



City of
Golden

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Council Memorandum

To: City Council
From: Jeff Hansen, Finance Director
Date: July 2, 2021
Re: Sales Tax Report

Attached are the sales and use tax reports for May sales (collected in June). Collections were up \$360,567 (+31.3%) for the month compared to 2020. Such a large increase is not a total surprise given the massive shutdown in 2020 due to Covid. Compared to May 2019, May 2021 sales are up \$157,382 (+11.6%). When considering that prior to Covid, monthly sales tax routinely was up 5-6% over the prior year, an 11% increase over two years is not way out of line. Overall, revenue is up \$1,185,734 (+20.2%) year-to-date compared to 2020. When adjusted for seasonality, sales tax revenues are up (+15.2%) compared to the 2021 Budget.

Online retailers like Amazon, 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 and hotels are progressing toward pre-Covid levels. The Golden Mill saw improvement in May after a very successful first month of operations.

Sales by businesses outside the City limits are up \$501,633 (+32.5%). Most of these sales are in the General Merchandise category, which is up \$586,740 (+32.3%). Restaurants, Automotive, and Accommodations are all up as Covid restrictions are going away, 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. While Downtown is up 33.8% compared to 2020, it is up less than 1% compared to 2019.

Use tax collections were up \$151,517 (+72.6%) for May. 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 \$583,581 (+39.0%) compared to 2020. The increase for the year is primarily from the Utility sector, which is up \$536,155 (+147.1%). Vehicle use tax through the County is now up 43.1% 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.

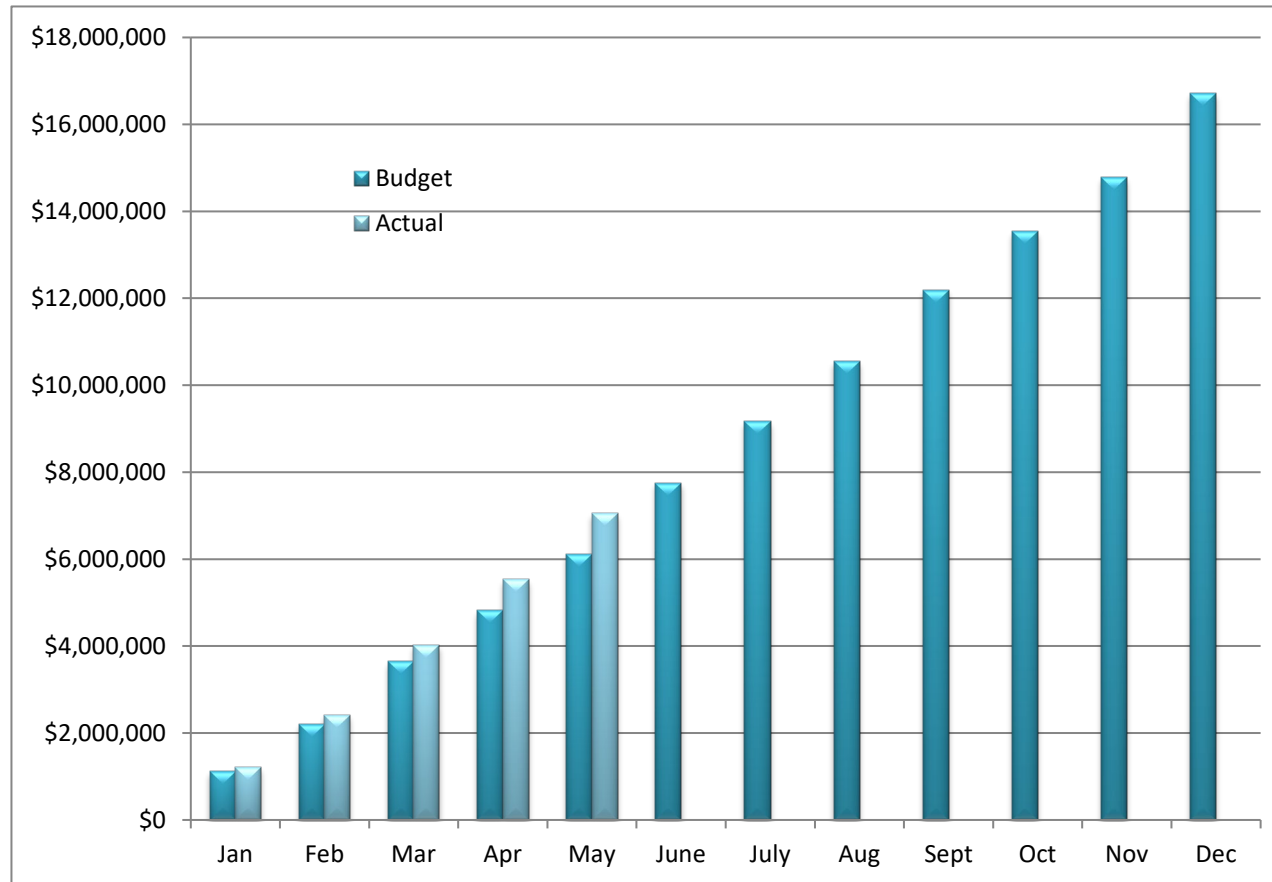
In the area of audit revenue, \$65,082 was collected in June. Including building use tax audits, the total audit revenue collected YTD for 2021 is \$515,877, with an additional \$19,483 collected in building permit and plan check fees. Also, the City continues to have audits in progress and additional audit revenue has been assessed, with collection anticipated over the next few months. \$50,169 has been issued in refunds this year. These amounts are shown separately on the attached collection reports.

