



MEMORANDUM

To: Mayor and Town Council
From: Jennifer Campbell, Finance Manager
Through: Michelle Kivela, Town Administrator
Subject: Sales Tax Reports
Date: November 29, 2021

Attached are the sales tax reports for August 2021 (August sales/September tax collection).

The information is provided in aggregate by both month and year-to-date (YTD), area (sales tax districts) and NAICS category. Below are highlights with all numbers and percentages based on YTD data unless specifically identified as a different time period.

The Town is divided into eight districts (one is not showing on the report as there are no sales tax amounts to report at this time) and four additional categories that are not location specific. The eight districts each include several neighborhood centers.

Sales Tax Highlights

- Sales tax growth has remained steady since last month. Year-to-date collections are still up 18% over 2020. Growth is likely attributable to the reopening of the economy, population growth, and the increased number of businesses remitting to the Town.
- The August 2021 v August 2020 sales tax revenue growth rate is 18%, which is flat from last month.

Highlights by Sales Tax District

- All physical areas of the Town show positive YTD growth. South Central, which includes Mainstreet south to Hess and either side of Parker Road, and Parker Road Corridor North, which includes the Cottonwood and Crown Point neighborhood centers, are showing strong growth at 14% and 8%, respectively. Together, these core retail areas represent 44% of the Town's sales tax collections.
- North Central is the third largest physical district in absolute dollars and second in terms of growth. It makes up 16% of sales tax collections.
- The "Outside" district comprises those companies doing business in the Town and physically located outside of Parker, such as e-commerce businesses. The Douglas County auto use tax and utility related sales taxes also fall in this category. This district now makes up 28% of the total sales tax and has grown 49% over 2020.

- The Town had 86 e-commerce businesses remit during 2021, up from 72 this time last year. These e-commerce businesses are averaging over \$170,000 in sales tax revenue per month in 2021.

Highlights by NAICS

- Auto use tax is up 55% over 2020 as vehicle purchases have increased and vehicle prices are high due to shortages. It is up 44% from 2019.
- Growth in both general merchandise and grocery taxes was expected to slow as people returned to work outside the Town. YTD grocery tax is down 1% from 2020. Collections on general merchandise are still up 15% over 2020.
- The Town's restaurants have also rebounded since fully reopening. Tax collections are up 27% over 2020. Year-to-date collections are up 25% over 2019.

September 2021 Collections

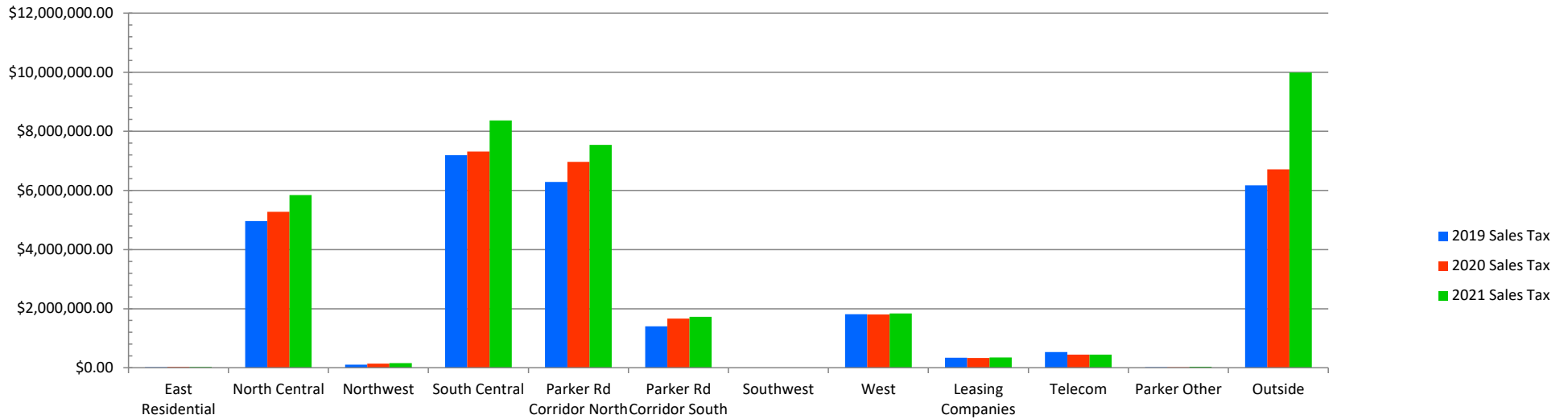
The collection period for September 2021 is closed, with \$4.2 million in General Fund collections. The original budget called for a monthly average collection rate of approximately \$3.3 million for a total of \$39.7 million. YTD General Fund collections total \$34.5 million.

