



THE CITY OF ASPEN

To: Aspen City Council
From: Don Taylor, Finance Director
Date: February 3, 2011
Re: November 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 November 2010, Aspen's portion of Pitkin County's 3.6% sales tax collections through October 2010 and real estate transfer tax (RETT) collections through December 2010.

The current report suggests Aspen's economy is improving. Taxable sales for 2010 show that we are up 4% through November. Sales Tax collections were even with 2009 through the end of November. **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.** 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 November 2010 are up 10% compared to 2009.

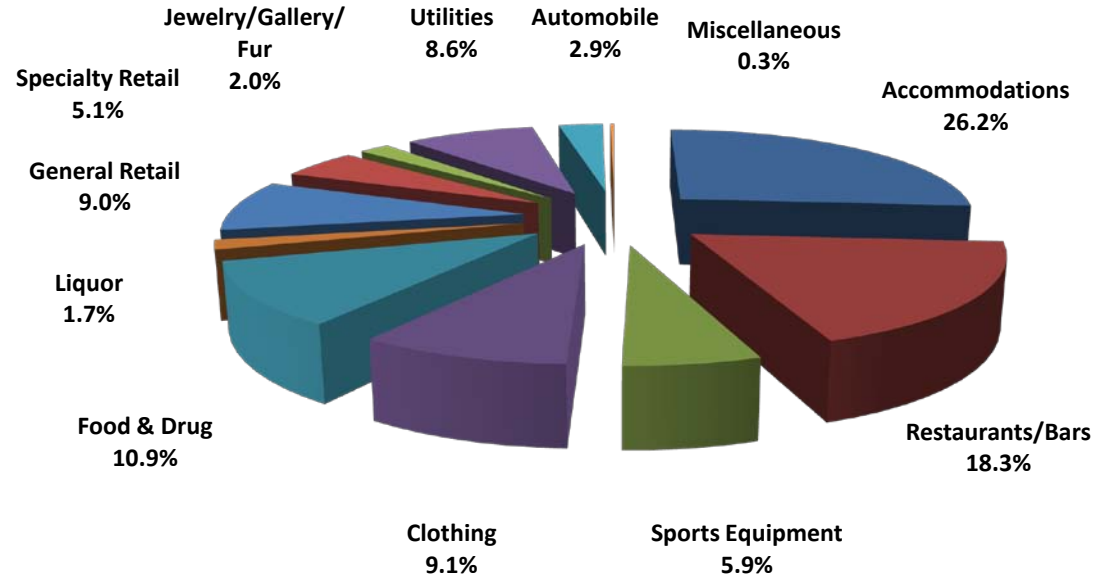
Aspen's portion of Pitkin County's sales tax through October 2010 (one month behind city collection statistics because they are collected by the State of Colorado) were up 6% from 2009.

The year to date Wheeler real estate transfer tax collections through December 2010 are up 5% with 2009. The year to date Housing real estate transfer tax collections through December 2010 are up 8% from 2009. Wide fluctuations in the real estate transfer taxes are the norm.

