



MEMORANDUM

To: Mayor and Town Council

From: Donald Warn, Finance Director

Through: G. Randolph Young, Town Administrator
Michelle Kivela, Deputy Town Administrator

Subject: Sales Tax Reports

Date: January 11, 2016

Attached are the sales tax reports for November sales (collected in December). The information is provided by area (sales tax districts), NAICS category and in the aggregate.

Through the month of November, sales tax collections were up \$2,160,909 (6.74%) compared to 2015. Sales tax revenues exceed the 2016 Budget by 4.7%.

The areas of North E470 (Cottonwood Plaza, Cottonwood Square and Crown Point) continue to do very well; after ending 2015 up 10.42%, it is up 27.29% in 2016. The area of Lincoln/Jordon is down 7.49%. This increase in North E470 and the decrease in Lincoln/Jordan are both attributable to the new King Soopers that came online at the end of 2015. The area of Hess/Stroh is down slightly compared to 2015. The area of South Mainstreet (Mainstreet south between 20 Mile and Pine Dr.) is up 1.95% and North Mainstreet (Mainstreet north between 20 Mile and Pine Dr.) is up 8.10% compared to 2015.

Auto Use Tax is down 1.10% for 2016 after starting the year down almost 8%. This occurred in 2015 as well, but we did see a turnaround and Auto Use Tax ended the year up 6.95%, unfortunately it does not appear the Town will have a similar result in 2016. Restaurants are up 4.14% or \$129,700 over last year. Accommodations are up 12.22% compared to 2015. General Merchandise and Grocery are up for the year 4.90% and 20.16% or \$829,831 and \$869,281 respectively. The increase in Grocery is primarily due to the new King Soopers.

In addition, \$151,575 in audit revenue has been collected in 2016. Audit revenue is recorded when it's actually paid vs. when assessed, so these collections reflect payments received through November. These amounts are shown separately on the attached collection reports.

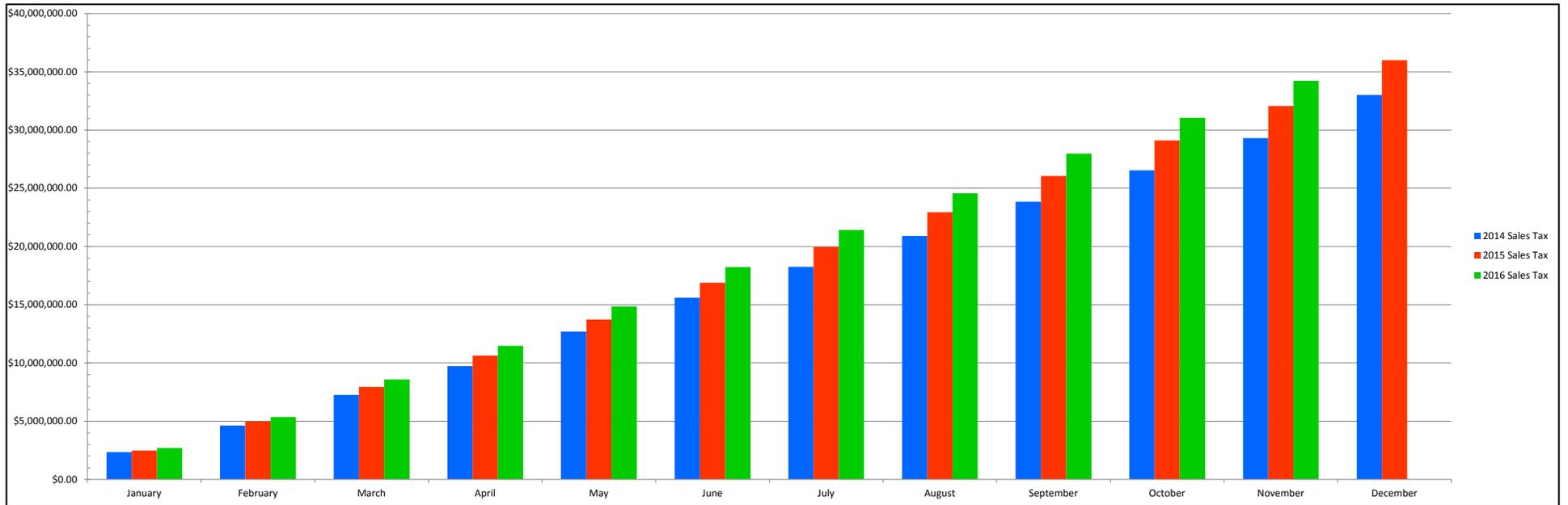
Overall for 2016 the trend remain positive for sales tax; surpassing budget estimates and picking up where we left off in 2015. The outlook for sales tax continues to remains very positive from year to year and staff will continue to monitor the progress of the revenues compared to the budget projections and will keep Council informed moving forward.

