



City of
Golden

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Council Memorandum

To: City Council
From: Jeff Hansen, Finance Director
Date: September 7, 2021
Re: Sales Tax Report

Attached are the sales and use tax reports for July sales (collected in August). Collections were up \$403,398 (+30.8%) for the month compared to 2020. Again this month, the large increase is not a total surprise given the massive shutdown in 2020 due to Covid. Compared to July 2019, July 2021 sales taxes are up \$191,459 (+12.6%). Overall, revenue is up \$1,966,643 (+22.4%) year-to-date compared to 2020 and up \$1,215,495 (+12.7%) compared to 2019. When adjusted for seasonality, sales tax revenues are up (+17.3%) compared to the 2021 Budget.

Online retailers like Amazon (now one of the top 5 remitters), Wayfair, EBay, and WalMart.com, along with delivery services like DoorDash and GrubHub continue to drive a large portion of the increase. Local retailers are seeing an overall rebound from last year as people are getting out and spending money. Home Depot, Kohl's, Duluth Trading Company, and Bent Gate continue to be up compared to last year. Restaurants are now above 2019 levels and Accommodations are progressing toward pre-Covid levels. The Golden Mill continues to show very positive results.

Sales by businesses outside the City limits are up \$725,961 (+32.0%). Most of these sales are in the General Merchandise category, which is up \$829,521 (+29.3%). Restaurants, Automotive, and Accommodations are all up as Covid restrictions are minimal at this point, although some of the improvement in Restaurants is attributable to delivery services like DoorDash and GrubHub. Grocery is down compared to last year, partly due to the increase in Restaurants but also a reflection of the panic/hoarding purchasing that occurred last year at the start of the pandemic. Utilities are also up compared to last year. Downtown is up 42.6% compared to 2020 and is now up 10.3% compared to 2019.

Use tax collections were up \$50,135 (+18.0%) for July. Continued strong use tax from Utilities and Manufacturing, along with another good month of vehicle use tax from the County account for the increase. For the year, use tax is up \$722,548 (+34.6%) compared to 2020. The increase for the year is primarily from the Utility sector, which is up \$647,347 (+135.4%). Vehicle use tax through the County is now up 38.7% for the year compared to 2020. 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. Some of the larger businesses not negatively impacted by the virus are continuing with current expansions and/or reinvesting plans.

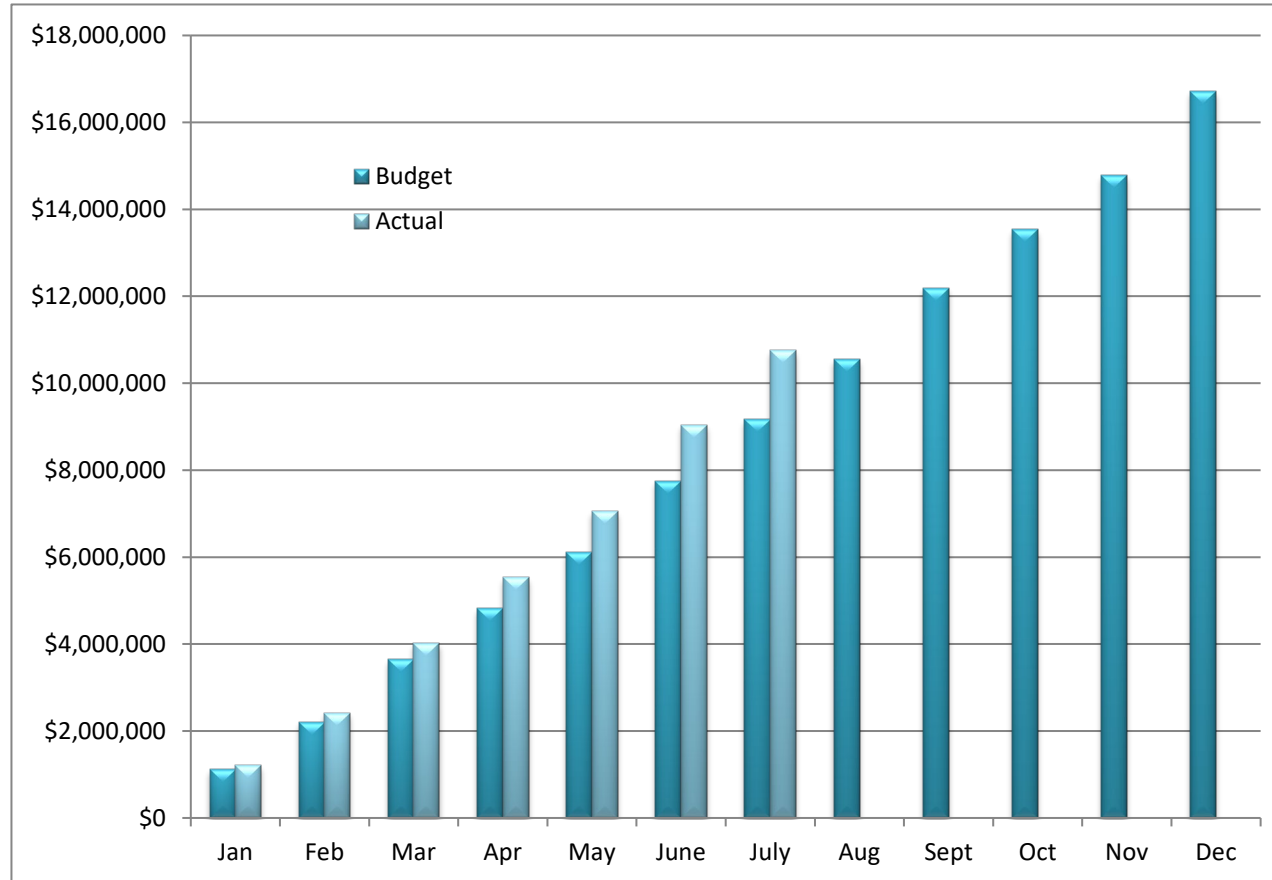
In the area of audit revenue, \$112,016 was collected in August. Including building use tax audits, the total audit revenue collected YTD for 2021 is \$635,801, with an additional \$33,577 collected in building permit and plan check fees. Also, the City continues to have audits in progress and additional audit revenue has been assessed, with collection anticipated over the next few months. \$87,585 has been issued in refunds this year. These amounts are shown separately on the attached collection reports.