City of Aspen Retail Sales by Industry
November 2010

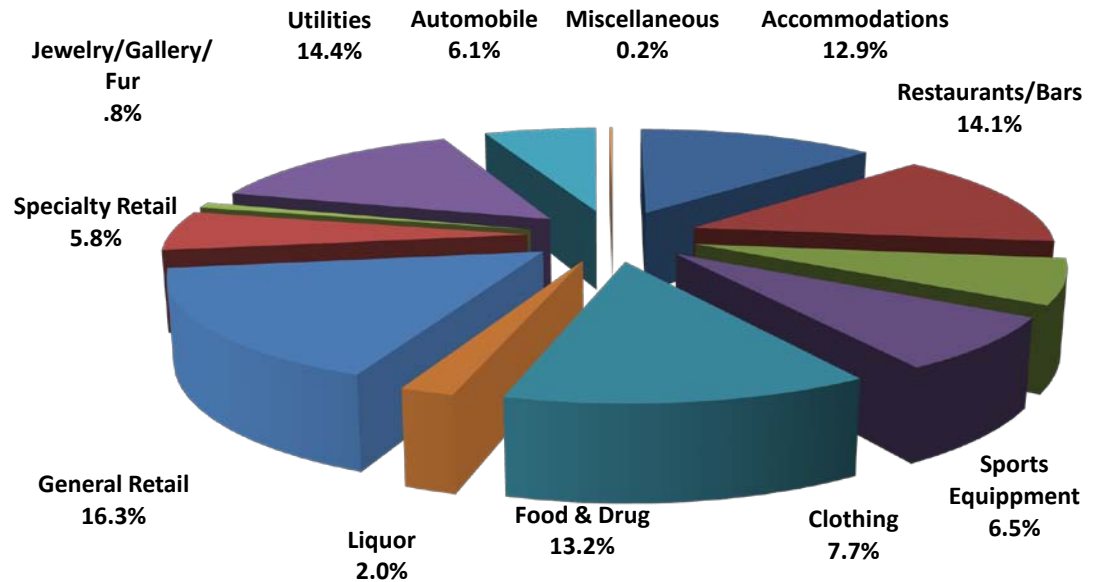
November Year To Date Retail Sales

Category	YTD Retail Sales	% Change Prior Year	% YTD Retail Sales
Accommodations	\$104,533,758	7%	26.2%
Restaurants/Bars	\$73,037,881	3%	18.3%
Sports Equipment	\$23,453,863	1%	5.9%
Clothing	\$36,128,307	6%	9.1%
Food & Drug	\$43,474,458	(3%)	10.9%
Liquor	\$6,699,613	(1%)	1.7%
General Retail	\$35,744,929	(5%)	9.0%
Specialty Retail	\$20,359,259	24%	5.1%
Jewelry/Gallery/Fur	\$7,914,555	9%	2.0%
Utilities	\$34,151,935	(4%)	8.6%
Automobile	\$11,652,522	36%	2.9%
Miscellaneous	\$1,073,655	10%	0.3%
Total	\$398,224,734	4%	100.0%



November Monthly Retail Sales

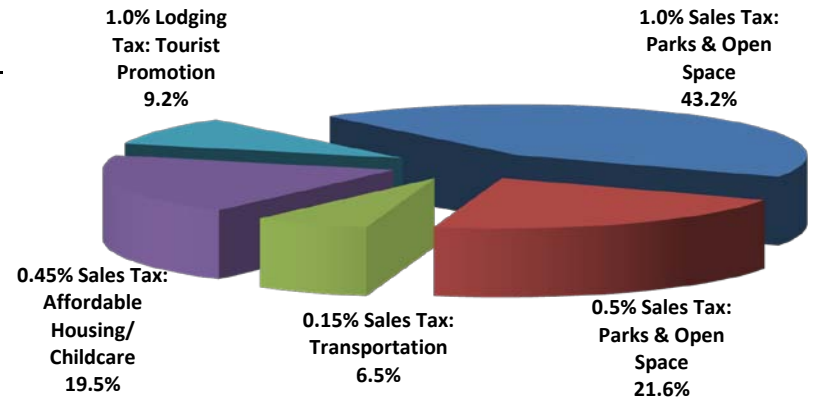
Category	Monthly Retail Sales	% Change Prior Year	% Monthly Retail Sales
Accommodations	\$2,541,756	46%	12.9%
Restaurants/Bars	\$2,785,163	(2%)	14.1%
Sports Equipment	\$1,285,836	14%	6.5%
Clothing	\$1,510,205	13%	7.7%
Food & Drug	\$2,601,189	(5%)	13.2%
Liquor	\$389,071	(0%)	2.0%
General Retail	\$3,216,506	2%	16.3%
Specialty Retail	\$1,143,691	65%	5.8%
Jewelry/Gallery/Fur	\$159,043	(63%)	0.8%
Utilities	\$2,845,785	(3%)	14.4%
Automobile	\$1,196,110	12%	6.1%
Miscellaneous	\$33,227	(36%)	0.2%
Total	\$19,707,582	6%	100.0%



