

MEMORANDUM

TO: Mayor and Town Council
FR: Larry Pardee, Town Manager
DT: August 6, 2018
RE: Town Manager's Report

Sales and Lodging Tax

The Town budgeted a total of \$1,106,184 in lodging tax revenues for the entire fiscal year from the 30% visitor impact portion combined with the 10% general fund portion. We have collected \$58,130 to date which is 5.3% of total projected collections. July 2018 revenue represents collections from May 2018. These amounts are tracked through the Special Revenue Fund for the Lodging Tax.

Sales tax collections year to date are 10.2% over last year. Collections are currently tracking at \$56,931 more than budgeted. However, we are only one month into collections and we still have the majority of the fiscal year, August 2018 through June 2019, collections to account for before realizing any unanticipated revenue. July 2018 revenue represents collections from May 2018.

Weed and Pest Master Lease

Because we were master leasing two additional units for Town employees in FY19 (3 BR Home in Cottonwood and 2 BR Condo in Town), staff originally thought we would only need the 1 BR unit at the Weed and Pest to serve as the bunkhouse for emergency overnight lodging for officers, bus drivers, plow drivers, etc. However, with the increased need for housing for newly hired critical response Police Officers, critical response Public Works employees and newly hired transit employees, all of our units are spoken for except for one bedroom in a shared unit. It is significantly important in our recruitment of winter START Bus Drivers that we are able to advertise that 'rental housing is provided' and therefore staff would request Council support to master lease the 4 BR lockoff unit (available November 1) and the additional 1 BR unit (availability yet to be determined) for November 2018 through April 2019. The rent for the 4 BR unit is \$2400/month and we then sublease to 4 employees at \$500/month per bedroom. The rent for the 1 BR unit is \$750/mo and we would sublease that unit for the same amount, \$750/mo. With the acceptance of the Town Manager's report, staff will proceed with executing the master leases for these units again this winter and the Council will see the revenue and expense in the first budget amendment in the fall. This arrangement has proven to be an excellent partnership between the Town of Jackson and the Weed & Pest. It is staff's understanding that once the studio and 1 BR units are completed at the Park Maintenance Facility, the Town will no longer need to master lease these units from the Weed & Pest. Please let Roxanne Robinson or myself know if you have any questions.

Additional ADA Spots on Redmond Street

There are two residents of Snow King Estates who have ADA needs. Staff would like Council's approval to add two temporary ADA parking spaces on Redmond St. (between Cache Creek Dr. and E. Kelly) for these two residents. These spaces will be temporary for the duration of the Snow King Estates access disruption and will be open to anyone with ADA needs. Having these located in this area will allow these residents to park close to our shuttle service for access to their residences. With the acceptance of the Town Manager's report, staff will proceed to install these two additional temporary ADA spots on Redmond.

START Bus Staffing Crisis

We are currently scrambling to fill some summer schedule driving shifts that recently came open due to some variable hour driver staff departures for health reasons. We lost two variable hour drivers scheduled and working 40 hours/week each for the summer season due to differing health concerns. Staff is also very concerned about the upcoming winter season and being able to meet the posted schedule if we are unable to recruit enough drivers. We currently provide ski pass benefits, season bonuses, rental housing, referral bonuses, an increased starting wage of \$19.25, health insurance to those drivers averaging 30 hours/week year round, and a shift differential wage for driving the treacherous commuter routes. Last winter we also spread a wider net in terms of advertising and targeted ads in locations with higher unemployment with no success.

The stress level with supervisors and administration in the START Department is quite high right now because they are continually scrambling to fill each driving shift in order to not resort to decreasing service. Everyone in the department is performing admirably and working extra hours with supervisors driving shifts where needed also. Several employees in other Town Departments such as Public Works are also pulling extra shifts driving buses and showing excellent teamwork in this regard. We are already working on staffing up for the winter season and our new Transit Operations Manager is reaching out to local float trip companies to try and recruit drivers for winter. We are also planning to target other areas in the region with high summer employment for CDL holders that may lack winter employment opportunities and get an ad posted in those businesses before the summer season ends. We will also be increasing our winter season driving bonus up from \$450 to a higher figure and we may also institute signing bonuses that would be paid out after 1, 2, and 3 months of averaging 30 hours.

