




Council Memorandum

To: City Council
From: Jeff Hansen, Finance Director 
Date: December 4, 2019
Re: Sales Tax Report

Attached are the sales and use tax reports for October sales (collected in November). Sales tax collections were up \$20,753 (+1.6%) for the month. The smaller increase is not surprising given that Origins Hotel and Duluth Trading Company both opened last fall, impacting the comparison to last year. Overall, revenue is up \$580,683 (+4.3%) year-to-date compared to 2018. However, when adjusted for seasonality, sales tax revenues are still down slightly (-0.74%) compared to the 2019 Budget.

Overall, sales tax from businesses within the City limits (including Utilities) is up \$464,632 compared to 2018. In terms of dollars, revenues have increased the most from Heritage/Gateway Village, Corporate Center, and Downtown. Golden Road and Golden Heights have the largest decreases compared to last year. By business type, Business Supplies/Services, Accommodations, General Merchandise, and Restaurants 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 \$116,051 (+3.61) for the year.

Use tax collections were up \$100,026 (+34.9%) for October. We received a large one-time remittance from one of our manufacturers to account for the majority of the increase. For the year, use tax is up \$552,038 (+20.5%) compared to 2018. Utilities and Manufacturing have the largest increases so far this year, with Professional Services and grocery 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.

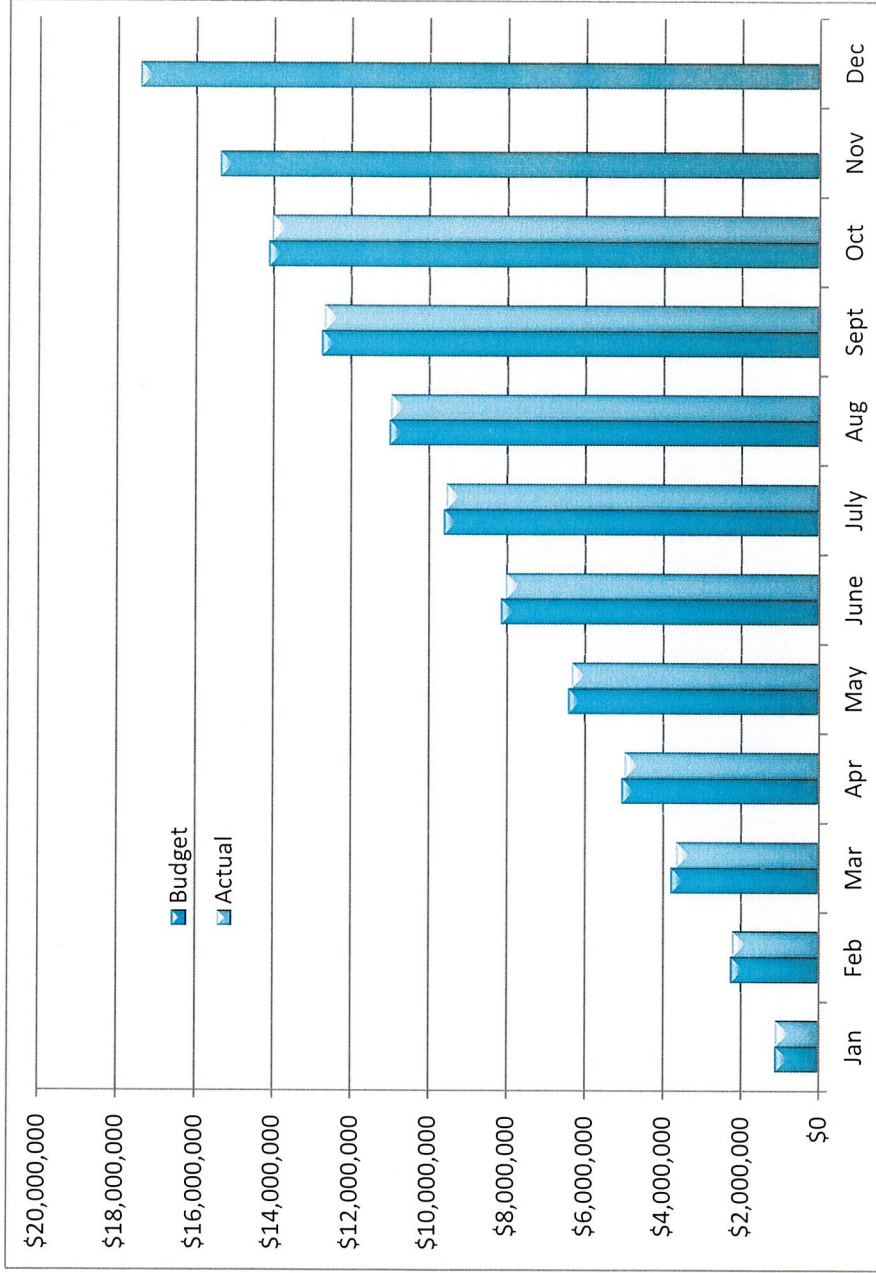
In the area of audit revenue, \$11,845 was collected in November. Including building use tax audits, the total audit revenue collected for 2019 is \$496,549, with an additional \$130,570 collected in building permit and plan check fees. Also, the City continues to have audits in progress and additional audit revenue has been assessed, with collection anticipated over the next few months. \$920,861 have 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. Let's hope for a strong holiday shopping season!

