



City of
Golden

911 10TH ST. GOLDEN, CO 80401
TEL: 303-384-8000
FAX: 303-384-8001
WWW.CITYOFGOLDEN.NET

Council Memorandum

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

Attached are the sales and use tax reports for October sales (collected in November). Surprisingly, collections were up \$41,332 (+3.1%) for the month. There is not anything specific to account for the increase. Our top filers did well, as did the online retailers. Downtown continues to show slight improvement, now down 20.02% for the year compared to down 21.40% last month. Overall, revenue is down \$847,034 (-6.0%) year-to-date compared to 2019. When adjusted for seasonality, sales tax revenues are down (-6.9%) compared to the 2020 Budget.

While restaurants and accommodations again showed improvement for October, they continue to incur the biggest hit to revenues, down 20.76% and 47.23% YTD respectively. Grocery has dropped off slightly as restaurants improve, but is still up 6.54%, 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 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. Utilities are also still up compared to last year.

Use tax collections were up \$40,180 (+10.4%) for October. For the year, use tax is now up \$52,120 (+1.6%) compared to 2019. The increase for the year is primarily from the Utility sector. 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 appear to continue with current expansions and reinvesting plans. Vehicle use tax through the County picked up again in October, now down 13.5% YTD compared to -14.7% a month ago.

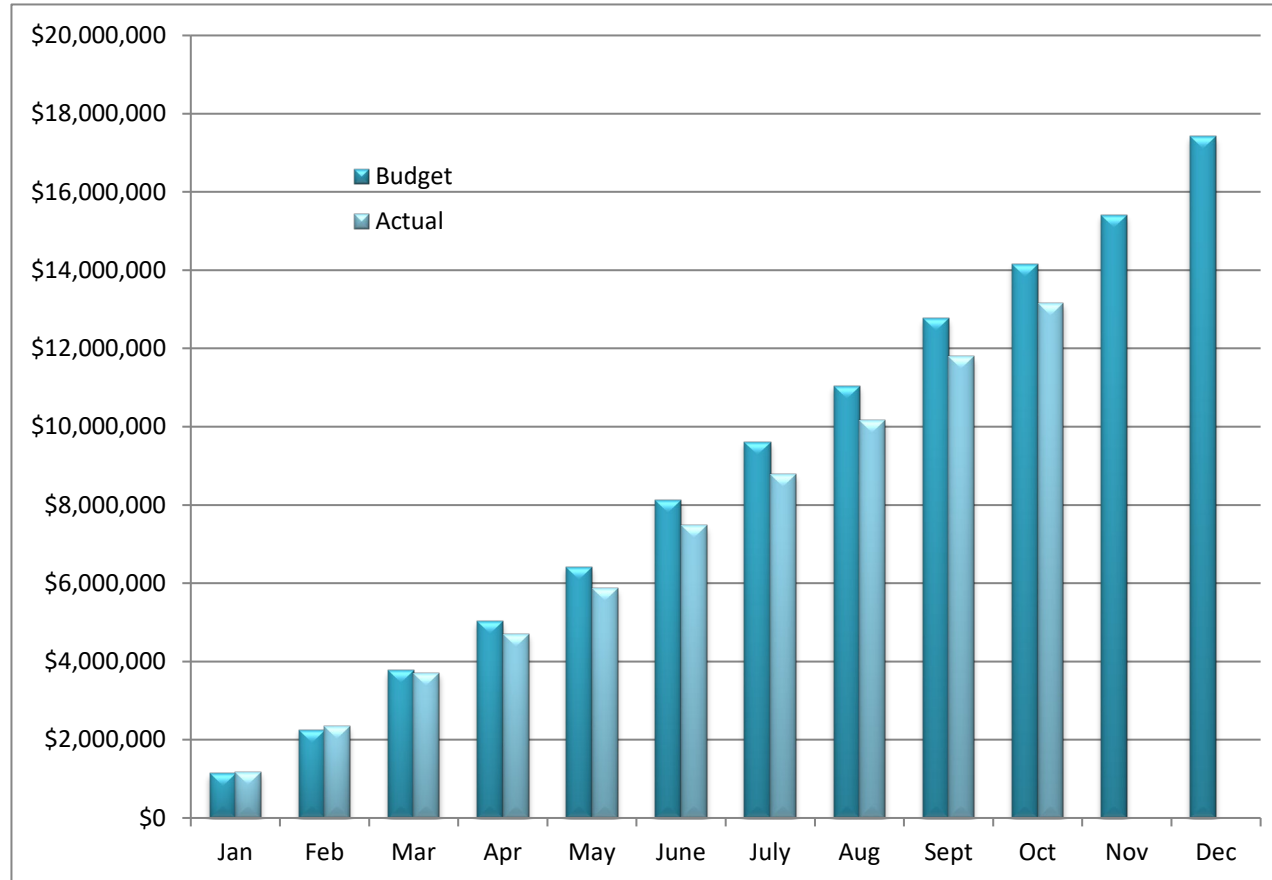
In the area of audit revenue, \$39,572 was collected in November. Including building use tax audits, the total audit revenue collected for 2020 is \$464,086, with an additional \$78,737 collected in building permit and plan check fees. Also, the City continues to have audits in progress and additional audit revenue has been assessed, with collection anticipated over the next few months. \$81,974 has been issued in refunds for the year. These amounts are shown separately on the attached collection reports.

