



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: November 3, 2020
Re: Sales Tax Report

Attached are the sales and use tax reports for September sales (collected in October). Collections were down \$73,065 (-4.3%) for the month. This is in line with the level of decrease from last month. Downtown continues to show slight improvement, now down 21.40% for the year compared to down 21.83% last month. Overall, revenue is down \$888,367 (-7.0%) year-to-date compared to 2019. When adjusted for seasonality, sales tax revenues are down (-7.7%) compared to the 2020 Budget.

While restaurants and accommodations showed improvement for September, they continue to incur the biggest hit to revenues, down 23.01% and 48.86% YTD respectively. Grocery has dropped off slightly as restaurants improve, but is still up 6.92%, 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 were also up as A/C's stayed busy in September.

Use tax collections were down slightly \$1,731 (-0.4%) for September. For the year, use tax is now down slightly, \$182 (-0.0%) compared to 2019. Several of the larger manufacturers remitted above normal use tax for the month. 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 in September, now down 14.7% YTD compared to -20.1% a month ago.

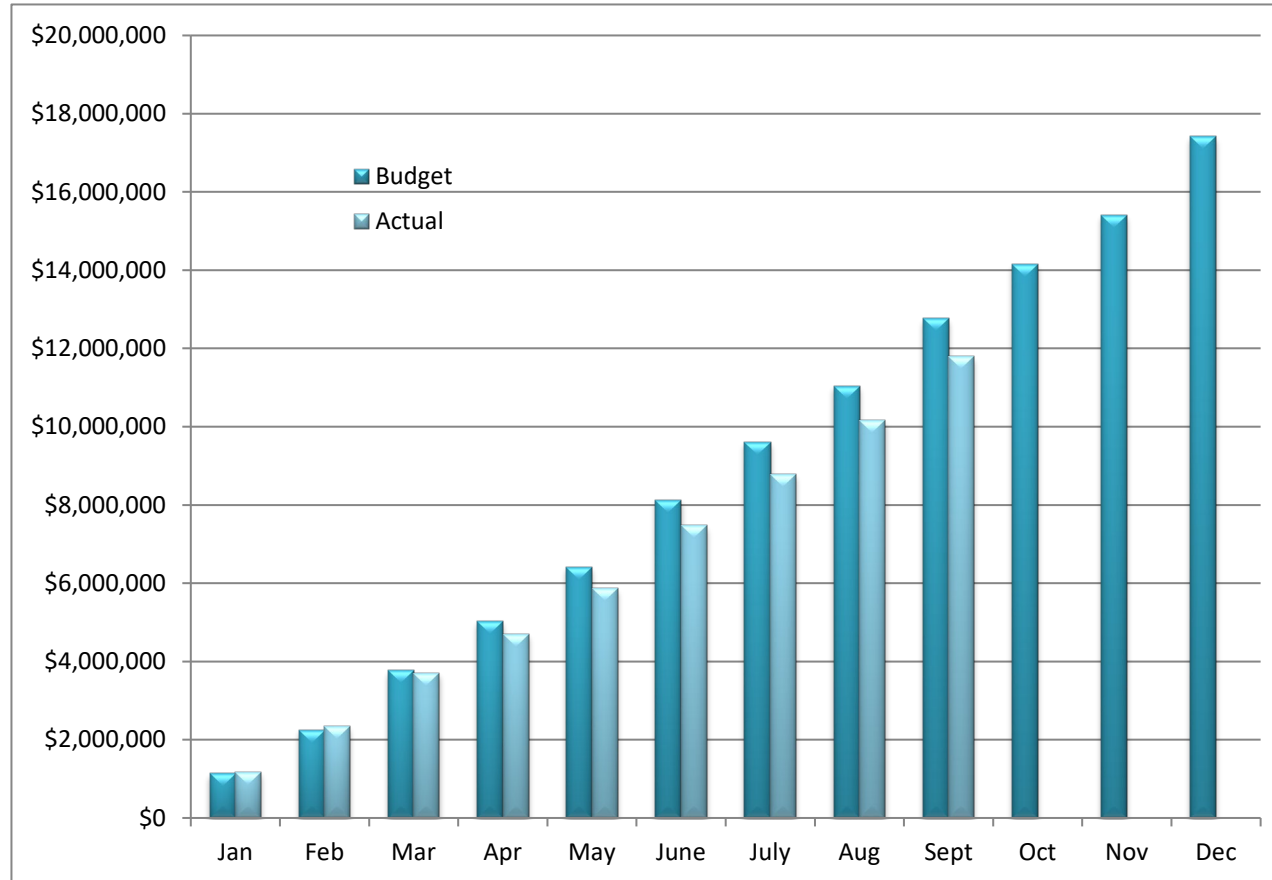
In the area of audit revenue, \$3,561 was collected in October. Including building use tax audits, the total audit revenue collected for 2020 is \$424,514, with an additional \$78,737 collected in building permit and plan check fees. Also, the City continues to have audits in progress and additional 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 encouraging that September numbers continued to show some improvement over the few months. With Mines students back on campus and the continued good weather, bar and restaurant numbers have picked up some. With the nice weather continuing into October, we're hopeful for continued good revenues. 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.

