase, just a general increase from both in-city and outside the city businesses. Overall, revenue is up \$634,262 (+4.3%) year-to-date compared to 2018. However, when adjusted for seasonality, sales tax revenues are still down slightly (-0.69%) compared to the 2019 Budget.

Overall, sales tax from businesses within the City limits (including Utilities) is up \$499,874 compared to 2018. In terms of dollars, revenues have increased the most from Heritage/Gateway Village, Downtown and Corporate Center. Golden Road and the Central area have the largest decreases compared to last year. By business type, Business Supplies/Services, Restaurants, Accommodations, and General Merchandise show the largest increases. Manufacturing is the only business type with a decrease 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 \$134,388 (+3.86) for the year.

Use tax collections were down \$41,004 (-15.1%) for November. For the year, use tax is up \$511,034 (+17.3%) compared to 2018. Utilities and Manufacturing have the largest increases so far this year, with General Merchandise and Professional Services 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.

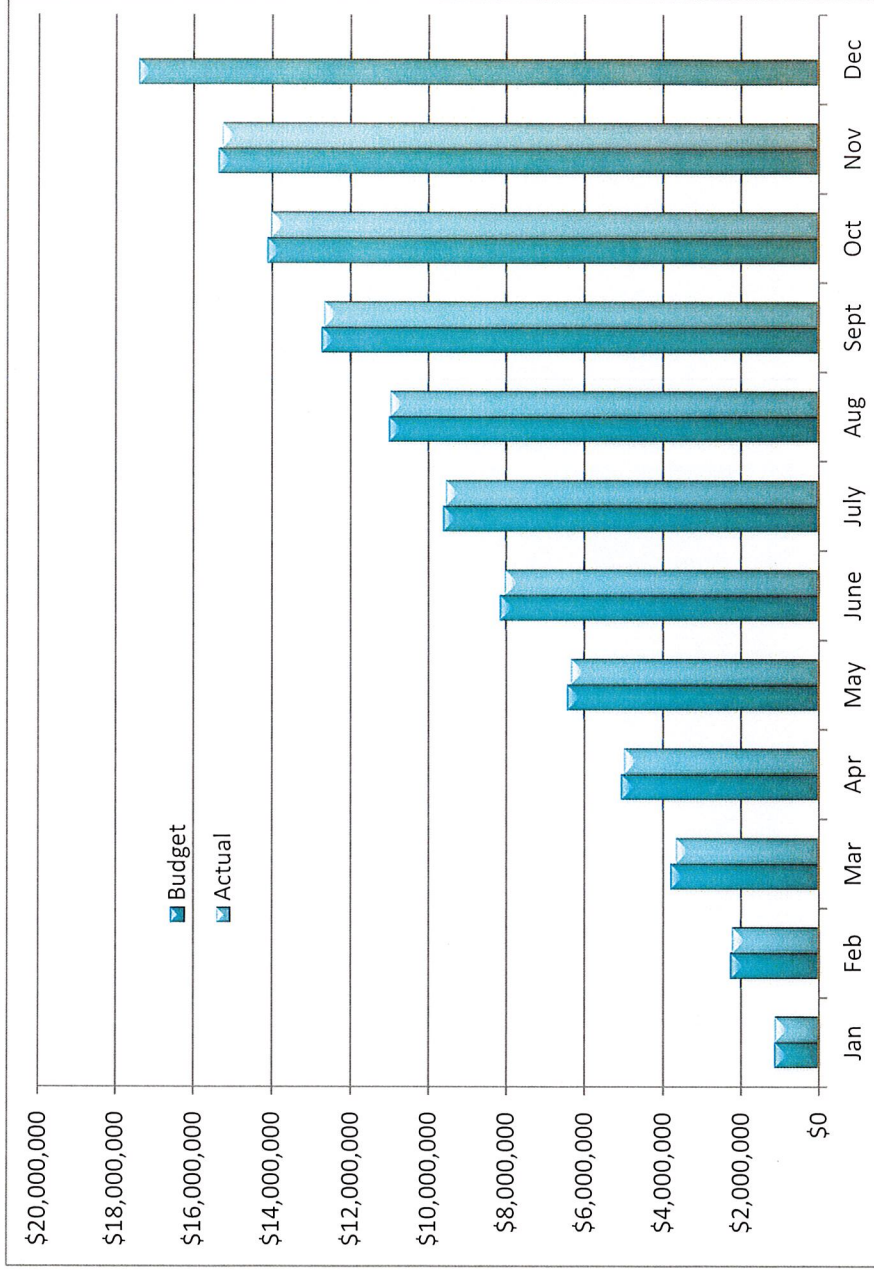
In the area of audit revenue, over \$2.74 million was collected in December. Including building use tax audits, the total audit revenue collected for 2019 is \$3,242,083, with an additional \$132,502 collected in building permit and plan check fees. Also, the City continues to have audits in progress and additional audit revenue has been assessed, with collection anticipated over the next few months. \$921,104 has 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. The anticipation is for strong December sales!