It's surprisingly encouraging that October numbers showed this level of improvement. With Mines students back on campus and the continued good weather, bar and restaurant numbers built on the September improvement. With restrictions back in place during November, we'll have to see how that impacts certain businesses and if the holiday shopping season offsets some of the anticipated reductions. 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.

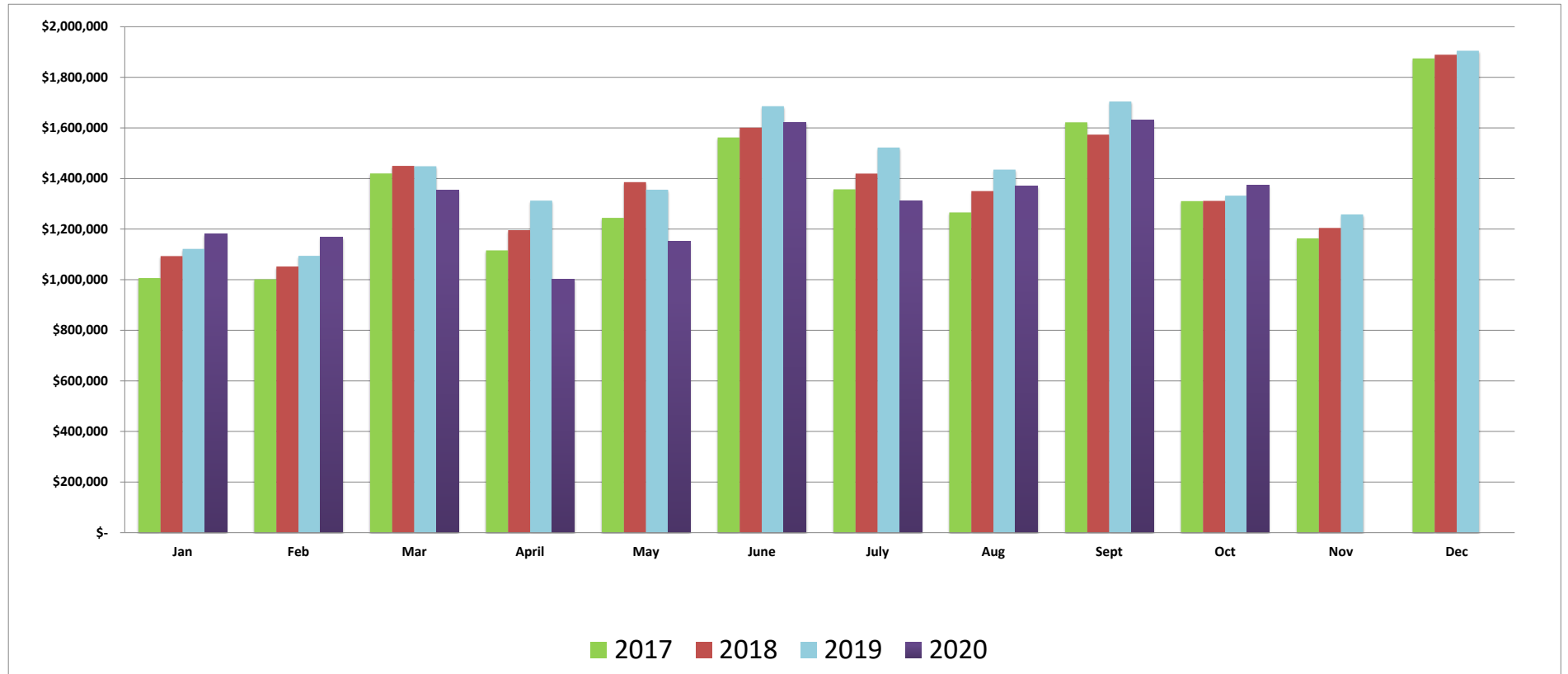
CITY OF GOLDEN
Budget to Actual Comparison
(adjusted for seasonality)
2020 Sales Tax Revenue