The purpose if this information is to give the Town Council a heads up that they will likely see a request in the near future to convert a number of variable hour drivers to full time/full benefitted drivers in order to stabilize the Spring, Summer, and Fall schedules and have more control over directed scheduling in order to leave shifts open for variable hour drivers that are easier to fill. Staff will continue to pursue all options available for recruiting and filling all of the shifts that we currently provide for our core level of service.

Home Ranch Parking Lot Oversized Vehicle Update

As the Council may be aware, we have been working to address concerns and confusion from our guests and citizens regarding the oversize vehicle parking spaces at the Home Ranch Parking Lot. The current signs get blocked when large vehicles park in front of them and the signs on the south side entrance are difficult to see when you enter the lot as they face the wrong way. We had also previously painted 'oversized only' on the pavement which caused further confusion because it did not coincide with the information on the signs causing Municipal Court conflicts and complaints. As a result of the signs being blocked and the confusion, folks were parking there in violation and multiple tickets were being issued.

Staff worked quickly to try and address the issue and we have blacked out the 'oversized only' information on the pavement and replaced it with 'restricted parking.' We also have some 'A' frame style signs on order to try and better direct people where to legally park. We have seen some improvement with repainting of the pavement and hope to see further improvement with the 'A' frame signage. Staff will continue to monitor the situation and look for some year round improvements as the snow will cover the pavement markings.