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	
Dec	17,413,650	

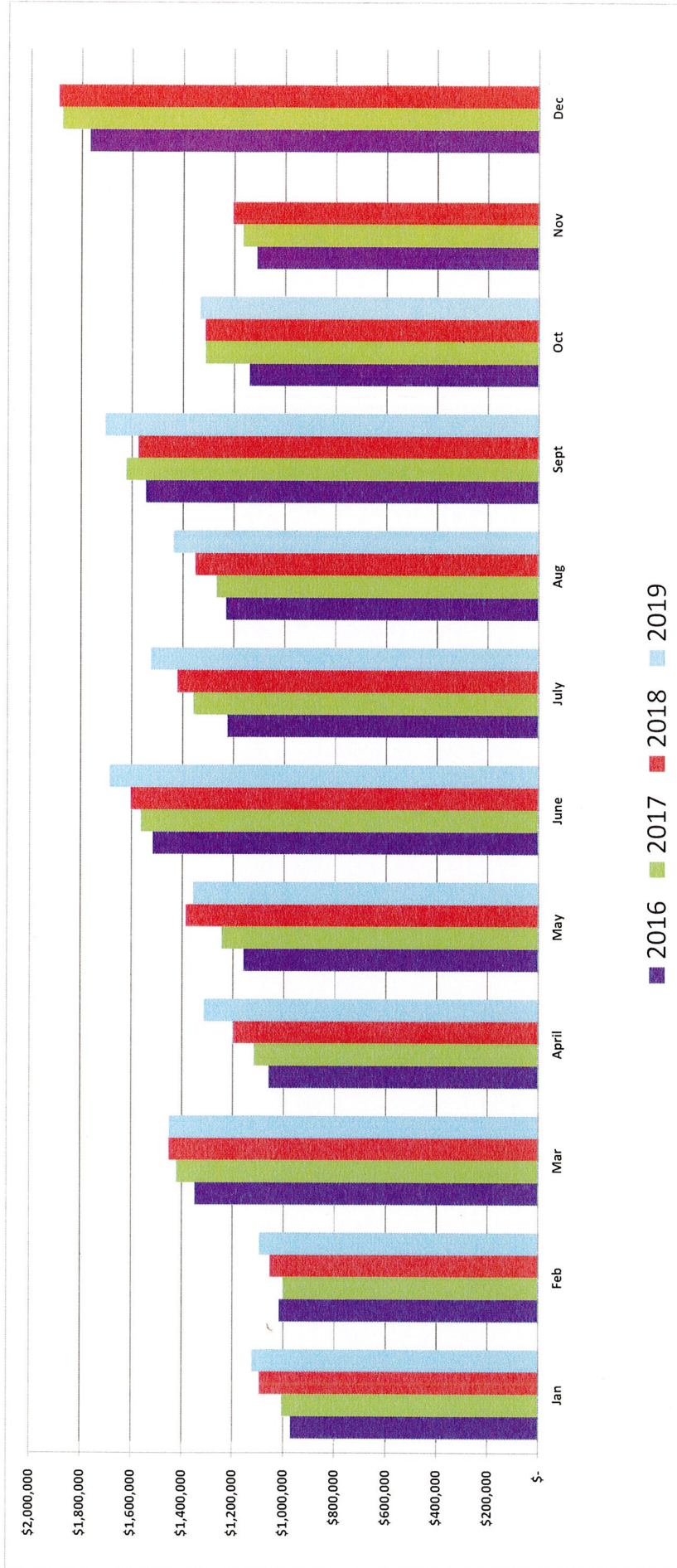


City of Golden
Sales Tax Trends
October (November)
2016-2019

	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	\$ 1,204,594	\$ 1,889,199	\$ 14,012,015	1.6%
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	0.0%
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	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	\$ 1,765,585	\$ 15,066,928	5.0%

MTD Sales Tax Audit Revenue	\$ 374	MTD Audit Permit Fees	\$ (47,032)
Less: MTD Sales Tax Refunds	\$ (4,288)	MTD Audit Plan Check Fees	\$ (30,821)
Net Sales Tax Revenue	\$ (3,914)	Net Fees Collected	\$ (77,852)

