



THE CITY OF ASPEN

To: Aspen City Council
From: Don Taylor, Finance Director
Date: September 3, 2010
Re: July 2010 Consumption Tax Report for the City of Aspen

Attached is the City of Aspen's monthly report for consumption based tax collections. This report includes year to date analysis of the City's sales tax and lodging tax collections through July 2010, Aspen's portion of Pitkin County's 3.6% sales tax collections through June 2010 and real estate transfer tax (RETT) collections through August 2010.

The current report suggests Aspen's economy is improving. Taxable sales for 2010 show that we are up 3% through July. Sales Tax collections are up 1% from 2009 through the end of July. **However, starting in September 2009 the City of Aspen tax rate decreased from 2.2% to 2.1% or stated another way the tax rate is now 4.5% lower.** Therefore monthly revenue comparisons will not be relevant until the September 2010 report. We added a category for Automobile to the industry summary. The Automobile sales tax is collected by Pitkin County and remitted to us monthly. The amount is highly variable and has previously been included in our General Retail category.

Lodging tax collections through July 2010 are up 8% compared to 2009.

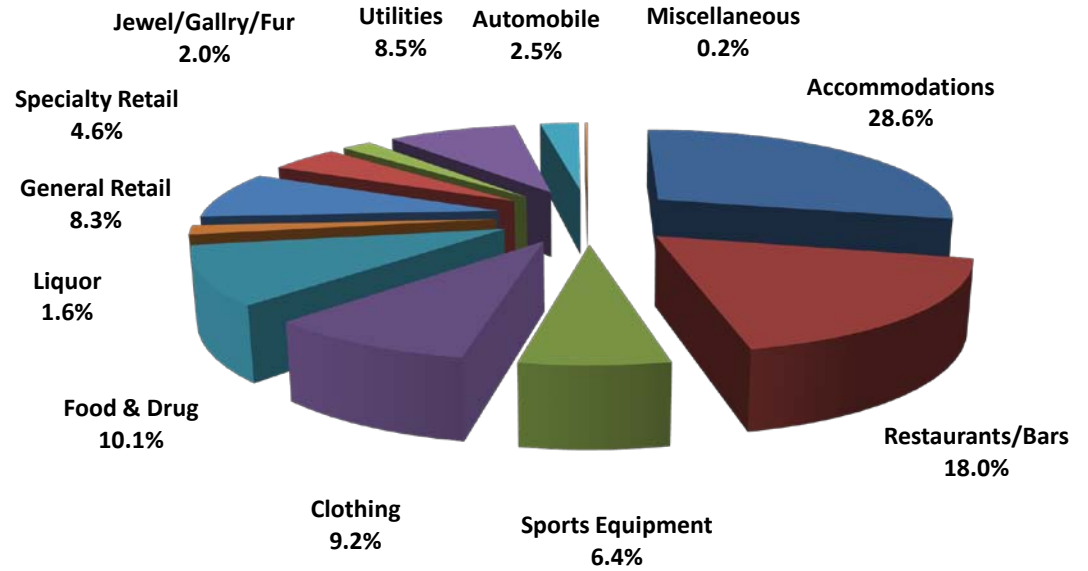
Aspen's portion of Pitkin County's sales tax through June 2010 (one month behind city collection statistics because they are collected by the State of Colorado) were up 2% from 2009.

The year to date Wheeler real estate transfer tax collections through August 2010 were down 16% from the same period in 2009. The year to date Housing real estate transfer tax collections through August 2010 were down 14% from the same period in 2009. Wide fluctuations in the real estate transfer taxes are the norm. Both of the RETT's are reflecting a year to date amount below 2009 most likely a result of closing of units at the Residences at the Little Nell and other fractionals in early 2009.