May was another very positive month. As Covid restrictions have loosened, and people are getting back out in the public and spending money, the outlook for the summer tourism season is looking very optimistic.

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

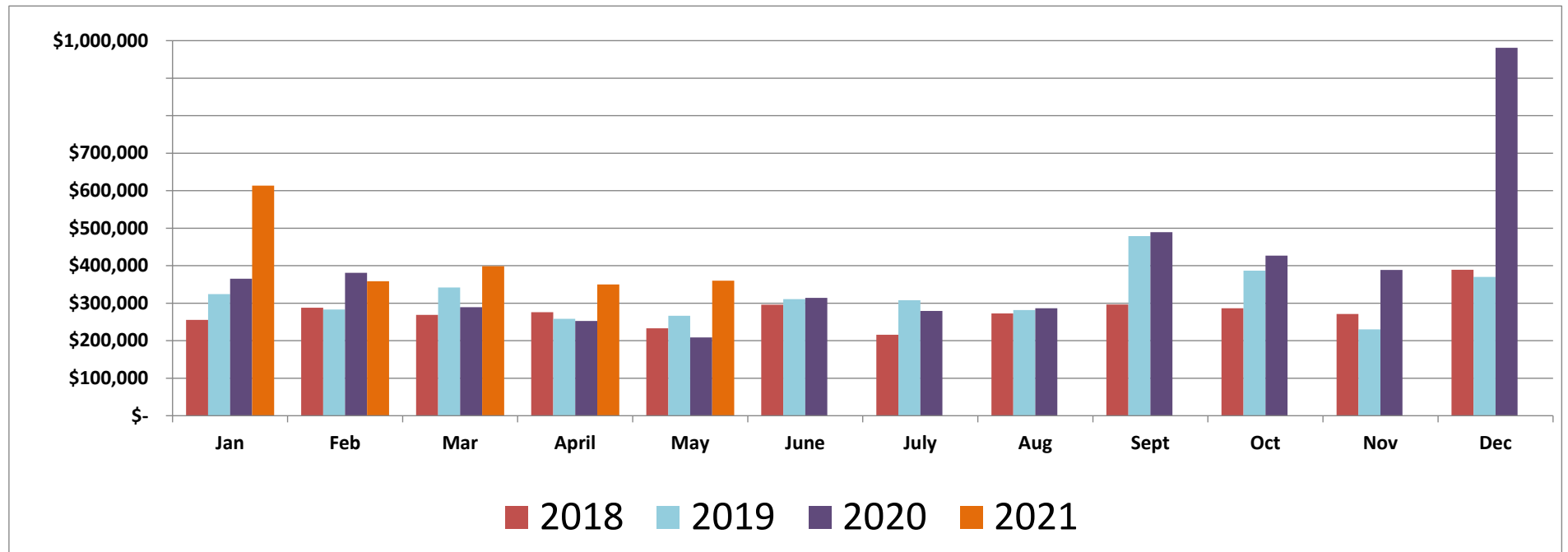
CITY OF GOLDEN
Budget to Actual Comparison
(adjusted for seasonality)
2021 Sales Tax Revenue

| <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 | |
| July | 9,169,093 | |
| Aug | 10,541,230 | |
| Sept | 12,193,986 | |
| Oct | 13,542,149 | |
| Nov | 14,787,004 | |
| Dec | 16,716,900 | |