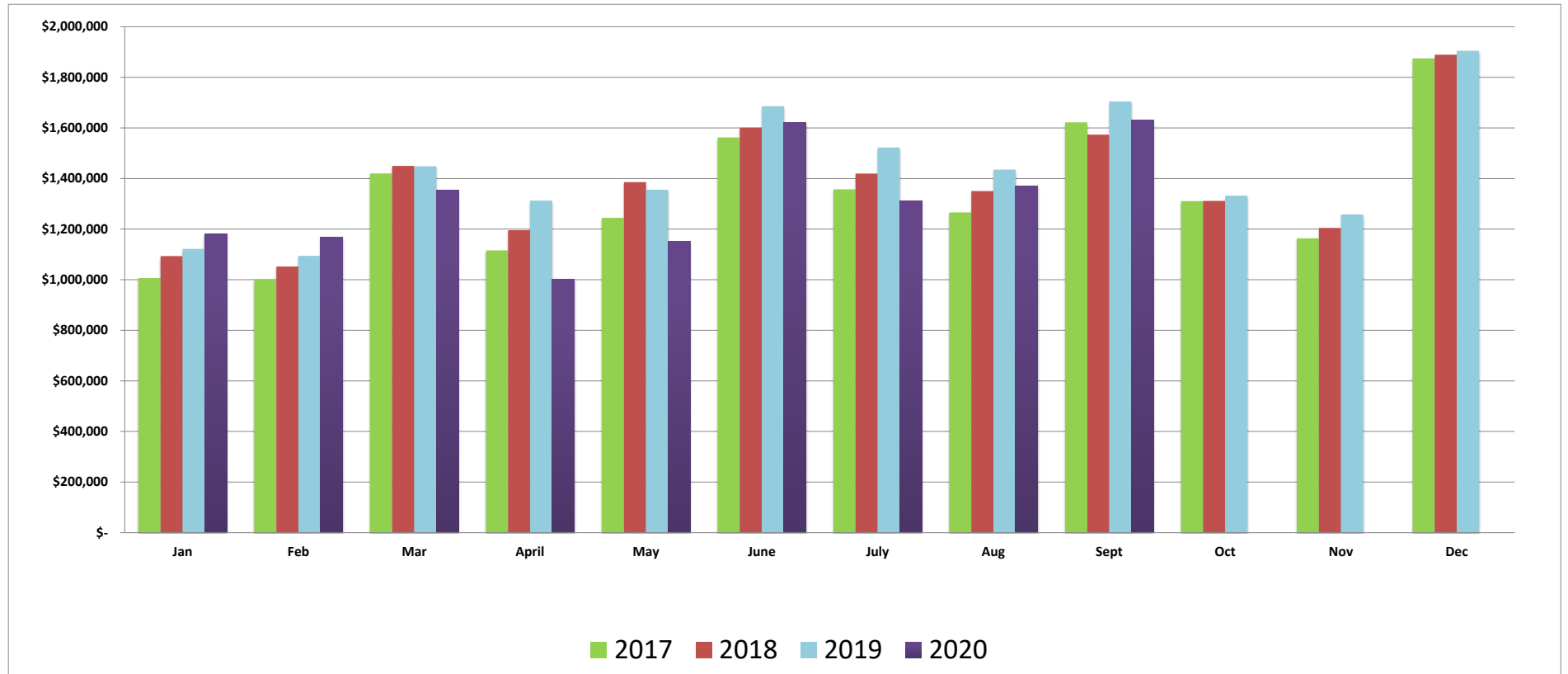
CITY OF GOLDEN
Budget to Actual Comparison
(adjusted for seasonality)
2020 Sales Tax Revenue