City of Aspen Retail Sales by Industry
July 2010

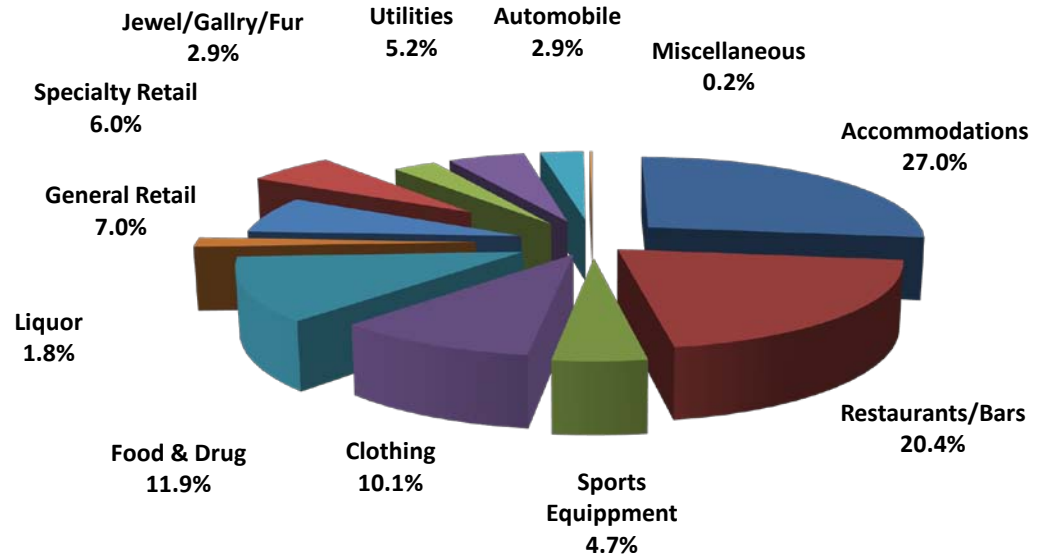
July Year To Date Retail Sales

Category	YTD Retail Sales	% Change Prior Year	% YTD Retail Sales
Accommodations	\$81,150,562	4%	28.6%
Restaurants/Bars	\$50,915,119	1%	18.0%
Sports Equipment	\$18,151,852	2%	6.4%
Clothing	\$26,035,088	9%	9.2%
Food & Drug	\$28,655,806	(2%)	10.1%
Liquor	\$4,576,476	(1%)	1.6%
General Retail	\$23,580,144	(2%)	8.3%
Specialty Retail	\$12,943,682	17%	4.6%
Jewelry/Gallery/Fur	\$5,555,137	16%	2.0%
Utilities	\$24,117,068	(2%)	8.5%
Automobile	\$7,215,937	10%	2.5%
Miscellaneous	\$518,715	5%	0.2%
Total	\$283,415,585	3%	100.0%



July Monthly Retail Sales

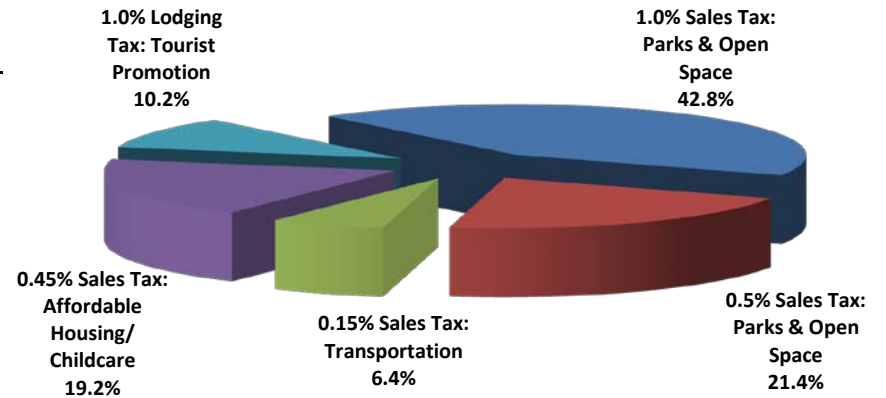
Category	Monthly Retail Sales	% Change Prior Year	% Monthly Retail Sales
Accommodations	\$13,213,498	30%	27.0%
Restaurants/Bars	\$10,015,940	4%	20.4%
Sports Equipment	\$2,280,243	3%	4.7%
Clothing	\$4,952,902	4%	10.1%
Food & Drug	\$5,849,738	1%	11.9%
Liquor	\$874,978	(5%)	1.8%
General Retail	\$3,411,366	(2%)	7.0%
Specialty Retail	\$2,915,886	24%	6.0%
Jewelry/Gallery/Fur	\$1,422,599	42%	2.9%
Utilities	\$2,544,060	(10%)	5.2%
Automobile	\$1,425,216	9%	2.9%
Miscellaneous	\$97,809	275%	0.2%
Total	\$49,004,236	10%	100.0%