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	12,679,960
Oct	14,116,695	14,012,015
Nov	15,376,768	15,270,188
Dec	17,413,650	





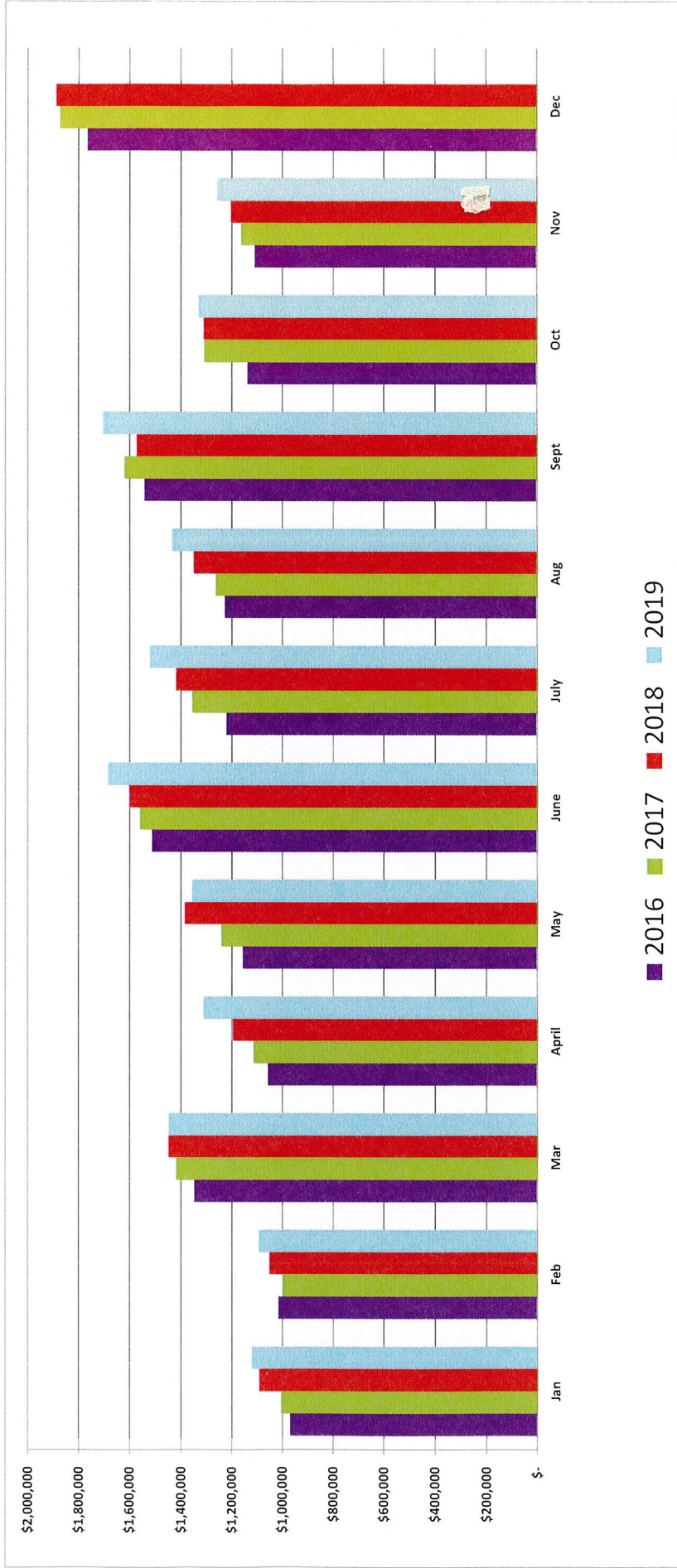
City of Golden  
Sales Tax Trends  
November (December)  
2016-2019

	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	\$ 1,704,379	\$ 1,332,056	\$ 1,258,172	\$ 1,889,199	\$ 15,270,188	4.4%
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	3.5%
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	4.8%
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	12.3%

MTD Sales Tax Audit Revenue	\$ 9,896	MTD Audit Permit Fees	\$ 1,151
Less: MTD Sales Tax Refunds	\$ (151)	MTD Audit Plan Check Fees	\$ 781
Net Sales Tax Revenue	\$ 9,745	Net Fees Collected	\$ 1,932

