



## Council Memorandum

**To:** City Council  
**From:** Jeff Hansen, Finance Director  
**Date:** December 5, 2017  
**Re:** Sales Tax Report

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Attached are the sales and use tax reports for October sales (collected in November). Sales tax collections were up \$173,408 (15.2%) for the month. The bulk of the increase came from businesses within Golden and could be partially attributable to the great weather we had in October. Overall, revenue is up \$713,634 (+5.9%) year-to-date compared to 2016. When adjusted for seasonality, sales tax revenues exceed the 2017 Budget by 3.6%.

Overall, sales tax from businesses within the City limits (including Utilities) is up \$500,781 compared to 2016. In terms of dollars, revenues have increased the most from Golden Road, Corporate Center, and Coors Tech Center. The Heritage/Gateway Village area shows the largest decrease compared to last year. By business type, General Merchandise, Restaurants, and Automotive show the largest increases. Business Services/Supplies is the only business type with a decrease for the year. Sales tax from businesses outside the City limits, which includes big ticket items that are delivered into the City, is up \$212,853 (7.73%) for the year. A large portion of this increase is coming from Amazon. This is a strong indicator of the amount of online purchasing that occurs in today's society.

Use tax collections were up \$146,286 (63.4%) for October. Most of the increase for the month came from taxes associated with one of our manufacturing businesses. For the year, use tax is up \$307,479 (12.6%) compared to 2016. Automotive, Manufacturing, and Utilities have the largest increases so far this year, with General Merchandise now 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.

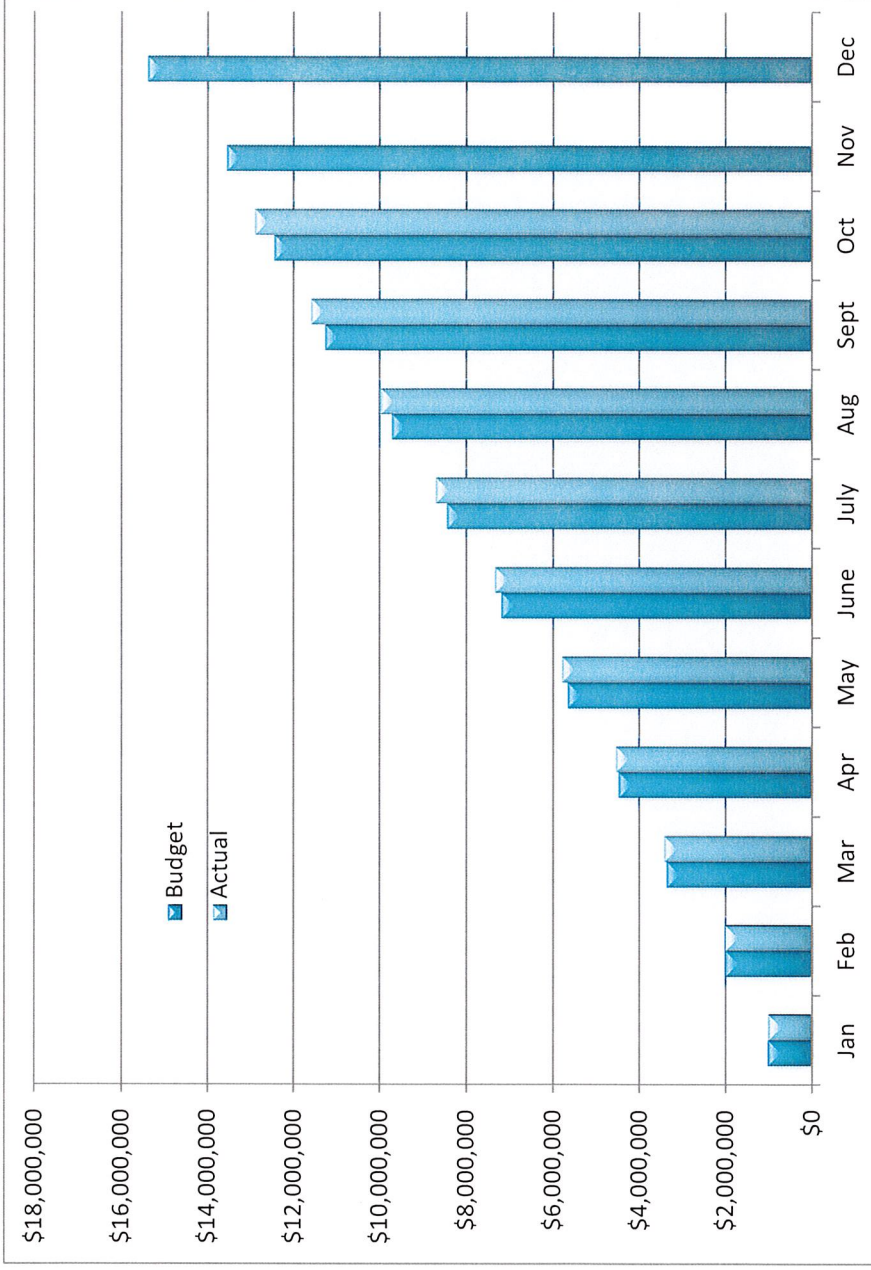
In the area of audit revenue, \$700 was collected in October. Including building use tax audits, the total audit revenue collected so far in 2017 is \$614,141. Also, the City continues to have audits in progress and additional audit revenue has been assessed, with collection anticipated over the next few months. \$44,920 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. October sales tax showed a big improvement over September numbers. Use tax has picked up nicely over the last few months, with more manufacturing use tax still to come. At this point, the outlook for the balance of 2017 and heading into 2018 remains very positive.