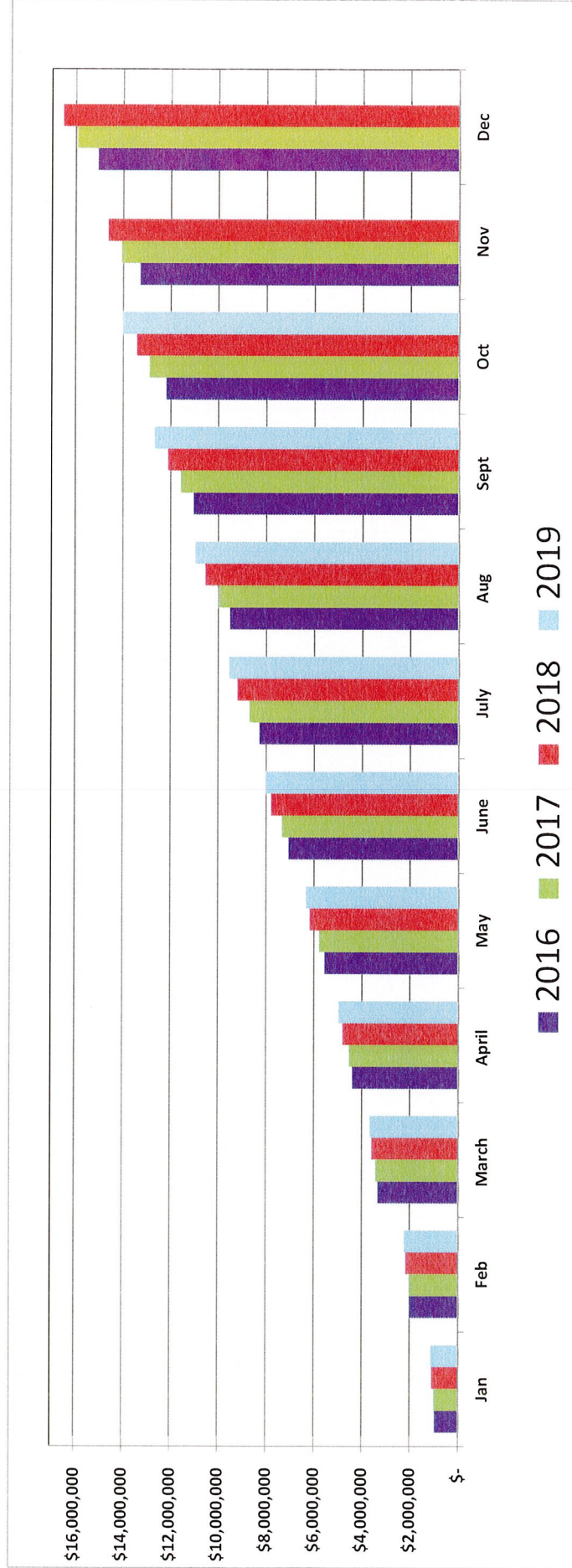
* Percentage Change is for current month only (highlighted)



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

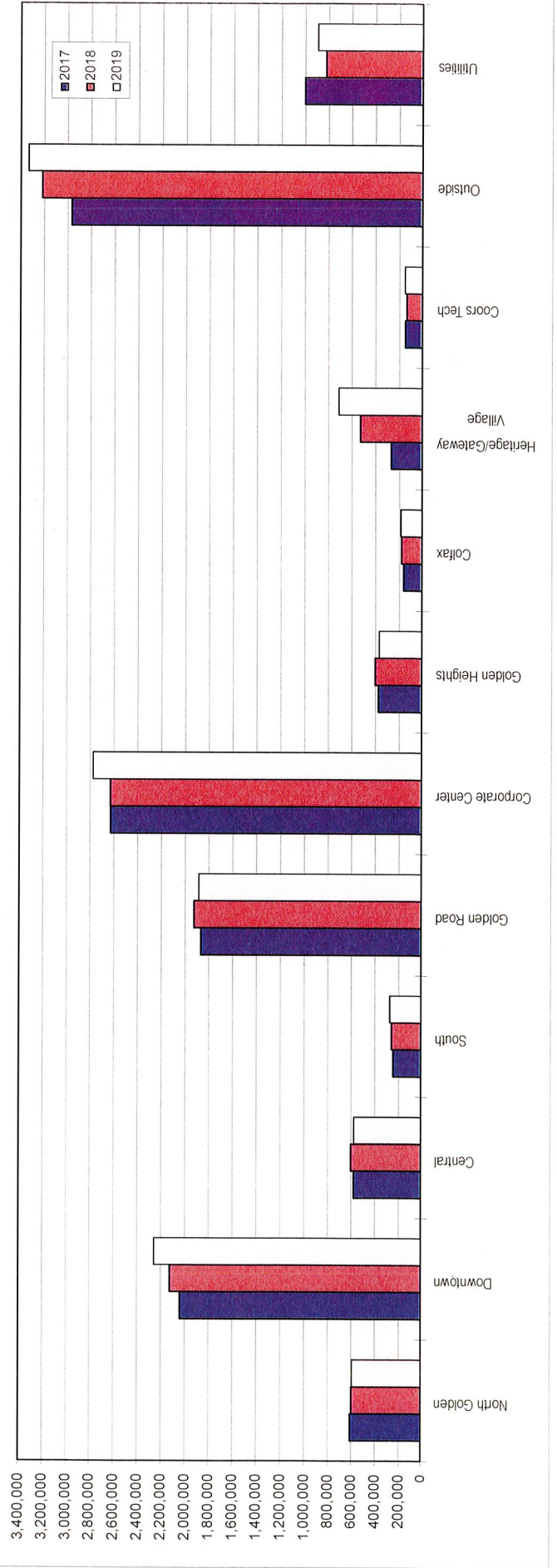
	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	% CHNG
2019	\$ 1,121,727	\$ 2,215,811	\$ 3,664,188	\$ 4,976,636	\$ 6,332,180	\$ 8,017,681	\$ 9,540,303	\$ 10,975,580	\$ 12,679,960	\$ 14,012,015	\$ 14,635,926	\$ 16,525,125	\$ 14,012,015	4.3%
2018	\$ 1,093,179	\$ 2,145,142	\$ 3,595,117	\$ 4,790,732	\$ 6,176,170	\$ 7,777,155	\$ 9,196,719	\$ 10,546,807	\$ 12,120,029	\$ 13,431,332	\$ 14,068,587	\$ 15,943,159	\$ 16,525,125	4.1%
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	5.9%
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	\$ 13,301,343	\$ 15,066,928	\$ 15,066,928	6.0%
YTD Sales Tax Audit Revenue			\$ 198,169			YTD Audit Permit Fees	\$ 93,705							
Less: YTD Sales Tax Refunds			\$ (884,137)			YTD Audit Plan Check Fees	\$ 36,865							
Other Sales Tax Revenue			\$ (685,968)			Net Fees Collected	\$ 130,570							