**City of Aspen Sales and Lodging Tax
July 2010**

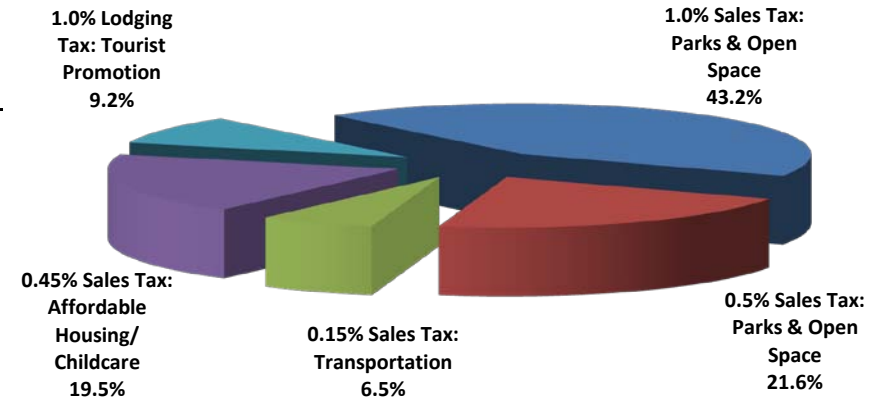
July Year To Date Tax Collections

Tax Type	YTD Taxes Collected	% YTD Taxes
1.0% Sales Tax: Parks & Open Space	\$2,821,438	42.8%
0.5% Sales Tax: Parks & Open Space	\$1,411,419	21.4%
0.15% Sales Tax: Transportation	\$423,072	6.4%
0.45% Sales Tax: Affordable Housing/ Childcare	\$1,269,225	19.2%
1.0% Lodging Tax: Tourist Promotion	<u>\$673,082</u>	<u>10.2%</u>
Total	\$6,598,237	100%



July Monthly Tax Collections

Tax Type	Monthly Taxes Collected	% Monthly Taxes
1.0% Sales Tax: Parks & Open Space	\$497,662	43.2%
0.5% Sales Tax: Parks & Open Space	\$248,887	21.6%
0.15% Sales Tax: Transportation	\$74,635	6.5%
0.45% Sales Tax: Affordable Housing/ Childcare	\$224,009	19.5%
1.0% Lodging Tax: Tourist Promotion	<u>\$106,182</u>	<u>9.2%</u>
Total	\$1,151,374	100%

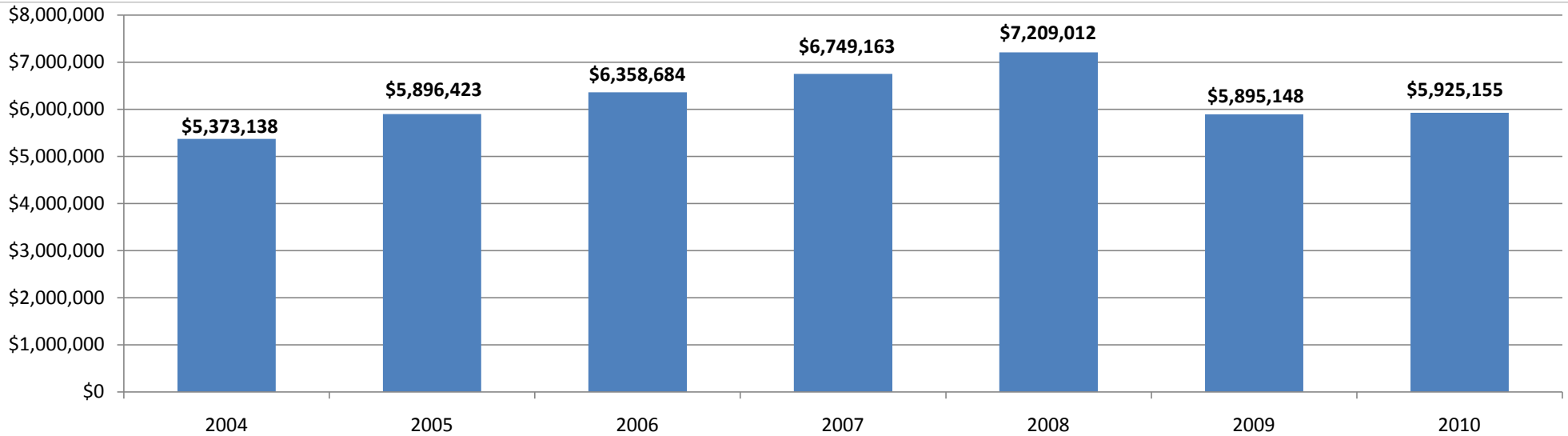


**City of Aspen Sales Tax 2.2% January - August 2009, 2.1% September 2009 - December 2010 *
July 2010**

Current Month Revenues are 9% above last year's Monthly Revenues.
 Year To Date Revenues are 7% above Year To Date Budgeted Revenues.
 Year To Date Revenues are 1% above last year's Actual Year To Date Revenues.