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

**CITY OF GOLDEN**  
**Budget to Actual Comparison**  
**(adjusted for seasonality)**  
**2017 Sales Tax Revenue**

Month	YTD Budget	YTD Actual
Jan	\$1,014,831	\$1,006,334
Feb	2,013,664	2,008,044
Mar	3,366,552	3,427,875
Apr	4,479,702	4,543,508
May	5,655,075	5,787,588
June	7,201,833	7,349,666
July	8,457,624	8,706,714
Aug	9,724,363	9,972,409
Sept	11,273,432	11,594,577
Oct	12,454,670	12,905,279
Nov	13,558,336	
Dec	15,400,650	

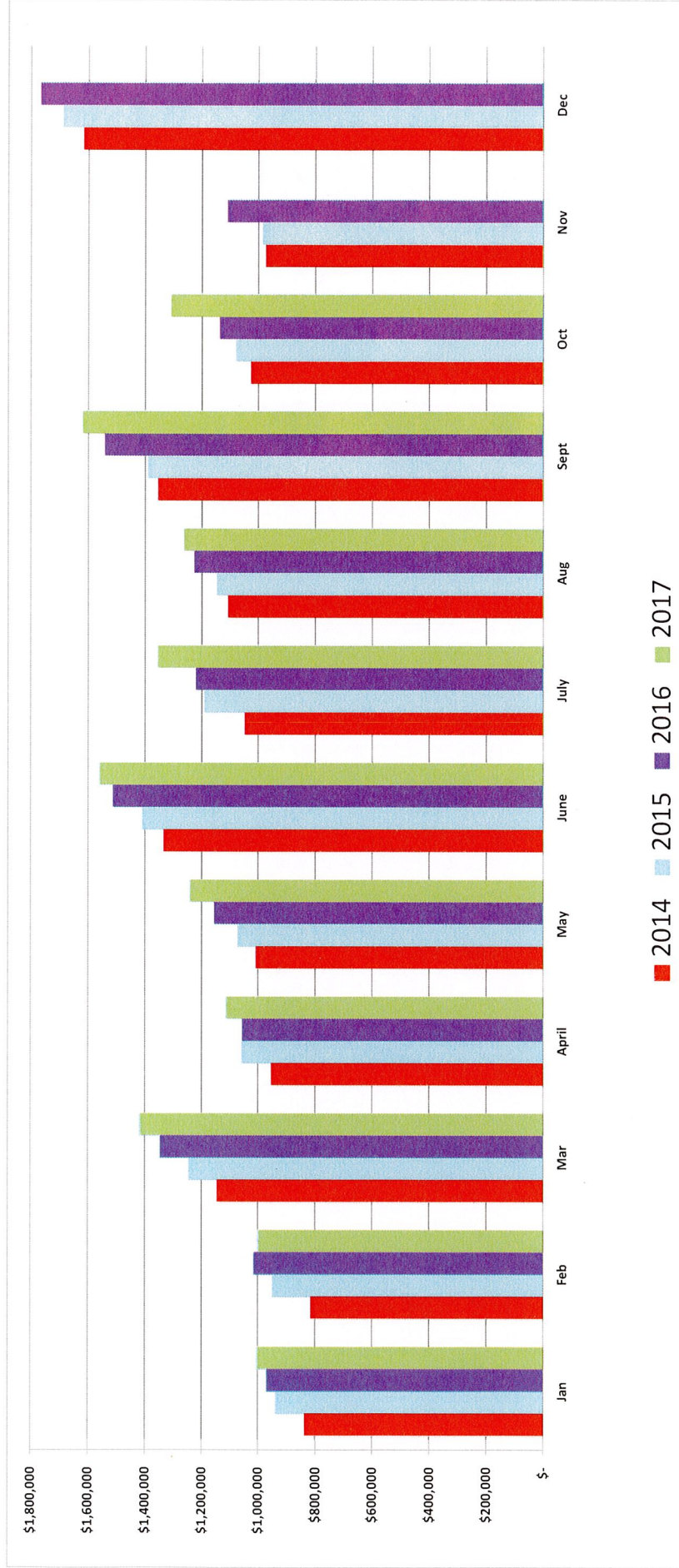


City of Golden  
Sales Tax Trends  
Month of October (November)  
2014-2017

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	% CHNG
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	\$ 1,109,698	\$ 1,765,565	\$ 12,905,279	15.2%
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	\$ 1,765,565	\$ 15,066,928	5.0%
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	5.5%
2014	\$ 838,767	\$ 816,891	\$ 1,146,091	\$ 955,325	\$ 1,009,219	\$ 1,334,861	\$ 1,049,035	\$ 1,107,295	\$ 1,354,749	\$ 1,026,067	\$ 973,861	\$ 1,616,252	\$ 13,228,413	8.4%