* Percentage Change - YTD percentage change



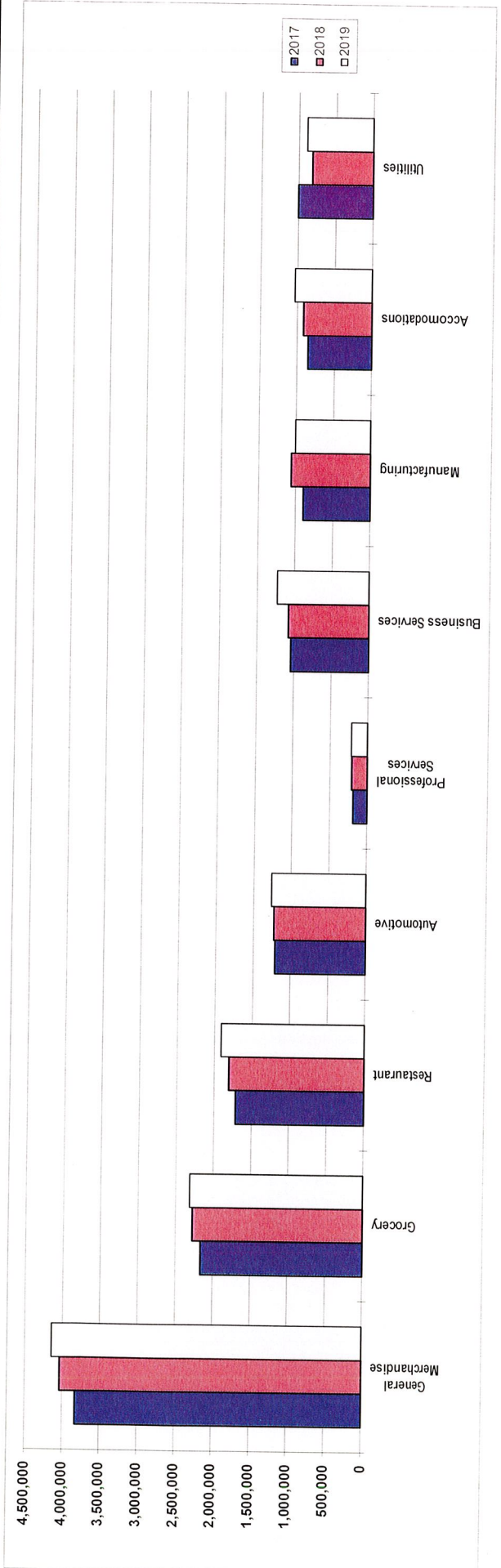
City of Golden
Sales Tax Revenue By Location
YTD October (November)
2017/2018/2019

Area	2017		2017-2016		2018		2018-2017		2019		2019-2018	
	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	\$ 610,614	4.73%	\$ 598,561	11.98%	\$ 598,561	4.46%	\$ 594,770	-1.97%	\$ 594,770	4.24%	\$ 594,770	-0.63%
Downtown	\$ 2,041,492	15.82%	\$ 2,123,856	3.09%	\$ 2,123,856	15.81%	\$ 2,257,275	4.03%	\$ 2,257,275	16.11%	\$ 2,257,275	6.28%
Central	\$ 577,625	4.48%	\$ 602,949	6.51%	\$ 602,949	4.49%	\$ 575,455	4.38%	\$ 575,455	4.11%	\$ 575,455	-4.56%
South	\$ 247,242	1.92%	\$ 259,799	3.04%	\$ 259,799	1.93%	\$ 275,126	5.08%	\$ 275,126	1.96%	\$ 275,126	5.90%
Golden Road	\$ 1,867,108	14.47%	\$ 1,926,189	8.34%	\$ 1,926,189	14.34%	\$ 1,885,096	3.16%	\$ 1,885,096	13.45%	\$ 1,885,096	-2.13%
Corporate Center	\$ 2,628,979	20.37%	\$ 2,631,021	3.36%	\$ 2,631,021	19.59%	\$ 2,775,005	0.08%	\$ 2,775,005	19.80%	\$ 2,775,005	5.47%
Golden Heights	\$ 375,231	2.91%	\$ 401,092	2.37%	\$ 401,092	2.99%	\$ 367,970	6.89%	\$ 367,970	2.63%	\$ 367,970	-8.26%
Colfax	\$ 164,732	1.28%	\$ 181,527	-8.05%	\$ 181,527	1.35%	\$ 187,478	10.20%	\$ 187,478	1.34%	\$ 187,478	3.28%
Heritage /Gateway Village	\$ 269,744	2.09%	\$ 526,886	-9.60%	\$ 526,886	3.92%	\$ 714,349	95.33%	\$ 714,349	5.10%	\$ 714,349	35.58%
Coors Technology	\$ 152,401	1.18%	\$ 138,128	122.63%	\$ 138,128	1.03%	\$ 153,485	-9.37%	\$ 153,485	1.10%	\$ 153,485	11.12%
Outside	\$ 2,967,272	22.99%	\$ 3,217,903	7.73%	\$ 3,217,903	23.96%	\$ 3,333,954	8.45%	\$ 3,333,954	23.79%	\$ 3,333,954	3.61%
Utilities	\$ 1,002,840	7.77%	\$ 823,421	5.57%	\$ 823,421	6.13%	\$ 892,052	-17.89%	\$ 892,052	6.37%	\$ 892,052	8.33%
Totals	\$ 12,905,279	100.00%	\$ 13,431,332	5.85%	\$ 13,431,332	100.00%	\$ 14,012,015	4.08%	\$ 14,012,015	100.00%	\$ 14,012,015	4.32%