As always, if you have any questions, please call me at 303-805-3107.

**Town of Parker
Sales Tax Trends
YTD - November 2016 (December 16)
2014 - 2016**

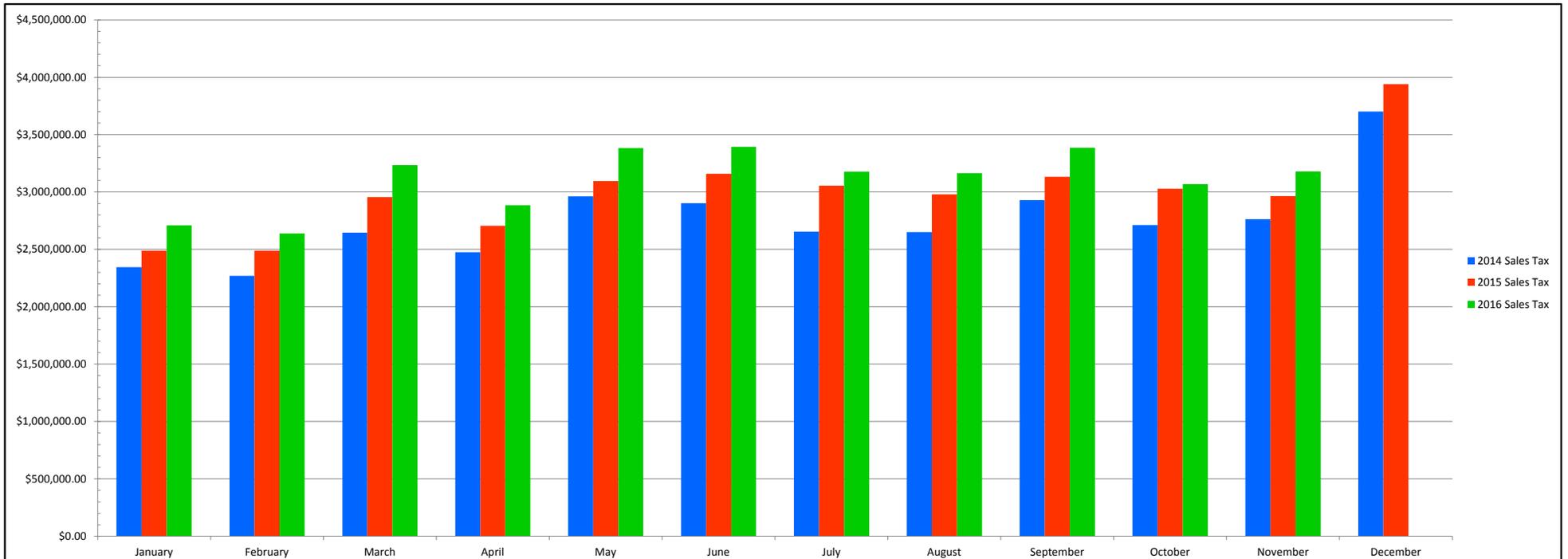
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan - Current Total	% CHNG*
2016	\$ 2,709,238.72	\$ 5,348,780.99	\$ 8,583,208.19	\$ 11,467,143.88	\$ 14,850,395.59	\$ 18,244,441.25	\$ 21,421,515.77	\$ 24,585,038.48	\$ 27,969,925.34	\$ 31,038,242.49	\$ 34,218,010.72	\$ -	\$ 34,218,010.72	6.74%
2015	\$ 2,489,455.54	\$ 4,978,637.25	\$ 7,933,203.19	\$ 10,639,798.16	\$ 13,734,913.39	\$ 16,895,027.94	\$ 19,951,070.95	\$ 22,931,214.64	\$ 26,063,480.12	\$ 29,092,823.99	\$ 32,057,101.25	\$ 35,996,804.14	\$ 32,057,101.25	9.37%
2014	\$ 2,344,402.82	\$ 4,614,954.33	\$ 7,260,698.14	\$ 9,735,933.80	\$ 12,697,717.54	\$ 15,600,685.47	\$ 18,255,866.57	\$ 20,907,135.35	\$ 23,836,766.83	\$ 26,548,812.31	\$ 29,311,082.04	\$ 33,012,695.33	\$ 29,311,082.04	N/A
YTD Audit Revenue										\$ 201,313.58				
Less: YTD Audit Refunds (Building Use Tax)										\$ (49,738.44)				
Net Audit Revenue										\$ 151,575.14				