**City of Golden
Use Tax Trends
May (June)
2018-2021**

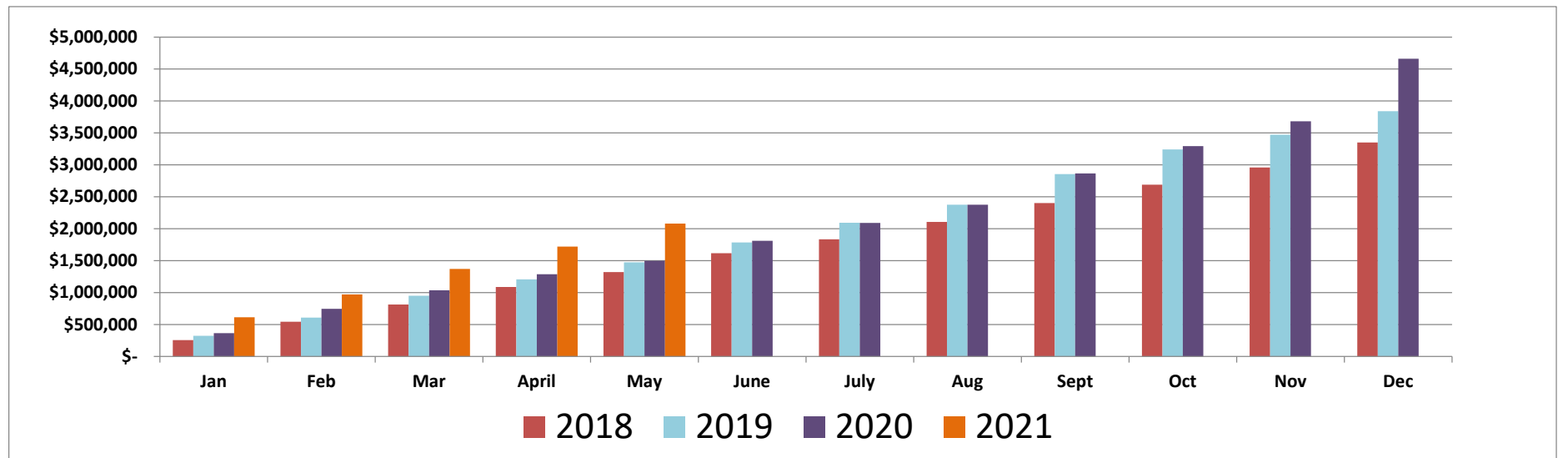
| | Jan | Feb | Mar | April | May | June | July | Aug | Sept | Oct | Nov | Dec | Total | % CHNG |
|---------------------------|------------|------------|------------|--|------------|------------|------------|------------|---|------------|------------|------------|--------------|--------|
| 2021 | \$ 613,415 | \$ 358,699 | \$ 398,633 | \$ 349,848 | \$ 360,229 | | | | | | | | \$ 2,080,824 | 72.6% |
| 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 | -21.7% |
| 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 | 14.5% |
| 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 | 12.6% |
| MTD Use Tax Audit Revenue | | | \$ 12,938 | <<<< includes building use tax audit revenue | | | | | * Percentage Change is for current month only (highlighted) | | | | | |
| Less: MTD Use Tax Refunds | | | \$ - | | | | | | | | | | | |
| Other Use Tax Revenue | | | \$ 12,938 | | | | | | | | | | | |



*Amounts reported on the cash basis

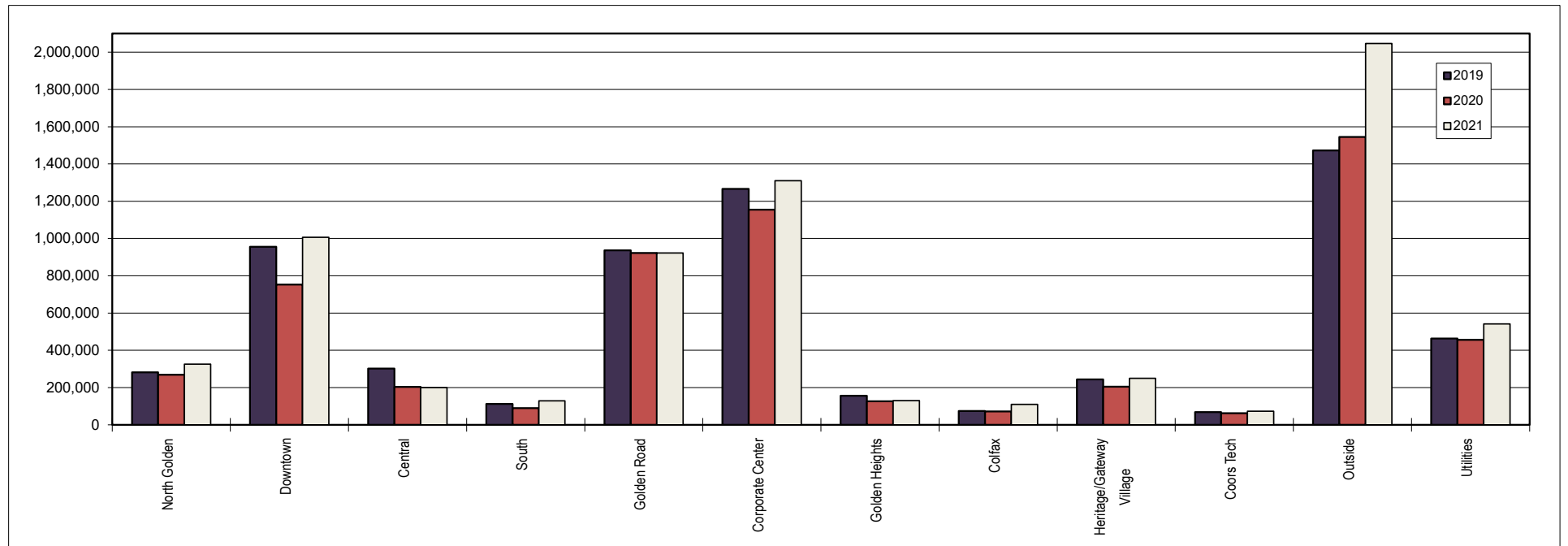
**City of Golden
Use Tax Trends
YTD May June)
2018-2021**