<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	10,160,279
Sept	12,769,577	11,791,593
Oct	14,139,776	13,164,981
Nov	15,414,279	
Dec	17,415,000	



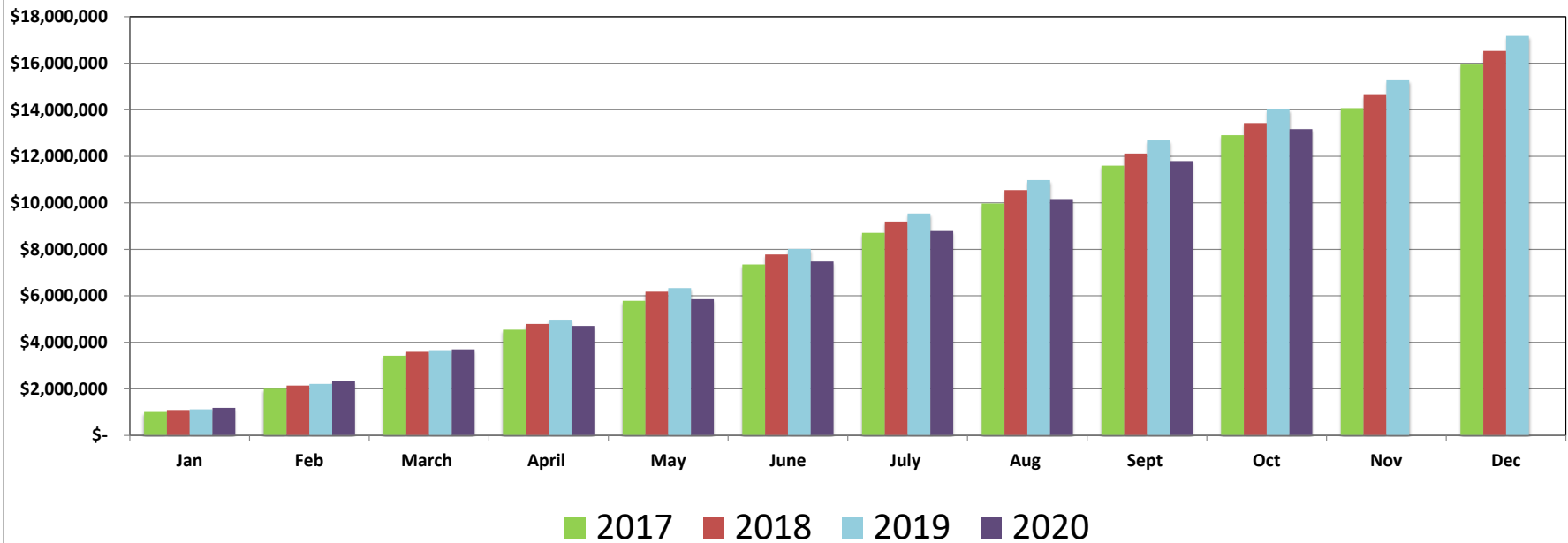
City of Golden
Sales Tax Trends
October (November)
2017-2020

	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	\$ 1,371,124	\$ 1,631,314	\$ 1,373,388			\$ 13,164,981	3.1%
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	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%
<div> <div> MTD Sales Tax Audit Revenue \$ 38,021 Less: MTD Sales Tax Refunds \$ - Net Sales Tax Revenue \$ 38,021 </div> <div> MTD Audit Permit Fees \$ - MTD Audit Plan Check Fees \$ - Net Fees Collected \$ - </div> <div> * Percentage Change is for current month only (highlighted) </div> </div>														