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



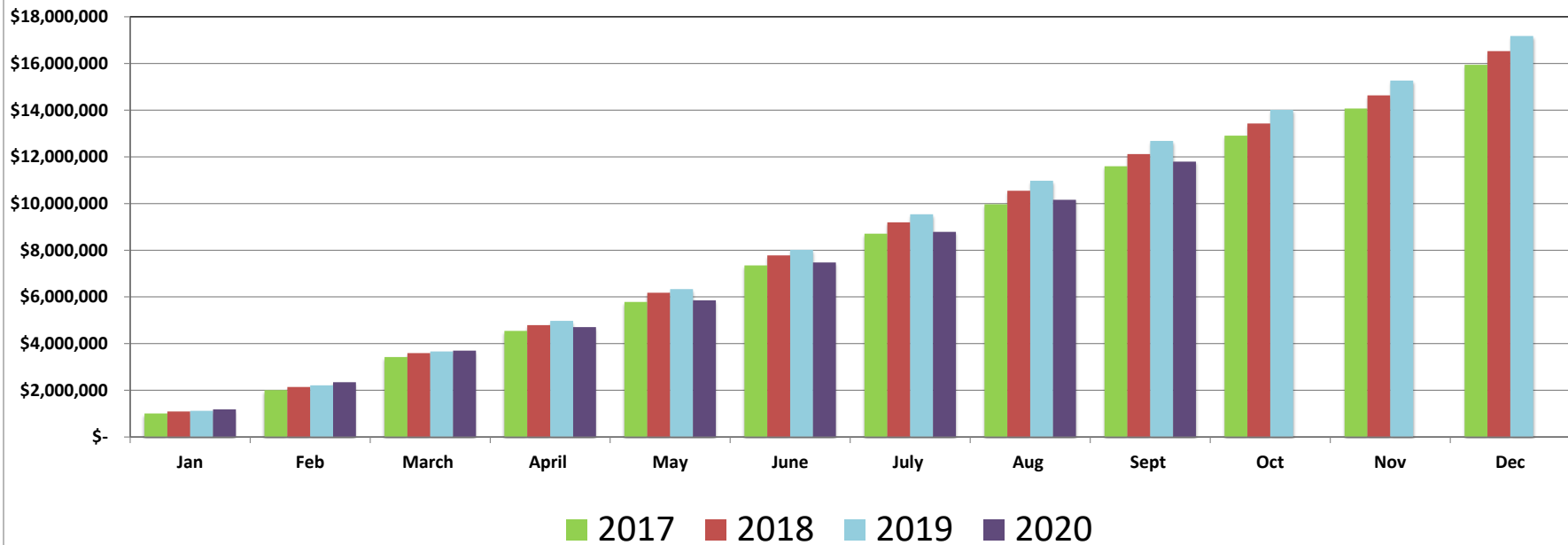
City of Golden
Sales Tax Trends
September (October)
2017-2020

	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				\$ 11,791,593	-4.3%
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	8.3%
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	-3.0%
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	5.1%
<div> <div> MTD Sales Tax Audit Revenue \$ 2,212 Less: MTD Sales Tax Refunds \$ - Net Sales Tax Revenue \$ 2,212 </div> <div> MTD Audit Permit Fees \$ 554 MTD Audit Plan Check Fees \$ 320 Net Fees Collected \$ 875 </div> <div> * Percentage Change is for current month only (highlighted) </div> </div>														