| | 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 | | | | | | | | \$ 2,080,824 | 39.0% |
| 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 | 1.5% |
| 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 | 11.6% |
| 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 | 5.7% |
| | | | | | | | | | | | | | | |
| YTD Use Tax Audit Revenue | | | | \$ 424,802 | <<<< includes building use tax audit revenue | | | | | | ** Percentage Change is YTD % | | | |
| Less: YTD Use Tax Refunds | | | | \$ (7,087) | | | | | | | | | | |
| Other Use Tax Revenue | | | | \$ 417,715 | | | | | | | | | | |



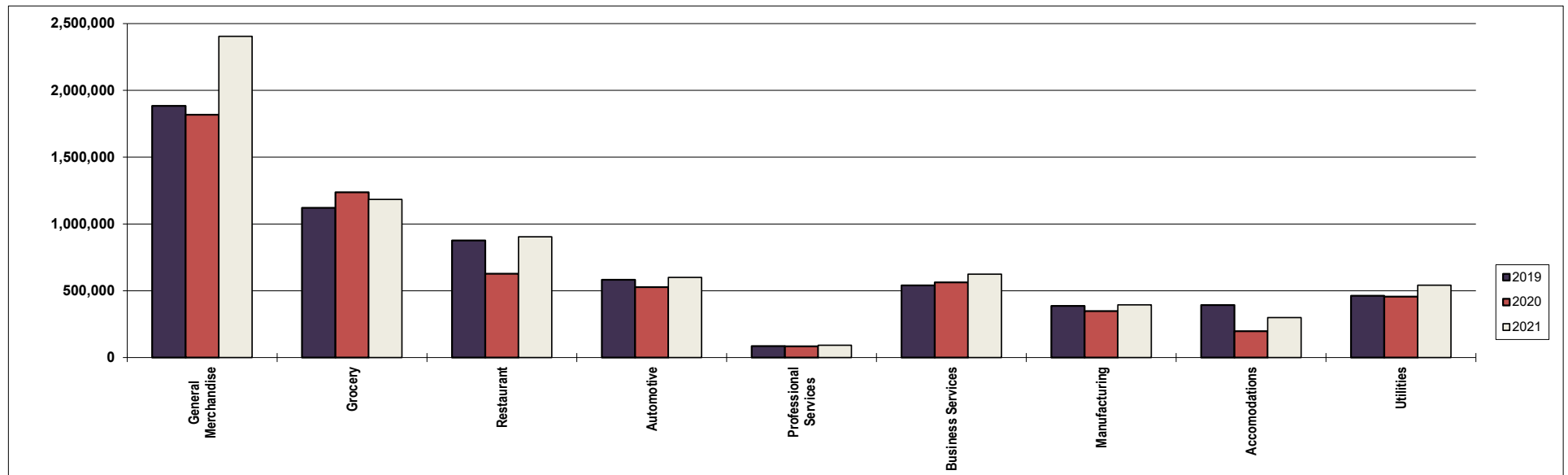
City of Golden
Sales Tax Revenue By Location
YTD May (June)
2019/2020/2021