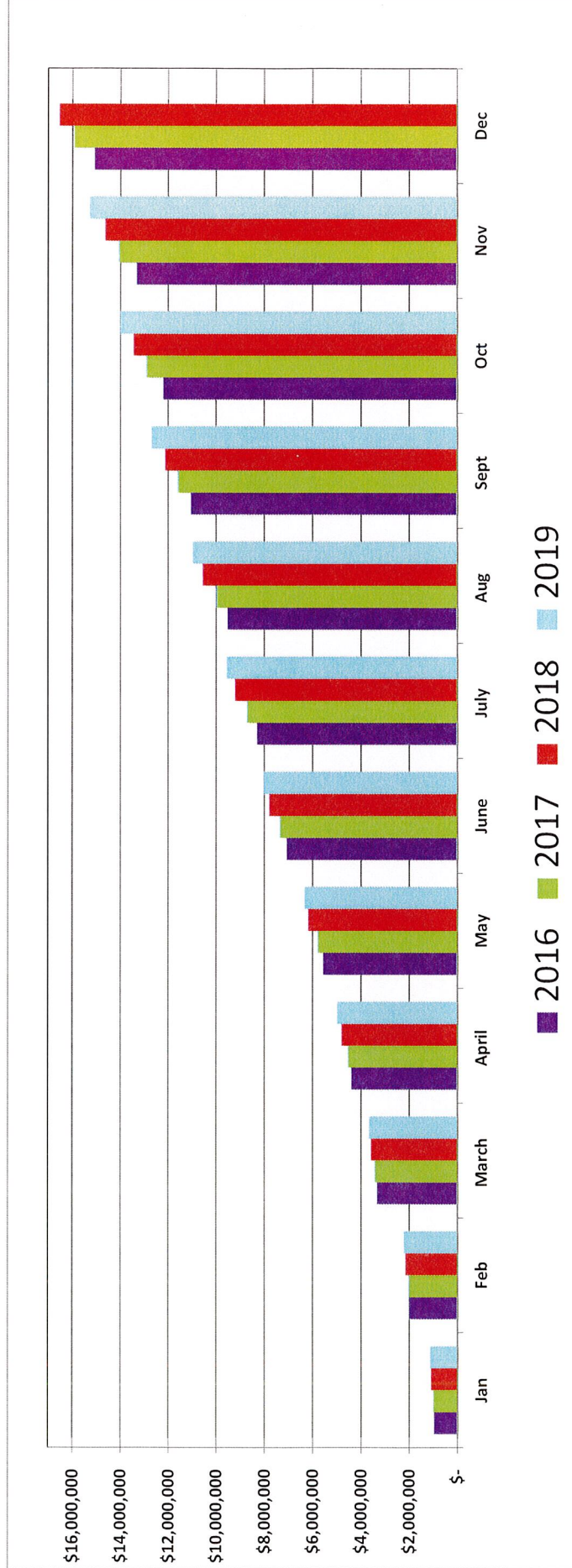
\* Percentage Change is for current month only (highlighted)



City of Golden  
Sales Tax Trends  
YTD November (December)  
2016-2019

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	% CHNG
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	\$ 16,525,125	\$ 15,270,188	4.3%
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	4.0%
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	5.8%
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	6.5%
YTD Sales Tax Audit Revenue			\$ 208,065				YTD Audit Permit Fees \$ 94,856							
Less: YTD Sales Tax Refunds			\$ (884,288)				YTD Audit Plan Check Fees \$ 37,646							
Other Sales Tax Revenue			\$ (676,223)				Net Fees Collected \$ 132,502							

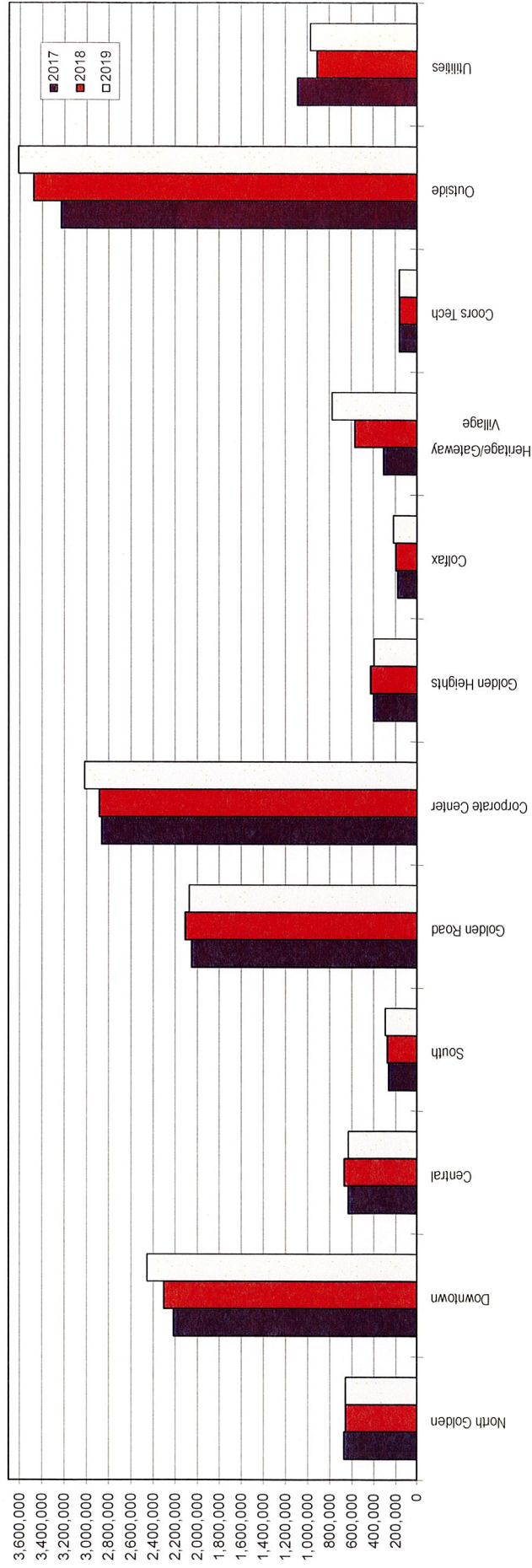
\* Percentage Change - YTD percentage change