MTD Sales Tax Audit Revenue \$700  
Less: MTD Sales Tax Refunds \$0  
Net Sales Tax Revenue \$700

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



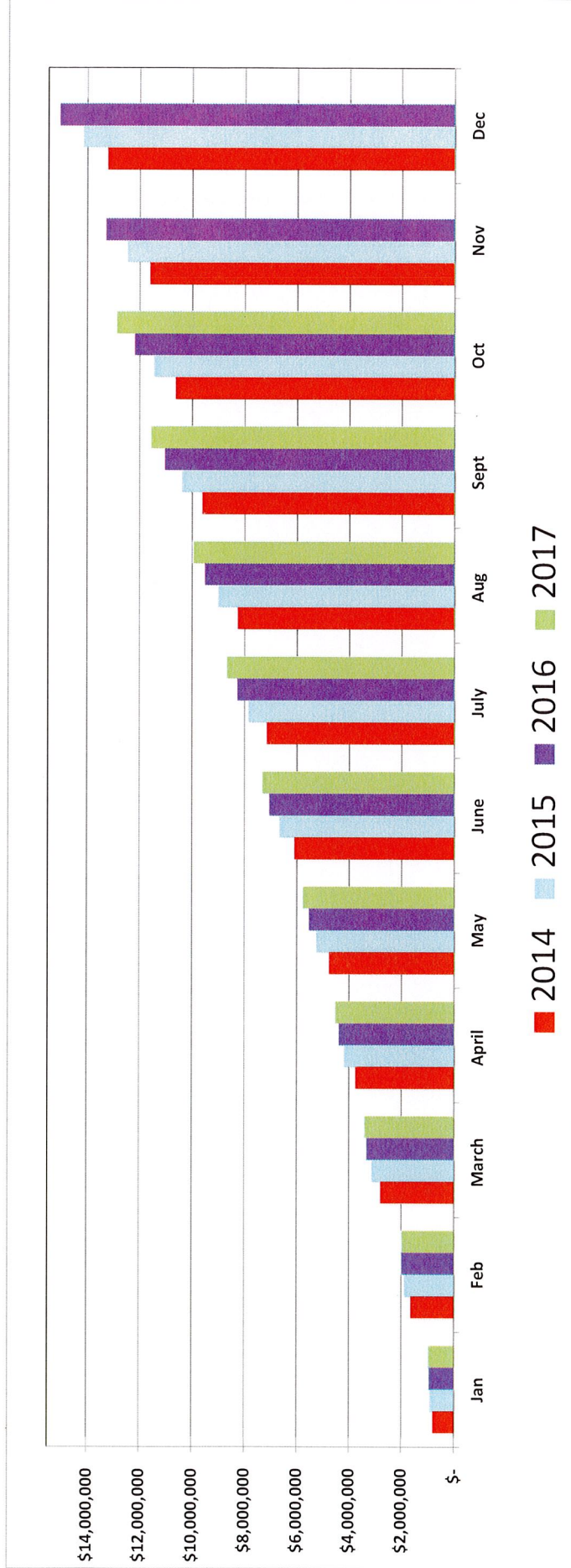
City of Golden  
Sales Tax Trends  
YTD October (November)  
2014-2017

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	% CHNG
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	\$ 13,301,343	\$ 15,066,928	\$ 12,905,279	5.9%
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	\$ 12,486,392	\$ 14,175,341	\$ 15,066,928	6.0%
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	8.1%
2014	\$ 838,767	\$ 1,655,658	\$ 2,801,749	\$ 3,757,074	\$ 4,766,293	\$ 6,101,154	\$ 7,150,190	\$ 8,257,485	\$ 9,612,234	\$ 10,698,301	\$ 11,612,162	\$ 13,228,414	\$ 13,228,414	7.7%