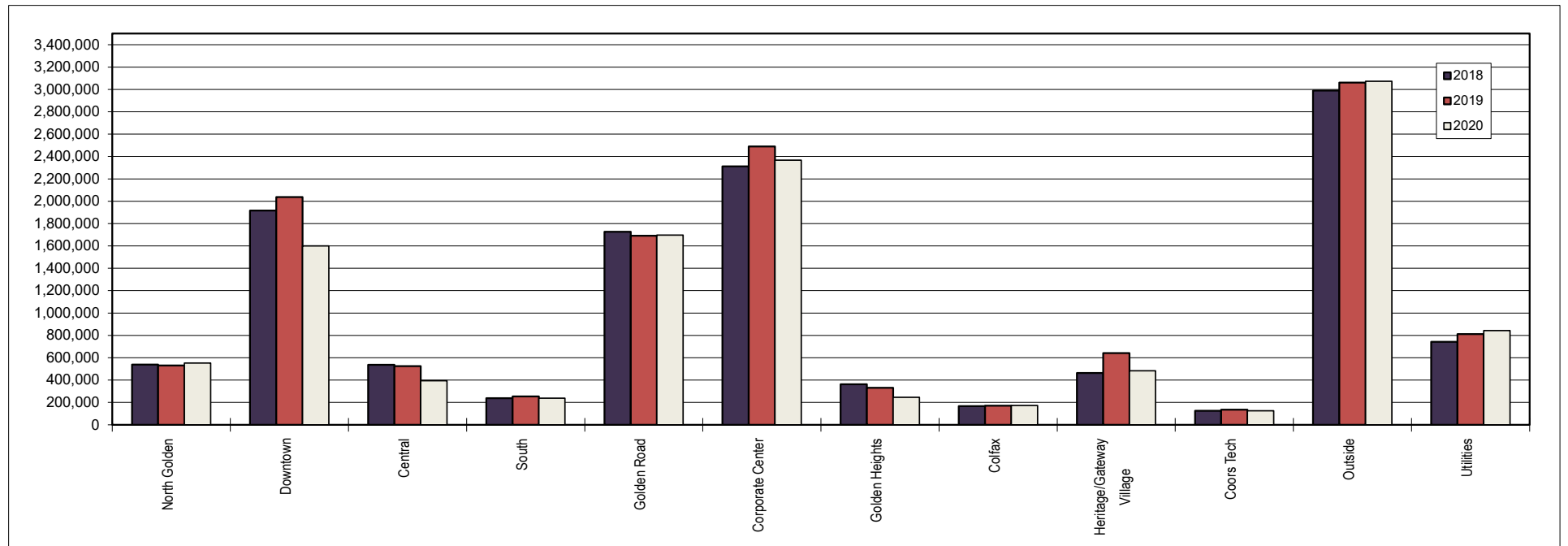
City of Golden
Sales Tax Trends
YTD September (October)
2017-2020

	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				\$ 11,791,593	-7.0%
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	4.6%
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	4.5%
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	4.9%
* Percentage Change - YTD percentage change														
YTD Sales Tax Audit Revenue			\$347,021				YTD Audit Permit Fees	\$ 48,298						
Less: YTD Sales Tax Refunds			\$ (8,661)				YTD Audit Plan Check Fees	\$ 30,439						
Other Sales Tax Revenue			\$338,360				Net Fees Collected	\$ 78,737						



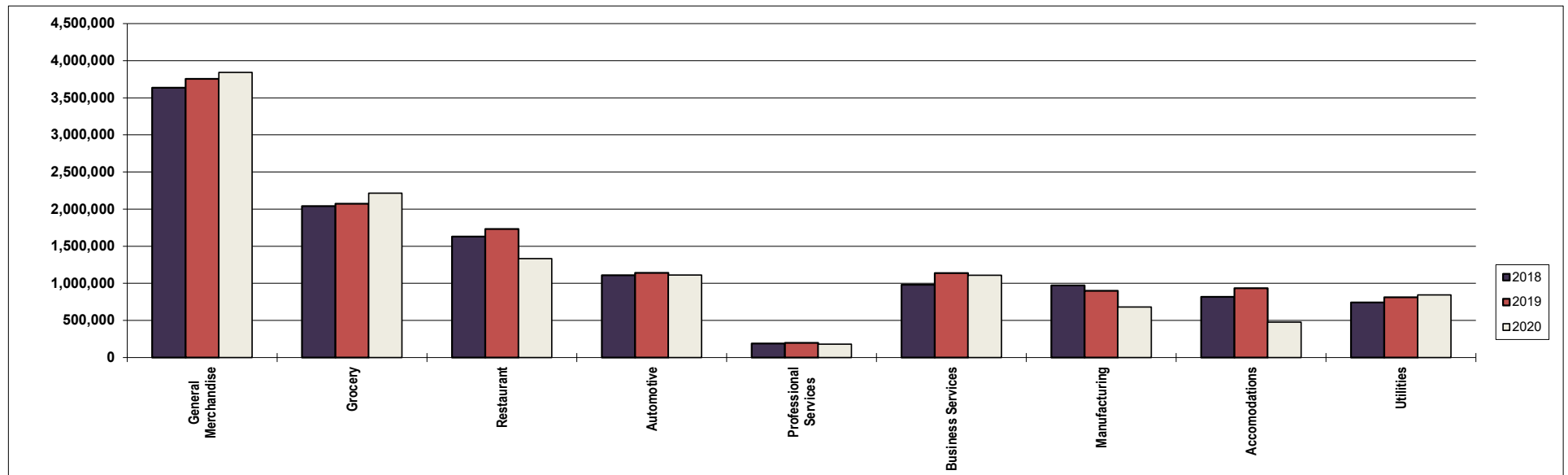
City of Golden
Sales Tax Revenue By Location
YTD September (October)
2018/2019/2020