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

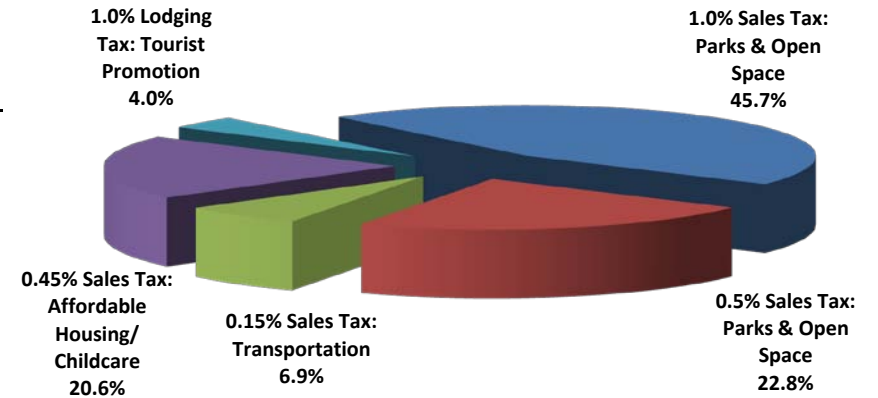
November Year To Date Tax Collections

Tax Type	YTD Taxes Collected	% YTD Taxes
1.0% Sales Tax: Parks & Open Space	\$3,968,637	43.2%
0.5% Sales Tax: Parks & Open Space	\$1,985,019	21.6%
0.15% Sales Tax: Transportation	\$595,080	6.5%
0.45% Sales Tax: Affordable Housing/ Childcare	\$1,785,488	19.5%
1.0% Lodging Tax: Tourist Promotion	<u>\$842,696</u>	<u>9.2%</u>
Total	\$9,176,920	100%



November Monthly Tax Collections

Tax Type	Monthly Taxes Collected	% Monthly Taxes
1.0% Sales Tax: Parks & Open Space	\$205,553	45.7%
0.5% Sales Tax: Parks & Open Space	\$102,777	22.8%
0.15% Sales Tax: Transportation	\$30,820	6.9%
0.45% Sales Tax: Affordable Housing/ Childcare	\$92,503	20.6%
1.0% Lodging Tax: Tourist Promotion	<u>\$18,140</u>	<u>4.0%</u>
Total	\$449,793	100%