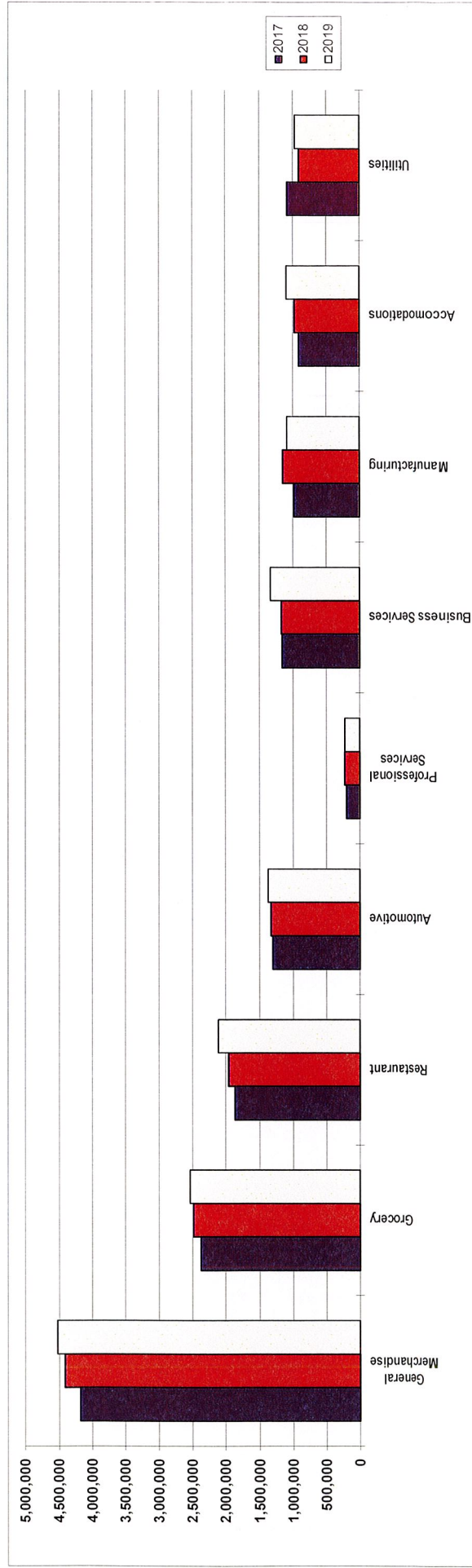
**City of Golden**  
**Sales Tax Revenue By Location**  
**YTD November (December)**  
**2017/2018/2019**