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	\$ 538,331	4.44%	-2.18%	\$ 531,729	4.19%	-1.23%	\$ 551,763	4.68%	3.77%
Downtown	\$ 1,915,943	15.81%	4.61%	\$ 2,036,917	16.06%	6.31%	\$ 1,601,075	13.58%	-21.40%
Central	\$ 536,849	4.43%	3.56%	\$ 524,067	4.13%	-2.38%	\$ 393,690	3.34%	-24.88%
South	\$ 238,034	1.96%	5.59%	\$ 254,393	2.01%	6.87%	\$ 237,897	2.02%	-6.48%
Golden Road	\$ 1,727,590	14.25%	3.61%	\$ 1,690,882	13.34%	-2.12%	\$ 1,697,609	14.40%	0.40%
Corporate Center	\$ 2,311,857	19.07%	-1.92%	\$ 2,489,885	19.64%	7.70%	\$ 2,366,539	20.07%	-4.95%
Golden Heights	\$ 363,481	3.00%	21.71%	\$ 330,457	2.61%	-9.09%	\$ 247,044	2.10%	-25.24%
Colfax	\$ 166,716	1.38%	12.09%	\$ 171,777	1.35%	3.04%	\$ 172,334	1.46%	0.32%
Heritage /Gateway Village	\$ 463,931	3.83%	95.60%	\$ 640,649	5.05%	38.09%	\$ 482,450	4.09%	-24.69%
Coors Technology	\$ 125,646	1.04%	-9.43%	\$ 136,322	1.08%	8.50%	\$ 125,827	1.07%	-7.70%
Outside	\$ 2,989,594	24.67%	10.33%	\$ 3,060,684	24.14%	2.38%	\$ 3,072,451	26.06%	0.38%
Utilities	\$ 742,058	6.12%	-18.56%	\$ 812,198	6.41%	9.45%	\$ 842,914	7.15%	3.78%
Totals	\$ 12,120,029	100.00%	4.53%	\$ 12,679,960	100.00%	4.62%	\$ 11,791,593	100.00%	-7.01%



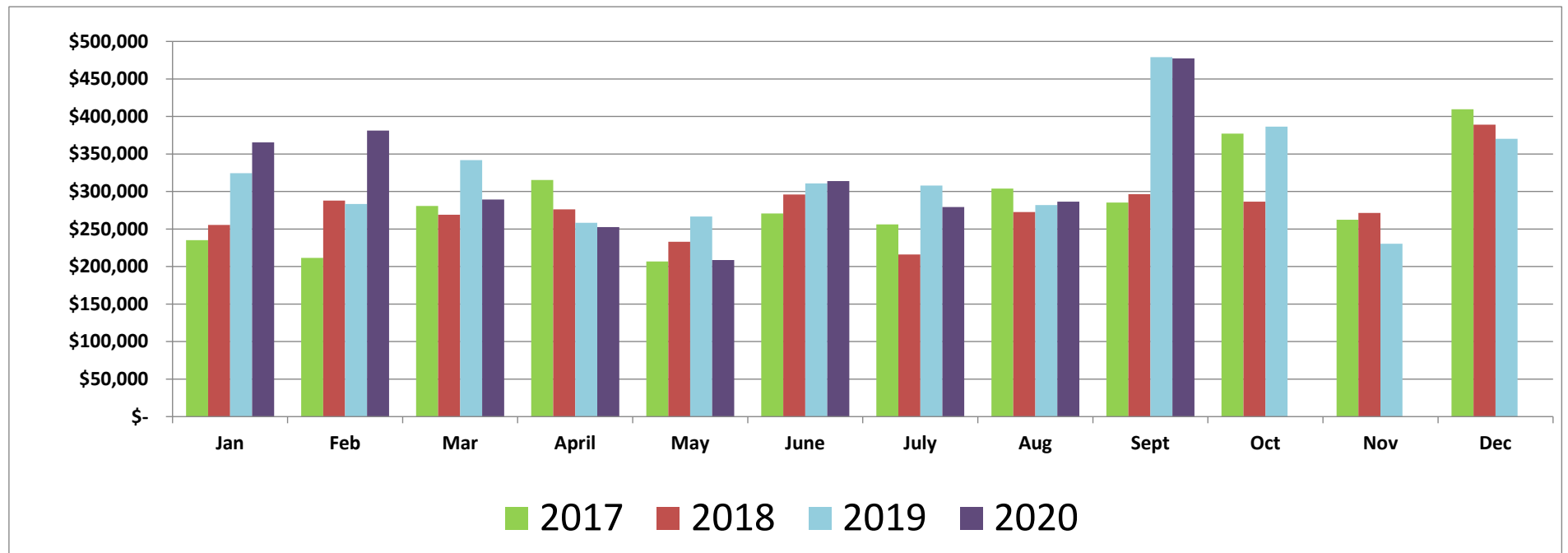
City of Golden
Sales Tax Revenue By Type
YTD September (October)
2018/2019/2020

