



City of  
Golden

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## Council Memorandum

**To:** City Council  
**From:** Jeff Hansen, Finance Director  
**Date:** September 3, 2020  
**Re:** Sales Tax Report

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Attached are the sales and use tax reports for July sales (collected in August). Unfortunately, sales tax collections took a step backward for the month. Collections were down \$211,939 (-13.9%) for the month. It's important to note that July 2019 had the single highest collections ever for the City in a month that did not include a quarter end or year end. So, it would've been difficult to achieve that amount in a normal year. With tourism taking a hit this summer due to Covid-19, restaurants, bars and hotels were all down for the month, and Downtown is down 22.67% for the year. Overall, revenue is down \$751,148 (-7.9%) year-to-date compared to 2019. When adjusted for seasonality, sales tax revenues are down (-8.6%) compared to the 2020 Budget.

Not surprisingly, restaurants and accommodations continue to incur the biggest hit to revenues, down 25.4% and 53.2% YTD respectively. Also, as expected, Grocery has increased significantly, up 8.5%, with King Soopers, Safeway, and Natural Grocers all up compared to last year. In General Merchandise, among local retailers, Bent Gate has rebounded, with Kohl's and Duluth Trading Company still down, but continuing to starting to show some improvement. Home Depot and online retailers (Amazon, Wayfair, etc.) are up significantly to help offset the loss from other local brick and mortar stores.

Use tax collections were down \$28,758 (-9.3%) for July. For the year, use tax is now down slightly, \$2,808 (-0.1%) 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. July showed a slight improvement in vehicle use tax through the County, down 19.4% compared to -22% a month ago.

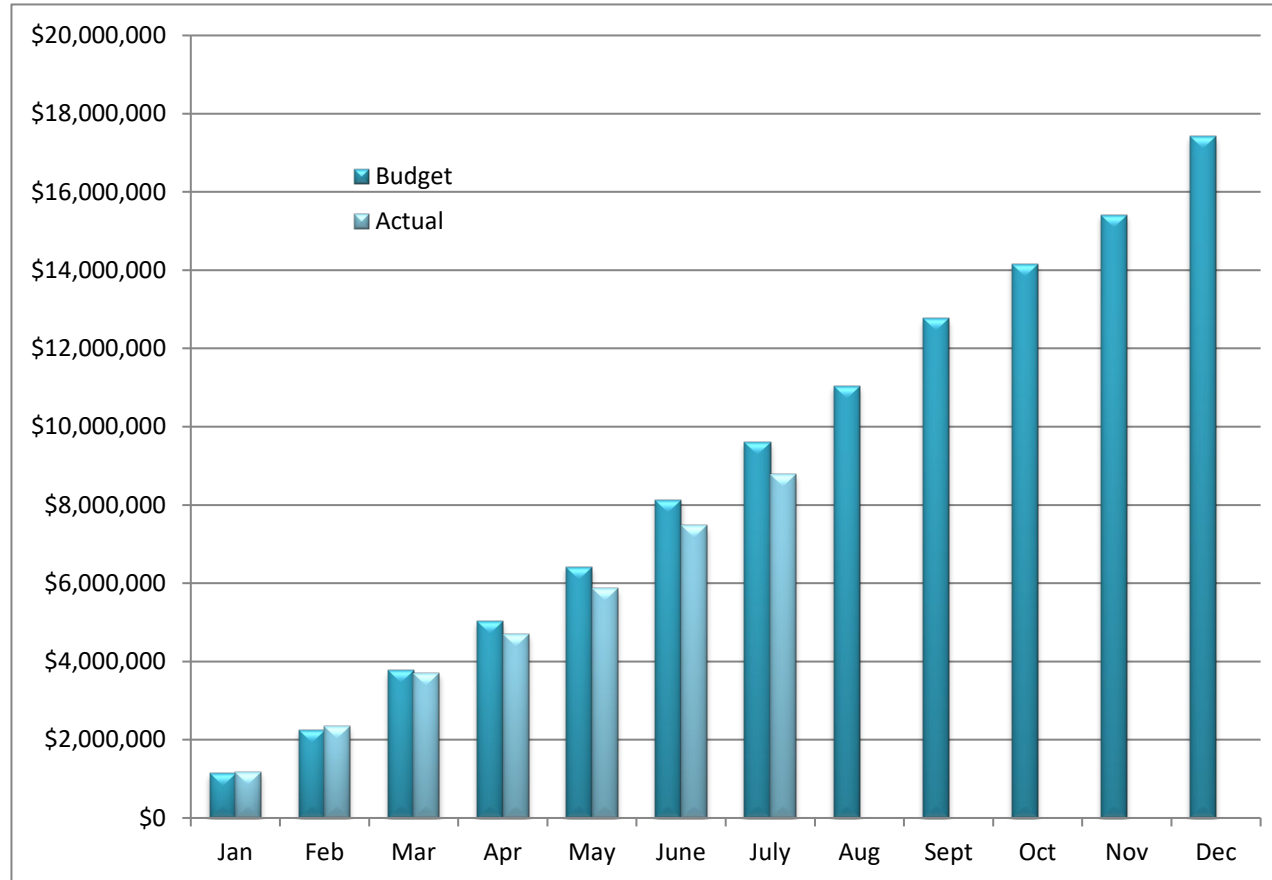
In the area of audit revenue, \$700 was collected in August. Including building use tax audits, the total audit revenue collected for 2020 is \$410,702, with an additional \$26,413 collected in building permit and plan check fees. Also, the City continues to have audits in progress and additional audit revenue has been assessed, with collection anticipated over the next few months. \$12,314 has been issued in refunds for the year. These amounts are shown separately on the attached collection reports.