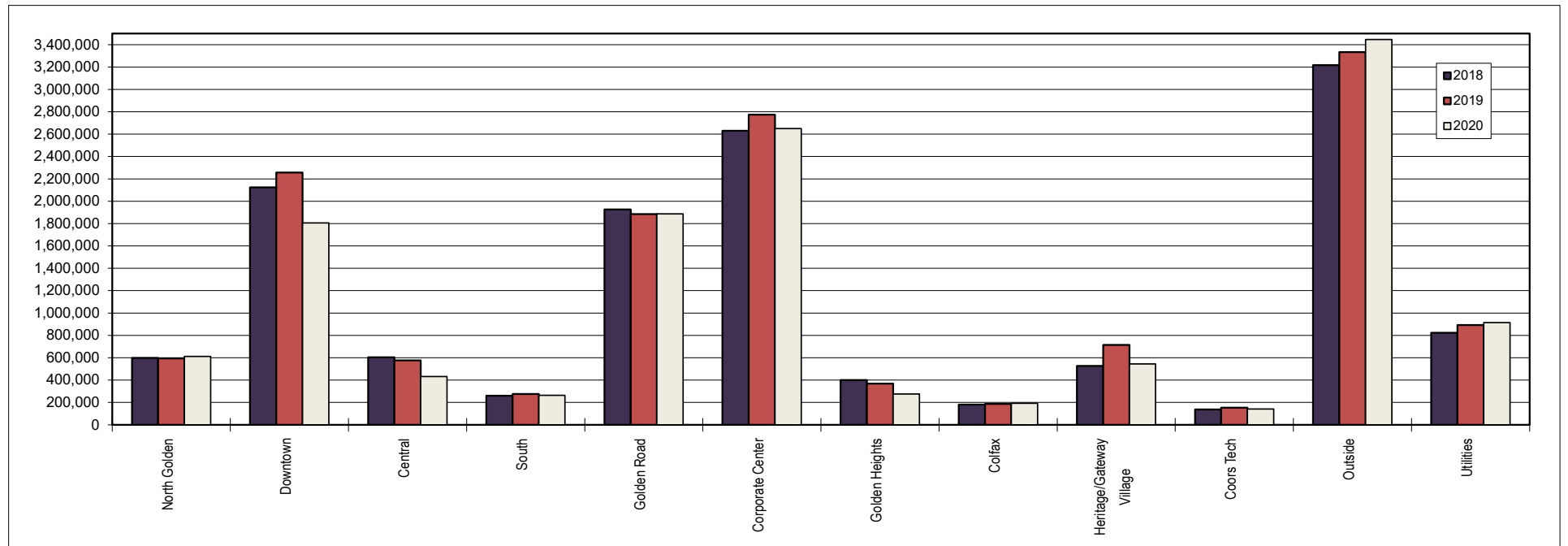
City of Golden
Sales Tax Trends
YTD October (November)
2017-2020

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	% CHNG
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			\$ 13,164,981	-6.0%
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	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	\$ 14,635,926	\$ 16,525,125	\$ 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%
* Percentage Change - YTD percentage change														
YTD Sales Tax Audit Revenue			\$385,042				YTD Audit Permit Fees	\$ 48,298						
Less: YTD Sales Tax Refunds			\$ 8,661				YTD Audit Plan Check Fees	\$ 30,439						
Other Sales Tax Revenue			\$393,702				Net Fees Collected	\$ 78,737						



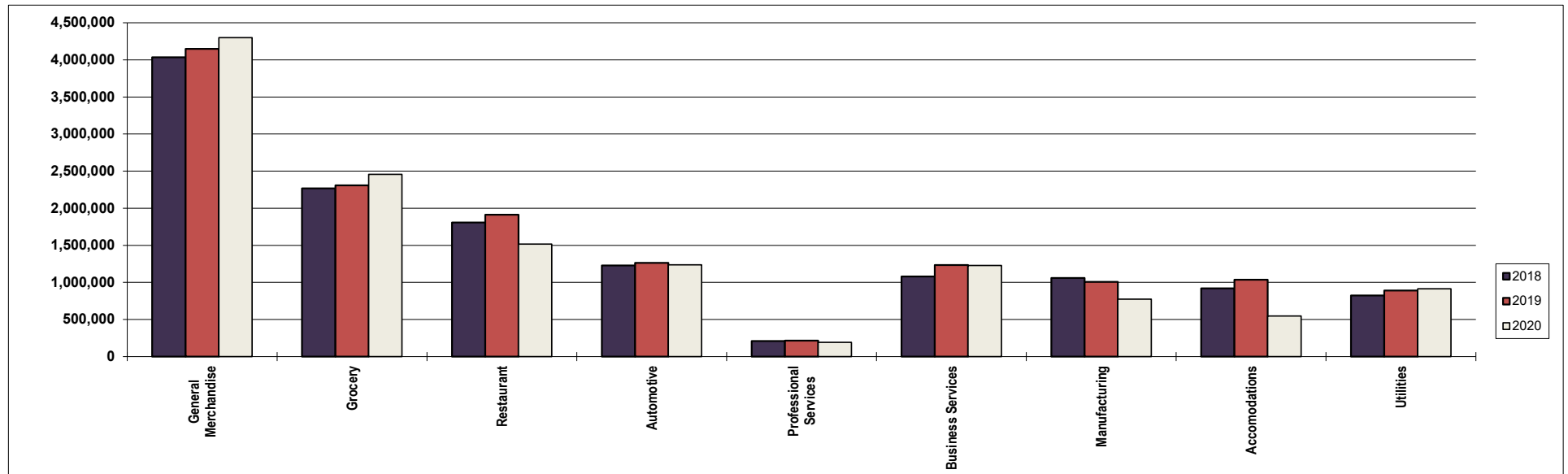
City of Golden
Sales Tax Revenue By Location
YTD October (November)
2018/2019/2020