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	\$ 3,636,771	30.01%	5.39%	\$ 3,753,896	29.60%	3.22%	\$ 3,841,867	32.58%	2.34%
Grocery	\$ 2,041,164	16.84%	5.02%	\$ 2,072,854	16.35%	1.55%	\$ 2,216,267	18.80%	6.92%
Restaurants	\$ 1,629,250	13.44%	5.92%	\$ 1,731,356	13.65%	6.27%	\$ 1,333,026	11.30%	-23.01%
Automotive	\$ 1,107,747	9.14%	1.69%	\$ 1,139,718	8.99%	2.89%	\$ 1,112,198	9.43%	-2.41%
Prof Services\Entertainment	\$ 189,622	1.56%	13.92%	\$ 197,922	1.56%	4.38%	\$ 179,020	1.52%	-9.55%
Bus ServicesSupp.	\$ 982,187	8.10%	3.20%	\$ 1,138,236	8.98%	15.89%	\$ 1,108,198	9.40%	-2.64%
Manufacturing - Production	\$ 972,202	8.02%	19.23%	\$ 898,336	7.08%	-7.60%	\$ 679,756	5.76%	-24.33%
Accommodations	\$ 819,030	6.76%	12.51%	\$ 935,444	7.38%	14.21%	\$ 478,348	4.06%	-48.86%
Utilities	\$ 742,058	6.12%	-18.56%	\$ 812,198	6.41%	9.45%	\$ 842,914	7.15%	3.78%
Totals	\$ 12,120,029	100.00%	4.53%	\$ 12,679,960	100.00%	4.62%	\$ 11,791,593	100.00%	-7.01%