While the July numbers were disappointing, there is hope that August numbers will be better. With Mines students returning to campus, the hope is that bar and restaurant numbers will pick up. And, hopefully at least a few parents needed a hotel room for a night or two and their kids moved in for the school year. We remain in uncharted times and it's difficult to predict the full extent of the impacts of Covid, especially long-term. That being said, 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	4,705,354
May	6,416,784	5,857,712
June	8,129,186	7,478,473
July	9,614,980	8,789,155
Aug	11,035,621	
Sept	12,769,577	
Oct	14,139,776	
Nov	15,414,279	
Dec	17,415,000	

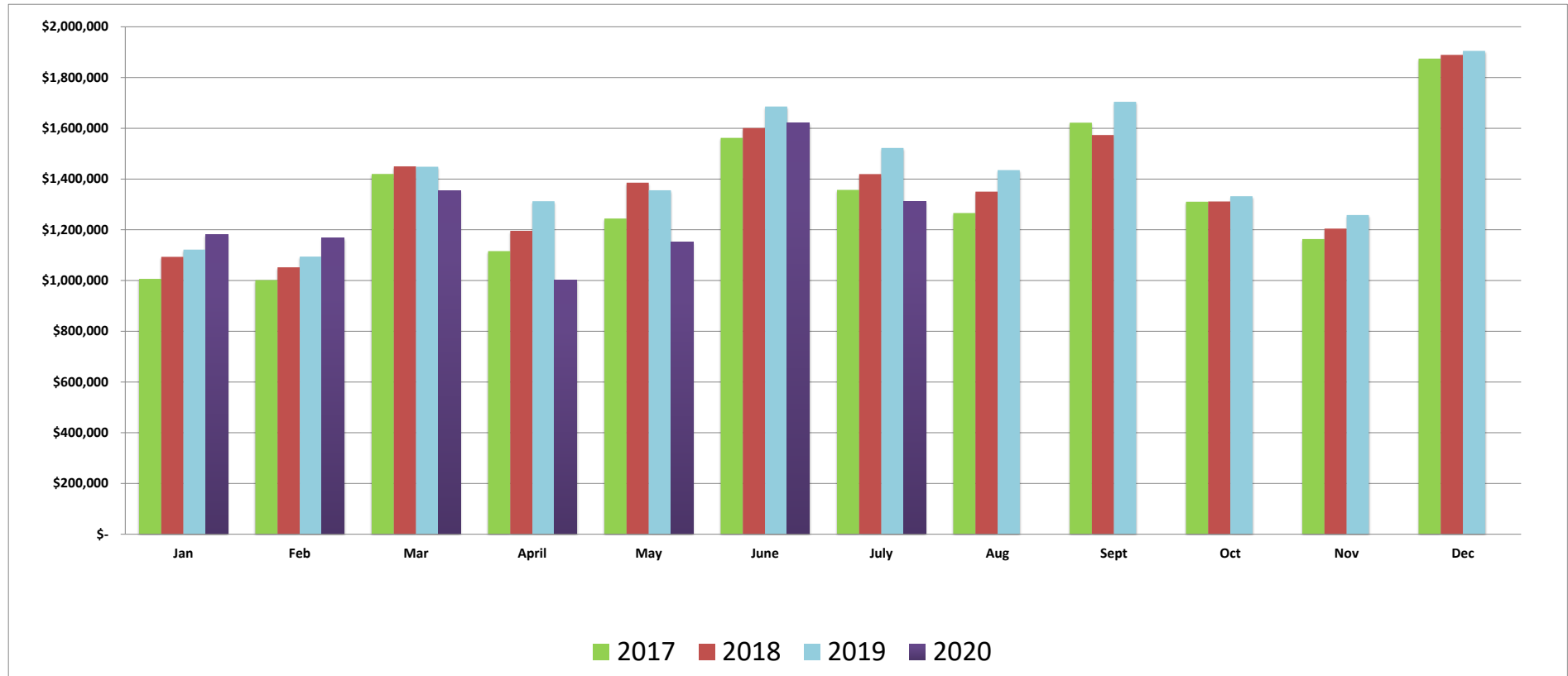