City of Golden
Sales Tax Revenue By Type
YTD October (November)
2017/2018/2019

Type	2017		2017-2016		2018		2018-2017		2019		2019-2018	
	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	\$ 3,827,990	29.66%	\$ 4,034,550	9.54%	\$ 4,147,055	30.04%	\$ 4,147,055	5.40%	\$ 4,147,055	29.60%	\$ 4,147,055	2.79%
Grocery	\$ 2,161,578	16.75%	\$ 2,268,458	4.21%	\$ 2,307,250	16.89%	\$ 2,307,250	4.94%	\$ 2,307,250	16.47%	\$ 2,307,250	1.71%
Restaurants	\$ 1,717,501	13.31%	\$ 1,807,037	8.82%	\$ 1,912,576	13.45%	\$ 1,912,576	5.21%	\$ 1,912,576	13.65%	\$ 1,912,576	5.84%
Automotive	\$ 1,209,303	9.37%	\$ 1,228,488	8.48%	\$ 1,262,816	9.15%	\$ 1,262,816	1.59%	\$ 1,262,816	9.01%	\$ 1,262,816	2.79%
Prof Services/Entertainment	\$ 186,241	1.44%	\$ 209,326	2.72%	\$ 215,344	1.56%	\$ 215,344	12.40%	\$ 215,344	1.54%	\$ 215,344	2.87%
Bus Services/Supp.	\$ 1,044,863	8.10%	\$ 1,080,118	-3.15%	\$ 1,233,227	8.04%	\$ 1,233,227	3.37%	\$ 1,233,227	8.80%	\$ 1,233,227	14.18%
Manufacturing - Production	\$ 897,854	6.96%	\$ 1,060,509	1.02%	\$ 1,005,861	7.90%	\$ 1,005,861	18.12%	\$ 1,005,861	7.18%	\$ 1,005,861	-5.15%
Accommodations	\$ 857,109	6.64%	\$ 919,425	3.15%	\$ 1,035,835	6.85%	\$ 1,035,835	7.27%	\$ 1,035,835	7.39%	\$ 1,035,835	12.66%
Utilities	\$ 1,002,840	7.77%	\$ 823,421	5.57%	\$ 892,052	6.13%	\$ 892,052	-17.89%	\$ 892,052	6.37%	\$ 892,052	8.33%
Totals	\$ 12,905,279	100.00%	\$ 13,431,332	5.85%	\$ 14,012,015	100.00%	\$ 14,012,015	4.08%	\$ 14,012,015	100.00%	\$ 14,012,015	4.32%