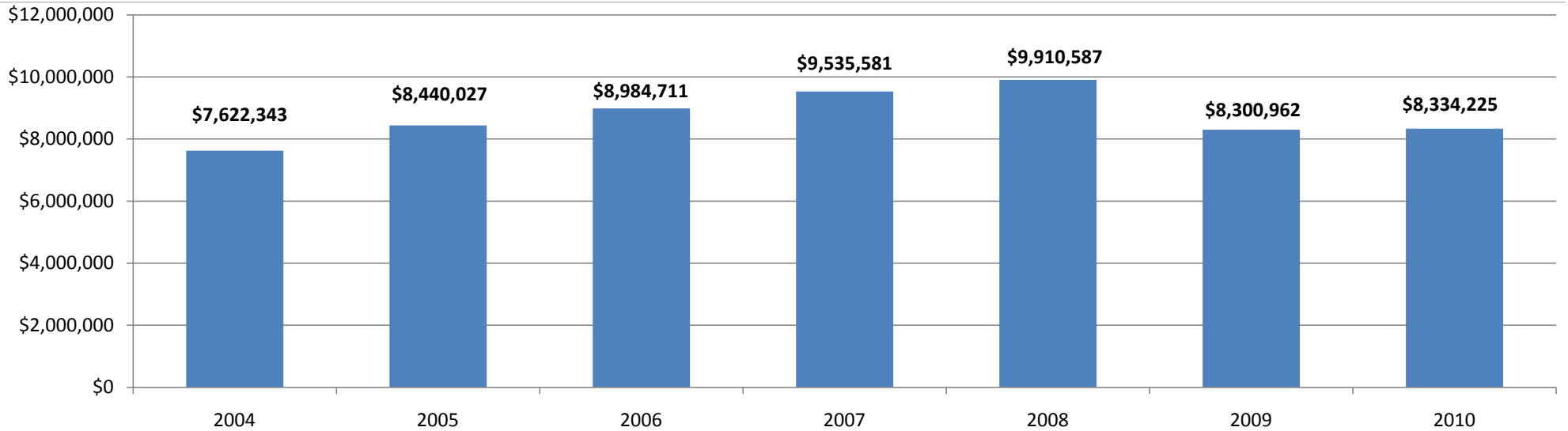


**City of Aspen Sales Tax 2.2% January - August 2009, 2.1% September 2009 - December 2010 *
November 2010**

Current Month Revenues are **11%** above last year's Monthly Revenues.
 Year To Date Revenues are **5%** above Year To Date Budgeted Revenues.
 Year To Date Revenues are **0%** 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	\$879,293	2%	\$6,418,007	\$6,804,448	6%	\$930,078	(5%)	\$6,825,226	(0%)
Sept	\$658,257	\$698,389	6%	\$7,076,264	\$7,502,837	6%	\$666,339	5%	\$7,491,565	0%
Oct	\$429,696	\$399,734	(7%)	\$7,505,960	\$7,902,572	5%	\$420,885	(5%)	\$7,912,450	(0%)
Nov	\$402,268	\$431,653	7%	\$7,908,228	\$8,334,225	5%	\$388,512	11%	\$8,300,962	0%
Dec	\$1,234,232			\$9,142,460			\$1,344,682		\$9,645,644	