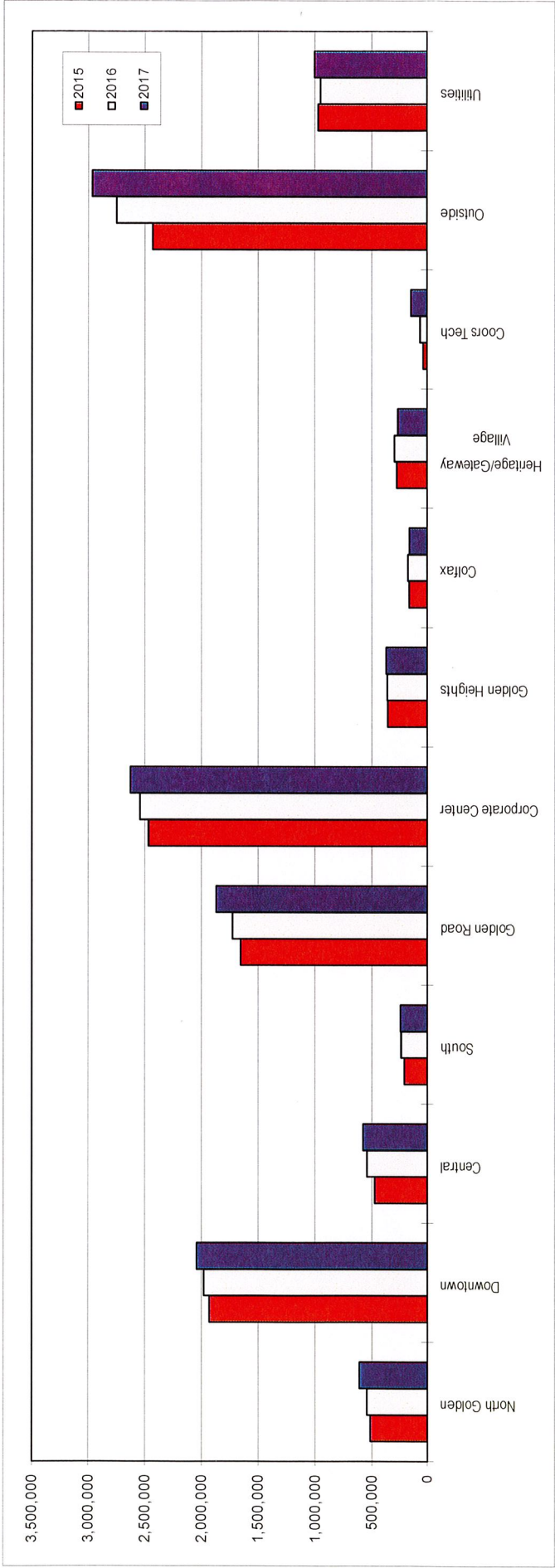
YTD Sales Tax Audit Revenue	\$271,186
Less: YTD Sales Tax Refunds	(\$1,016)
Other Sales Tax Revenue	\$270,170

\* Percentage Change - YTD percentage change



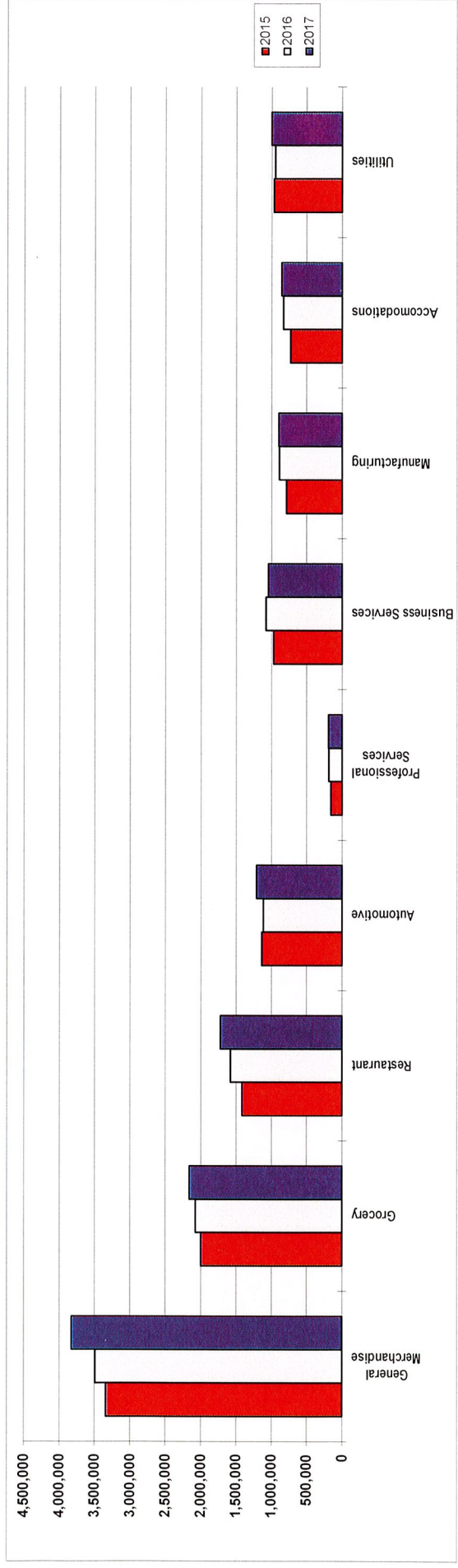
**City of Golden**  
**Sales Tax Revenue By Location**  
**YTD October (November)**  
**2015/2016/2017**