| 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 | \$ 281,734 | 4.45% | -4.76% | \$ 268,308 | 4.58% | -4.77% | \$ 325,080 | 4.62% | 21.16% |
| Downtown | \$ 955,317 | 15.09% | 1.90% | \$ 752,700 | 12.85% | -21.21% | \$ 1,006,930 | 14.30% | 33.78% |
| Central | \$ 302,189 | 4.77% | 5.91% | \$ 203,162 | 3.47% | -32.77% | \$ 200,107 | 2.84% | -1.50% |
| South | \$ 112,566 | 1.78% | 2.23% | \$ 89,159 | 1.52% | -20.79% | \$ 128,386 | 1.82% | 44.00% |
| Golden Road | \$ 936,146 | 14.78% | -2.35% | \$ 922,476 | 15.75% | -1.46% | \$ 922,736 | 13.10% | 0.03% |
| Corporate Center | \$ 1,266,568 | 20.00% | 7.81% | \$ 1,154,150 | 19.70% | -8.88% | \$ 1,309,678 | 18.59% | 13.48% |
| Golden Heights | \$ 155,914 | 2.46% | -12.90% | \$ 126,618 | 2.16% | -18.79% | \$ 130,256 | 1.85% | 2.87% |
| Colfax | \$ 73,954 | 1.17% | -0.03% | \$ 72,191 | 1.23% | -2.38% | \$ 109,571 | 1.56% | 51.78% |
| Heritage /Gateway Village | \$ 243,639 | 3.85% | 21.35% | \$ 205,037 | 3.50% | -15.84% | \$ 249,653 | 3.54% | 21.76% |
| Coors Technology | \$ 68,534 | 1.08% | 3.57% | \$ 62,696 | 1.07% | -8.52% | \$ 72,616 | 1.03% | 15.82% |
| Outside | \$ 1,472,494 | 23.25% | -2.04% | \$ 1,545,450 | 26.38% | 4.95% | \$ 2,047,083 | 29.06% | 32.46% |
| Utilities | \$ 463,125 | 7.31% | 18.48% | \$ 455,765 | 7.78% | -1.59% | \$ 541,350 | 7.69% | 18.78% |
| Totals | \$ 6,332,180 | 100.00% | 2.53% | \$ 5,857,712 | 100.00% | -7.49% | \$ 7,043,446 | 100.00% | 20.24% |



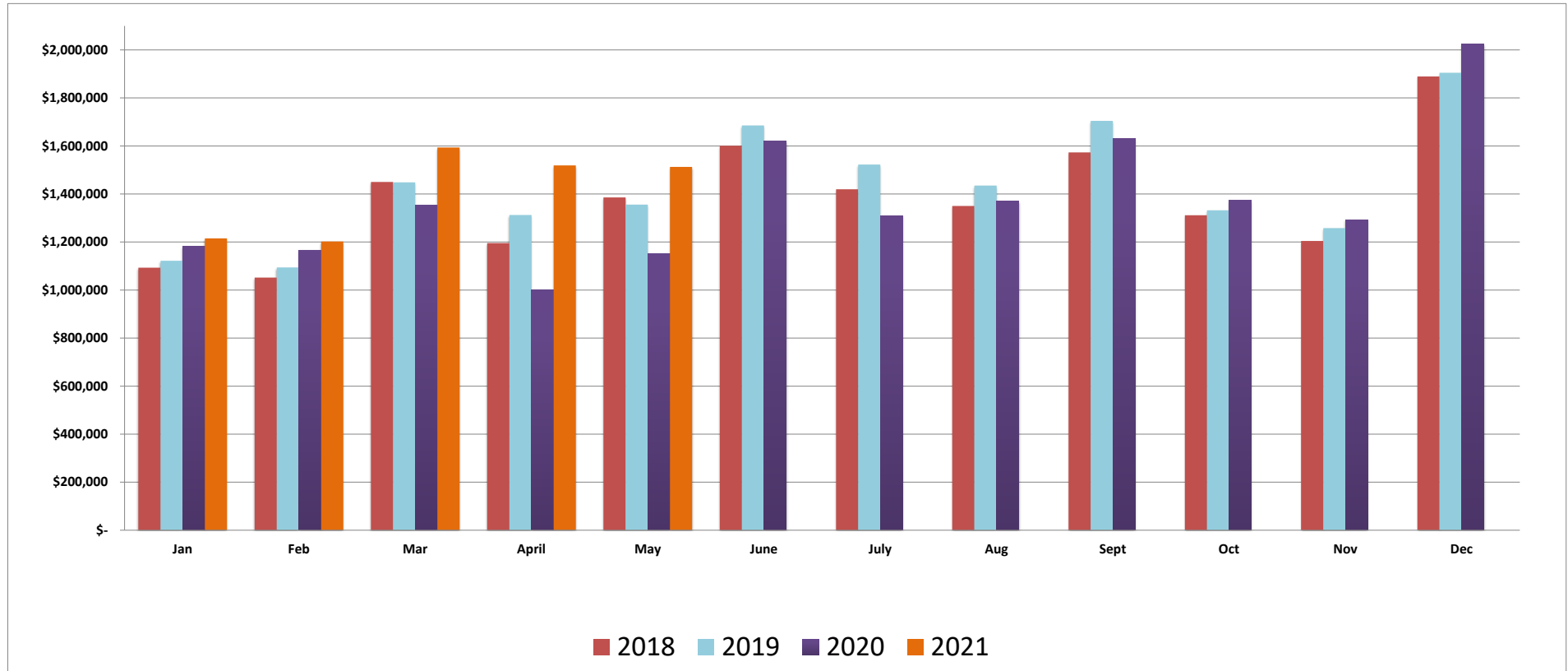
City of Golden
Sales Tax Revenue By Type
YTD May (June)
2019/2020/2021