July was another very positive month and bodes well for the rest of the summer. While there is still some concern as to the impact from the Delta variant, it doesn't appear to be slowing down the business activity downtown and throughout the City.

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

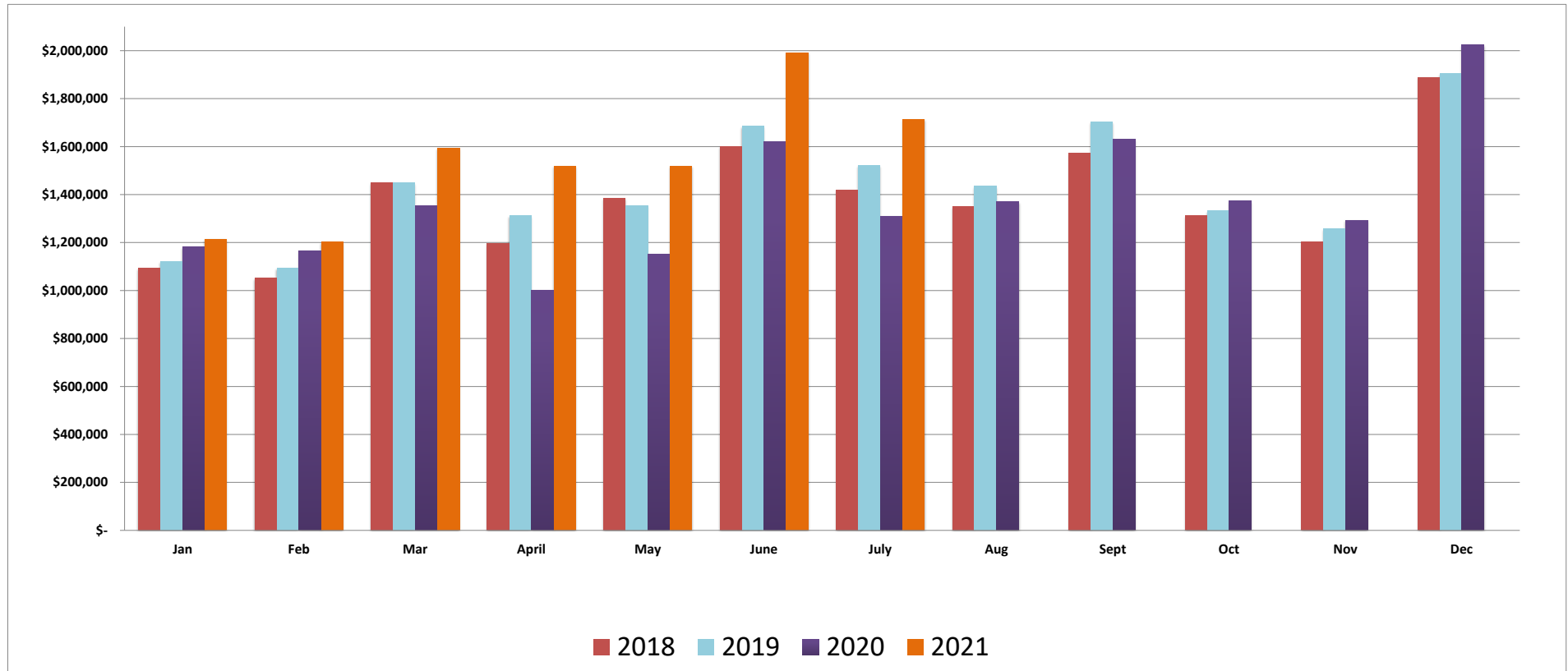
CITY OF GOLDEN
Budget to Actual Comparison
(adjusted for seasonality)
2021 Sales Tax Revenue