City of Golden  
Sales Tax Trends  
July (August)  
2017-2020

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	% CHNG
2020	\$ 1,182,299	\$ 1,166,516	\$ 1,354,071	\$ 1,002,468	\$ 1,152,358	\$ 1,620,761	\$ 1,310,682						\$ 8,789,155	-13.9%
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	7.3%
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	4.6%
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	11.1%

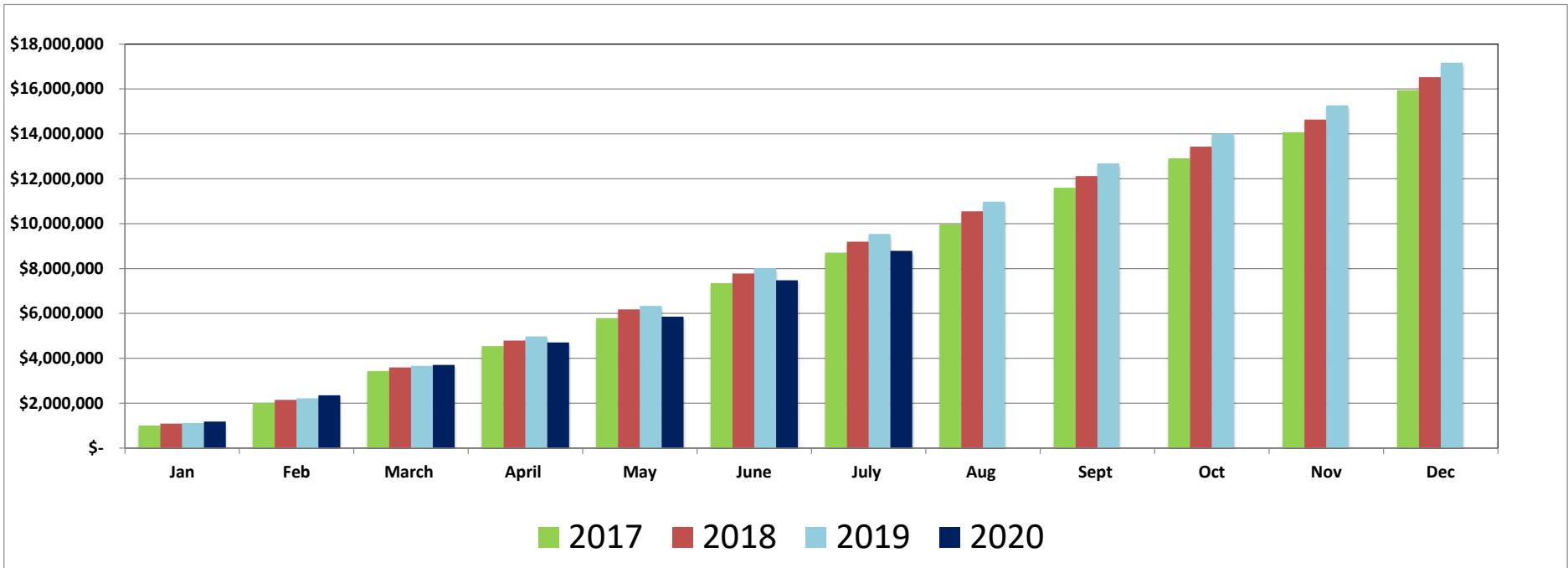
  

MTD Sales Tax Audit Revenue	\$ 700	MTD Audit Permit Fees	\$ -	* Percentage Change is for current month only (highlighted)
Less: MTD Sales Tax Refunds	\$ -	MTD Audit Plan Check Fees	\$ -	
Net Sales Tax Revenue	\$ 700	Net Fees Collected	\$ -	