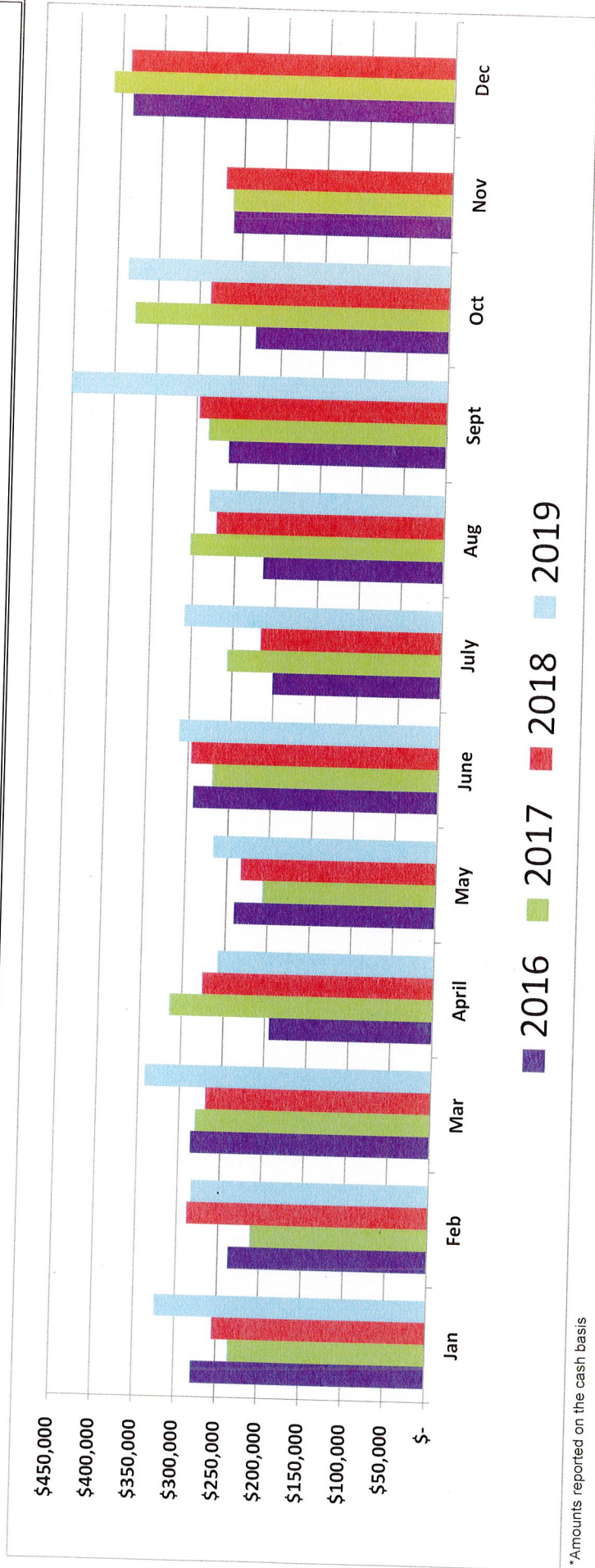


City of Golden
Use Tax Trends
October (November)
2016-2019

	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	\$ 271,303	\$ 389,160	\$ 3,240,753	34.9%
2018	\$ 255,325	\$ 287,767	\$ 268,990	\$ 276,136	\$ 232,993	\$ 295,892	\$ 216,051	\$ 272,718	\$ 296,358	\$ 286,486	\$ 262,253	\$ 409,490	\$ 3,349,178	-24.0%
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	\$ 3,414,619	63.4%
2016	\$ 278,990	\$ 237,225	\$ 285,559	\$ 194,318	\$ 240,102	\$ 292,505	\$ 200,678	\$ 215,156	\$ 259,981	\$ 230,883	\$ 260,773	\$ 385,860	\$ 3,082,030	-17.6%
MTD Use Tax Audit Revenue	\$	\$	\$ 11,471	<<<<	<<<<	<<<<	<<<<	<<<<	<<<<	<<<<	<<<<	<<<<	<<<<	
Less: MTD Use Tax Refunds	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	
Other Use Tax Revenue	\$	\$	\$ 11,471	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	

* Percentage Change is for current month only (highlighted)