Actual Collections Year To Date Through November

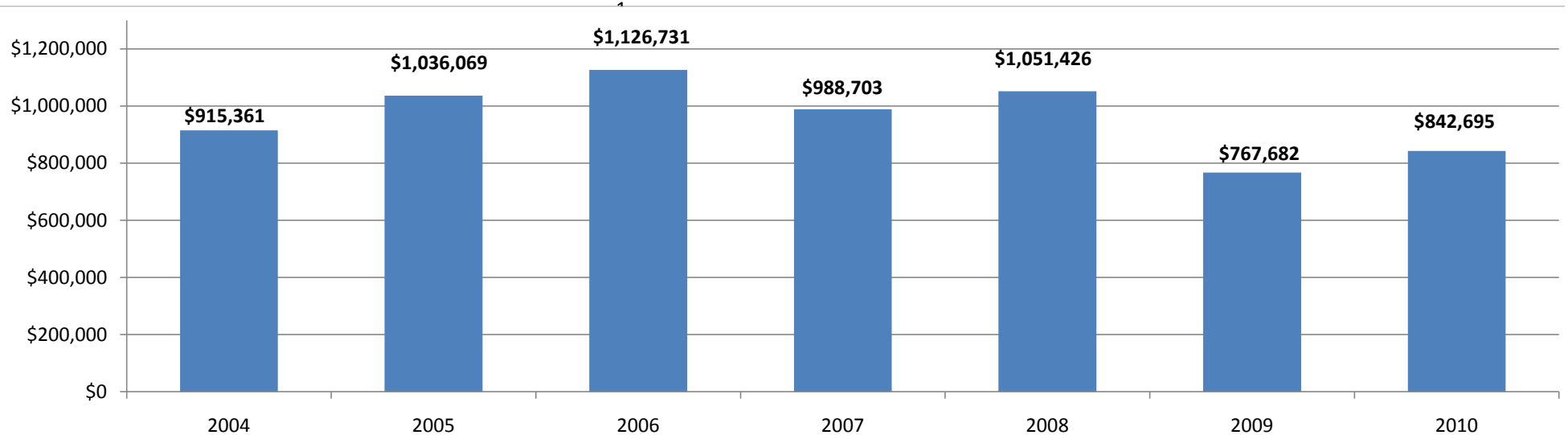


**City of Aspen 1.0% Lodging Tax
November 2010**

Current Month Revenues are 26% above last year's Monthly Revenues.
Year To Date Revenues are 12% above Year To Date Budgeted Revenues.
Year To Date Revenues are 10% 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	\$77,096	2%	\$669,503	\$750,179	12%	\$65,385	18%	\$689,193	9%
Sept	\$44,634	\$52,557	18%	\$714,136	\$802,736	12%	\$42,702	23%	\$731,894	10%
Oct	\$22,317	\$21,820	(2%)	\$736,453	\$824,556	12%	\$21,430	2%	\$753,325	9%
Nov	\$17,853	\$18,140	2%	\$754,306	\$842,695	12%	\$14,358	26%	\$767,682	10%
Dec	\$138,364			\$892,670			\$143,239		\$910,922	

Actual Collections Year To Date Through November

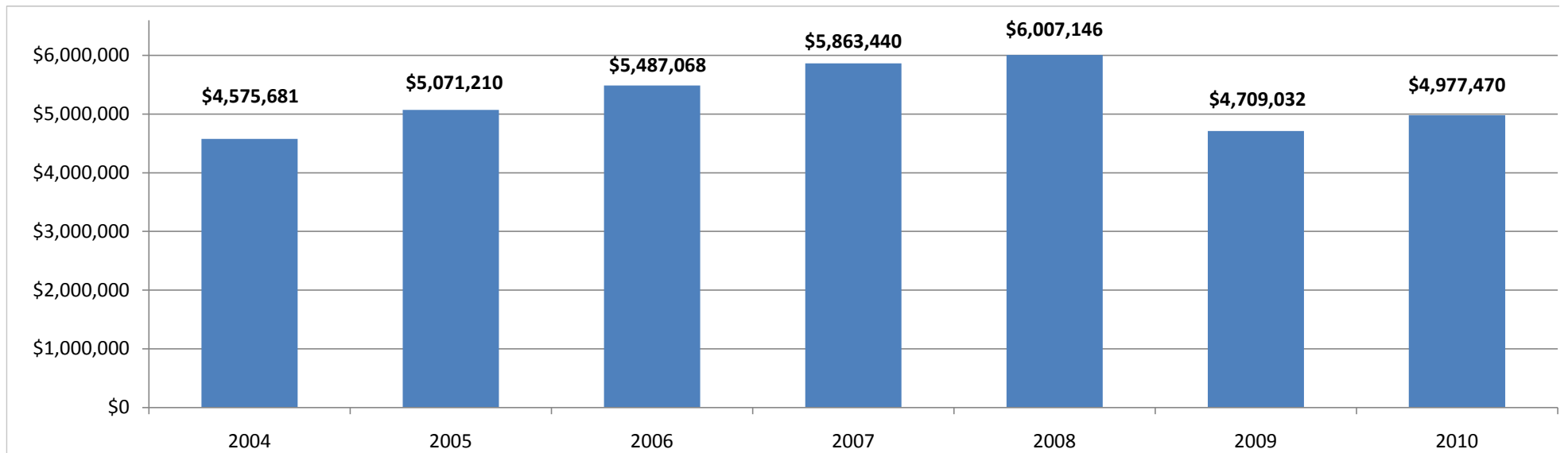


**City of Aspen Portion of Pitkin County 3.6% Sales Tax
October 2010**

Current Month Revenues are 3% above last year's Monthly Revenues.
Year To Date Revenues are 6% above Year To Date Budgeted Revenues.
Year To Date Revenues are 6% 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	\$653,391	20%	\$3,571,531	\$3,817,962	7%	\$510,887	28%	\$3,601,646	6%
Aug	\$485,728	\$509,743	5%	\$4,057,260	\$4,327,705	7%	\$482,370	6%	\$4,084,016	6%
Sept	\$371,439	\$385,544	4%	\$4,428,699	\$4,713,249	6%	\$369,090	4%	\$4,453,106	6%
Oct	\$285,723	\$264,221	(8%)	\$4,714,421	\$4,977,470	6%	\$255,926	3%	\$4,709,032	6%
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 October

