

MEMORANDUM

TO: Mayor and Town Council
FR: Bob McLaurin, Town Manager
DT: September 19, 2016
RE: Town Manager's Report

Scott Lane Parking Restriction Request and Bus Stop

Staff was asked by Mayor Flitner to analyze a request to either create some 1 hour parking spaces on Scott Lane or relocate the Bus Stops to create additional parking for businesses in the area. Representatives from the Police Department, Transit Department and Public Works met regarding the request.

Bus Stops. The northbound bus stop is at the Lodge at Jackson Hole, and the southbound bus stop is at the new Convention Center. Darren Brugmann, Transit Director, reviewed the ridership for these two bus stops and they are quite heavily used. They are strategically located near two hotels as well as other restaurants and housing areas. It is also noted that these hotels serve many patrons utilizing charter bus services and oftentimes the charter buses utilize the START Bus stops. Below is the ridership data for these two bus stops.

	Lodge	Scott	Lodge (Per Day)	Scott (per day)
Fall	855	1646	14	27
Winter	7057	6001	55	47
Spring	895	1810	16	33
Summer (thru 9/8)	2470	5803	24	57
TOTALS	11277	15260		
GrandTotal (Year)		26537		

The Transit Director's recommendation is to retain the two bus stops at their current location due to the ridership data and convenience for patrons at these locations. However, should the Council wish to consider relocating these bus stops, staff recommends they provide direction to the START Board to review the request further and make a recommendation to the Town Council.

One Hour Parking. Parking in this area is currently 72 hour parking on the street. Staff agrees that the landscape of this area in West Jackson is changing and greater demands are being placed on the public on-street parking due to more housing and also

due to the businesses in the area with large curb cuts. Staff is certainly willing to move forward with any direction provided by the Council for time limited parking in this area, and it is appropriate for staff to inform the Council of the fiscal and staff impacts associated with such a change and concerns associated with this change. With the resources currently on staff in the Police Department, enforcement of a 1 hour parking zone in this area would be nearly impossible to enforce and staff would not recommend such a change. Staff recommends the Council delay any decisions to change the on street parking limitations in this area until such time as the new Parking Study is completed in order to receive a recommendation from professionals in this field. Should the Council wish to make a change, staff would recommend consideration of a 3 hour zone rather than a 1 hour zone. This would be the first 3 hour parking zone outside the downtown area and enforcement would have significant impacts on staffing. Additionally, should the Council wish to move forward prior to the parking study, staff would recommend this issue be placed on an upcoming workshop or evening agenda to allow public comment and also to allow time for staff to assess the fiscal and staff impact of enforcement of a 1-hour or 3-hour zone in this area.