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

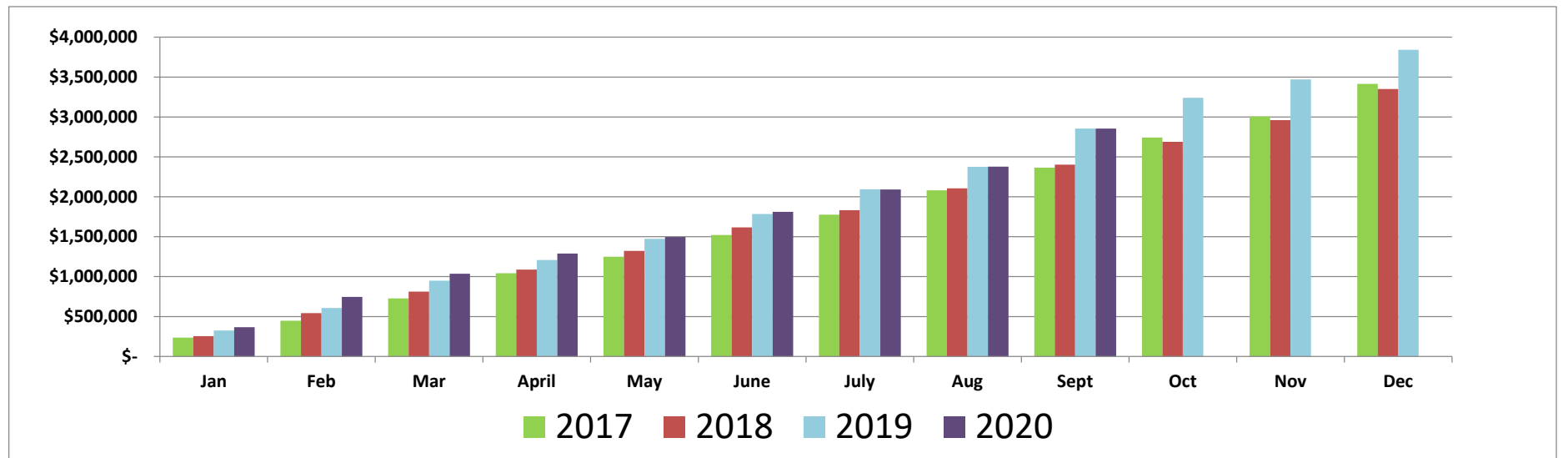
	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	% CHNG
2020	\$ 365,476	\$ 381,197	\$ 289,246	\$ 252,612	\$ 208,712	\$ 314,003	\$ 279,282	\$ 286,469	\$ 477,245				\$ 2,854,242	-0.4%
2019	\$ 324,439	\$ 283,332	\$ 341,801	\$ 258,206	\$ 266,694	\$ 310,824	\$ 308,040	\$ 281,929	\$ 478,976	\$ 386,512	\$ 230,299	\$ 370,214	\$ 3,841,266	61.6%
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	3.9%
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	9.7%
<div> <div>MTD Use Tax Audit Revenue</div> <div>\$ 1,349</div> <div><<<< includes building use tax audit revenue</div> </div> <div> <div>Less: MTD Use Tax Refunds</div> <div>\$ (307)</div> </div> <div> <div>Other Use Tax Revenue</div> <div>\$ 1,042</div> </div> <div>* Percentage Change is for current month only (highlighted)</div>														



*Amounts reported on the cash basis

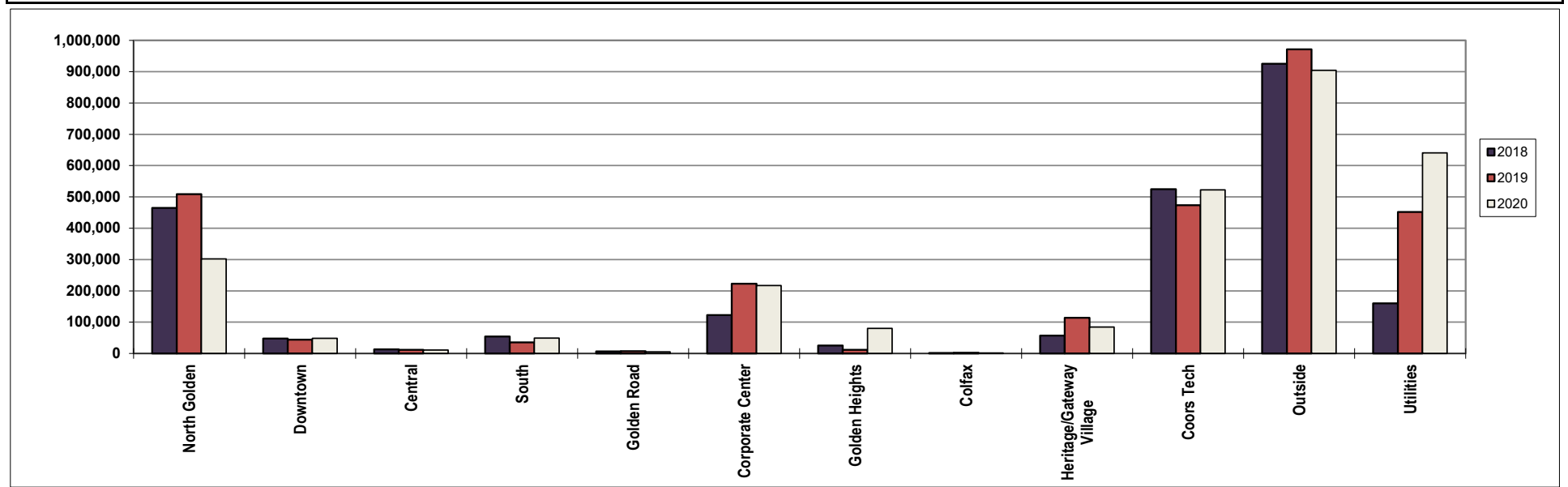
**City of Golden
Use Tax Trends
YTD September (October)
2017-2020**