<u>Month</u>	<u>YTD Budget</u>	<u>YTD Actual</u>
Jan	\$1,114,359	\$1,215,412
Feb	2,206,129	2,417,494
Mar	3,641,549	4,011,348
Apr	4,812,246	5,530,521
May	6,112,321	7,043,446
June	7,749,448	9,041,718
July	9,169,093	10,755,798
Aug	10,541,230	
Sept	12,193,986	
Oct	13,542,149	
Nov	14,787,004	
Dec	16,716,900	



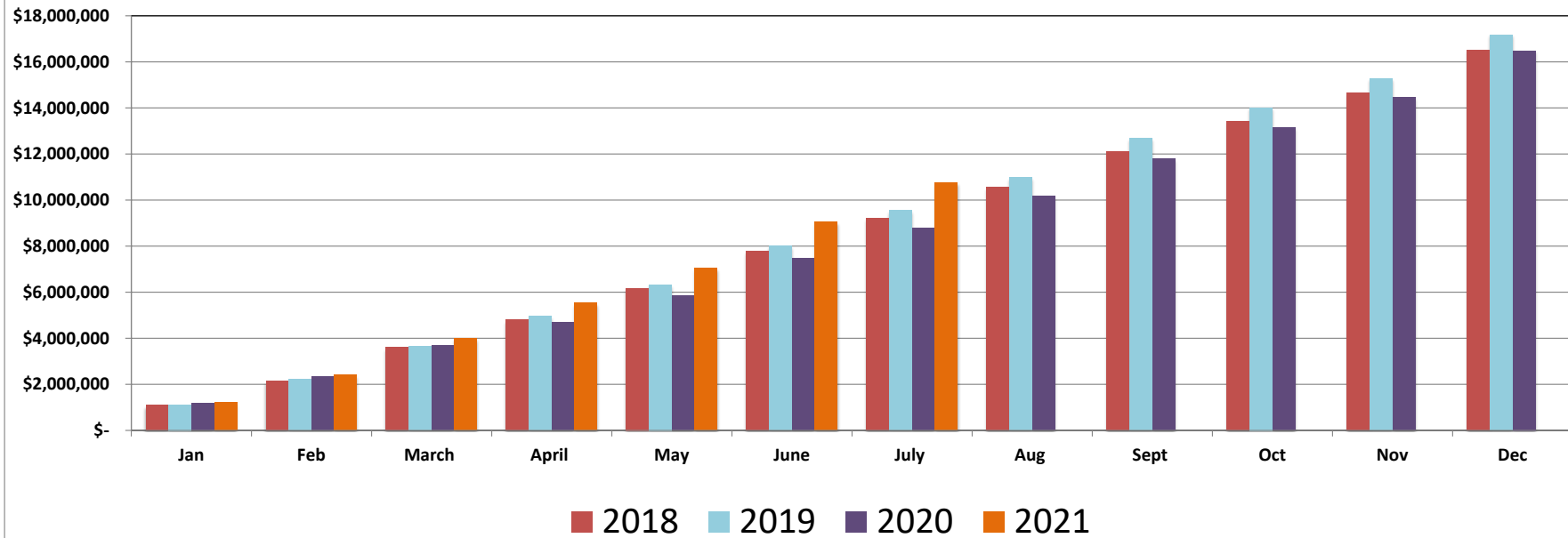
City of Golden
Sales Tax Trends
July (Aug)
2018-2021

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	% CHNG
2021	\$ 1,215,412	\$ 1,202,082	\$ 1,593,854	\$ 1,519,173	\$ 1,519,173	\$ 1,992,024	\$ 1,714,080						\$ 10,755,798	30.8%
2020	\$ 1,182,299	\$ 1,166,516	\$ 1,354,071	\$ 1,002,468	\$ 1,152,358	\$ 1,620,761	\$ 1,310,682	\$ 1,371,124	\$ 1,631,314	\$ 1,373,388	\$ 1,293,137	\$ 2,025,777	\$ 16,483,895	-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%
<div> <div> MTD Sales Tax Audit Revenue \$ 8,589 Less: MTD Sales Tax Refunds \$ (4,680) Net Sales Tax Revenue \$ 3,909 </div> <div> MTD Audit Permit Fees \$ 6,094 MTD Audit Plan Check Fees \$ 3,786 Net Fees Collected \$ 9,881 </div> <div> * Percentage Change is for current month only (highlighted) </div> </div>														