Area	2017		2017-2016		2018		2018-2017		2019		2019-2018	
	Sales Tax	% of total	Sales Tax	% Change	Sales Tax	% Change	Sales Tax	% Change	Sales Tax	% Change	Sales Tax	% Change
North Golden	\$ 674,696	4.80%	\$ 659,774	12.13%	\$ 661,346	-2.21%	\$ 661,346	4.33%	\$ 661,346	0.24%	\$ 661,346	0.24%
Downtown	\$ 2,215,558	15.75%	\$ 2,304,484	3.02%	\$ 2,457,346	4.01%	\$ 2,457,346	16.09%	\$ 2,457,346	6.63%	\$ 2,457,346	6.63%
Central	\$ 632,744	4.50%	\$ 668,798	5.80%	\$ 633,248	5.70%	\$ 633,248	4.15%	\$ 633,248	-5.32%	\$ 633,248	-5.32%
South	\$ 264,596	1.88%	\$ 276,213	2.08%	\$ 294,645	4.39%	\$ 294,645	1.93%	\$ 294,645	6.67%	\$ 294,645	6.67%
Golden Road	\$ 2,050,373	14.57%	\$ 2,109,056	7.85%	\$ 2,073,573	2.86%	\$ 2,073,573	13.58%	\$ 2,073,573	-1.68%	\$ 2,073,573	-1.68%
Corporate Center	\$ 2,862,486	20.35%	\$ 2,881,569	2.31%	\$ 3,018,343	0.67%	\$ 3,018,343	19.77%	\$ 3,018,343	4.75%	\$ 3,018,343	4.75%
Golden Heights	\$ 400,192	2.84%	\$ 424,612	1.29%	\$ 393,564	6.10%	\$ 393,564	2.58%	\$ 393,564	-7.31%	\$ 393,564	-7.31%
Colfax	\$ 179,730	1.28%	\$ 195,605	-5.81%	\$ 218,168	8.83%	\$ 218,168	1.43%	\$ 218,168	11.54%	\$ 218,168	11.54%
Heritage /Gateway Village	\$ 306,551	2.18%	\$ 568,058	-9.46%	\$ 774,857	85.31%	\$ 774,857	5.07%	\$ 774,857	36.40%	\$ 774,857	36.40%
Coors Technology	\$ 162,642	1.16%	\$ 160,478	110.37%	\$ 163,133	-1.33%	\$ 163,133	1.07%	\$ 163,133	1.65%	\$ 163,133	1.65%
Outside	\$ 3,231,353	22.97%	\$ 3,479,162	9.28%	\$ 3,613,550	7.67%	\$ 3,613,550	23.66%	\$ 3,613,550	3.86%	\$ 3,613,550	3.86%
Utilities	\$ 1,087,665	7.73%	\$ 908,117	5.19%	\$ 968,415	-16.51%	\$ 968,415	6.34%	\$ 968,415	6.64%	\$ 968,415	6.64%
<b>Totals</b>	<b>\$ 14,068,584</b>	<b>100.00%</b>	<b>\$ 14,635,926</b>	<b>5.77%</b>	<b>\$ 15,270,188</b>	<b>4.03%</b>	<b>\$ 15,270,188</b>	<b>100.00%</b>	<b>\$ 15,270,188</b>	<b>4.33%</b>	<b>\$ 15,270,188</b>	<b>4.33%</b>



City of Golden  
Sales Tax Revenue By Type  
YTD November (December)  
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	\$ 4,175,120	29.68%	\$ 4,416,179	9.21%	\$ 4,525,055	30.17%	\$ 4,525,055	5.77%	\$ 4,525,055	29.63%	\$ 4,525,055	2.47%
Grocery	\$ 2,375,353	16.88%	\$ 2,487,505	4.33%	\$ 2,537,953	17.00%	\$ 2,537,953	4.72%	\$ 2,537,953	16.62%	\$ 2,537,953	2.03%
Restaurants	\$ 1,865,297	13.26%	\$ 1,959,486	8.28%	\$ 2,111,218	13.39%	\$ 2,111,218	5.05%	\$ 2,111,218	13.83%	\$ 2,111,218	7.74%
Automotive	\$ 1,306,366	9.29%	\$ 1,336,422	6.50%	\$ 1,376,343	9.13%	\$ 1,376,343	2.30%	\$ 1,376,343	9.01%	\$ 1,376,343	2.99%
Prof Services\Entertainment	\$ 200,373	1.42%	\$ 225,592	3.36%	\$ 228,044	1.54%	\$ 228,044	12.59%	\$ 228,044	1.49%	\$ 228,044	1.09%
Bus ServicesSupp.	\$ 1,163,495	8.27%	\$ 1,173,932	-0.13%	\$ 1,337,107	8.02%	\$ 1,337,107	0.90%	\$ 1,337,107	8.76%	\$ 1,337,107	13.90%
Manufacturing - Production	\$ 981,970	6.98%	\$ 1,152,103	0.84%	\$ 1,090,741	7.87%	\$ 1,090,741	17.33%	\$ 1,090,741	7.14%	\$ 1,090,741	-5.33%
Accommodations	\$ 912,946	6.49%	\$ 976,589	3.09%	\$ 1,095,311	6.67%	\$ 1,095,311	6.97%	\$ 1,095,311	7.17%	\$ 1,095,311	12.16%
Utilities	\$ 1,087,665	7.73%	\$ 908,117	5.19%	\$ 968,415	6.20%	\$ 968,415	-16.51%	\$ 968,415	6.34%	\$ 968,415	6.64%
<b>Totals</b>	<b>\$ 14,068,584</b>	<b>100.00%</b>	<b>\$ 14,635,926</b>	<b>5.77%</b>	<b>\$ 15,270,188</b>	<b>100.00%</b>	<b>\$ 15,270,188</b>	<b>4.03%</b>	<b>\$ 15,270,188</b>	<b>100.00%</b>	<b>\$ 15,270,188</b>	<b>4.33%</b>