| 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 | \$ 1,884,532 | 29.76% | 2.27% | \$ 1,817,738 | 31.03% | -3.54% | \$ 2,404,478 | 34.14% | 32.28% |
| Grocery | \$ 1,120,763 | 17.70% | 0.50% | \$ 1,237,245 | 21.12% | 10.39% | \$ 1,184,144 | 16.81% | -4.29% |
| Restaurants | \$ 876,403 | 13.84% | 4.69% | \$ 627,733 | 10.72% | -28.37% | \$ 904,531 | 12.84% | 44.09% |
| Automotive | \$ 582,110 | 9.19% | 4.64% | \$ 526,526 | 8.99% | -9.55% | \$ 599,995 | 8.52% | 13.95% |
| Prof Services\Entertainment | \$ 86,109 | 1.36% | -7.18% | \$ 84,790 | 1.45% | -1.53% | \$ 92,191 | 1.31% | 8.73% |
| Bus ServicesSupp. | \$ 539,755 | 8.52% | 12.00% | \$ 563,360 | 9.62% | 4.37% | \$ 623,673 | 8.85% | 10.71% |
| Manufacturing - Production | \$ 386,853 | 6.11% | -25.12% | \$ 347,560 | 5.93% | -10.16% | \$ 394,608 | 5.60% | 13.54% |
| Accommodations | \$ 392,530 | 6.20% | 14.55% | \$ 196,995 | 3.36% | -49.81% | \$ 298,477 | 4.24% | 51.52% |
| Utilities | \$ 463,125 | 7.31% | 18.48% | \$ 455,765 | 7.78% | -1.59% | \$ 541,350 | 7.69% | 18.78% |
| Totals | \$ 6,332,180 | 100.00% | 2.53% | \$ 5,857,712 | 100.00% | -7.49% | \$ 7,043,446 | 100.00% | 20.24% |



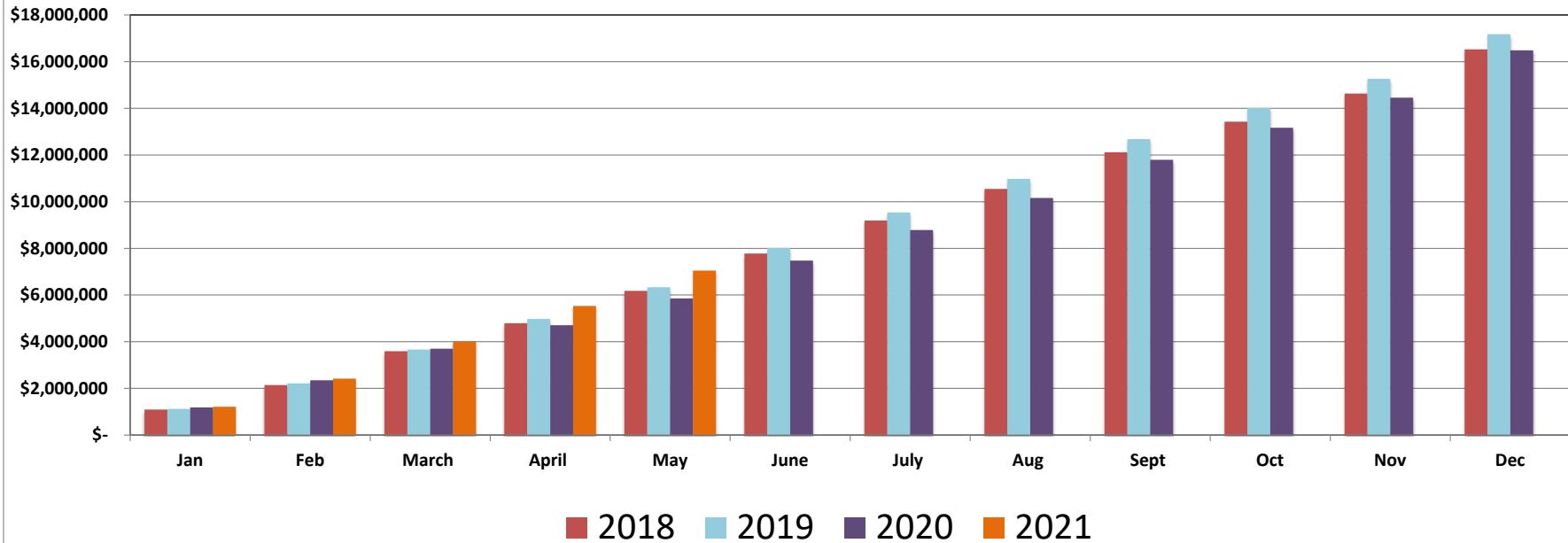
City of Golden
Sales Tax Trends
May (June)
2018-2021