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	\$ 598,561	4.46%	-1.97%	\$ 594,770	4.24%	-0.63%	\$ 611,885	4.65%	2.88%
Downtown	\$ 2,123,856	15.81%	4.03%	\$ 2,257,275	16.11%	6.28%	\$ 1,805,383	13.71%	-20.02%
Central	\$ 602,949	4.49%	4.38%	\$ 575,455	4.11%	-4.56%	\$ 431,347	3.28%	-25.04%
South	\$ 259,799	1.93%	5.08%	\$ 275,126	1.96%	5.90%	\$ 263,487	2.00%	-4.23%
Golden Road	\$ 1,926,189	14.34%	3.16%	\$ 1,885,096	13.45%	-2.13%	\$ 1,886,524	14.33%	0.08%
Corporate Center	\$ 2,631,021	19.59%	0.08%	\$ 2,775,005	19.80%	5.47%	\$ 2,650,586	20.13%	-4.48%
Golden Heights	\$ 401,092	2.99%	6.89%	\$ 367,970	2.63%	-8.26%	\$ 276,435	2.10%	-24.88%
Colfax	\$ 181,527	1.35%	10.20%	\$ 187,478	1.34%	3.28%	\$ 192,151	1.46%	2.49%
Heritage /Gateway Village	\$ 526,886	3.92%	95.33%	\$ 714,349	5.10%	35.58%	\$ 544,225	4.13%	-23.82%
Coors Technology	\$ 138,128	1.03%	-9.37%	\$ 153,485	1.10%	11.12%	\$ 141,421	1.07%	-7.86%
Outside	\$ 3,217,903	23.96%	8.45%	\$ 3,333,954	23.79%	3.61%	\$ 3,446,541	26.18%	3.38%
Utilities	\$ 823,421	6.13%	-17.89%	\$ 892,052	6.37%	8.33%	\$ 914,995	6.95%	2.57%
Totals	\$ 13,431,332	100.00%	4.08%	\$ 14,012,015	100.00%	4.32%	\$ 13,164,981	100.00%	-6.05%