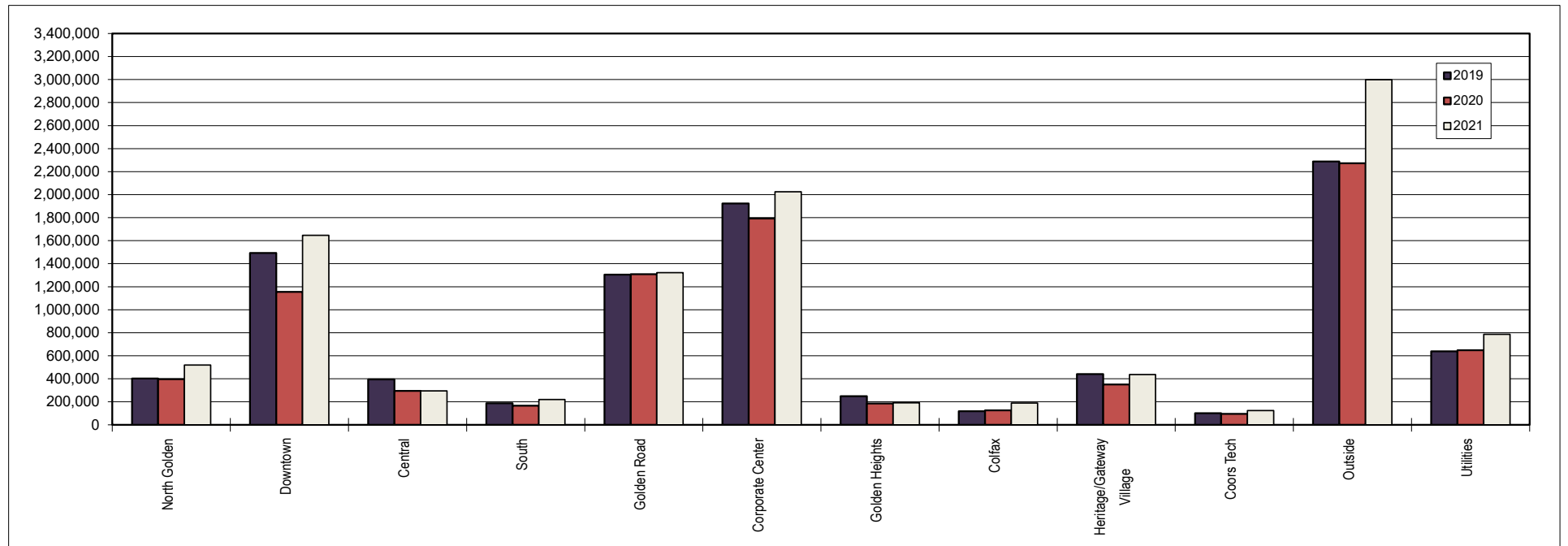
**City of Golden
Sales Tax Trends
YTD July (Aug)
2018-2021**

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	% CHNG
2021	\$ 1,215,412	\$ 2,417,494	\$ 4,011,348	\$ 5,530,521	\$ 7,043,446	\$ 9,041,718	\$ 10,755,798						\$ 10,755,798	22.4%
2020	\$ 1,182,299	\$ 2,348,815	\$ 3,702,886	\$ 4,705,354	\$ 5,857,712	\$ 7,478,476	\$ 8,789,155	\$ 10,160,279	\$ 11,791,593	\$ 13,164,981	\$ 14,458,118	\$ 16,483,895	\$ 16,483,895	-7.9%
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	3.7%
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	5.6%
<div> <div>YTD Sales Tax Audit Revenue</div> <div>Less: YTD Sales Tax Refunds</div> <div>Other Sales Tax Revenue</div> </div> <div> <div>\$101,410</div> <div>\$ (65,853)</div> <div>\$35,557</div> </div> <div> <div>YTD Audit Permit Fees</div> <div>YTD Audit Plan Check Fees</div> <div>Net Fees Collected</div> </div> <div> <div>\$ 20,527</div> <div>\$ 13,050</div> <div>\$ 33,577</div> </div> <div>* Percentage Change - YTD percentage change</div>														