| | 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 | \$ 1,512,925 | | | | | | | | \$ 7,043,446 | 31.3% |
| 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 | -15.0% |
| 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 | -2.2% |
| 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 | 11.4% |
| <div> <div> MTD Sales Tax Audit Revenue \$ 52,144 Less: MTD Sales Tax Refunds \$ - Net Sales Tax Revenue \$ 52,144 </div> <div> MTD Audit Permit Fees \$ 1,762 MTD Audit Plan Check Fees \$ 1,045 Net Fees Collected \$ 2,807 </div> <div> * Percentage Change is for current month only (highlighted) </div> </div> | | | | | | | | | | | | | | |



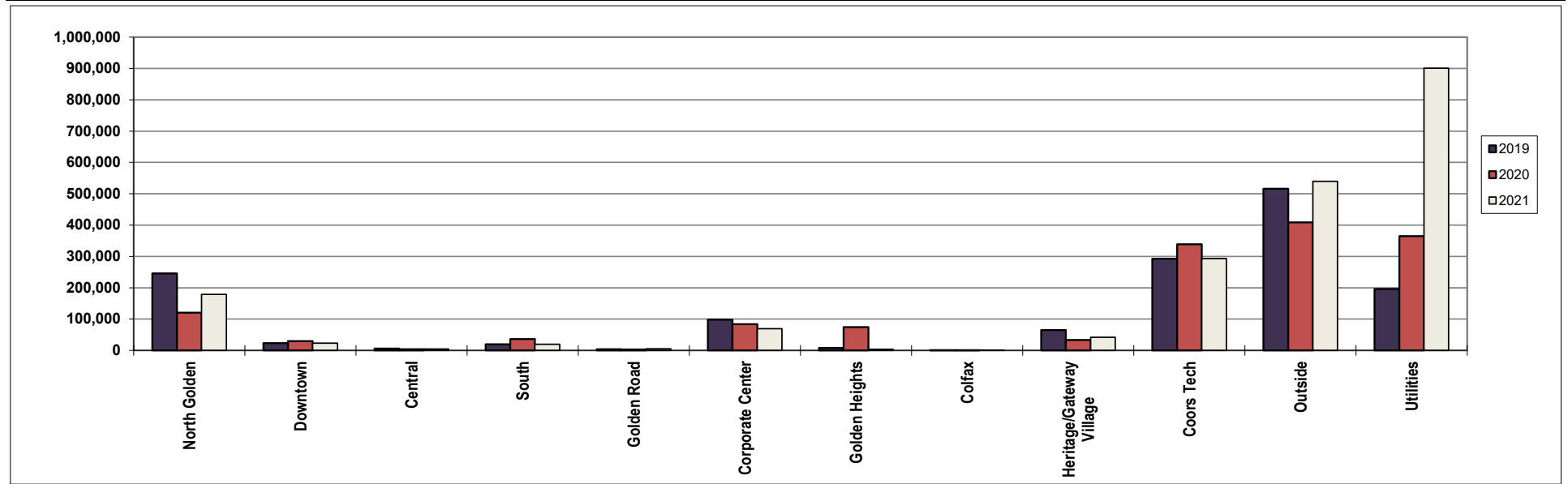
**City of Golden
Sales Tax Trends
YTD May (June)
2018-2021**

| | 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 | | | | | | | | \$ 7,043,446 | 20.2% |
| 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 | -7.5% |
| 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 | 2.5% |
| 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 | 6.7% |
| * Percentage Change - YTD percentage change | | | | | | | | | | | | | | |
| YTD Sales Tax Audit Revenue | | | \$91,075 | | | YTD Audit Permit Fees | \$ 11,864 | | | | | | | |
| Less: YTD Sales Tax Refunds | | | \$ (43,082) | | | YTD Audit Plan Check Fees | \$ 7,619 | | | | | | | |
| Other Sales Tax Revenue | | | \$47,993 | | | Net Fees Collected | \$ 19,483 | | | | | | | |