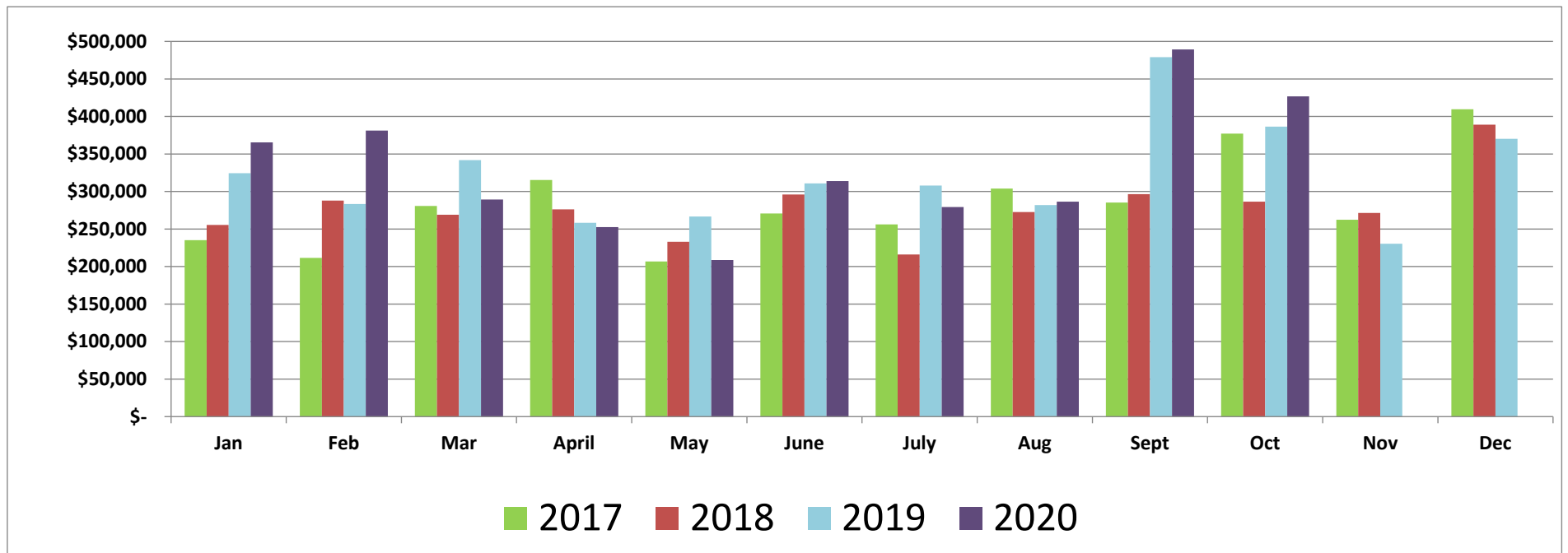
City of Golden
Sales Tax Revenue By Type
YTD October (November)
2018/2019/2020

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	\$ 4,034,550	30.04%	5.40%	\$ 4,147,055	29.60%	2.79%	\$ 4,298,184	32.65%	3.64%
Grocery	\$ 2,268,458	16.89%	4.94%	\$ 2,307,250	16.47%	1.71%	\$ 2,458,168	18.67%	6.54%
Restaurants	\$ 1,807,037	13.45%	5.21%	\$ 1,912,576	13.65%	5.84%	\$ 1,515,484	11.51%	-20.76%
Automotive	\$ 1,228,488	9.15%	1.59%	\$ 1,262,816	9.01%	2.79%	\$ 1,236,278	9.39%	-2.10%
Prof Services\Entertainment	\$ 209,326	1.56%	12.40%	\$ 215,344	1.54%	2.87%	\$ 192,660	1.46%	-10.53%
Bus ServicesSupp.	\$ 1,080,118	8.04%	3.37%	\$ 1,233,227	8.80%	14.18%	\$ 1,228,453	9.33%	-0.39%
Manufacturing - Production	\$ 1,060,509	7.90%	18.12%	\$ 1,005,861	7.18%	-5.15%	\$ 774,117	5.88%	-23.04%
Accommodations	\$ 919,425	6.85%	7.27%	\$ 1,035,835	7.39%	12.66%	\$ 546,642	4.15%	-47.23%
Utilities	\$ 823,421	6.13%	-17.89%	\$ 892,052	6.37%	8.33%	\$ 914,995	6.95%	2.57%
Totals	\$ 13,431,332	100.00%	4.08%	\$ 14,012,015	100.00%	4.32%	\$ 13,164,981	100.00%	-6.05%