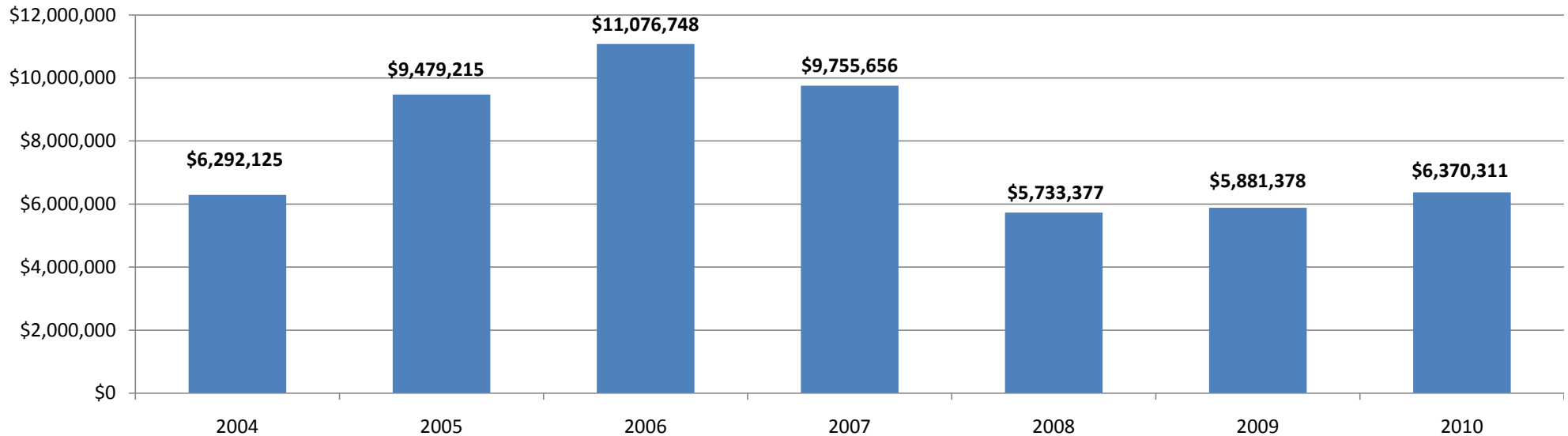


**Housing Real Estate Transfer Tax
December 2010**

Current Month Revenues are **85%** above last year's Monthly Revenues.
 Year To Date Revenues are **31%** above Year To Date Budgeted Revenues.
 Year To Date Revenues are **8%** 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	\$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	\$680,657	40%	\$3,589,000	\$3,896,665	9%	\$658,644	3%	\$4,386,613	(11%)
Oct	\$485,000	\$1,082,605	123%	\$4,074,000	\$4,979,270	22%	\$818,034	32%	\$5,204,647	(4%)
Nov	\$388,000	\$546,116	41%	\$4,462,000	\$5,525,385	24%	\$218,952	149%	\$5,423,599	2%
Dec	\$388,000	\$844,926	118%	\$4,850,000	\$6,370,311	31%	\$457,779	85%	\$5,881,378	8%

Actual Collections Year To Date Through December



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

Current Month Revenues are 80% above last year's Monthly Revenues.
Year To Date Revenues are 29% above Year To Date Budgeted Revenues.
Year To Date Revenues are 5% 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	\$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	\$357,416	37%	\$1,924,000	\$2,062,307	7%	\$349,602	2%	\$2,383,423	(13%)
Oct	\$260,000	\$559,603	115%	\$2,184,000	\$2,621,909	20%	\$432,475	29%	\$2,815,898	(7%)
Nov	\$208,000	\$289,393	39%	\$2,392,000	\$2,911,302	22%	\$125,971	130%	\$2,941,868	(1%)
Dec	\$208,000	\$440,062	112%	\$2,600,000	\$3,351,364	29%	\$243,888	80%	\$3,185,757	5%

Actual Collections Year To Date Through December