Area	2015		2016		2016-2015		2017		2017-2016	
	Sales Tax	% of total Sales Tax	Sales Tax	% of total Sales Tax	% Change	Sales Tax	% of total Sales Tax	Sales Tax	% of total Sales Tax	% Change
North Golden	\$ 514,436	4.47%	\$ 545,267	4.47%	5.99%	\$ 610,614	4.73%	\$ 610,614	4.73%	11.98%
Downtown	\$ 1,930,078	16.79%	\$ 1,980,265	16.24%	2.60%	\$ 2,041,492	15.82%	\$ 2,041,492	15.82%	3.09%
Central	\$ 476,355	4.14%	\$ 542,323	4.45%	13.85%	\$ 577,625	4.48%	\$ 577,625	4.48%	6.51%
South	\$ 212,880	1.85%	\$ 239,958	1.97%	12.72%	\$ 247,242	1.92%	\$ 247,242	1.92%	3.04%
Golden Road	\$ 1,650,713	14.36%	\$ 1,723,319	14.14%	4.40%	\$ 1,867,108	14.47%	\$ 1,867,108	14.47%	8.34%
Corporate Center	\$ 2,468,207	21.47%	\$ 2,543,639	20.86%	3.06%	\$ 2,628,979	20.37%	\$ 2,628,979	20.37%	3.36%
Golden Heights	\$ 359,783	3.13%	\$ 366,535	3.01%	1.88%	\$ 375,231	2.91%	\$ 375,231	2.91%	2.37%
Colfax	\$ 167,598	1.46%	\$ 179,144	1.47%	6.89%	\$ 164,732	1.28%	\$ 164,732	1.28%	-8.05%
Heritage /Gateway Village	\$ 278,163	2.42%	\$ 298,396	2.45%	7.27%	\$ 269,744	2.09%	\$ 269,744	2.09%	-9.60%
Coors Technology	\$ 40,233	0.35%	\$ 68,454	0.56%	70.14%	\$ 152,401	1.18%	\$ 152,401	1.18%	122.63%
Outside	\$ 2,430,557	21.14%	\$ 2,754,419	22.59%	13.32%	\$ 2,967,272	22.99%	\$ 2,967,272	22.99%	7.73%
Utilities	\$ 969,533	8.43%	\$ 949,925	7.79%	-2.02%	\$ 1,002,840	7.77%	\$ 1,002,840	7.77%	5.57%
<b>Totals</b>	<b>\$ 11,498,535</b>	<b>100%</b>	<b>\$ 12,191,645</b>	<b>100%</b>	<b>6.03%</b>	<b>\$ 12,905,279</b>	<b>100%</b>	<b>\$ 12,905,279</b>	<b>100%</b>	<b>5.85%</b>



City of Golden  
 Sales Tax Revenue By Type  
 YTD October (November)  
 2015/2016/2017

Type	2015 Sales Tax	% of total Sales Tax	2016 Sales Tax	% of total Sales Tax	2016-2015 % Change	2017 Sales Tax	% of total Sales Tax	2017-2016 % Change
General Merchandise	\$ 3,344,780	29.09%	\$ 3,494,492	28.66%	4.48%	\$ 3,827,990	29.66%	9.54%
Grocery	\$ 1,998,642	17.38%	\$ 2,074,222	17.01%	3.78%	\$ 2,161,578	16.75%	4.21%
Restaurants	\$ 1,418,631	12.34%	\$ 1,578,299	12.95%	11.26%	\$ 1,717,501	13.31%	8.82%
Automotive	\$ 1,135,059	9.87%	\$ 1,114,805	9.14%	-1.78%	\$ 1,209,303	9.37%	8.48%
Prof Services\Entertainment	\$ 152,579	1.33%	\$ 181,311	1.49%	18.83%	\$ 186,241	1.44%	2.72%
Bus ServicesSupp.	\$ 969,801	8.43%	\$ 1,078,873	8.85%	11.25%	\$ 1,044,863	8.10%	-3.15%
Manufacturing - Production	\$ 785,216	6.83%	\$ 888,818	7.29%	13.19%	\$ 897,854	6.96%	1.02%
Accommodations	\$ 724,295	6.30%	\$ 830,900	6.82%	14.72%	\$ 857,109	6.64%	3.15%
Utilities	\$ 969,533	8.43%	\$ 949,925	7.79%	-2.02%	\$ 1,002,840	7.77%	5.57%
<b>Totals</b>	<b>\$ 11,498,535</b>	<b>100%</b>	<b>\$ 12,191,645</b>	<b>100.00%</b>	<b>6.03%</b>	<b>\$ 12,905,279</b>	<b>100.00%</b>	<b>5.85%</b>