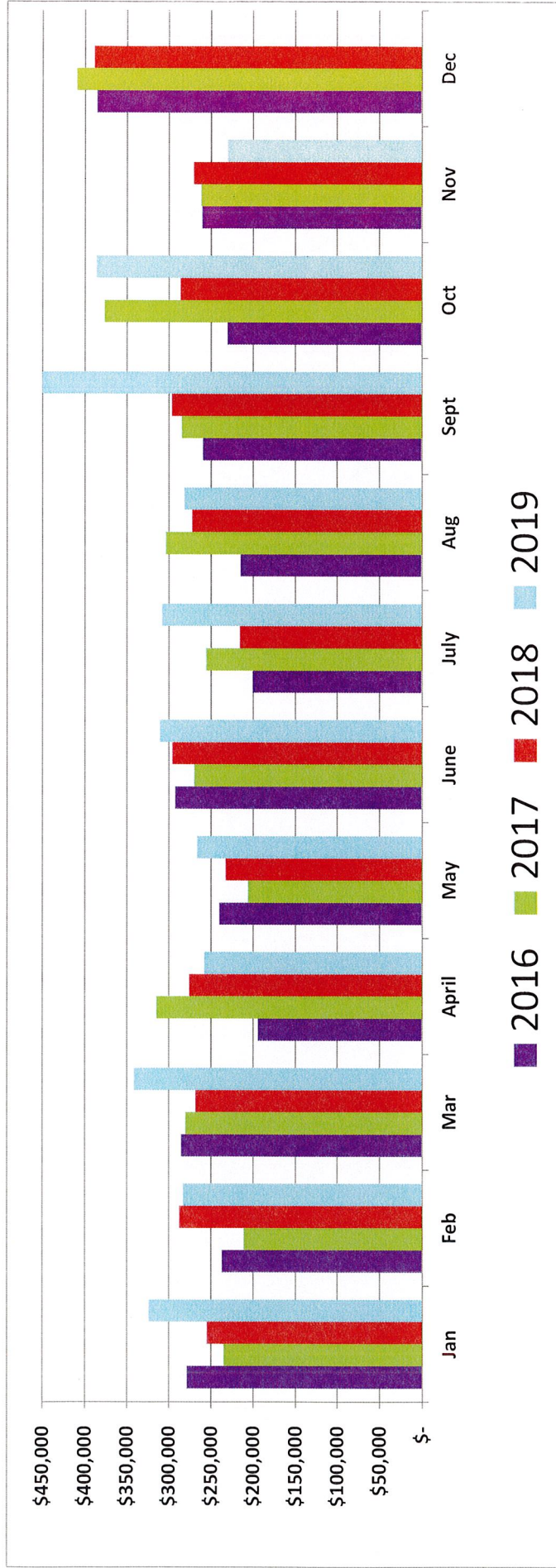




City of Golden  
Use Tax Trends  
November (December)  
2016-2019

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	% CHNG
2019	\$ 324,439	\$ 283,332	\$ 341,801	\$ 258,206	\$ 266,694	\$ 310,824	\$ 308,040	\$ 281,929	\$ 478,976	\$ 386,512	\$ 230,299	\$ 389,160	\$ 3,471,052	-15.1%
2018	\$ 255,325	\$ 287,767	\$ 268,990	\$ 276,136	\$ 232,993	\$ 295,892	\$ 216,051	\$ 272,718	\$ 296,358	\$ 286,486	\$ 271,303	\$ 409,490	\$ 3,349,178	3.5%
2017	\$ 235,196	\$ 211,570	\$ 280,802	\$ 315,407	\$ 206,861	\$ 270,677	\$ 256,138	\$ 303,761	\$ 285,295	\$ 377,169	\$ 262,253	\$ 385,860	\$ 3,414,619	0.6%
2016	\$ 278,990	\$ 237,225	\$ 285,559	\$ 194,318	\$ 240,102	\$ 292,505	\$ 200,678	\$ 215,156	\$ 259,981	\$ 230,883	\$ 260,773	\$ 3,082,030		38.9%
MTD Use Tax Audit Revenue			\$ 2,735,639	<<<< includes building use tax audit revenue										
Less: MTD Use Tax Refunds			\$ (92)											
Other Use Tax Revenue			\$ 2,735,546											