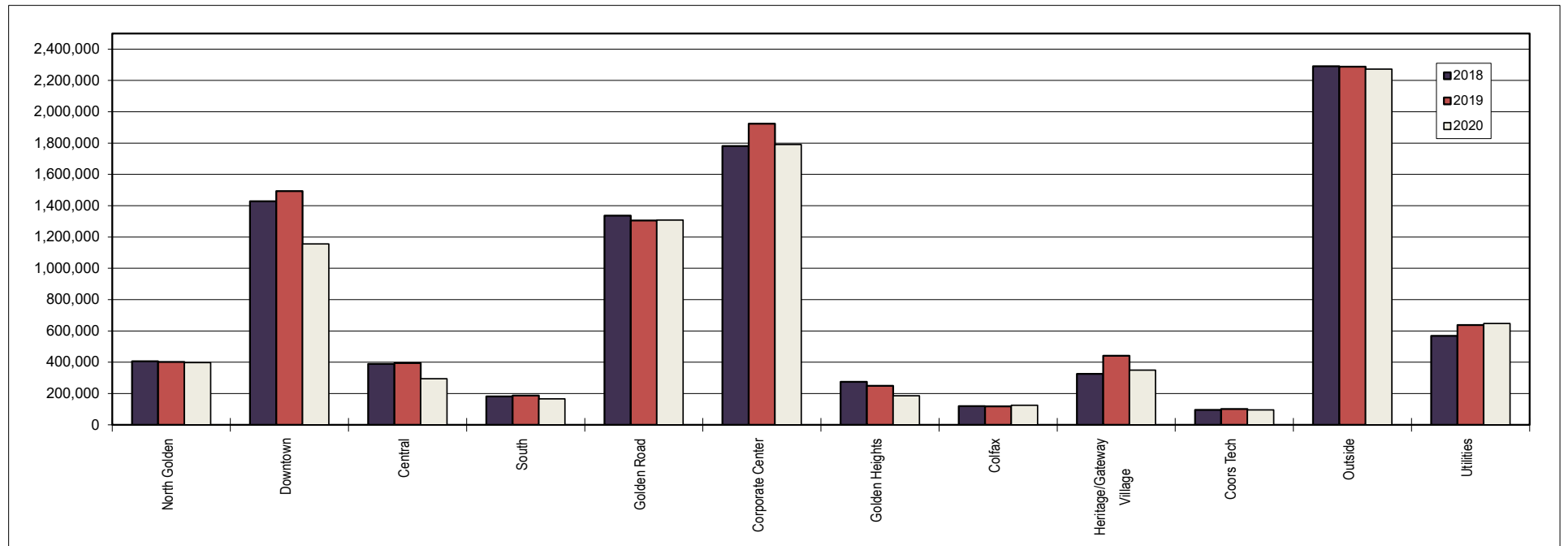
**City of Golden  
Sales Tax Trends  
YTD July (August)  
2017-2020**

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	% CHNG
<b>2020</b>	\$ 1,182,299	\$ 2,348,815	\$ 3,702,886	\$ 4,705,354	\$ 5,857,712	\$ 7,478,476	\$ 8,789,155						\$ 8,789,155	<b>-7.9%</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>3.7%</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>5.6%</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>5.1%</b>
YTD Sales Tax Audit Revenue \$334,558														
Less: YTD Sales Tax Refunds \$ (8,661)														
Other Sales Tax Revenue \$325,897														
YTD Audit Permit Fees \$ 16,530														
YTD Audit Plan Check Fees \$ 9,883														
Net Fees Collected \$ 26,413														
* Percentage Change - YTD percentage change														



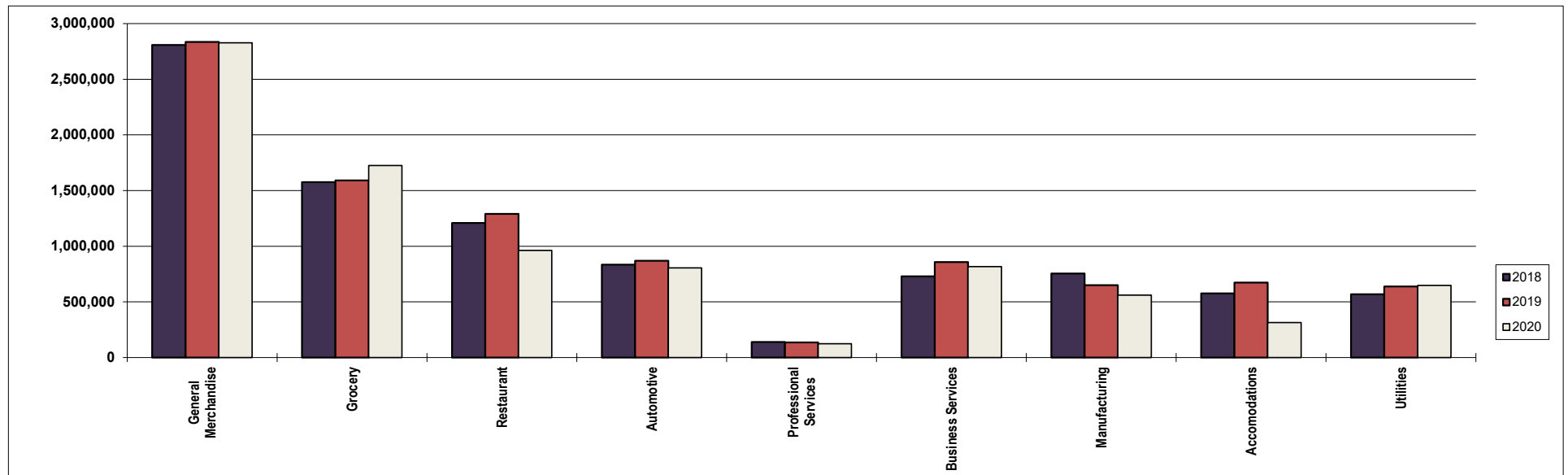
**City of Golden**  
**Sales Tax Revenue By Location**  
**YTD July (August)**  
**2018/2019/2020**