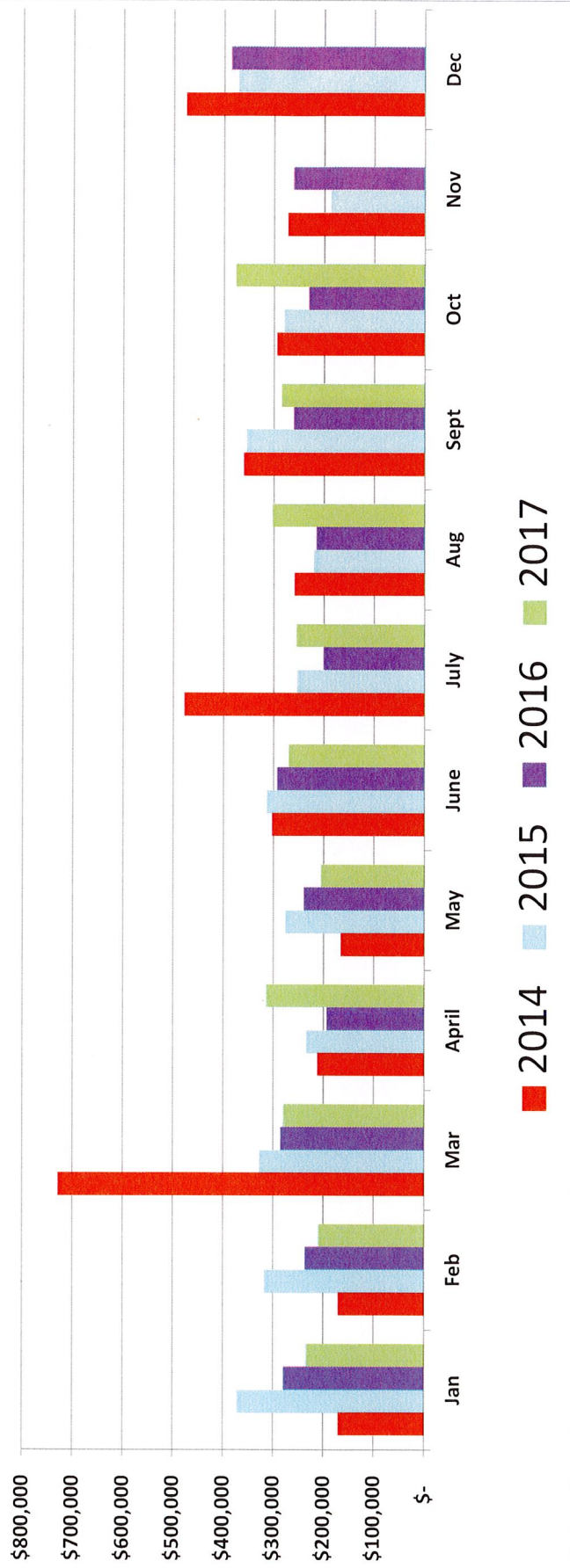
City of Golden  
Use Tax Trends  
Month of October (November)  
2014-2017

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	% CHNG
2017	\$ 235,196	\$ 211,570	\$ 280,802	\$ 315,407	\$ 206,861	\$ 270,677	\$ 256,138	\$ 303,761	\$ 285,295	\$ 377,169	\$ 260,773	\$ 385,860	\$ 2,742,876	63.4%
2016	\$ 278,990	\$ 237,225	\$ 285,559	\$ 194,318	\$ 240,102	\$ 292,505	\$ 200,678	\$ 215,156	\$ 259,981	\$ 230,883	\$ 187,729	\$ 372,140	\$ 3,082,030	-17.6%
2015	\$ 372,306	\$ 317,519	\$ 327,607	\$ 235,186	\$ 276,860	\$ 314,794	\$ 254,336	\$ 221,729	\$ 354,706	\$ 280,238	\$ 271,497	\$ 475,522	\$ 3,470,150	-4.4%
2014	\$ 171,612	\$ 171,243	\$ 728,393	\$ 212,635	\$ 166,412	\$ 302,449	\$ 477,511	\$ 258,124	\$ 359,641	\$ 293,257	\$ 271,497	\$ 475,522	\$ 3,888,296	-56.4%

MTD Use Tax Audit Revenue \$0  
Less: MTD Use Tax Refunds (\$2,198)  
Other Use Tax Revenue (\$2,198)

<<<<< includes building use tax audit revenue

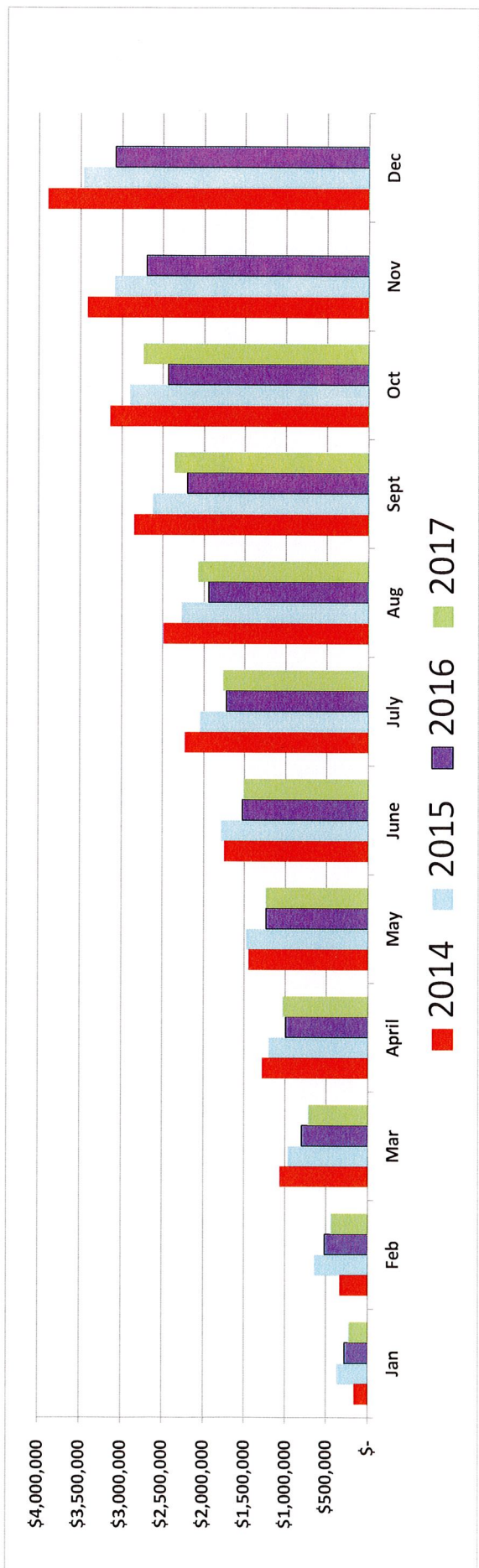
\* Percentage Change is for current month only (highlighted)