*Percent change is for YTD through current month only



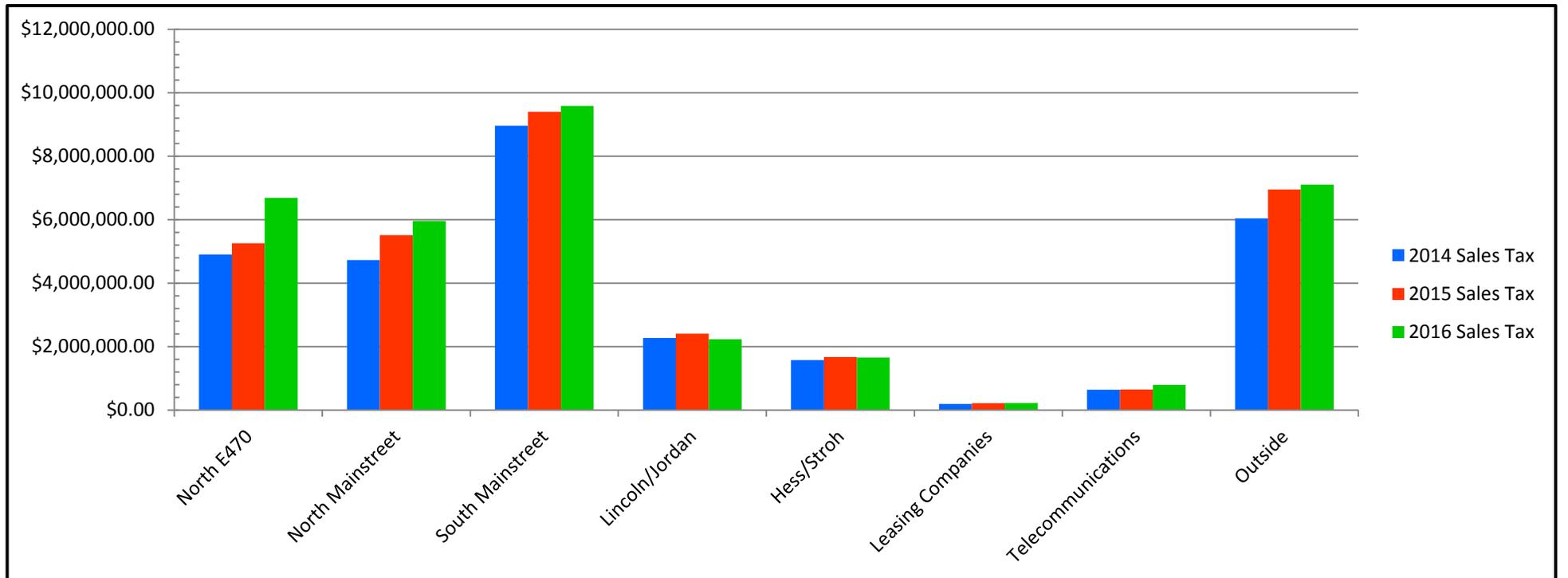
**Town of Parker
Sales Tax Trends
YTD - November 2016 (December 16)
2014 - 2016**