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	\$ 405,522	4.41%	-3.09%	\$ 401,608	4.21%	-0.97%	\$ 397,308	4.52%	-1.07%
Downtown	\$ 1,428,203	15.53%	2.12%	\$ 1,493,792	15.66%	4.59%	\$ 1,155,106	13.14%	-22.67%
Central	\$ 389,281	4.23%	5.63%	\$ 395,185	4.14%	1.52%	\$ 294,415	3.35%	-25.50%
South	\$ 181,331	1.97%	7.78%	\$ 186,891	1.96%	3.07%	\$ 166,048	1.89%	-11.15%
Golden Road	\$ 1,337,158	14.54%	3.22%	\$ 1,305,253	13.68%	-2.39%	\$ 1,308,793	14.89%	0.27%
Corporate Center	\$ 1,781,577	19.37%	-1.21%	\$ 1,923,662	20.16%	7.98%	\$ 1,791,758	20.39%	-6.86%
Golden Heights	\$ 274,138	2.98%	13.98%	\$ 248,830	2.61%	-9.23%	\$ 185,024	2.11%	-25.64%
Colfax	\$ 119,418	1.30%	6.14%	\$ 117,783	1.23%	-1.37%	\$ 124,994	1.42%	6.12%
Heritage /Gateway Village	\$ 325,861	3.54%	118.39%	\$ 440,750	4.62%	35.26%	\$ 350,142	3.98%	-20.56%
Coors Technology	\$ 94,830	1.03%	0.76%	\$ 100,621	1.05%	6.11%	\$ 95,493	1.09%	-5.10%
Outside	\$ 2,291,116	24.91%	17.92%	\$ 2,288,164	23.98%	-0.13%	\$ 2,272,035	25.85%	-0.70%
Utilities	\$ 568,285	6.18%	-20.49%	\$ 637,763	6.68%	12.23%	\$ 648,038	7.37%	1.61%
<b>Totals</b>	<b>\$ 9,196,719</b>	<b>100.00%</b>	<b>5.63%</b>	<b>\$ 9,540,303</b>	<b>100.00%</b>	<b>3.74%</b>	<b>\$ 8,789,155</b>	<b>100.00%</b>	<b>-7.87%</b>



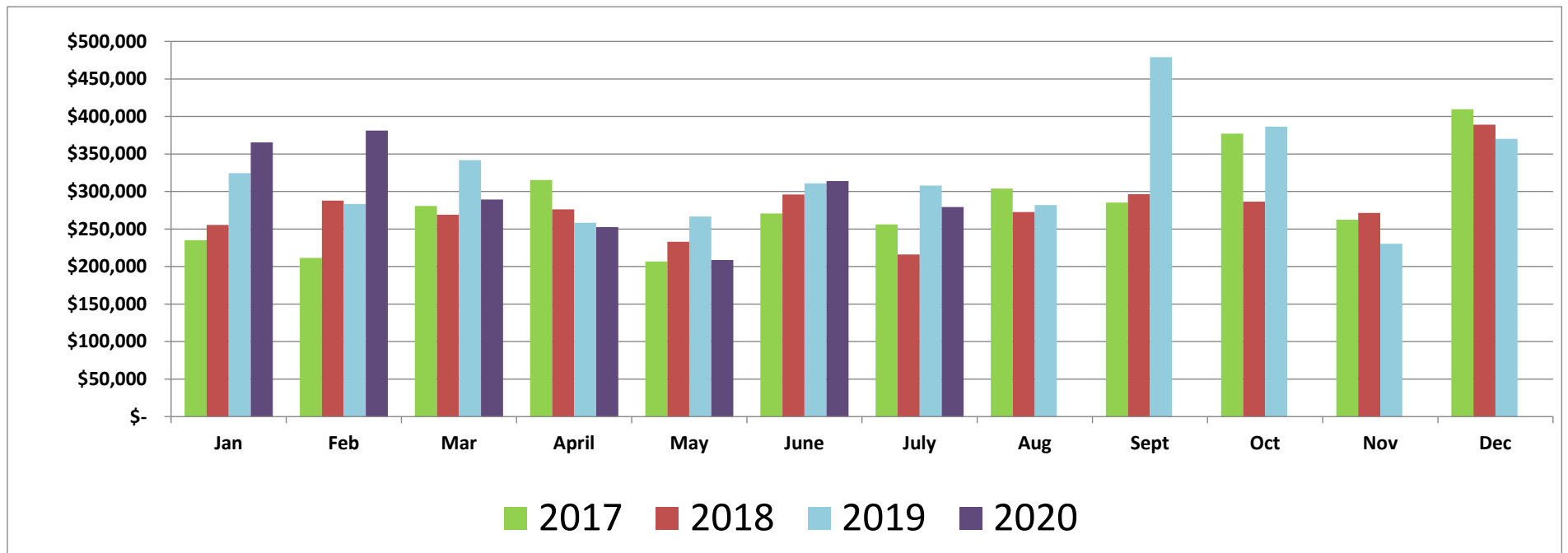
**City of Golden**  
**Sales Tax Revenue By Type**  
**YTD July (August)**  
**2018/2019/2020**