**City of Golden
Use Tax Trends
October (November)
2017-2020**

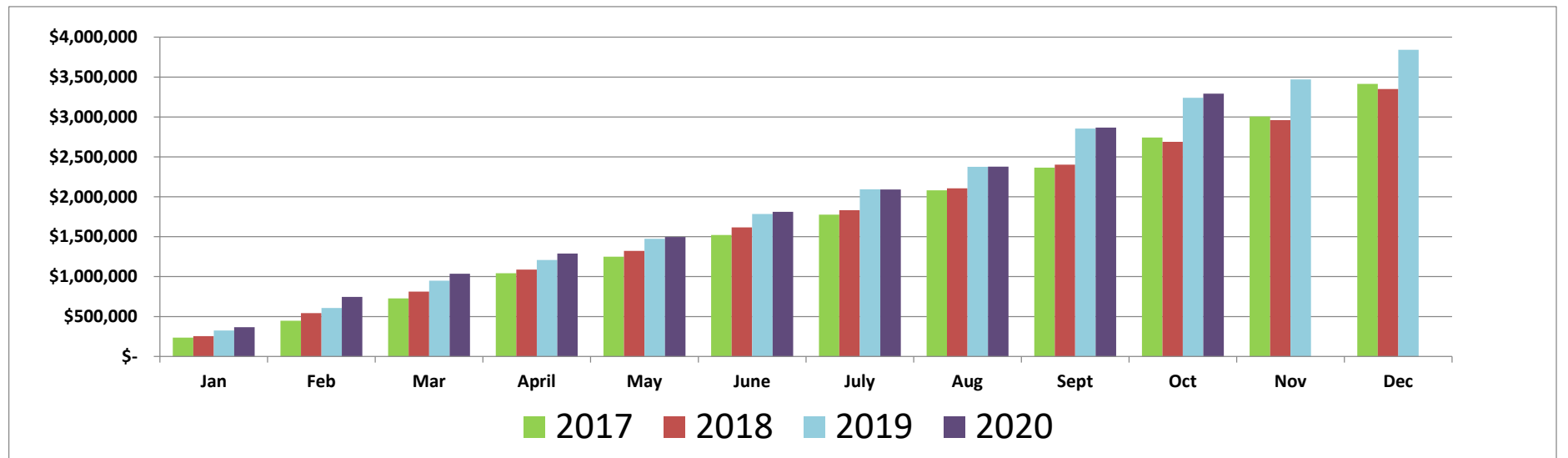
	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	% CHNG
2020	\$ 365,476	\$ 381,197	\$ 289,246	\$ 252,612	\$ 208,712	\$ 314,003	\$ 279,282	\$ 286,469	\$ 489,184	\$ 426,692			\$ 3,292,873	10.4%
2019	\$ 324,439	\$ 283,332	\$ 341,801	\$ 258,206	\$ 266,694	\$ 310,824	\$ 308,040	\$ 281,929	\$ 478,976	\$ 386,512	\$ 230,299	\$ 370,214	\$ 3,841,266	34.9%
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	-24.0%
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	63.4%
MTD Use Tax Audit Revenue \$ 1,551 <<<< includes building use tax audit revenue * Percentage Change is for current month only (highlighted)														
Less: MTD Use Tax Refunds \$ -														
Other Use Tax Revenue \$ 1,551														



*Amounts reported on the cash basis

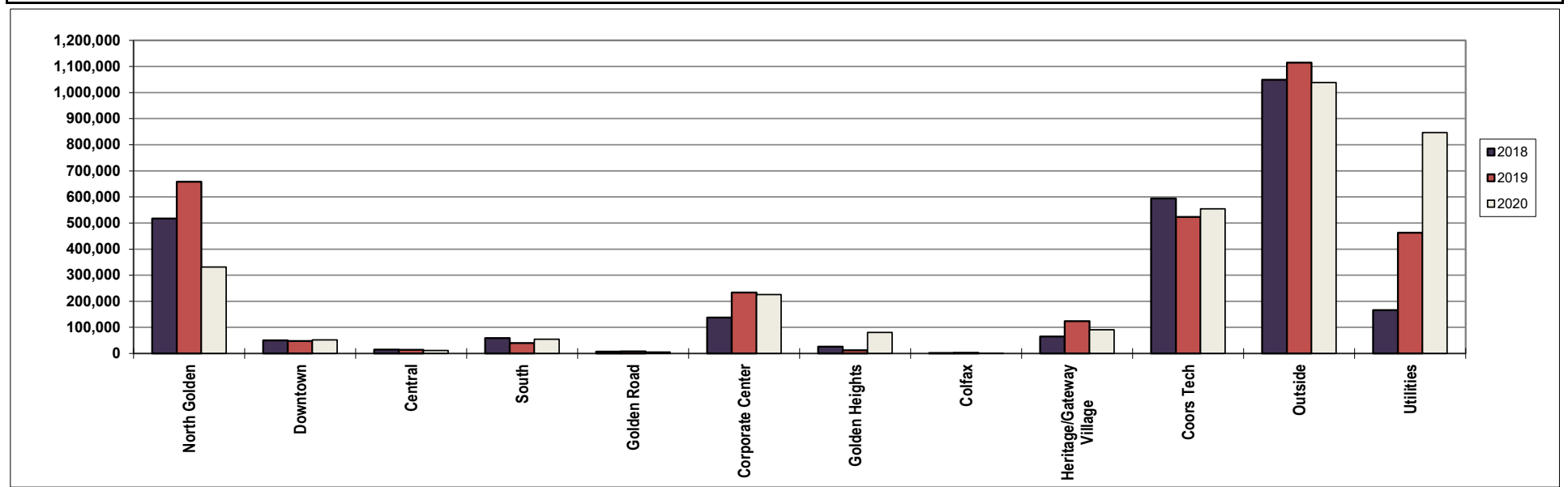
**City of Golden
Use Tax Trends
YTD October (November)
2017-2020**