City of Golden
Use Tax Revenue By Location
YTD May (June)
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 | \$ 245,793 | 16.67% | 23.27% | \$ 120,399 | 8.04% | -51.02% | \$ 178,724 | 8.59% | 48.44% |
| Downtown | \$ 23,076 | 1.57% | -6.27% | \$ 29,859 | 1.99% | 29.40% | \$ 23,415 | 1.13% | -21.58% |
| Central | \$ 6,048 | 0.41% | -11.78% | \$ 3,829 | 0.26% | -36.69% | \$ 4,666 | 0.22% | 21.87% |
| South | \$ 19,683 | 1.33% | -27.45% | \$ 36,218 | 2.42% | 84.00% | \$ 19,482 | 0.94% | -46.21% |
| Golden Road | \$ 3,882 | 0.26% | -2.36% | \$ 2,852 | 0.19% | -26.53% | \$ 5,425 | 0.26% | 90.21% |
| Corporate Center | \$ 97,975 | 6.64% | 52.59% | \$ 83,776 | 5.60% | -14.49% | \$ 69,071 | 3.32% | -17.55% |
| Golden Heights | \$ 7,788 | 0.53% | -53.32% | \$ 74,418 | 4.97% | 855.51% | \$ 3,671 | 0.18% | -95.07% |
| Colfax | \$ 808 | 0.05% | 34.91% | \$ 662 | 0.04% | -18.07% | \$ 502 | 0.02% | -24.14% |
| Heritage/Gateway Village | \$ 65,078 | 4.41% | 135.05% | \$ 33,563 | 2.24% | -48.43% | \$ 42,182 | 2.03% | 25.68% |
| Coors Technology | \$ 292,529 | 19.84% | -5.41% | \$ 338,841 | 22.63% | 15.83% | \$ 293,436 | 14.10% | -13.40% |
| Outside | \$ 516,076 | 35.00% | -8.94% | \$ 408,329 | 27.27% | -20.88% | \$ 539,597 | 25.93% | 32.15% |
| Utilities | \$ 195,737 | 13.28% | 164.26% | \$ 364,499 | 24.34% | 86.22% | \$ 900,654 | 43.28% | 147.09% |
| Totals | \$ 1,474,473 | 100.00% | 11.60% | \$ 1,497,243 | 100.00% | 1.54% | \$ 2,080,824 | 100.00% | 38.98% |



City of Golden
Use Tax Revenue By Type
YTD May (June)
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 | \$ 52,471 | 3.56% | -59.51% | \$ 104,457 | 6.98% | 99.08% | \$ 46,015 | 2.21% | -55.95% |
| Grocery | \$ 29,283 | 1.99% | -24.87% | \$ 34,367 | 2.30% | 17.36% | \$ 40,582 | 1.95% | 18.08% |
| Restaurants | \$ 5,793 | 0.39% | -43.72% | \$ 3,101 | 0.21% | -46.47% | \$ 10,980 | 0.53% | 254.09% |
| Automotive | \$ 478,228 | 32.43% | -8.42% | \$ 363,304 | 24.26% | -24.03% | \$ 516,804 | 24.84% | 42.25% |
| Prof Services\Entertainment | \$ 49,748 | 3.37% | -5.74% | \$ 64,989 | 4.34% | 30.64% | \$ 45,251 | 2.17% | -30.37% |
| Bus Services | \$ 77,922 | 5.28% | 41.87% | \$ 36,283 | 2.42% | -53.44% | \$ 41,196 | 1.98% | 13.54% |
| Manufacturing - Production | \$ 579,600 | 39.31% | 33.65% | \$ 449,107 | 30.00% | -22.51% | \$ 477,206 | 22.93% | 6.26% |
| Accommodations | \$ 5,691 | 0.39% | 20.95% | \$ 77,136 | 5.15% | 1255.44% | \$ 2,135 | 0.10% | -97.23% |
| Utilities | \$ 195,737 | 13.28% | 164.26% | \$ 364,499 | 24.34% | 86.22% | \$ 900,654 | 43.28% | 147.09% |
| Totals | \$ 1,474,473 | 100.00% | 11.60% | \$ 1,497,243 | 100.00% | 1.54% | \$ 2,080,824 | 100.00% | 38.98% |