TOWN OF JACKSON, WYOMING

LODGING TAX REPORT

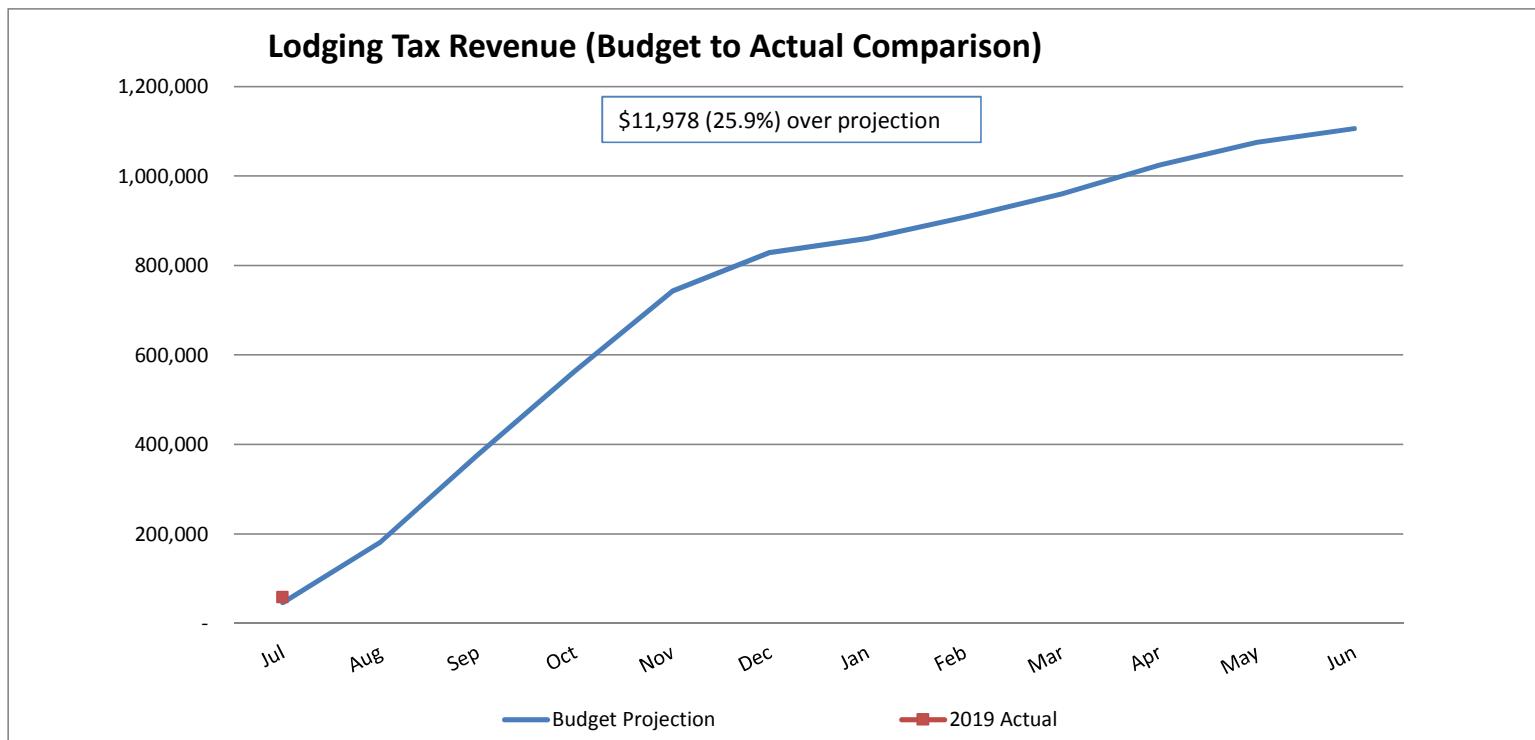
July-18

| Month Received (2 mos. lag) | Lodging Tax - Total | | | | Town | | | | County | | | |
|--------------------------------|---------------------|---------------------|------------------|------------------|------------------|------------------|------------------|-------------------|------------------|------------------|------------------|-------------------|
| | Total | Promotion T&T Board | Visitor Impact | General Fund | Visitor Impact | General Fund | Total | T/C Split Percent | Visitor Impact | General Fund | Total | T/C Split Percent |
| FY2019: | | | | | | | | | | | | |
| July | \$ 323,950 | \$ 194,370 | \$ 97,185 | \$ 32,395 | \$ 43,597 | \$ 14,532 | \$ 58,130 | 44.9% | \$ 53,588 | \$ 17,863 | \$ 71,450 | 55.1% |
| August | - | - | - | - | - | - | - | --- | - | - | - | --- |
| September | - | - | - | - | - | - | - | --- | - | - | - | --- |
| October | - | - | - | - | - | - | - | --- | - | - | - | --- |
| November | - | - | - | - | - | - | - | --- | - | - | - | --- |
| December | - | - | - | - | - | - | - | --- | - | - | - | --- |
| January | - | - | - | - | - | - | - | --- | - | - | - | --- |
| February | - | - | - | - | - | - | - | --- | - | - | - | --- |
| March | - | - | - | - | - | - | - | --- | - | - | - | --- |
| April | - | - | - | - | - | - | - | --- | - | - | - | --- |
| May | - | - | - | - | - | - | - | --- | - | - | - | --- |
| June | - | - | - | - | - | - | - | --- | - | - | - | --- |
| Totals | \$ 323,950 | \$ 194,370 | \$ 97,185 | \$ 32,395 | \$ 43,597 | \$ 14,532 | \$ 58,130 | 44.9% | \$ 53,588 | \$ 17,863 | \$ 71,450 | 55.1% |

| | Visitor Impact | General Fund | Total |
|------------------|----------------|--------------|--------------|
| TOJ Budget | \$ 829,638 | \$ 276,546 | \$ 1,106,184 |
| Budget Remain | \$ 786,041 | \$ 262,014 | \$ 1,048,054 |
| Earned Remaining | 5.3% | 94.7% | |

12 Month Rolling Avg
18.2%

| | FY2018 Year-to-Date | FY2019 Year-to-Date | Increase (Decrease) |
|------------------|---------------------|---------------------|---------------------|
| T&T 60%: | \$ 160,664 | \$ 194,370 | \$ 33,706 |
| TOJ 30% Visitor: | 29,779 | 43,597 | 13,818 |
| TOJ 10% General: | 9,926 | 14,532 | 4,606 |