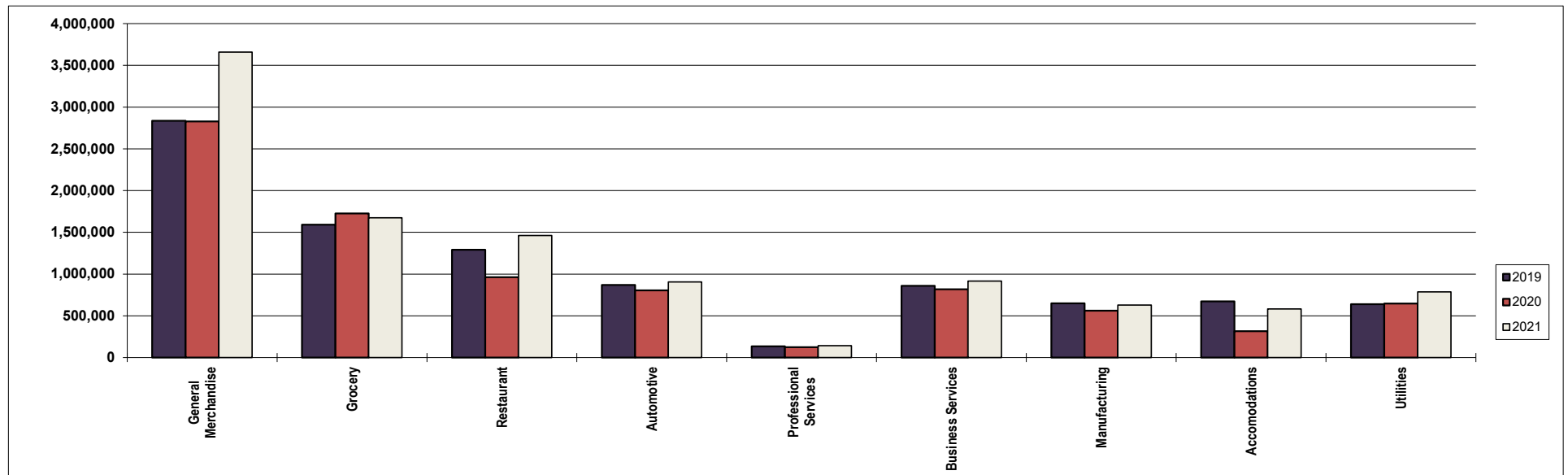
City of Golden
Sales Tax Revenue By Location
YTD July (Aug)
2019/2020/2021

Area	2019 Sales Tax	% of total Sales Tax	2019-2018 % Change	2020 Sales Tax	% of total Sales Tax	2020-2019 % Change	2021 Sales Tax	% of total Sales Tax	2021-2020 % Change
North Golden	\$ 401,608	4.21%	-0.97%	\$ 397,308	4.52%	-1.07%	\$ 518,881	4.82%	30.60%
Downtown	\$ 1,493,792	15.66%	4.59%	\$ 1,155,106	13.14%	-22.67%	\$ 1,647,520	15.32%	42.63%
Central	\$ 395,185	4.14%	1.52%	\$ 294,415	3.35%	-25.50%	\$ 295,390	2.75%	0.33%
South	\$ 186,891	1.96%	3.07%	\$ 166,048	1.89%	-11.15%	\$ 219,259	2.04%	32.05%
Golden Road	\$ 1,305,253	13.68%	-2.39%	\$ 1,308,793	14.89%	0.27%	\$ 1,321,724	12.29%	0.99%
Corporate Center	\$ 1,923,662	20.16%	7.98%	\$ 1,791,758	20.39%	-6.86%	\$ 2,025,527	18.83%	13.05%
Golden Heights	\$ 248,830	2.61%	-9.23%	\$ 185,024	2.11%	-25.64%	\$ 191,899	1.78%	3.72%
Colfax	\$ 117,783	1.23%	-1.37%	\$ 124,994	1.42%	6.12%	\$ 189,426	1.76%	51.55%
Heritage /Gateway Village	\$ 440,750	4.62%	35.26%	\$ 350,142	3.98%	-20.56%	\$ 437,534	4.07%	24.96%
Coors Technology	\$ 100,621	1.05%	6.11%	\$ 95,493	1.09%	-5.10%	\$ 124,670	1.16%	30.55%
Outside	\$ 2,288,164	23.98%	-0.13%	\$ 2,272,035	25.85%	-0.70%	\$ 2,997,996	27.87%	31.95%
Utilities	\$ 637,763	6.68%	12.23%	\$ 648,038	7.37%	1.61%	\$ 785,973	7.31%	21.28%
Totals	\$ 9,540,303	100.00%	3.74%	\$ 8,789,155	100.00%	-7.87%	\$ 10,755,798	100.00%	22.38%