Month	2010 Monthly Budget vs. 2010 Actual			2010 YTD Budget vs. 2010 Actual			2010 vs. 2009			
	Budget	Actual	Variance	Budget	Actual	Variance	Monthly	Variance	YTD	Variance
Jan	\$1,060,525	\$1,240,049	17%	\$1,060,525	\$1,240,049	17%	\$1,165,568	6%	\$1,165,568	6%
Feb	\$1,023,956	\$1,030,331	1%	\$2,084,481	\$2,270,380	9%	\$1,119,361	(8%)	\$2,284,929	(1%)
Mar	\$1,069,668	\$1,142,298	7%	\$3,154,149	\$3,412,678	8%	\$1,119,868	2%	\$3,404,797	0%
Apr	\$429,696	\$424,413	(1%)	\$3,583,844	\$3,837,091	7%	\$451,860	(6%)	\$3,856,657	(1%)
May	\$338,271	\$331,421	(2%)	\$3,922,115	\$4,168,513	6%	\$363,578	(9%)	\$4,220,235	(1%)
June	\$713,112	\$711,450	(0%)	\$4,635,227	\$4,879,963	5%	\$714,156	(0%)	\$4,934,390	(1%)
July	\$923,388	\$1,045,192	13%	\$5,558,616	\$5,925,155	7%	\$960,758	9%	\$5,895,148	1%
Aug	\$859,391			\$6,418,007			\$930,078		\$6,825,226	
Sept	\$658,257			\$7,076,264			\$666,339		\$7,491,565	
Oct	\$429,696			\$7,505,960			\$420,885		\$7,912,450	
Nov	\$402,268			\$7,908,228			\$388,512		\$8,300,962	
Dec	\$1,234,232			\$9,142,460			\$1,344,682		\$9,645,644	

Actual Collections Year To Date Through July



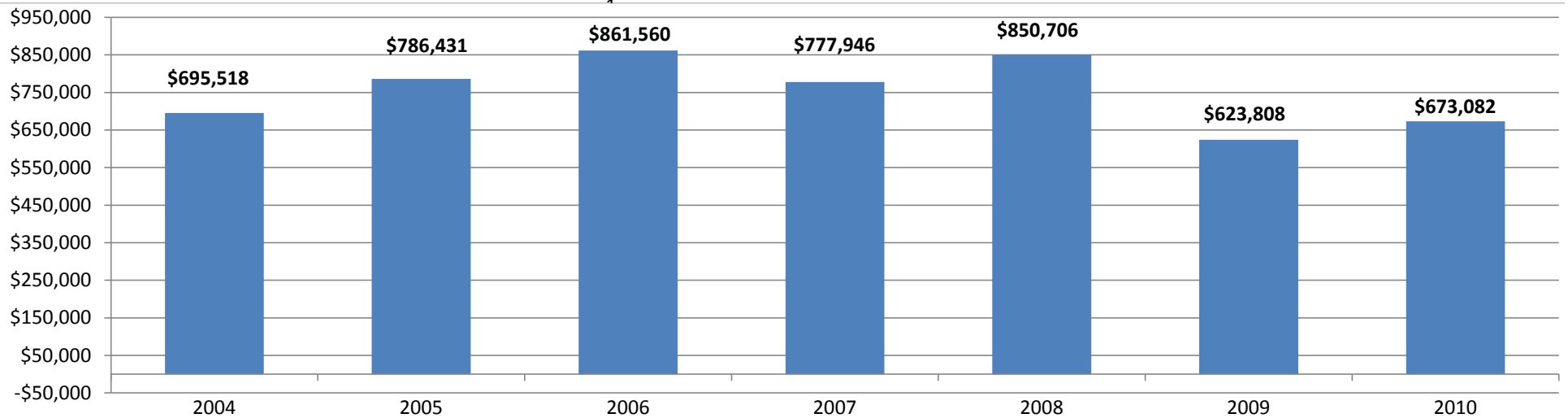
* The reduced tax rate results in a decline of 4.5%

**City of Aspen 1.0% Lodging Tax
July 2010**

Current Month Revenues are 40% above last year's Monthly Revenues.
Year To Date Revenues are 13% above Year To Date Budgeted Revenues.
Year To Date Revenues are 8% above last year's Actual Year To Date Revenues.