<<<< includes building use tax audit revenue

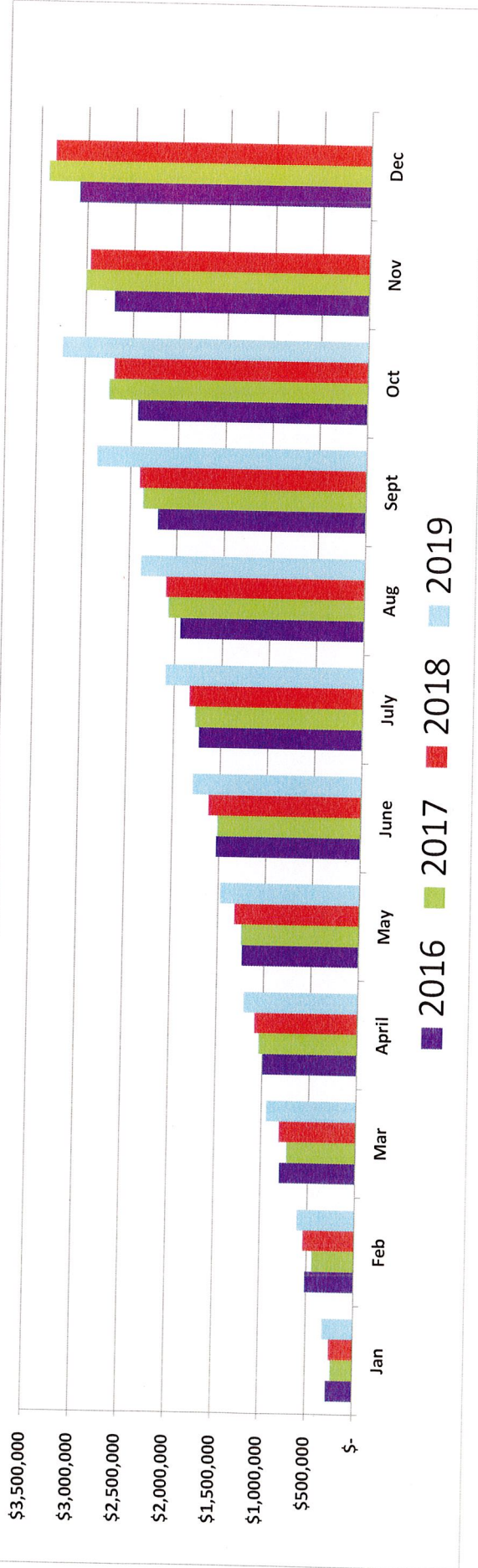


*Amounts reported on the cash basis

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

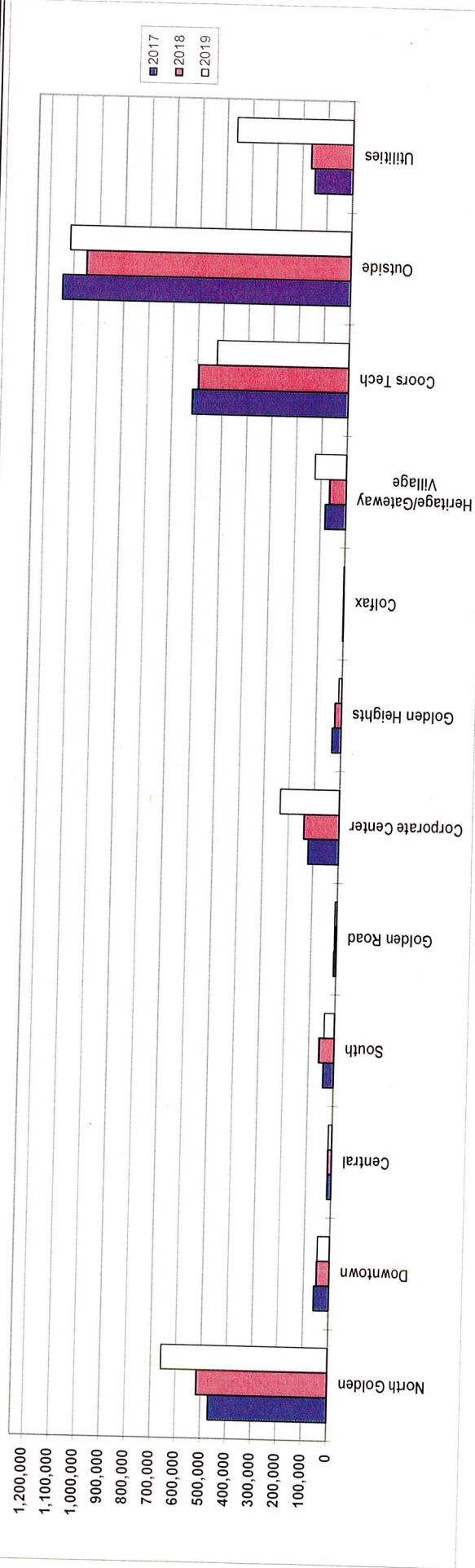
	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	YTD % Chng
2019	\$ 324,439	\$ 607,771	\$ 949,572	\$ 1,207,779	\$ 1,474,473	\$ 1,785,296	\$ 2,093,336	\$ 2,375,266	\$ 2,854,424	\$ 3,240,753	\$ 2,960,018	\$ 3,349,178	\$ 3,240,753	20.5%
2018	\$ 255,325	\$ 543,092	\$ 812,082	\$ 1,088,218	\$ 1,321,210	\$ 1,617,103	\$ 1,833,153	\$ 2,105,871	\$ 2,402,229	\$ 2,688,715	\$ 3,005,129	\$ 3,414,619	\$ 3,349,178	-2.0%
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	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%
YTD Use Tax Audit Revenue			\$ 298,380		<<<< includes building use tax audit revenue									
Less: YTD Use Tax Refunds			\$ (36,724)											
Other Use Tax Revenue			\$ 261,656											

** Percentage Change is YTD %



City of Golden
 Use Tax Revenue By Location
 YTD October (November)
 2017/2018/2019