Pent up demand and government infusions of cash into the economy through stimulus checks and other economic aid have likely contributed to the high growth rate in tax collections.

If you have any questions, please call me at (303) 805-3254.

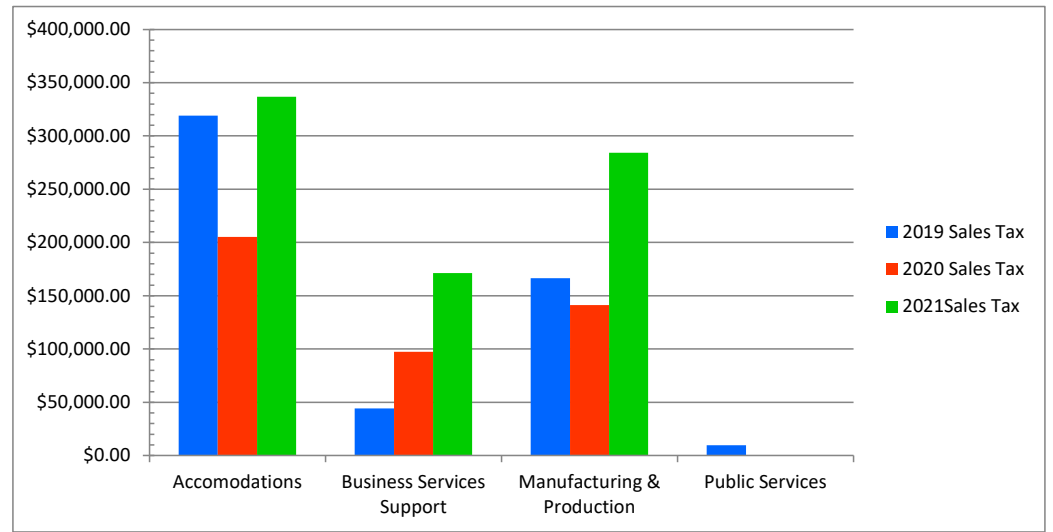
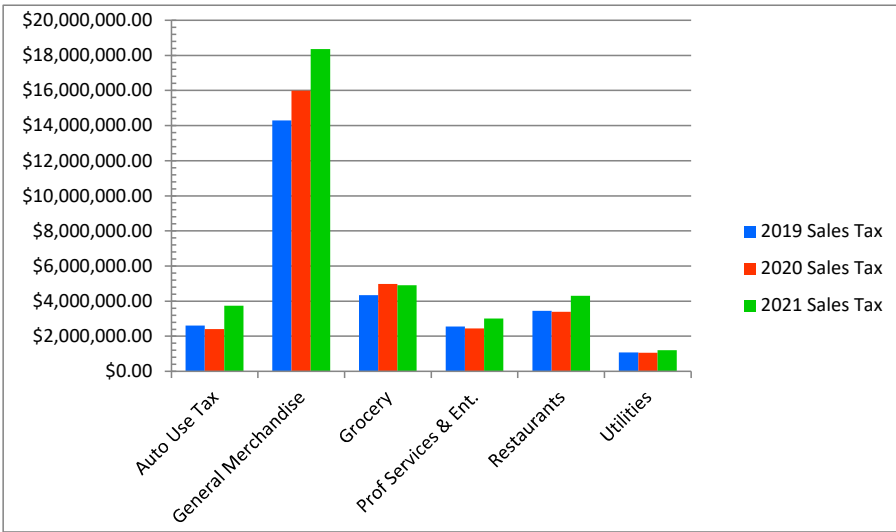
Town of Parker
Sales Tax Revenue by Location
YTD -September 2021 (October 2021)
2019/2020/2021