2010 Monthly Budget vs. 2010 Actual				2010 YTD Budget vs. 2010 Actual			2010 vs. 2009			
<u>Month</u>	<u>Budget</u>	<u>Actual</u>	<u>Variance</u>	<u>Budget</u>	<u>Actual</u>	<u>Variance</u>	<u>Monthly</u>	<u>Variance</u>	<u>YTD</u>	<u>Variance</u>
Jan	\$129,437	\$172,958	34%	\$129,437	\$172,958	34%	\$163,922	6%	\$163,922	6%
Feb	\$133,901	\$142,669	7%	\$263,338	\$315,628	20%	\$136,819	4%	\$300,741	5%
Mar	\$147,291	\$151,182	3%	\$410,628	\$466,809	14%	\$138,398	9%	\$439,139	6%
Apr	\$22,317	\$24,498	10%	\$432,945	\$491,307	13%	\$26,426	(7%)	\$465,565	6%
May	\$13,390	\$14,108	5%	\$446,335	\$505,415	13%	\$11,980	18%	\$477,545	6%
June	\$62,487	\$61,486	(2%)	\$508,822	\$566,900	11%	\$70,422	(13%)	\$547,967	3%
July	\$84,804	\$106,182	25%	\$593,626	\$673,082	13%	\$75,841	40%	\$623,808	8%
Aug	\$75,877			\$669,503			\$65,385		\$689,193	
Sept	\$44,634			\$714,136			\$42,702		\$731,894	
Oct	\$22,317			\$736,453			\$21,430		\$753,325	
Nov	\$17,853			\$754,306			\$14,358		\$767,682	
Dec	\$138,364			\$892,670			\$143,239		\$910,922	

Actual Collections Year To Date Through July

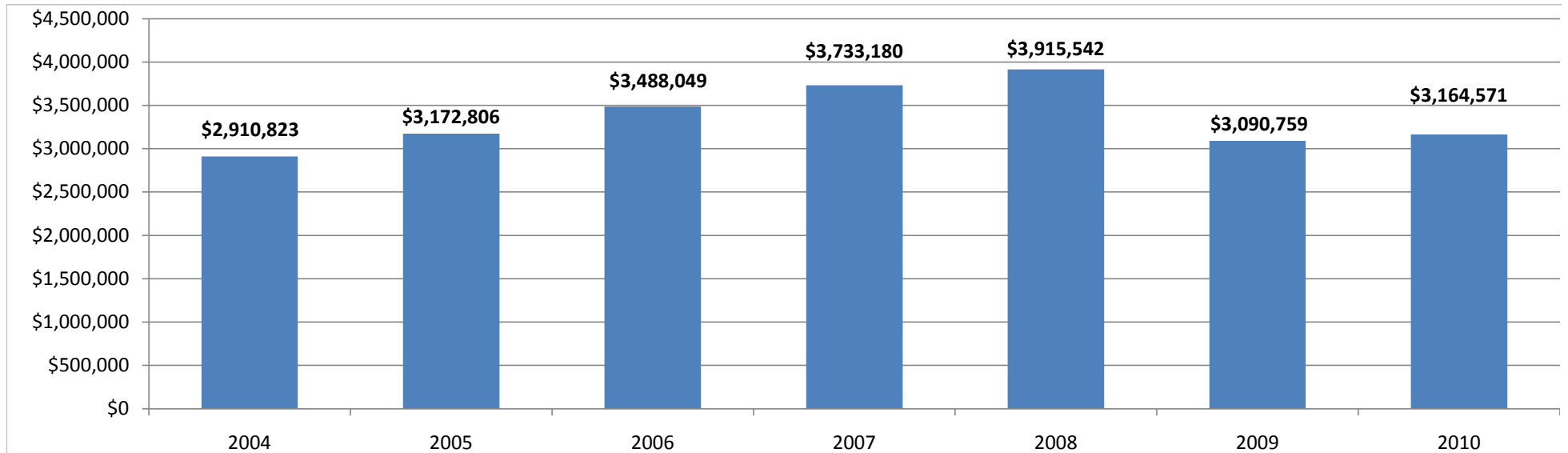


**City of Aspen Portion of Pitkin County 3.6% Sales Tax
June 2010**

Current Month Revenues are 5% above last year's Monthly Revenues.
Year To Date Revenues are 4% above Year To Date Budgeted Revenues.
Year To Date Revenues are 2% above last year's Actual Year To Date Revenues.