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	\$ 2,808,337	30.54%	9.48%	\$ 2,835,116	29.72%	0.95%	\$ 2,828,310	32.18%	-0.24%
Grocery	\$ 1,575,773	17.13%	4.62%	\$ 1,590,917	16.68%	0.96%	\$ 1,725,869	19.64%	8.48%
Restaurants	\$ 1,209,272	13.15%	6.02%	\$ 1,290,626	13.53%	6.73%	\$ 962,590	10.95%	-25.42%
Automotive	\$ 835,182	9.08%	2.56%	\$ 869,787	9.12%	4.14%	\$ 805,900	9.17%	-7.35%
Prof Services\Entertainment	\$ 139,366	1.52%	15.13%	\$ 135,217	1.42%	-2.98%	\$ 124,991	1.42%	-7.56%
Bus ServicesSupp.	\$ 729,981	7.94%	2.10%	\$ 857,716	8.99%	17.50%	\$ 817,390	9.30%	-4.70%
Manufacturing - Production	\$ 753,999	8.20%	37.19%	\$ 649,541	6.81%	-13.85%	\$ 560,863	6.38%	-13.65%
Accommodations	\$ 576,525	6.27%	-0.59%	\$ 673,621	7.06%	16.84%	\$ 315,203	3.59%	-53.21%
Utilities	\$ 568,285	6.18%	-20.49%	\$ 637,763	6.68%	12.23%	\$ 648,038	7.37%	1.61%
<b>Totals</b>	<b>\$ 9,196,719</b>	<b>100.00%</b>	<b>5.63%</b>	<b>\$ 9,540,303</b>	<b>100.00%</b>	<b>3.74%</b>	<b>\$ 8,789,155</b>	<b>100.00%</b>	<b>-7.87%</b>