\*Amounts reported on the cash basis

City of Golden  
Use Tax Trends  
YTD October (November)  
2014-2017

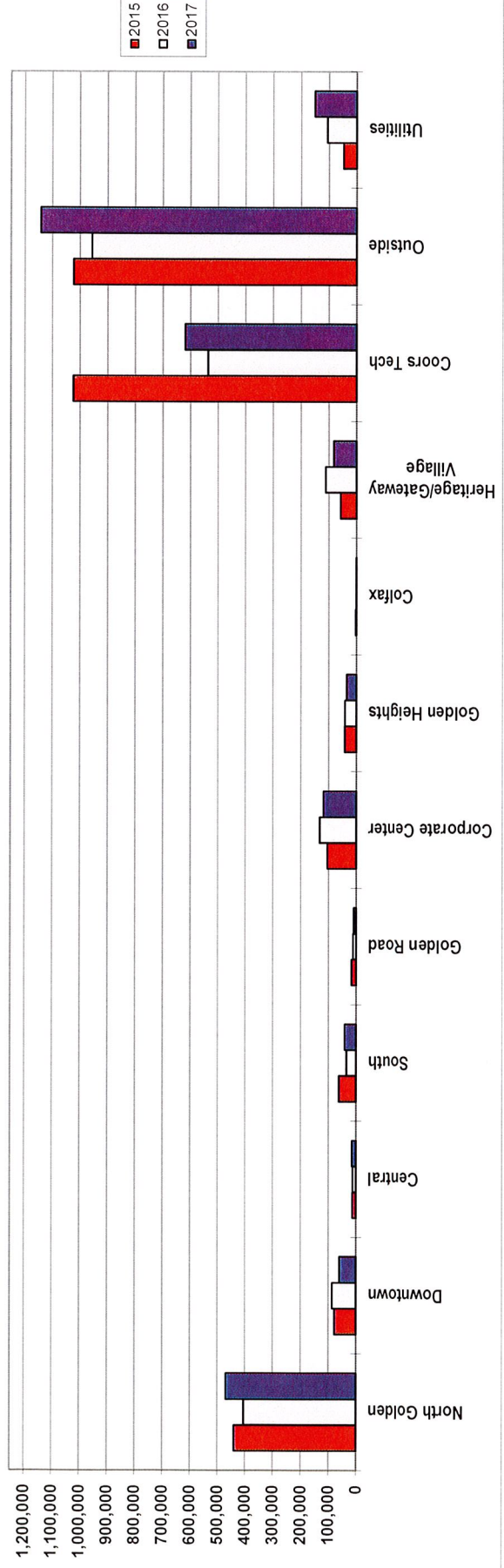
	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	YTD % Chng
2017	\$ 235,196	\$ 446,766	\$ 727,568	\$ 1,042,975	\$ 1,249,836	\$ 1,520,513	\$ 1,776,651	\$ 2,080,412	\$ 2,365,707	\$ 2,742,876			\$ 2,742,876	12.6%
2016	\$ 278,990	\$ 516,215	\$ 801,774	\$ 996,092	\$ 1,236,194	\$ 1,528,699	\$ 1,729,377	\$ 1,944,533	\$ 2,204,514	\$ 2,435,397	\$ 2,696,170	\$ 3,082,030	\$ 3,082,030	-16.3%
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	\$ 3,099,010	\$ 3,470,150	\$ 3,470,150	-7.4%
2014	\$ 171,612	\$ 342,855	\$ 1,071,248	\$ 1,283,883	\$ 1,450,295	\$ 1,752,744	\$ 2,230,255	\$ 2,488,379	\$ 2,848,020	\$ 3,141,277	\$ 3,412,774	\$ 3,888,296	\$ 3,888,296	29.6%
YTD Use Tax Audit Revenue				\$ 342,955	<<<	<<<	<<<	<<<	<<<	<<<	<<<	<<<	<<<	** Percentage Change is YTD %
Less: YTD Use Tax Refunds														
Other Use Tax Revenue														





City of Golden  
Use Tax Revenue By Location  
YTD October (November)  
2015/2016/2017