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

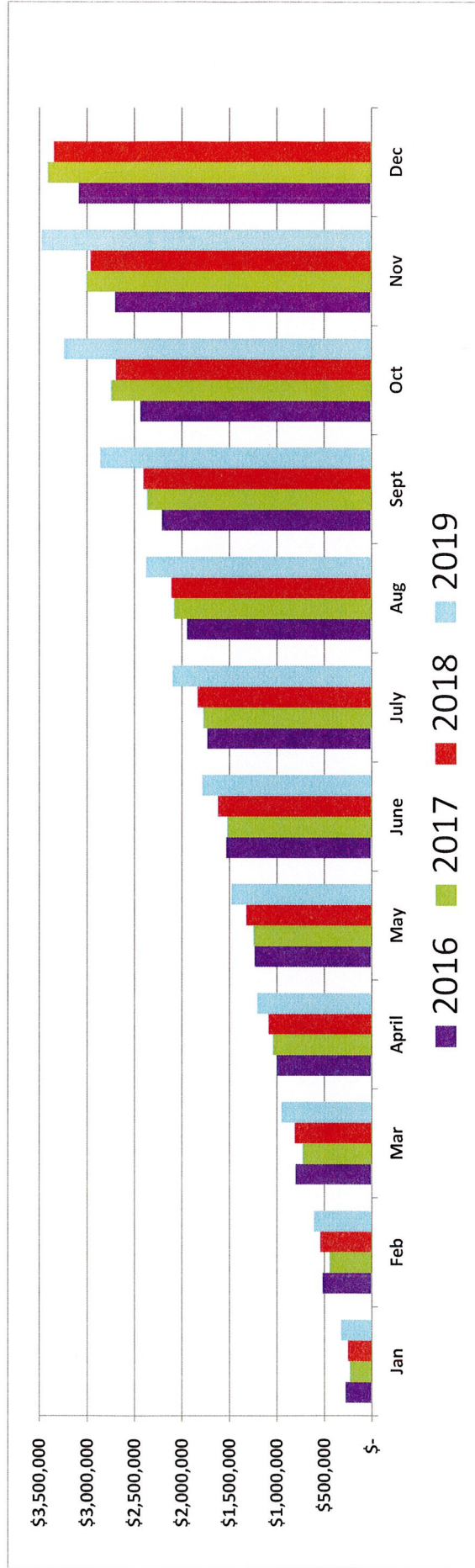


\*Amounts reported on the cash basis

City of Golden  
Use Tax Trends  
YTD November (December)  
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	\$ 2,854,424	\$ 3,240,753	\$ 3,471,052	\$ 3,471,052	\$ 3,471,052	17.3%		
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	-1.5%		
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	11.5%		
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	\$ 2,696,170	\$ 3,082,030	\$ 3,082,030	-13.0%		
YTD Use Tax Audit Revenue				\$ 3,034,018	<<<<	includes building use tax audit revenue										
Less: YTD Use Tax Refunds				\$ (36,816)												
Other Use Tax Revenue				\$ 2,997,202												