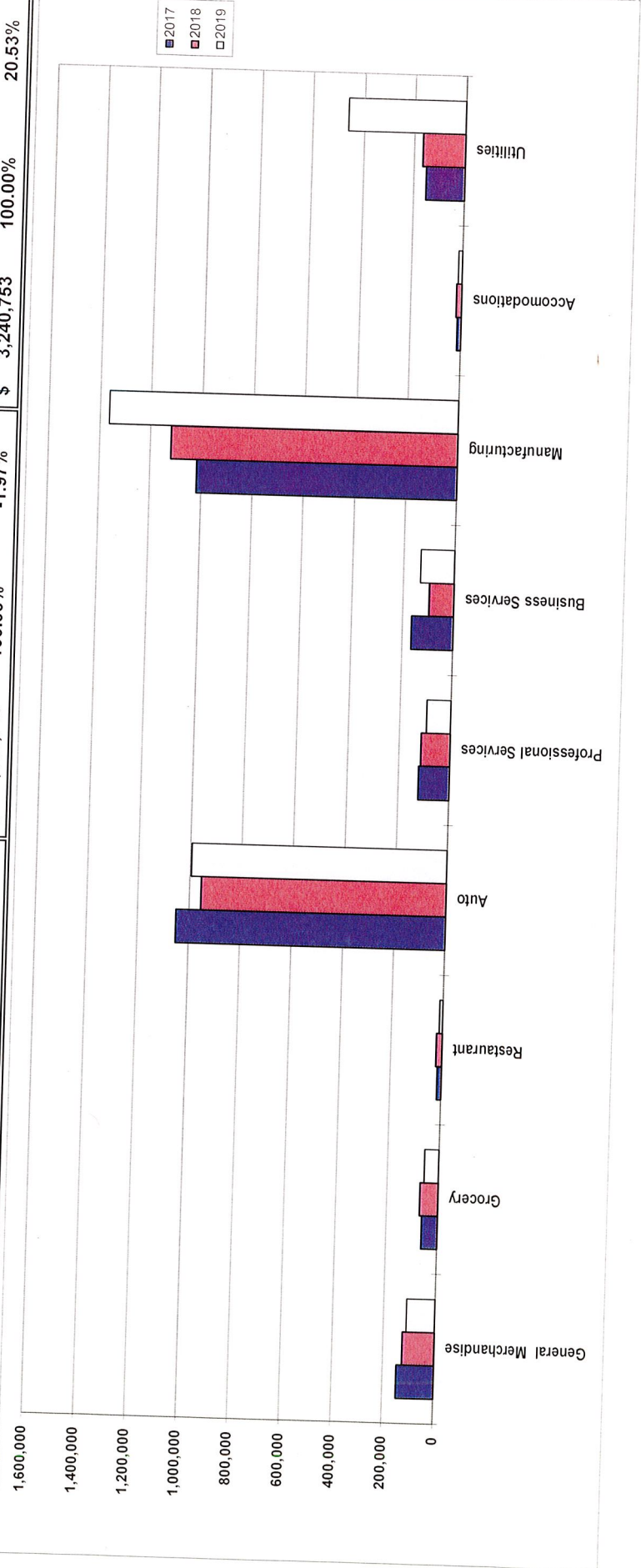
Area	2017		2017-2016		2018		2018-2017		2019		2019-2018	
	Use Tax	% of total Use Tax	Use Tax	% Change	Use Tax	% of total Use Tax	Use Tax	% Change	Use Tax	% of total Use Tax	Use Tax	% Change
North Golden	\$ 469,633	17.12%	\$ 517,523	10.20%	\$ 657,928	20.30%	\$ 657,928	27.13%	\$ 657,928	20.30%	\$ 657,928	27.13%
Downtown	\$ 59,594	2.17%	\$ 50,326	-15.55%	\$ 47,886	1.48%	\$ 47,886	-4.85%	\$ 47,886	1.48%	\$ 47,886	-4.85%
Central	\$ 15,307	0.56%	\$ 15,104	-1.32%	\$ 14,253	0.44%	\$ 14,253	-5.63%	\$ 14,253	0.44%	\$ 14,253	-5.63%
South	\$ 41,204	1.50%	\$ 59,122	43.49%	\$ 39,742	1.23%	\$ 39,742	-32.78%	\$ 39,742	1.23%	\$ 39,742	-32.78%
Golden Road	\$ 8,746	0.32%	\$ 6,667	-23.89%	\$ 7,830	0.24%	\$ 7,830	17.43%	\$ 7,830	0.24%	\$ 7,830	17.43%
Corporate Center	\$ 118,806	4.33%	\$ 137,857	16.04%	\$ 233,187	7.20%	\$ 233,187	69.15%	\$ 233,187	7.20%	\$ 233,187	69.15%
Golden Heights	\$ 34,521	1.26%	\$ 26,107	-24.37%	\$ 12,310	0.38%	\$ 12,310	-52.85%	\$ 12,310	0.38%	\$ 12,310	-52.85%
Colfax	\$ 1,651	0.06%	\$ 1,522	-7.86%	\$ 2,605	0.08%	\$ 2,605	71.22%	\$ 2,605	0.08%	\$ 2,605	71.22%
Heritage/Gateway Village	\$ 81,827	2.98%	\$ 65,288	-20.21%	\$ 124,159	3.83%	\$ 124,159	90.17%	\$ 124,159	3.83%	\$ 124,159	90.17%
Coors Technology	\$ 618,477	22.55%	\$ 594,578	-3.86%	\$ 523,151	16.14%	\$ 523,151	-12.01%	\$ 523,151	16.14%	\$ 523,151	-12.01%
Outside	\$ 1,142,063	41.64%	\$ 1,048,794	-8.17%	\$ 1,115,025	34.41%	\$ 1,115,025	6.31%	\$ 1,115,025	34.41%	\$ 1,115,025	6.31%
Utilities	\$ 151,046	5.51%	\$ 165,828	9.79%	\$ 462,678	14.28%	\$ 462,678	179.01%	\$ 462,678	14.28%	\$ 462,678	179.01%
Totals	\$ 2,742,876	100.00%	\$ 2,688,715	-1.97%	\$ 3,240,753	100.00%	\$ 3,240,753	20.53%	\$ 3,240,753	100.00%	\$ 3,240,753	20.53%



Amounts reported are net of revenues earmarked for community marketing.

City of Golden
Use Tax Revenue By Type
YTD October (November)
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	\$ 147,206	5.37%	-12.12%	\$ 125,664	4.67%	-14.63%	\$ 111,903	3.45%	-10.95%
Grocery	\$ 61,203	2.23%	-5.64%	\$ 70,131	2.61%	14.59%	\$ 55,656	1.72%	-20.64%
Restaurants	\$ 15,648	0.57%	-35.36%	\$ 22,205	0.83%	41.90%	\$ 12,050	0.37%	-45.73%
Automotive	\$ 1,050,652	38.30%	19.15%	\$ 956,385	35.57%	-8.97%	\$ 995,148	30.71%	4.05%
Prof Services\Entertainment	\$ 119,740	4.37%	14.67%	\$ 113,037	4.20%	-5.60%	\$ 94,101	2.90%	-16.75%
Bus Services	\$ 163,158	5.95%	65.57%	\$ 96,261	3.58%	-41.00%	\$ 131,032	4.04%	36.12%
Manufacturing - Production	\$ 1,018,750	37.14%	5.07%	\$ 1,118,998	41.62%	9.84%	\$ 1,363,234	42.07%	21.83%
Accommodations	\$ 15,473	0.56%	-16.84%	\$ 20,206	0.75%	30.59%	\$ 14,951	0.46%	-26.01%
Utilities	\$ 151,046	5.51%	42.63%	\$ 165,828	6.17%	9.79%	\$ 462,678	14.28%	179.01%
Totals	\$ 2,742,876	100.00%	12.63%	\$ 2,688,715	100.00%	-1.97%	\$ 3,240,753	100.00%	20.53%



Amounts reported are net of revenues earmarked for community marketing.