Area	2015		2016		2016-2015		2017		2017-2016	
	Use Tax	% of total Use Tax	Use Tax	% of total Use Tax	Use Tax	% Change	Use Tax	% of total Use Tax	Use Tax	% Change
North Golden	\$ 439,409	15.10%	\$ 404,938	16.63%	\$ 404,938	-7.84%	\$ 469,633	17.12%	\$ 469,633	15.98%
Downtown	\$ 77,683	2.67%	\$ 86,049	3.53%	\$ 86,049	10.77%	\$ 59,594	2.17%	\$ 59,594	-30.74%
Central	\$ 12,810	0.44%	\$ 12,217	0.50%	\$ 12,217	-4.63%	\$ 15,307	0.56%	\$ 15,307	25.28%
South	\$ 61,643	2.12%	\$ 34,673	1.42%	\$ 34,673	-43.75%	\$ 41,204	1.50%	\$ 41,204	18.84%
Golden Road	\$ 16,994	0.58%	\$ 11,491	0.47%	\$ 11,491	-32.38%	\$ 8,746	0.32%	\$ 8,746	-23.89%
Corporate Center	\$ 104,011	3.57%	\$ 132,038	5.42%	\$ 132,038	26.95%	\$ 118,806	4.33%	\$ 118,806	-10.02%
Golden Heights	\$ 42,293	1.45%	\$ 40,661	1.67%	\$ 40,661	-3.86%	\$ 34,521	1.26%	\$ 34,521	-15.10%
Colfax	\$ 3,112	0.11%	\$ 1,905	0.08%	\$ 1,905	-38.79%	\$ 1,651	0.06%	\$ 1,651	-13.30%
Heritage/Gateway Village	\$ 56,902	1.96%	\$ 111,400	4.57%	\$ 111,400	95.77%	\$ 81,827	2.98%	\$ 81,827	-26.55%
Coors Technology	\$ 1,024,434	35.20%	\$ 536,608	22.03%	\$ 536,608	-47.62%	\$ 618,477	22.55%	\$ 618,477	15.26%
Outside	\$ 1,023,879	35.18%	\$ 957,519	39.32%	\$ 957,519	-6.48%	\$ 1,142,063	41.64%	\$ 1,142,063	19.27%
Utilities	\$ 47,112	1.62%	\$ 105,899	4.35%	\$ 105,899	124.78%	\$ 151,046	5.51%	\$ 151,046	42.63%
<b>Totals</b>	<b>\$ 2,910,281</b>	<b>100%</b>	<b>\$ 2,435,397</b>	<b>100%</b>	<b>\$ 2,435,397</b>	<b>-16.32%</b>	<b>\$ 2,742,876</b>	<b>100%</b>	<b>\$ 2,742,876</b>	<b>12.63%</b>



City of Golden  
 Use Tax Revenue By Type  
 YTD October (November)  
 2015/2016/2017

Type	2015		% of total		2016		% of total		2016-2014		2017		% of total		2016-2017	
	Use Tax		Use Tax		Use Tax		Use Tax		Use Tax	% Change	Use Tax		Use Tax	% Change	Use Tax	% Change
General Merchandise	\$ 258,303		\$ 167,509	8.88%	\$ 147,206		\$ 61,203	6.88%		-35.15%	\$ 151,046		\$ 15,648	5.37%		-12.12%
Grocery	\$ 60,654		\$ 64,860	2.08%	\$ 61,203		\$ 24,207	2.66%		6.95%	\$ 61,203		\$ 15,648	2.23%		-5.64%
Restaurants	\$ 24,047		\$ 24,207	0.83%	\$ 24,207		\$ 24,207	0.99%		0.67%	\$ 24,207		\$ 15,648	0.57%		-35.36%
Automotive	\$ 867,601		\$ 881,793	29.81%	\$ 881,793		\$ 881,793	36.21%		1.64%	\$ 1,050,652		\$ 1,050,652	38.30%		19.15%
Prof Services\Entertainment	\$ 92,213		\$ 104,417	3.17%	\$ 104,417		\$ 104,417	4.29%		13.23%	\$ 119,740		\$ 119,740	4.37%		14.67%
Bus Services	\$ 104,916		\$ 98,544	3.61%	\$ 98,544		\$ 98,544	4.05%		-6.07%	\$ 163,158		\$ 163,158	5.95%		65.57%
Manufacturing - Production	\$ 1,436,700		\$ 969,560	49.37%	\$ 969,560		\$ 969,560	39.81%		-32.51%	\$ 1,018,750		\$ 1,018,750	37.14%		5.07%
Accommodations	\$ 18,733		\$ 18,607	0.64%	\$ 18,607		\$ 18,607	0.76%		-0.67%	\$ 15,473		\$ 15,473	0.56%		-16.84%
Utilities	\$ 47,112		\$ 105,899	1.62%	\$ 105,899		\$ 105,899	4.35%		124.78%	\$ 151,046		\$ 151,046	5.51%		42.63%
<b>Totals</b>	<b>\$ 2,910,281</b>		<b>\$ 2,435,397</b>	<b>100%</b>	<b>\$ 2,742,876</b>		<b>\$ 2,435,397</b>	<b>100%</b>		<b>-16.32%</b>	<b>\$ 2,742,876</b>		<b>\$ 2,742,876</b>	<b>100%</b>		<b>12.63%</b>