	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	\$ 2,854,242				\$ 2,854,242	<u>0.0%</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>12.8%</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>1.2%</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>7.0%</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>\$ 77,493</div> <div>\$ (73,313)</div> <div>\$ 4,181</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 September (October)
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	\$ 465,181	19.36%	40.35%	\$ 509,121	17.84%	9.45%	\$ 302,153	10.54%	-40.65%
Downtown	\$ 47,322	1.97%	-16.59%	\$ 44,237	1.55%	-6.52%	\$ 48,039	1.68%	8.59%
Central	\$ 12,952	0.54%	-10.07%	\$ 11,539	0.40%	-10.91%	\$ 10,627	0.37%	-7.90%
South	\$ 54,431	2.27%	51.61%	\$ 35,143	1.23%	-35.44%	\$ 49,363	1.72%	40.46%
Golden Road	\$ 6,267	0.26%	-24.48%	\$ 7,262	0.25%	15.88%	\$ 4,935	0.17%	-32.05%
Corporate Center	\$ 122,843	5.11%	7.02%	\$ 222,596	7.80%	81.20%	\$ 217,256	7.58%	-2.40%
Golden Heights	\$ 25,086	1.04%	-64.88%	\$ 11,733	0.41%	-53.23%	\$ 80,039	2.79%	582.20%
Colfax	\$ 1,374	0.06%	-13.76%	\$ 2,306	0.08%	67.89%	\$ 1,251	0.04%	-45.74%
Heritage/Gateway Village	\$ 56,734	2.36%	-25.26%	\$ 113,745	3.99%	100.49%	\$ 84,380	2.94%	-25.82%
Coors Technology	\$ 524,511	21.83%	-5.25%	\$ 473,158	16.58%	-9.79%	\$ 522,800	18.24%	10.49%
Outside	\$ 925,356	38.52%	-7.88%	\$ 971,469	34.04%	4.98%	\$ 904,455	31.56%	-6.90%
Utilities	\$ 160,174	6.67%	64.87%	\$ 451,932	15.83%	182.15%	\$ 640,881	22.36%	41.81%
Totals	\$ 2,402,229	100.00%	1.54%	\$ 2,854,242	100.00%	18.82%	\$ 2,866,181	100.00%	0.42%



City of Golden
Use Tax Revenue By Type
YTD September (October)
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	\$ 197,033	8.20%	49.87%	\$ 102,714	3.60%	-47.87%	\$ 102,714	3.60%	-47.87%
Grocery	\$ 62,311	2.59%	9.57%	\$ 46,309	1.62%	-25.68%	\$ 46,309	1.62%	-25.68%
Restaurants	\$ 20,909	0.87%	70.65%	\$ 10,842	0.38%	-48.15%	\$ 10,842	0.38%	-48.15%
Automotive	\$ 848,872	35.34%	-8.05%	\$ 854,105	29.92%	0.62%	\$ 854,105	29.92%	0.62%
Prof Services\Entertainment	\$ 105,250	4.38%	-4.55%	\$ 88,302	3.09%	-16.10%	\$ 88,302	3.09%	-16.10%
Bus Services	\$ 87,117	3.63%	-43.86%	\$ 118,747	4.16%	36.31%	\$ 118,747	4.16%	36.31%
Manufacturing - Production	\$ 901,541	37.53%	9.36%	\$ 1,167,949	40.92%	29.55%	\$ 1,167,949	40.92%	29.55%
Accommodations	\$ 19,023	0.79%	-65.40%	\$ 13,341	0.47%	-29.87%	\$ 13,341	0.47%	-29.87%
Utilities	\$ 160,174	6.67%	64.87%	\$ 451,932	15.83%	182.15%	\$ 451,932	15.83%	182.15%
Totals	\$ 2,402,229	100.00%	1.54%	\$ 2,854,242	100.00%	18.82%	\$ 2,854,242	100.00%	18.82%