**City of Golden  
Use Tax Trends  
July (August)  
2017-2020**

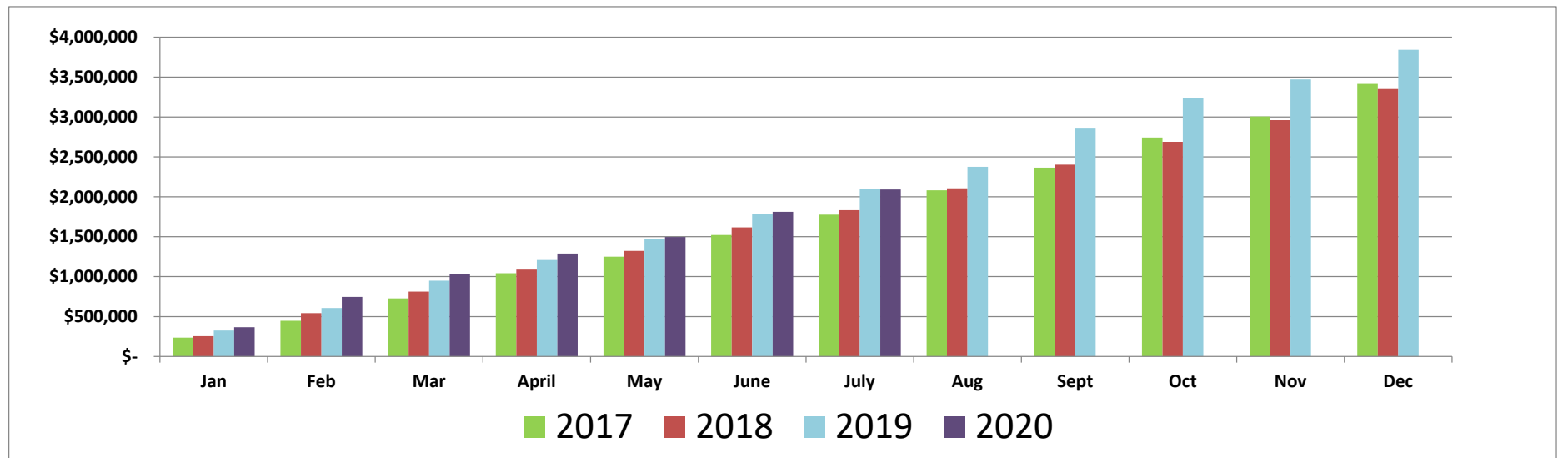
	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	% CHNG
2020	\$ 365,476	\$ 381,197	\$ 289,246	\$ 252,612	\$ 208,712	\$ 314,003	\$ 279,282						\$ 2,090,528	-9.3%
2019	\$ 324,439	\$ 283,332	\$ 341,801	\$ 258,206	\$ 266,694	\$ 310,824	\$ 308,040	\$ 281,929	\$ 478,976	\$ 386,512	\$ 230,299	\$ 370,214	\$ 3,841,266	42.6%
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	-15.7%
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	27.6%
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 July (August)  
2017-2020**

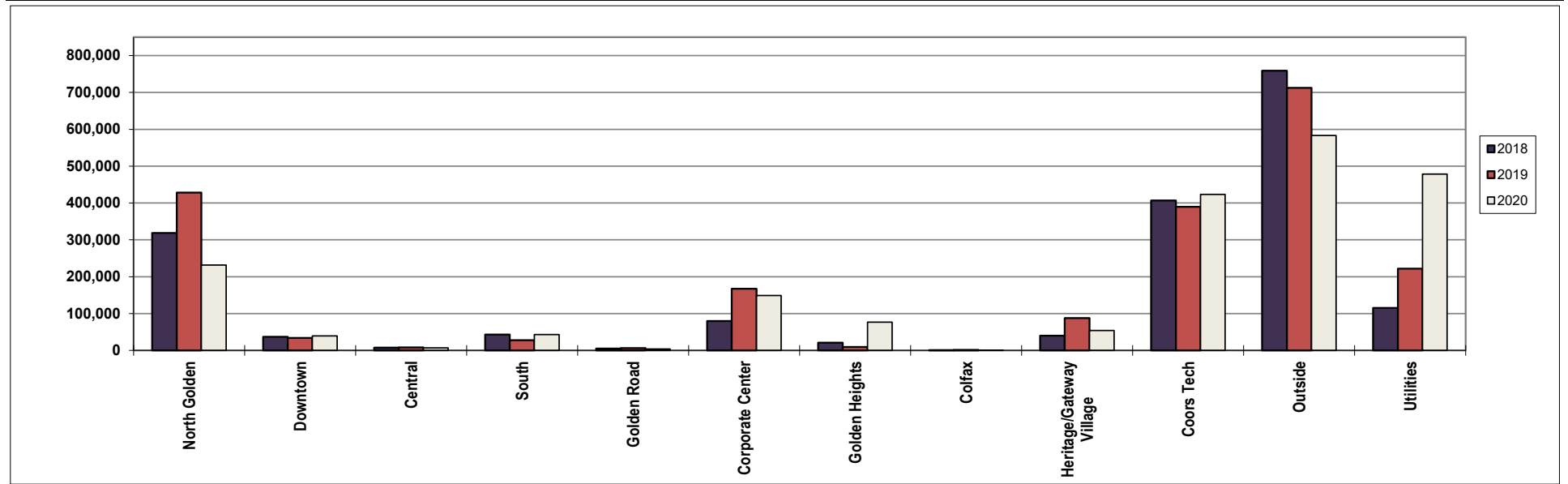
	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	YTD % Chng
<b>2020</b>	\$ 365,476	\$ 746,673	\$1,035,919	\$ 1,288,531	\$ 1,497,243	\$ 1,811,246	\$ 2,090,528						\$ 2,090,528	<b>-0.1%</b>
<b>2019</b>	\$ 324,439	\$ 607,771	\$ 949,572	\$ 1,207,779	\$ 1,474,473	\$ 1,785,296	\$ 2,093,336	\$ 2,375,266	\$ 2,854,424	\$ 3,240,753	\$ 3,471,052	\$ 3,841,266	\$ 3,841,266	<b>14.2%</b>
<b>2018</b>	\$ 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	<b>3.2%</b>
<b>2017</b>	\$ 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	<b>2.7%</b>
<div> <div>YTD Use Tax Audit Revenue</div> <div>Less: YTD Use Tax Refunds</div> <div>Other Use Tax Revenue</div> </div> <div> <div>\$ 76,144</div> <div>\$ (3,653)</div> <div>\$ 72,491</div> </div> <div> <div>&lt;&lt;&lt;&lt; includes building use tax audit revenue</div> <div></div> <div></div> </div> <div> <div></div> <div></div> <div></div> </div>														
** Percentage Change is YTD %														