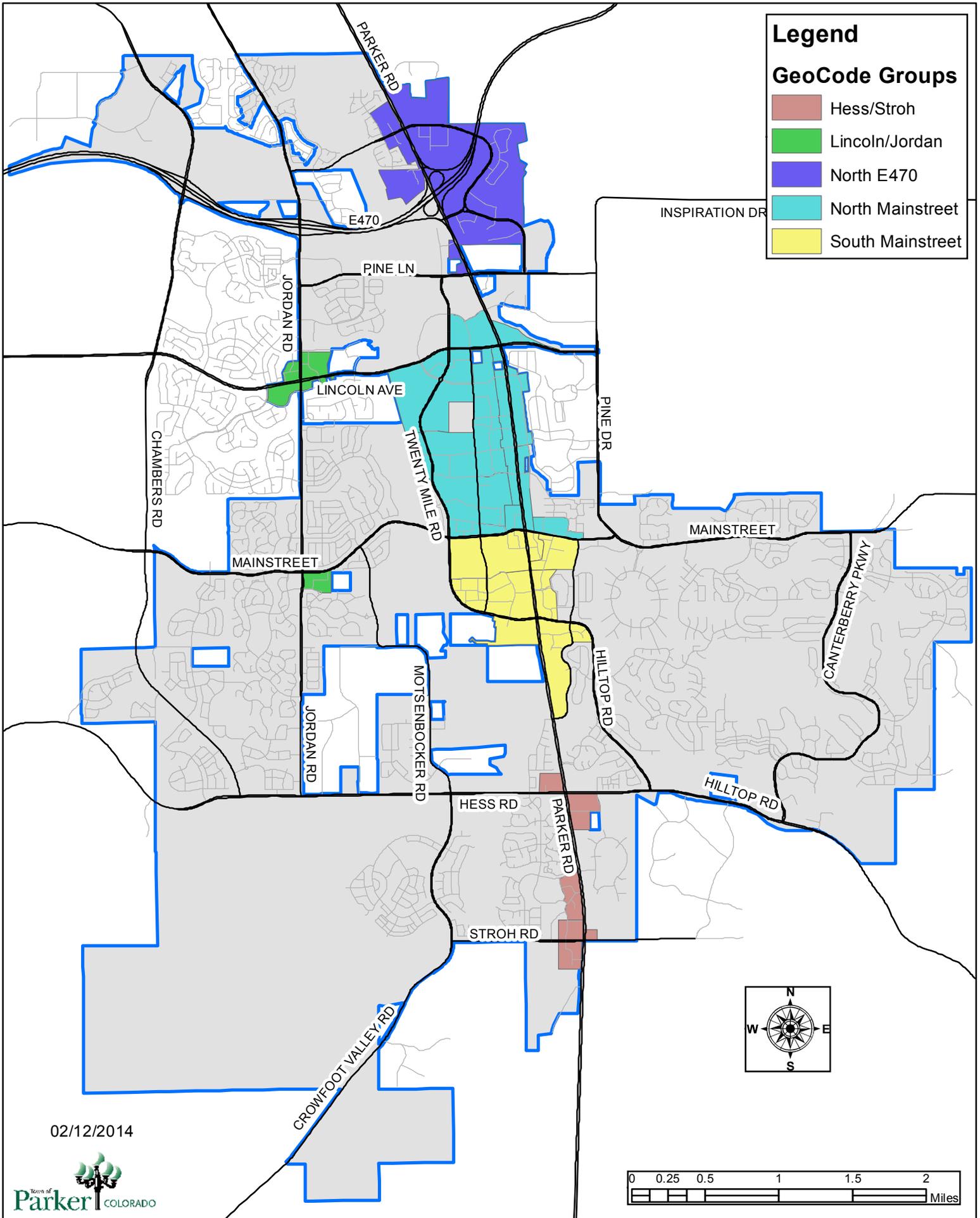
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan - Current Total	% CHNG*
2016	\$ 2,709,238.72	\$2,639,542.27	\$ 3,234,427.20	\$2,883,935.69	\$ 3,383,251.71	\$3,394,045.66	\$3,177,074.52	\$3,163,522.71	\$3,384,886.86	\$3,068,317.15	\$3,179,768.23	\$ -	\$34,218,010.72	7.27%
2015	\$ 2,489,455.54	\$2,489,181.71	\$ 2,954,565.94	\$2,706,594.97	\$ 3,095,115.23	\$3,160,114.55	\$3,056,043.01	\$2,980,143.69	\$3,132,265.48	\$3,029,343.87	\$2,964,277.26	\$3,939,702.89	\$32,057,101.25	7.31%
2014	\$ 2,344,402.82	\$2,270,551.51	\$ 2,645,743.81	\$2,475,235.66	\$ 2,961,783.74	\$2,902,967.93	\$2,655,181.10	\$2,651,268.78	\$2,929,631.48	\$2,712,045.48	\$2,762,269.73	\$3,701,613.29	\$29,311,082.04	N/A
MTD Audit Revenue												\$ 31,983.43	*Percent change is for current month only (highlighted)	
Less: MTD Audit Refunds (Building Use Tax)												\$ -		
Net Audit Revenue												\$ 31,983.43		