Area	2019 Sales Tax	% of total Sales Tax	2020 Sales Tax	% of total Sales Tax	2020-2019 % Change	2021 Sales Tax	% of total Sales Tax	2021-2020 % Change
East Residential	23,628.53	0.08%	24,939.68	0.08%	5.55%	27,199.51	0.07%	9.06%
North Central	4,962,942.06	17.21%	5,281,629.41	17.20%	6.42%	5,844,740.59	16.09%	10.66%
Northwest	104,500.00	0.36%	145,876.43	0.47%	39.59%	155,630.99	0.43%	6.69%
South Central	7,189,007.62	24.92%	7,314,217.05	23.82%	1.74%	8,364,947.08	23.03%	14.37%
Parker Road Corridor North	6,287,703.50	21.80%	6,967,449.15	22.69%	10.81%	7,542,797.03	20.76%	8.26%
Parker Road Corridor South	1,400,951.49	4.86%	1,662,329.65	5.41%	18.66%	1,726,622.95	4.75%	3.87%
West	1,811,879.54	6.28%	1,800,786.95	5.86%	-0.61%	1,843,163.52	5.07%	2.35%
Leasing Companies	337,666.60	1.17%	331,008.10	1.08%	-1.97%	349,608.16	0.96%	5.62%
Telecommunications	535,146.07	1.86%	449,452.49	1.46%	-16.01%	445,033.75	1.23%	-0.98%
Parker Other	19,715.05	0.07%	21,286.35	0.07%	7.97%	38,847.04	0.11%	82.50%
Outside	6,171,491.08	21.40%	6,711,926.20	21.86%	8.76%	9,986,682.41	27.49%	48.79%
Totals	28,844,631.55	100.00%	30,710,901.46	100.00%	6.47%	36,325,273.04	100.00%	18.28%



Town of Parker
Sales Tax Revenue by NAICS
YTD - September 2021 (October 2021)
2019/2020/2021

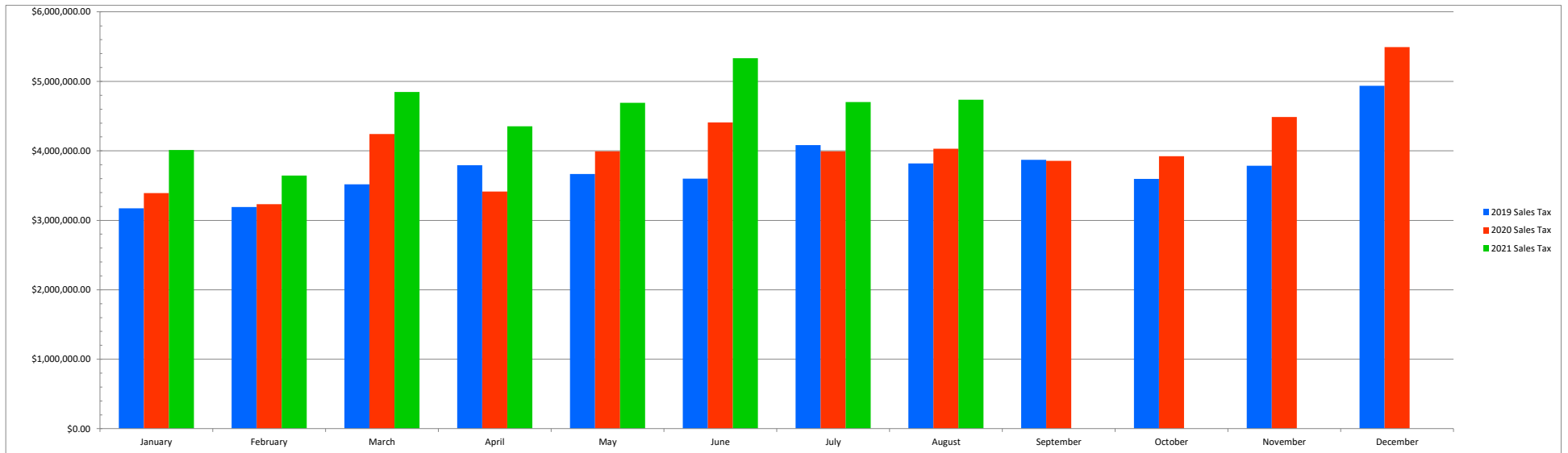
Area	2019 Sales Tax	% of total Sales Tax	2020 Sales Tax	% of total Sales Tax	2020-2019 % Change	2021 Sales Tax	% of total Sales Tax	2021-2020 % Change
Auto Use Tax	2,606,105.58	9.03%	2,405,468.57	7.83%	-7.70%	3,738,934.84	10.29%	55.43%
General Merchandise	14,289,728.19	49.54%	15,985,789.51	52.05%	11.87%	18,361,520.03	50.55%	14.86%
Grocery	4,336,760.76	15.03%	4,970,874.91	16.19%	14.62%	4,907,335.60	13.51%	-1.28%
Prof Services & Ent.	2,555,230.27	8.86%	2,445,073.23	7.96%	-4.31%	3,005,515.79	8.27%	22.92%
Restaurants	3,441,593.22	11.93%	3,399,246.68	11.07%	-1.23%	4,309,610.59	11.86%	26.78%
Utilities	1,076,013.01	3.73%	1,060,567.75	3.45%	-1.44%	1,210,101.07	3.33%	14.10%
Accommodations	318,948.42	1.11%	205,213.80	0.67%	-35.66%	336,712.34	0.93%	64.08%
Business Services Support	44,108.73	0.15%	97,520.26	0.32%	121.09%	171,297.13	0.47%	75.65%
Manufacturing & Production	166,416.90	0.58%	141,142.27	0.46%	-15.19%	284,245.63	0.78%	101.39%
Public Services	9,726.47	0.03%	4.49	0.00%	-99.95%	-	0.00%	
Totals	28,844,631.55	100.00%	30,710,901.46	100.00%	6.47%	36,325,273.04	100.00%	18.28%