Month	2010 Monthly Budget vs. 2010 Actual			2010 YTD Budget vs. 2010 Actual			2010 vs. 2009			
	Budget	Actual	Variance	Budget	Actual	Variance	Monthly	Variance	YTD	Variance
Jan	\$685,734	\$788,743	15%	\$685,734	\$788,743	15%	\$748,537	5%	\$748,537	5%
Feb	\$685,734	\$719,594	5%	\$1,371,468	\$1,508,337	10%	\$693,961	4%	\$1,442,498	5%
Mar	\$742,879	\$747,004	1%	\$2,114,347	\$2,255,341	7%	\$740,793	1%	\$2,183,291	3%
Apr	\$285,723	\$292,361	2%	\$2,400,069	\$2,547,702	6%	\$295,620	(1%)	\$2,478,911	3%
May	\$228,578	\$212,755	(7%)	\$2,628,647	\$2,760,458	5%	\$225,916	(6%)	\$2,704,827	2%
June	\$400,012	\$404,113	1%	\$3,028,659	\$3,164,571	4%	\$385,932	5%	\$3,090,759	2%
July	\$542,873			\$3,571,531			\$510,887		\$3,601,646	
Aug	\$485,728			\$4,057,260			\$482,370		\$4,084,016	
Sept	\$371,439			\$4,428,699			\$369,090		\$4,453,106	
Oct	\$285,723			\$4,714,421			\$255,926		\$4,709,032	
Nov	\$228,578			\$4,942,999			\$248,967		\$4,957,998	
Dec	\$771,451			\$5,714,450			\$766,720		\$5,724,718	

Actual Collections Year To Date Through June

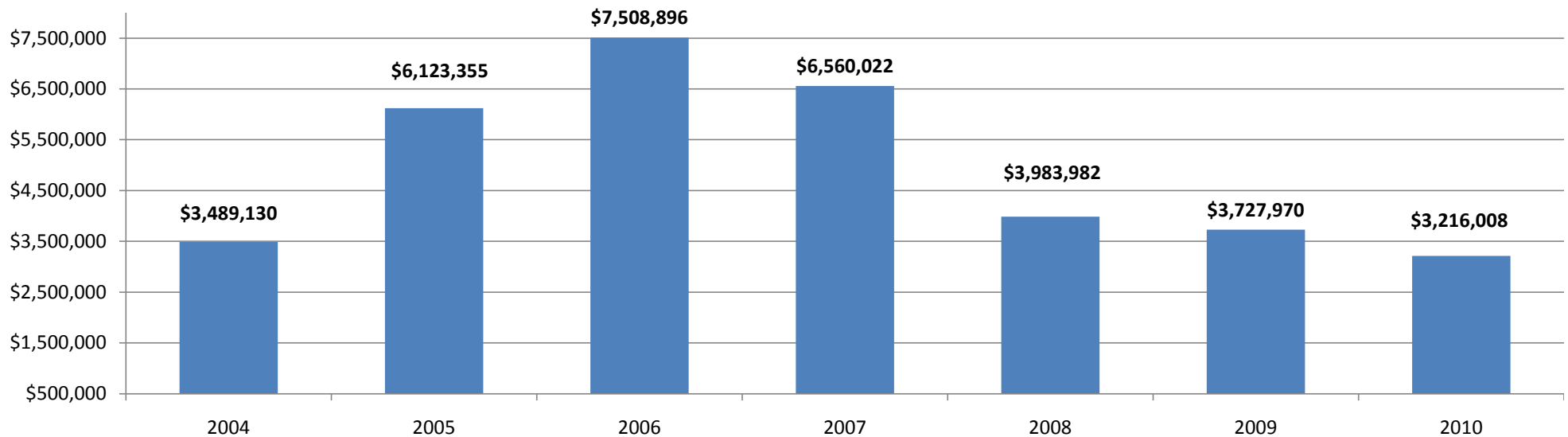


**Housing Real Estate Transfer Tax
August 2010**

Current Month Revenues are **62%** above last year's Monthly Revenues.
 Year To Date Revenues are **4%** above Year To Date Budgeted Revenues.
 Year To Date Revenues are **(14%)** below last year's Actual Year To Date Revenues.