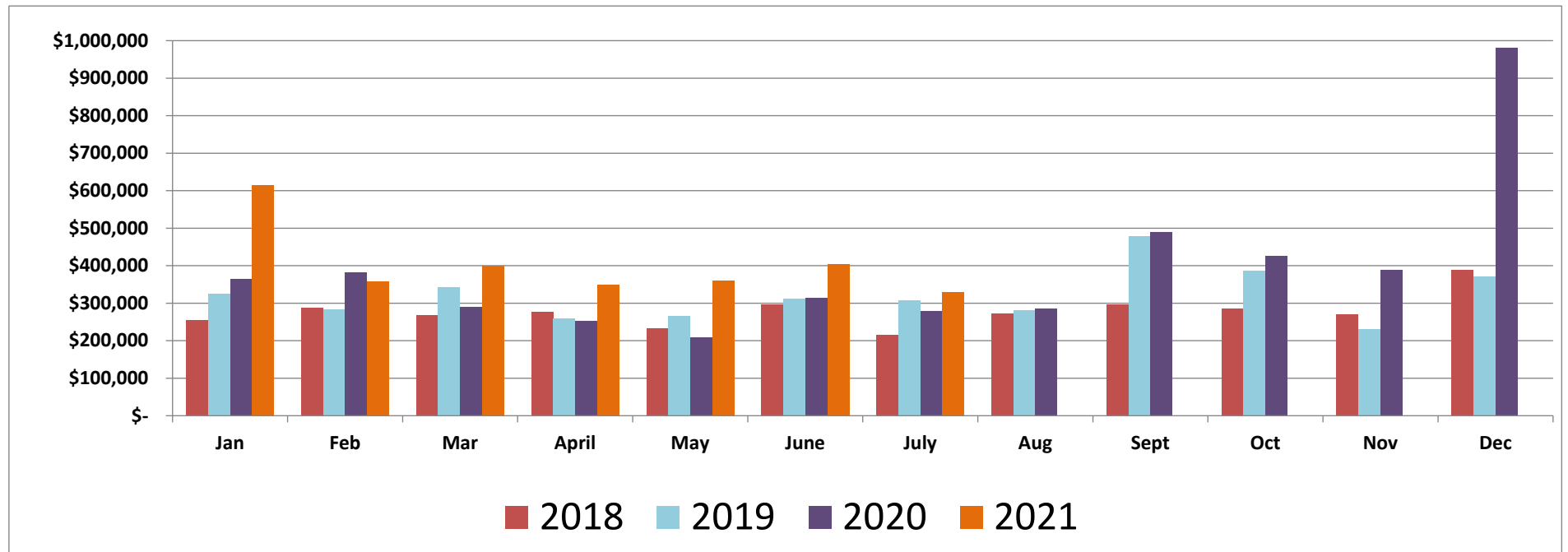
City of Golden
Sales Tax Revenue By Type
YTD July (Aug)
2019/2020/2021

Type	2019 Sales Tax	% of total Sales Tax	2019-2018 % Change	2020 Sales Tax	% of total Sales Tax	2020-2019 % Change	2021 Sales Tax	% of total Sales Tax	2021-2020 % Change
General Merchandise	\$ 2,835,116	29.72%	0.95%	\$ 2,828,310	32.18%	-0.24%	\$ 3,657,831	34.01%	29.33%
Grocery	\$ 1,590,917	16.68%	0.96%	\$ 1,725,869	19.64%	8.48%	\$ 1,673,903	15.56%	-3.01%
Restaurants	\$ 1,290,626	13.53%	6.73%	\$ 962,590	10.95%	-25.42%	\$ 1,463,044	13.60%	51.99%
Automotive	\$ 869,787	9.12%	4.14%	\$ 805,900	9.17%	-7.35%	\$ 906,462	8.43%	12.48%
Prof Services\Entertainment	\$ 135,217	1.42%	-2.98%	\$ 124,991	1.42%	-7.56%	\$ 142,292	1.32%	13.84%
Bus ServicesSupp.	\$ 857,716	8.99%	17.50%	\$ 817,390	9.30%	-4.70%	\$ 915,451	8.51%	12.00%
Manufacturing - Production	\$ 649,541	6.81%	-13.85%	\$ 560,863	6.38%	-13.65%	\$ 629,698	5.85%	12.27%
Accommodations	\$ 673,621	7.06%	16.84%	\$ 315,203	3.59%	-53.21%	\$ 581,144	5.40%	84.37%
Utilities	\$ 637,763	6.68%	12.23%	\$ 648,038	7.37%	1.61%	\$ 785,973	7.31%	21.28%
Totals	\$ 9,540,303	100.00%	3.74%	\$ 8,789,155	100.00%	-7.87%	\$ 10,755,798	100.00%	22.38%