TOWN OF JACKSON, WYOMING
SALES TAX COLLECTIONS (4% and 1%)
July-18

| Receipt Month | 15/16 Percent | | | | 16/17 Percent | | | | 17/18 Percent | | | | 18/19 Percent | | | | 12 Mth Rolling Sales | |
|---------------|----------------------|----------------------|---------------------|--------------|----------------------|-------------------|-------------|----------------------|---------------------|--------------|-------------------|------------------|---------------|-------|-------|-----|----------------------|-----|
| | FY2015 | FY2016 | 15/16 Change | Change | FY2017 | 16/17 Change | Change | FY2018 | 17/18 Change | Change | FY2019 | 18/19 Change | Change | Avg | Month | | | |
| | Jul | \$ 621,792 | \$ 713,141 | \$ 91,349 | 14.7% | \$ 807,564 | \$ 94,423 | 13.2% | \$ 807,972 | \$ 408 | 0.1% | \$ 890,746 | \$ 82,774 | 10.2% | 11.1% | May | --- | --- |
| Jul | \$ 621,792 | \$ 713,141 | \$ 91,349 | 14.7% | \$ 807,564 | \$ 94,423 | 13.2% | \$ 807,972 | \$ 408 | 0.1% | \$ 890,746 | \$ 82,774 | 10.2% | 11.1% | May | --- | --- | |
| Aug | \$ 1,249,588 | \$ 1,287,639 | \$ 38,051 | 3.0% | \$ 1,411,501 | \$ 123,863 | 9.6% | \$ 1,551,376 | \$ 139,875 | 9.9% | - | - | --- | --- | --- | Jun | --- | --- |
| Sep | \$ 1,488,138 | \$ 1,705,468 | \$ 217,330 | 14.6% | \$ 1,920,244 | \$ 214,777 | 12.6% | \$ 1,971,647 | \$ 51,402 | 2.7% | - | - | --- | --- | --- | Jul | --- | --- |
| Oct | \$ 1,513,838 | \$ 1,750,353 | \$ 236,515 | 15.6% | \$ 1,665,117 | (\$85,236) | -4.9% | \$ 1,897,973 | \$ 232,856 | 14.0% | - | - | --- | --- | --- | Aug | --- | --- |
| Nov | \$ 1,523,192 | \$ 1,420,820 | (\$102,372) | -6.7% | \$ 1,533,746 | \$ 112,925 | 7.9% | \$ 1,850,527 | \$ 316,781 | 20.7% | - | - | --- | --- | --- | Sep | --- | --- |
| Dec | \$ 826,299 | \$ 1,002,143 | \$ 175,844 | 21.3% | \$ 1,046,289 | \$ 44,146 | 4.4% | \$ 1,054,095 | \$ 7,806 | 0.7% | - | - | --- | --- | --- | Oct | --- | --- |
| Jan | \$ 587,477 | \$ 600,037 | \$ 12,560 | 2.1% | \$ 655,026 | \$ 54,989 | 9.2% | \$ 680,672 | \$ 25,645 | 3.9% | - | - | --- | --- | --- | Nov | --- | --- |
| Feb | \$ 822,382 | \$ 831,587 | \$ 9,205 | 1.1% | \$ 1,032,128 | \$ 200,542 | 24.1% | \$ 1,166,026 | \$ 133,898 | 13.0% | - | - | --- | --- | --- | Dec | --- | --- |
| Mar | \$ 683,968 | \$ 850,550 | \$ 166,581 | 24.4% | \$ 947,188 | \$ 96,639 | 11.4% | \$ 1,066,105 | \$ 118,917 | 12.6% | - | - | --- | --- | --- | Jan | --- | --- |
| Apr | \$ 712,992 | \$ 915,256 | \$ 202,263 | 28.4% | \$ 859,580 | (\$55,676) | -6.1% | \$ 1,041,459 | \$ 181,879 | 21.2% | - | - | --- | --- | --- | Feb | --- | --- |
| May | \$ 815,782 | \$ 842,792 | \$ 27,010 | 3.3% | \$ 874,371 | \$ 31,579 | 3.7% | \$ 1,010,453 | \$ 136,082 | 15.6% | - | - | --- | --- | --- | Mar | --- | --- |
| Jun | \$ 544,020 | \$ 610,312 | \$ 66,292 | 12.2% | \$ 660,771 | \$ 50,459 | 8.3% | \$ 728,398 | \$ 67,628 | 10.2% | - | - | --- | --- | --- | Apr | --- | --- |
| Totals | \$ 11,389,469 | \$ 12,530,098 | \$ 1,140,628 | 10.0% | \$ 13,413,526 | \$ 883,428 | 7.1% | \$ 14,826,704 | \$ 1,413,178 | 10.5% | \$ 890,746 | \$ 82,774 | 10.2% | | | | | |

Budgeted Sales Tax for FY 2018 4.00% \$ 14,576,001
 Budgeted Sales Tax Year-to-Date 4.00% 833,814
 Actual Sales Tax Collected Year-to-Date 890,746
 Leading (Lagging) Budget - through July \$ 56,931

Sales Tax Revenue (Budget to Actual Comparison)