Month	2010 Monthly Budget vs. 2010 Actual			2010 YTD Budget vs. 2010 Actual			2010 vs. 2009			
	Budget	Actual	Variance	Budget	Actual	Variance	Monthly	Variance	YTD	Variance
Jan	\$388,000	\$286,832	(26%)	\$388,000	\$286,832	(26%)	\$744,053	(61%)	\$744,053	(61%)
Feb	\$388,000	\$250,105	(36%)	\$776,000	\$536,937	(31%)	\$763,786	(67%)	\$1,507,839	(64%)
Mar	\$388,000	\$342,788	(12%)	\$1,164,000	\$879,725	(24%)	\$317,150	8%	\$1,824,989	(52%)
Apr	\$388,000	\$917,530	136%	\$1,552,000	\$1,797,255	16%	\$342,455	168%	\$2,167,445	(17%)
May	\$388,000	\$309,080	(20%)	\$1,940,000	\$2,106,335	9%	\$384,910	(20%)	\$2,552,355	(17%)
June	\$388,000	\$333,872	(14%)	\$2,328,000	\$2,440,206	5%	\$348,325	(4%)	\$2,900,680	(16%)
July	\$388,000	\$277,038	(29%)	\$2,716,000	\$2,717,244	0%	\$520,308	(47%)	\$3,420,988	(21%)
Aug	\$388,000	\$498,764	29%	\$3,104,000	\$3,216,008	4%	\$306,982	62%	\$3,727,970	(14%)
Sept	\$485,000			\$3,589,000			\$658,644		\$4,386,613	
Oct	\$485,000			\$4,074,000			\$818,034		\$5,204,647	
Nov	\$388,000			\$4,462,000			\$218,952		\$5,423,599	
Dec	\$388,000			\$4,850,000			\$457,779		\$5,881,378	

Actual Collections Year To Date Through August



**Wheeler Opera House Real Estate Transfer Tax
August 2010**

Current Month Revenues are 60% above last year's Monthly Revenues.
Year To Date Revenues are 2% above Year To Date Budgeted Revenues.
Year To Date Revenues are (16%) below last year's Actual Year To Date Revenues.

Month	2010 Monthly Budget vs. 2010 Actual			2010 YTD Budget vs. 2010 Actual			2010 vs. 2009			
	Budget	Actual	Variance	Budget	Actual	Variance	Monthly	Variance	YTD	Variance
Jan	\$208,000	\$154,746	(26%)	\$208,000	\$154,746	(26%)	\$393,357	(61%)	\$393,357	(61%)
Feb	\$208,000	\$135,190	(35%)	\$416,000	\$289,936	(30%)	\$419,611	(68%)	\$812,967	(64%)
Mar	\$208,000	\$183,984	(12%)	\$624,000	\$473,920	(24%)	\$171,297	7%	\$984,265	(52%)
Apr	\$208,000	\$473,615	128%	\$832,000	\$947,535	14%	\$186,898	153%	\$1,171,162	(19%)
May	\$208,000	\$165,770	(20%)	\$1,040,000	\$1,113,305	7%	\$206,221	(20%)	\$1,377,384	(19%)
June	\$208,000	\$178,641	(14%)	\$1,248,000	\$1,291,945	4%	\$188,584	(5%)	\$1,565,968	(17%)
July	\$208,000	\$147,018	(29%)	\$1,456,000	\$1,438,964	(1%)	\$301,862	(51%)	\$1,867,830	(23%)
Aug	\$208,000	\$265,927	28%	\$1,664,000	\$1,704,891	2%	\$165,991	60%	\$2,033,821	(16%)
Sept	\$260,000			\$1,924,000			\$349,602		\$2,383,423	
Oct	\$260,000			\$2,184,000			\$432,475		\$2,815,898	
Nov	\$208,000			\$2,392,000			\$125,971		\$2,941,868	
Dec	\$208,000			\$2,600,000			\$243,888		\$3,185,757	

Actual Collections Year To Date Through August