**City of Golden
Use Tax Trends
July (Aug)
2018-2021**

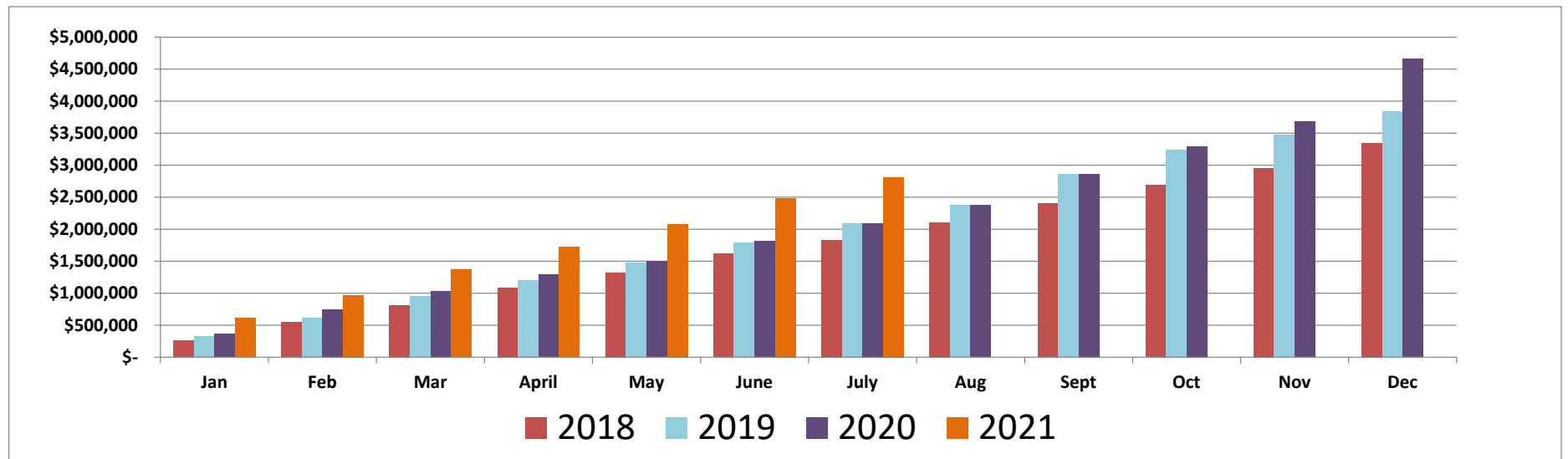
	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	% CHNG
2021	\$ 613,415	\$ 358,699	\$ 398,633	\$ 349,848	\$ 360,229	\$ 402,835	\$ 329,417						\$ 2,813,076	18.0%
2020	\$ 365,476	\$ 381,197	\$ 289,246	\$ 252,612	\$ 208,712	\$ 314,003	\$ 279,282	\$ 286,469	\$ 489,184	\$ 426,692	\$ 388,498	\$ 980,803	\$ 4,662,174	-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%
MTD Use Tax Audit Revenue \$ 103,427 <<<< includes building use tax audit revenue														
Less: MTD Use Tax Refunds \$ (14,645)														
Other Use Tax Revenue \$ 88,782														
* Percentage Change is for current month only (highlighted)														



*Amounts reported on the cash basis

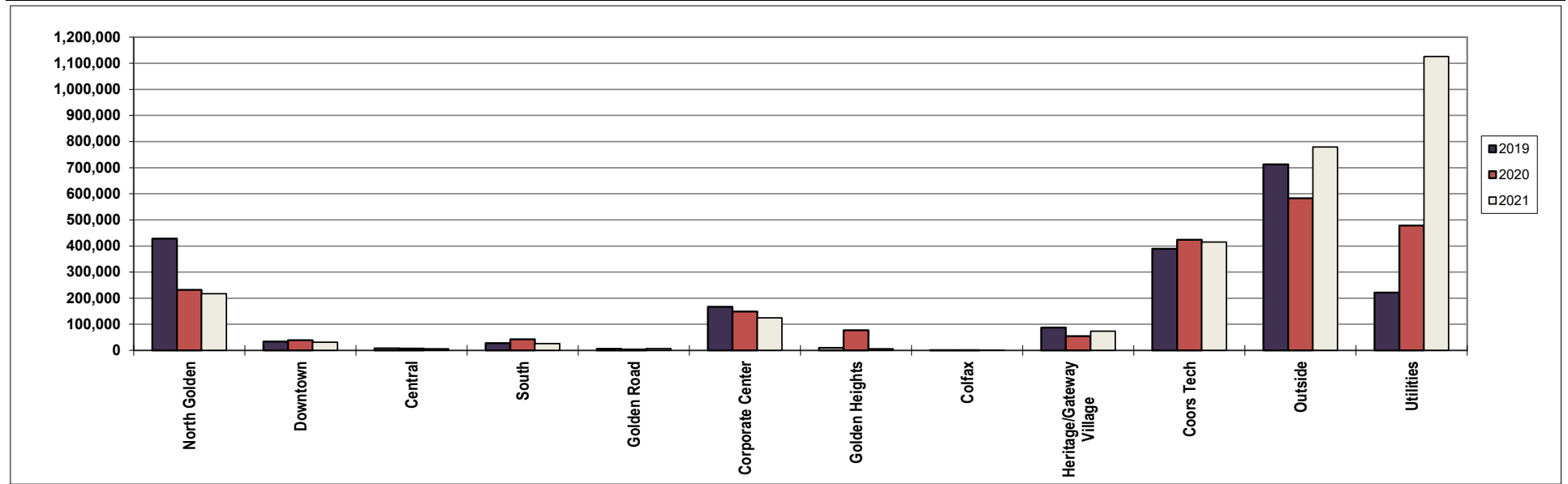
**City of Golden
Use Tax Trends
YTD July (Aug)
2018-2021**