**Town of Parker
Sales Tax Trends
Month of September 2021 (October 2021)
2019 - 2021**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan - Current Total	% CHNG*	
2021	\$ 4,010,707.27	\$ 3,646,328.88	\$ 4,848,396.36	\$ 4,353,823.69	\$ 4,690,353.42	\$ 5,334,477.16	\$ 4,704,288.70	\$ 4,736,897.56	\$ -	\$ -	\$ -	\$ -	\$ 36,325,273.04	17.56%	
2020	\$ 3,392,342.60	\$ 3,233,880.16	\$ 4,244,168.12	\$ 3,413,571.28	\$ 3,992,501.04	\$ 4,410,757.25	\$ 3,994,398.18	\$ 4,029,282.83	\$ 3,856,676.73	\$ 3,924,534.25	\$ 4,487,458.36	\$ 5,494,303.85	\$ 30,710,901.46	5.48%	
2019	\$ 3,173,213.52	\$ 3,192,450.36	\$ 3,517,632.08	\$ 3,792,742.58	\$ 3,667,457.42	\$ 3,598,971.22	\$ 4,082,309.27	\$ 3,819,855.10	\$ 3,872,196.31	\$ 3,596,698.02	\$ 3,785,339.65	\$ 4,937,415.99	\$ 28,844,631.55		
						\$24,045.67	MTD Audit Revenue								
						\$0.00	Less: MTD Audit Refunds (Building Use Tax)								
						\$24,045.67	Net Audit Revenue								

*Percent change is for current month only (highlighted)



**Town of Parker
Sales Tax Trends
YTD -September 2021 (October 2021)
2019 - 2021**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan - Current Total	% CHNG*
2021	\$ 4,010,707.27	\$ 7,657,036.15	\$ 12,505,432.51	\$ 16,859,256.20	\$ 21,549,609.62	\$ 26,884,086.78	\$ 31,588,375.48	\$ 36,325,273.04	\$ -	\$ -	\$ -	\$ -	\$ 36,325,273.04	18.28%
2020	\$ 3,392,342.60	\$ 6,626,222.76	\$ 10,870,390.88	\$ 14,283,962.16	\$ 18,276,463.20	\$ 22,687,220.45	\$ 26,681,618.63	\$ 30,710,901.46	\$ 34,567,578.19	\$ 38,492,112.44	\$ 42,979,570.80	\$ 48,473,874.65	\$ 30,710,901.46	6.47%
2019	\$ 3,173,213.52	\$ 6,365,663.88	\$ 9,883,295.96	\$ 13,676,038.54	\$ 17,343,495.96	\$ 20,942,467.18	\$ 25,024,776.45	\$ 28,844,631.55	\$ 32,716,827.86	\$ 36,313,525.88	\$ 40,098,865.53	\$ 45,036,281.52	\$ 28,844,631.55	N/A
					287,187.00		YTD Audit Revenue							
					0.00		Less: YTD Audit Refunds (Building Use Tax)							
					287,187.00		Net Audit Revenue							*Percent change is for YTD through current month only (highlighted)