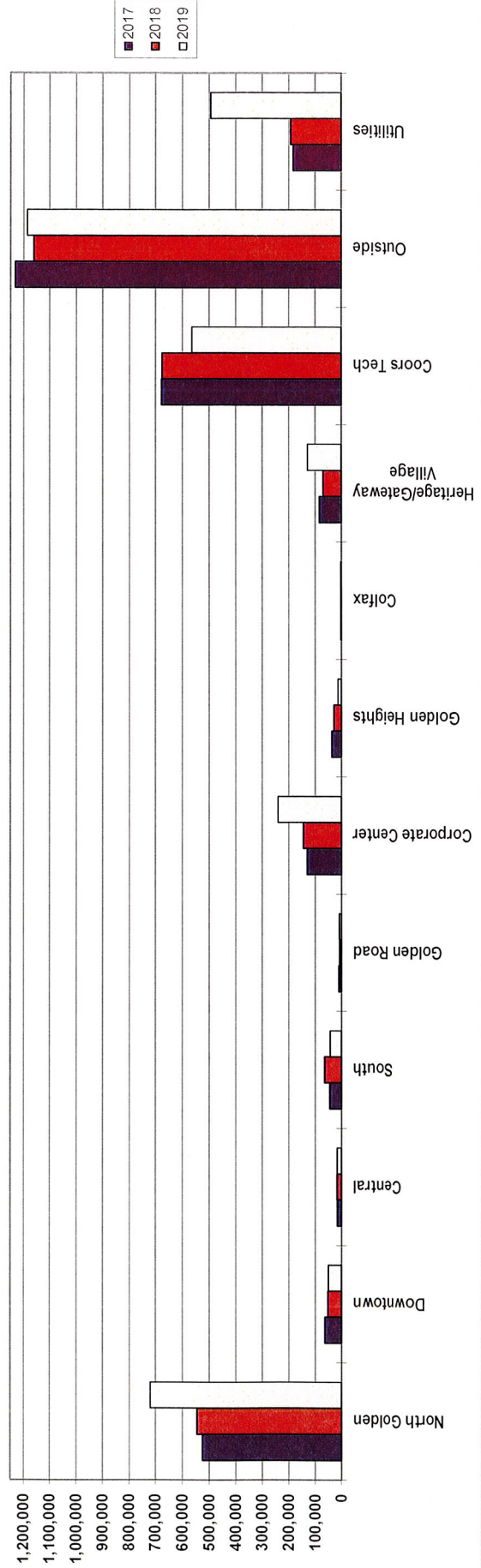
\*\* Percentage Change is YTD %





City of Golden  
Use Tax Revenue By Location  
YTD November (December)  
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	\$ 525,136	17.47%	\$ 545,723	18.44%	\$ 719,044	20.72%	\$ 719,044	3.92%	\$ 719,044	20.72%	\$ 719,044	31.76%
Downtown	\$ 63,220	2.10%	\$ 53,031	-30.46%	\$ 50,979	1.47%	\$ 50,979	-16.12%	\$ 50,979	1.47%	\$ 50,979	-3.87%
Central	\$ 15,706	0.52%	\$ 16,355	25.98%	\$ 16,824	0.48%	\$ 16,824	4.13%	\$ 16,824	0.48%	\$ 16,824	2.87%
South	\$ 44,939	1.50%	\$ 63,934	13.80%	\$ 43,854	1.26%	\$ 43,854	42.27%	\$ 43,854	1.26%	\$ 43,854	-31.41%
Golden Road	\$ 9,495	0.32%	\$ 6,982	-22.22%	\$ 8,409	0.24%	\$ 8,409	-26.47%	\$ 8,409	0.24%	\$ 8,409	20.44%
Corporate Center	\$ 131,245	4.37%	\$ 145,126	-3.90%	\$ 240,891	6.94%	\$ 240,891	10.58%	\$ 240,891	6.94%	\$ 240,891	65.99%
Golden Heights	\$ 36,435	1.21%	\$ 28,719	-15.38%	\$ 12,864	0.37%	\$ 12,864	-21.18%	\$ 12,864	0.37%	\$ 12,864	-55.21%
Colfax	\$ 1,685	0.06%	\$ 1,544	-17.05%	\$ 2,639	0.08%	\$ 2,639	-8.34%	\$ 2,639	0.08%	\$ 2,639	70.93%
Heritage/Gateway Village	\$ 84,601	2.82%	\$ 69,702	-27.21%	\$ 129,993	3.75%	\$ 129,993	-17.61%	\$ 129,993	3.75%	\$ 129,993	86.50%
Coors Technology	\$ 677,026	22.53%	\$ 675,253	8.73%	\$ 565,038	16.28%	\$ 565,038	-0.26%	\$ 565,038	16.28%	\$ 565,038	-16.32%
Outside	\$ 1,231,709	40.99%	\$ 1,160,639	17.32%	\$ 1,186,838	34.19%	\$ 1,186,838	-5.77%	\$ 1,186,838	34.19%	\$ 1,186,838	2.26%
Utilities	\$ 183,932	6.12%	\$ 193,009	54.99%	\$ 493,679	14.22%	\$ 493,679	4.93%	\$ 493,679	14.22%	\$ 493,679	155.78%
<b>Totals</b>	<b>\$ 3,005,129</b>	<b>100.00%</b>	<b>\$ 2,960,018</b>	<b>11.46%</b>	<b>\$ 3,471,052</b>	<b>100.00%</b>	<b>\$ 3,471,052</b>	<b>-1.50%</b>	<b>\$ 3,471,052</b>	<b>100.00%</b>	<b>\$ 3,471,052</b>	<b>17.26%</b>



City of Golden  
Use Tax Revenue By Type  
YTD November (December)  
2017/2018/2019

Type	2017 Use Tax	% of total Use Tax	2017-2016 % Change	2018 Use Tax	% of total Use Tax	2018-2017 % Change	2019 Use Tax	% of total Use Tax	2019-2018 % Change
General Merchandise	\$ 175,252	5.83%	-10.10%	\$ 139,575	4.72%	-20.36%	\$ 119,251	3.44%	-14.56%
Grocery	\$ 66,656	2.22%	-12.30%	\$ 74,395	2.51%	11.61%	\$ 59,712	1.72%	-19.74%
Restaurants	\$ 23,982	0.80%	-9.74%	\$ 23,043	0.78%	-3.92%	\$ 13,172	0.38%	-42.84%
Automotive	\$ 1,133,147	37.71%	16.95%	\$ 1,057,015	35.71%	-6.72%	\$ 1,063,857	30.65%	0.65%
Prof Services\Entertainment	\$ 128,064	4.26%	13.14%	\$ 121,527	4.11%	-5.10%	\$ 102,470	2.95%	-15.68%
Bus Services	\$ 171,931	5.72%	70.39%	\$ 102,553	3.46%	-40.35%	\$ 140,535	4.05%	37.04%
Manufacturing - Production	\$ 1,105,739	36.80%	2.62%	\$ 1,227,569	41.47%	11.02%	\$ 1,461,720	42.11%	19.07%
Accommodations	\$ 16,427	0.55%	-15.62%	\$ 21,333	0.72%	29.87%	\$ 16,656	0.48%	-21.92%
Utilities	\$ 183,932	6.12%	54.99%	\$ 193,009	6.52%	4.93%	\$ 493,679	14.22%	155.78%
<b>Totals</b>	<b>\$ 3,005,129</b>	<b>100.00%</b>	<b>11.46%</b>	<b>\$ 2,960,018</b>	<b>100.00%</b>	<b>-1.50%</b>	<b>\$ 3,471,052</b>	<b>100.00%</b>	<b>17.26%</b>