Town of Parker
Sales Tax Revenue by Location
YTD - November 2016 (December 16)
2014/2015/2016

Area	2014 Sales Tax	% of total Sales Tax	2015 Sales Tax	% of total Sales Tax	2016 Sales Tax	% of total Sales Tax	2016-2015 % Change
North E470	4,905,805.65	16.74%	5,250,471.25	16.38%	6,683,474.77	19.53%	27.29%
North Mainstreet	4,728,729.00	16.13%	5,514,246.30	17.20%	5,961,080.17	17.42%	8.10%
South Mainstreet	8,958,118.86	30.56%	9,394,142.99	29.30%	9,577,789.09	27.99%	1.95%
Lincoln/Jordan	2,273,676.59	7.76%	2,408,825.24	7.51%	2,228,343.40	6.51%	-7.49%
Hess/Stroh	1,578,137.23	5.38%	1,672,691.07	5.22%	1,655,486.39	4.84%	-1.03%
Leasing Companies	188,263.30	0.64%	215,838.03	0.67%	221,006.02	0.65%	2.39%
Telecommunications	636,607.90	2.17%	650,025.08	2.03%	790,235.50	2.31%	21.57%
Outside	6,041,743.51	20.61%	6,950,861.29	21.68%	7,100,595.38	20.75%	2.15%
Totals	29,311,082.04	100.00%	32,057,101.25	100.00%	34,218,010.72	100.00%	6.74%





Town of Parker Sales Tax GeoCode Groups

Town of Parker
Sales Tax Revenue by NAICS
YTD - November 2016 (December 16)
2014/2015/2016

Area	2014 Sales Tax	% of total Sales Tax	2015 Sales Tax	% of total Sales Tax	2016 Sales Tax	% of total Sales Tax	2016-2015 % Change
Auto Use Tax	2,804,941.07	9.57%	3,018,196.94	9.42%	2,985,047.90	8.72%	-1.10%
General Merchandise	15,428,246.45	52.64%	16,929,546.89	52.81%	17,759,378.74	51.90%	4.90%
Grocery	4,107,020.07	14.01%	4,311,235.12	13.45%	5,180,516.44	15.14%	20.16%
Prof Services & Ent.	2,319,579.80	7.91%	2,596,041.02	8.10%	3,085,144.70	9.02%	18.84%
Restaurants	2,863,966.15	9.77%	3,131,683.64	9.77%	3,261,383.90	9.53%	4.14%
Utilities	1,331,976.65	4.54%	1,306,603.33	4.08%	1,300,348.19	3.80%	-0.48%
Accommodations	310,843.15	1.06%	346,249.24	1.08%	388,566.49	1.14%	12.22%
Business Services Support	24,171.58	0.08%	258,759.78	0.81%	68,495.70	0.20%	-73.53%
Manufacturing & Production	111,515.83	0.38%	147,505.31	0.46%	179,235.04	0.52%	21.51%
Public Services	8,821.29	0.03%	11,279.99	0.04%	9,893.62	0.03%	-12.29%
Totals	29,311,082.04	100.00%	32,057,101.25	100.00%	34,218,010.72	100.00%	6.74%