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	YTD % Chng
2021	\$ 613,415	\$ 972,114	\$1,370,747	\$ 1,720,595	\$2,080,824	\$ 2,483,659	\$ 2,813,076						\$ 2,813,076	34.6%
2020	\$ 365,476	\$ 746,673	\$1,035,919	\$ 1,288,531	\$ 1,497,243	\$ 1,811,246	\$ 2,090,528	\$ 2,376,997	\$ 2,866,181	\$ 3,292,873	\$ 3,681,371	\$ 4,662,174	\$ 4,662,174	-0.1%
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	14.2%
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	9726568.2%
<div> <div>YTD Use Tax Audit Revenue</div> <div>\$ 534,391 <<<< includes building use tax audit revenue</div> <div>** Percentage Change is YTD %</div> </div> <div> <div>Less: YTD Use Tax Refunds</div> <div>\$ (21,732)</div> </div> <div> <div>Other Use Tax Revenue</div> <div>\$ 512,659</div> </div>														



City of Golden
Use Tax Revenue By Location
YTD July (Aug)
2019/2020/2021

Area	2019 Use Tax	% of total Use Tax	2019-2018 % Change	2020 Use Tax	% of total Use Tax	2020-2019 % Change	2021 Use Tax	% of total Use Tax	2021-2020 % Change
North Golden	\$ 428,482	20.47%	34.61%	\$ 231,830	11.09%	-45.90%	\$ 217,445	7.73%	-6.20%
Downtown	\$ 33,988	1.62%	-7.98%	\$ 39,231	1.88%	15.43%	\$ 31,268	1.11%	-20.30%
Central	\$ 8,176	0.39%	8.77%	\$ 7,129	0.34%	-12.81%	\$ 6,352	0.23%	-10.90%
South	\$ 27,479	1.31%	-36.04%	\$ 42,791	2.05%	55.72%	\$ 25,946	0.92%	-39.37%
Golden Road	\$ 6,036	0.29%	16.78%	\$ 3,763	0.18%	-37.65%	\$ 6,987	0.25%	85.67%
Corporate Center	\$ 167,300	7.99%	109.64%	\$ 148,968	7.13%	-10.96%	\$ 124,542	4.43%	-16.40%
Golden Heights	\$ 9,531	0.46%	-53.87%	\$ 76,779	3.67%	705.54%	\$ 6,435	0.23%	-91.62%
Colfax	\$ 1,199	0.06%	24.48%	\$ 910	0.04%	-24.04%	\$ 721	0.03%	-20.78%
Heritage/Gateway Village	\$ 87,372	4.17%	119.49%	\$ 54,279	2.60%	-37.88%	\$ 73,955	2.63%	36.25%
Coors Technology	\$ 389,541	18.61%	-4.30%	\$ 423,464	20.26%	8.71%	\$ 414,747	14.74%	-2.06%
Outside	\$ 712,503	34.04%	-6.12%	\$ 583,102	27.89%	-18.16%	\$ 779,050	27.69%	33.60%
Utilities	\$ 221,728	10.59%	92.77%	\$ 478,281	22.88%	115.71%	\$ 1,125,628	40.01%	135.35%
Totals	\$ 2,093,336	100.00%	14.19%	\$ 2,090,528	100.00%	-0.13%	\$ 2,813,076	100.00%	34.56%



City of Golden
Use Tax Revenue By Type
YTD July (Aug)
2019/2020/2021

Type	2019 Use Tax	% of total Use Tax	2019-2018 % Change	2020 Use Tax	% of total Use Tax	2020-2019 % Change	2021 Use Tax	% of total Use Tax	2021-2020 % Change
General Merchandise	\$ 77,972	3.72%	-51.28%	\$ 118,968	5.69%	52.58%	\$ 66,490	2.36%	-44.11%
Grocery	\$ 37,490	1.79%	-19.49%	\$ 48,596	2.32%	29.62%	\$ 59,917	2.13%	23.30%
Restaurants	\$ 8,207	0.39%	-48.22%	\$ 4,882	0.23%	-40.51%	\$ 12,740	0.45%	160.94%
Automotive	\$ 653,964	31.24%	-6.14%	\$ 532,392	25.47%	-18.59%	\$ 732,286	26.03%	37.55%
Prof Services\Entertainment	\$ 67,434	3.22%	-11.47%	\$ 82,733	3.96%	22.69%	\$ 63,010	2.24%	-23.84%
Bus Services	\$ 111,700	5.34%	54.11%	\$ 48,920	2.34%	-56.20%	\$ 55,839	1.98%	14.14%
Manufacturing - Production	\$ 906,581	43.31%	41.52%	\$ 697,764	33.38%	-23.03%	\$ 693,375	24.65%	-0.63%
Accommodations	\$ 8,261	0.39%	-14.81%	\$ 77,993	3.73%	844.10%	\$ 3,790	0.13%	-95.14%
Utilities	\$ 221,728	10.59%	92.77%	\$ 478,281	22.88%	115.71%	\$ 1,125,628	40.01%	135.35%
Totals	\$ 2,093,336	100.00%	14.19%	\$ 2,090,528	100.00%	-0.13%	\$ 2,813,076	100.00%	34.56%