**City of Golden**  
**Use Tax Revenue By Location**  
**YTD July (August)**  
**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	\$ 318,323	17.36%	24.94%	\$ 428,482	20.47%	34.61%	\$ 231,830	11.09%	-45.90%
Downtown	\$ 36,936	2.01%	-12.50%	\$ 33,988	1.62%	-7.98%	\$ 39,231	1.88%	15.43%
Central	\$ 7,517	0.41%	-44.90%	\$ 8,176	0.39%	8.77%	\$ 7,129	0.34%	-12.81%
South	\$ 42,962	2.34%	44.24%	\$ 27,479	1.31%	-36.04%	\$ 42,791	2.05%	55.72%
Golden Road	\$ 5,168	0.28%	-29.34%	\$ 6,036	0.29%	16.78%	\$ 3,763	0.18%	-37.65%
Corporate Center	\$ 79,805	4.35%	-2.88%	\$ 167,300	7.99%	109.64%	\$ 148,968	7.13%	-10.96%
Golden Heights	\$ 20,660	1.13%	-48.57%	\$ 9,531	0.46%	-53.87%	\$ 76,779	3.67%	705.54%
Colfax	\$ 963	0.05%	-33.48%	\$ 1,199	0.06%	24.48%	\$ 910	0.04%	-24.04%
Heritage/Gateway Village	\$ 39,806	2.17%	-28.06%	\$ 87,372	4.17%	119.49%	\$ 54,279	2.60%	-37.88%
Coors Technology	\$ 407,059	22.21%	-11.09%	\$ 389,541	18.61%	-4.30%	\$ 423,464	20.26%	8.71%
Outside	\$ 758,935	41.40%	3.15%	\$ 712,503	34.04%	-6.12%	\$ 583,102	27.89%	-18.16%
Utilities	\$ 115,020	6.27%	104.66%	\$ 221,728	10.59%	92.77%	\$ 478,281	22.88%	115.71%
<b>Totals</b>	<b>\$ 1,833,153</b>	<b>100.00%</b>	<b>3.18%</b>	<b>\$ 2,093,336</b>	<b>100.00%</b>	<b>14.19%</b>	<b>\$ 2,090,528</b>	<b>100.00%</b>	<b>-0.13%</b>



**City of Golden**  
**Use Tax Revenue By Type**  
**YTD July (August)**  
**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	\$ 160,046	8.73%	42.65%	\$ 77,972	3.72%	-51.28%	\$ 118,968	5.69%	52.58%
Grocery	\$ 46,568	2.54%	-3.90%	\$ 37,490	1.79%	-19.49%	\$ 48,596	2.32%	29.62%
Restaurants	\$ 15,850	0.86%	69.89%	\$ 8,207	0.39%	-48.22%	\$ 4,882	0.23%	-40.51%
Automotive	\$ 696,723	38.01%	1.36%	\$ 653,964	31.24%	-6.14%	\$ 532,392	25.47%	-18.59%
Prof Services\Entertainment	\$ 76,169	4.16%	-14.83%	\$ 67,434	3.22%	-11.47%	\$ 82,733	3.96%	22.69%
Bus Services	\$ 72,483	3.95%	-35.12%	\$ 111,700	5.34%	54.11%	\$ 48,920	2.34%	-56.20%
Manufacturing - Production	\$ 640,598	34.95%	0.25%	\$ 906,581	43.31%	41.52%	\$ 697,764	33.38%	-23.03%
Accommodations	\$ 9,697	0.53%	-57.75%	\$ 8,261	0.39%	-14.81%	\$ 77,993	3.73%	844.10%
Utilities	\$ 115,020	6.27%	104.66%	\$ 221,728	10.59%	92.77%	\$ 478,281	22.88%	115.71%
<b>Totals</b>	<b>\$ 1,833,153</b>	<b>100.00%</b>	<b>3.18%</b>	<b>\$ 2,093,336</b>	<b>100.00%</b>	<b>14.19%</b>	<b>\$ 2,090,528</b>	<b>100.00%</b>	<b>-0.13%</b>