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	YTD % Chng
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			\$ 3,292,873	<u>1.6%</u>
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	<u>20.5%</u>
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	<u>-2.0%</u>
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	<u>12.6%</u>
<div> <div>YTD Use Tax Audit Revenue</div> <div>Less: YTD Use Tax Refunds</div> <div>Other Use Tax Revenue</div> </div> <div> <div>\$ 79,044</div> <div>\$ (73,313)</div> <div>\$ 5,731</div> </div> <div><<<< includes building use tax audit revenue</div> <div>** Percentage Change is YTD %</div>														



City of Golden
Use Tax Revenue By Location
YTD October (November)
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	\$ 517,523	19.25%	10.20%	\$ 657,928	20.30%	27.13%	\$ 331,707	10.07%	-49.58%
Downtown	\$ 50,326	1.87%	-15.55%	\$ 47,886	1.48%	-4.85%	\$ 52,091	1.58%	8.78%
Central	\$ 15,104	0.56%	-1.32%	\$ 14,253	0.44%	-5.63%	\$ 10,960	0.33%	-23.10%
South	\$ 59,122	2.20%	43.49%	\$ 39,742	1.23%	-32.78%	\$ 54,669	1.66%	37.56%
Golden Road	\$ 6,667	0.25%	-23.76%	\$ 7,830	0.24%	17.43%	\$ 5,323	0.16%	-32.02%
Corporate Center	\$ 137,857	5.13%	16.04%	\$ 233,187	7.20%	69.15%	\$ 225,737	6.86%	-3.19%
Golden Heights	\$ 26,107	0.97%	-24.37%	\$ 12,310	0.38%	-52.85%	\$ 80,553	2.45%	554.39%
Colfax	\$ 1,522	0.06%	-7.86%	\$ 2,605	0.08%	71.22%	\$ 1,317	0.04%	-49.44%
Heritage/Gateway Village	\$ 65,288	2.43%	-20.21%	\$ 124,159	3.83%	90.17%	\$ 90,714	2.75%	-26.94%
Coors Technology	\$ 594,578	22.11%	-3.86%	\$ 523,151	16.14%	-12.01%	\$ 554,322	16.83%	5.96%
Outside	\$ 1,048,794	39.01%	-8.17%	\$ 1,115,025	34.41%	6.31%	\$ 1,038,689	31.54%	-6.85%
Utilities	\$ 165,828	6.17%	9.79%	\$ 462,678	14.28%	179.01%	\$ 846,789	25.72%	83.02%
Totals	\$ 2,688,715	100.00%	-1.97%	\$ 3,240,753	100.00%	20.53%	\$ 3,292,873	100.00%	1.61%



City of Golden
Use Tax Revenue By Type
YTD October (November)
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	\$ 125,664	4.67%	-14.63%	\$ 111,903	3.45%	-10.95%	\$ 143,335	4.35%	28.09%
Grocery	\$ 70,131	2.61%	14.59%	\$ 55,656	1.72%	-20.64%	\$ 65,327	1.98%	17.38%
Restaurants	\$ 22,205	0.83%	41.90%	\$ 12,050	0.37%	-45.73%	\$ 8,100	0.25%	-32.78%
Automotive	\$ 956,385	35.57%	-8.97%	\$ 995,148	30.71%	4.05%	\$ 865,793	26.29%	-13.00%
Prof Services\Entertainment	\$ 113,037	4.20%	-5.60%	\$ 94,101	2.90%	-16.75%	\$ 106,256	3.23%	12.92%
Bus Services	\$ 96,261	3.58%	-41.00%	\$ 131,032	4.04%	36.12%	\$ 73,809	2.24%	-43.67%
Manufacturing - Production	\$ 1,118,998	41.62%	9.84%	\$ 1,363,234	42.07%	21.83%	\$ 1,104,096	33.53%	-19.01%
Accommodations	\$ 20,206	0.75%	30.59%	\$ 14,951	0.46%	-26.01%	\$ 79,367	2.41%	430.85%
Utilities	\$ 165,828	6.17%	9.79%	\$ 462,678	14.28%	179.01%	\$ 846,789	25.72%	83.02%
Totals	\$ 2,688,715	100.00%	-1.97%	\$ 3,240,753	100.00%	20.53%	\$ 3,292,873	100.00%	1.61%