Sales and Lodging Tax

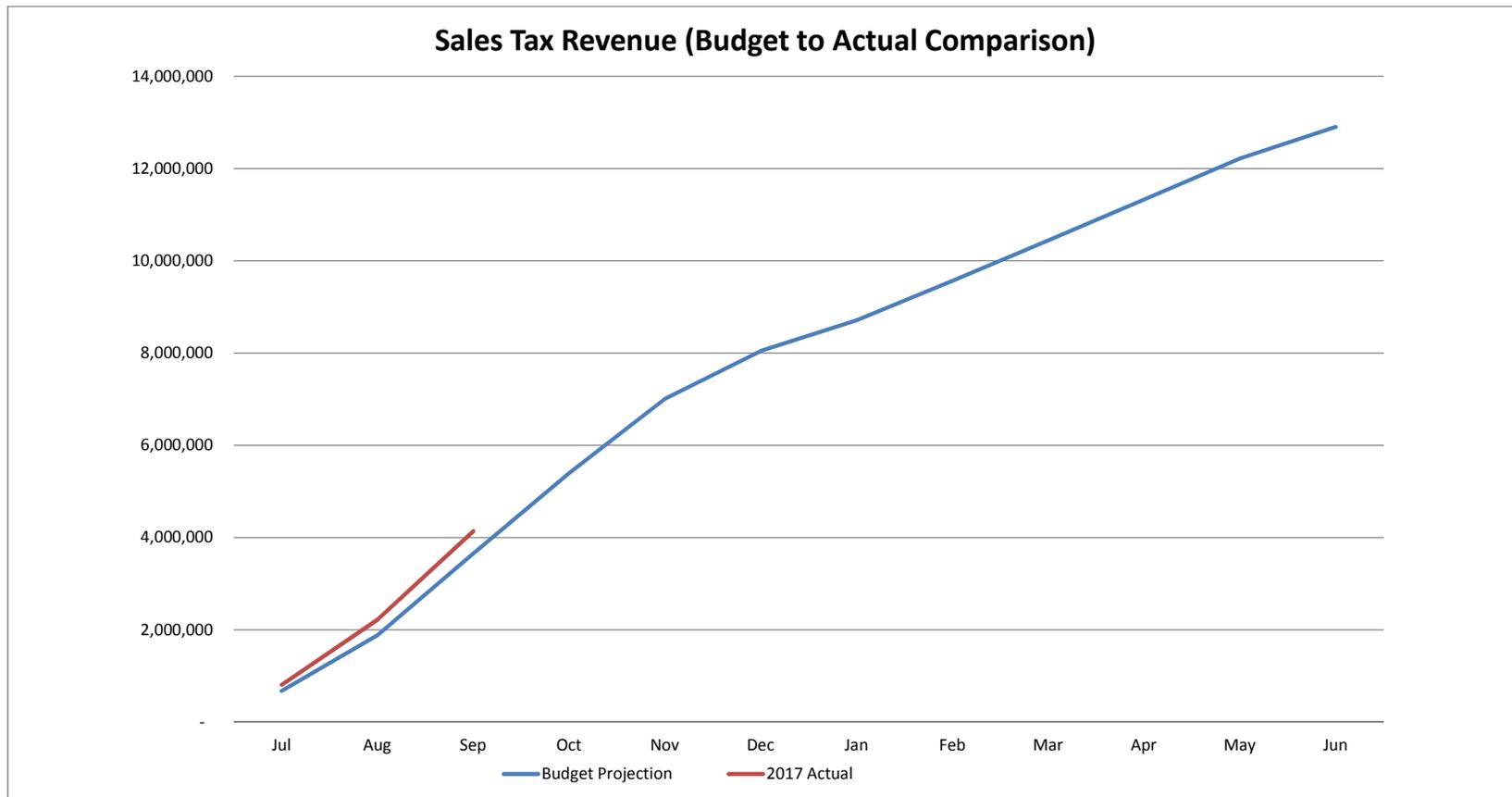
The Town budgeted a total of \$861,000 in lodging tax revenues for the entire fiscal year. We have collected \$320,336.68 to date which is 37.2% of total projected collections. September revenue represents collections from July 2016. These amounts are tracked through the Special Revenue Fund for the Lodging Tax.

The Town budgeted a total of \$12,903,172 in sales tax for FY2017 and have already collected \$4,139,309 towards that budget target. Sales tax collections are up 12.6% over the same time last year. Collections through September are currently tracking at \$485,370 more than budgeted, but please remember we still have October through June to account for before realizing any actual additional revenue over what was budgeted. September revenue represents collections from July 2016.

TOWN OF JACKSON, WYOMING
SALES TAX COLLECTIONS (4% and 1%)
 September-16

Receipt Month	13/14				14/15				15/16			16/17			12 Mth Rolling Avg	Sales Month
	FY2013	FY2014	13/14 Change	Percent Change	FY2015	14/15 Change	Percent Change	FY2016	15/16 Change	Percent Change	FY2017	16/17 Change	Percent Change			
Jul	\$ 463,647	\$ 545,714	\$ 82,067	17.7%	\$ 621,792	\$ 76,079	13.9%	\$ 713,141	\$ 91,349	14.7%	807,564	94,423	13.2%	10.0%	May	
Aug	864,701	1,127,554	262,853	30.4%	1,249,588	122,034	10.8%	1,287,639	38,051	3.0%	1,411,501	123,863	9.6%	10.7%	Jun	
Sep	1,529,133	1,365,422	(163,711)	-10.7%	1,488,138	122,716	9.0%	1,705,468	217,330	14.6%	1,920,244	214,777	12.6%	10.5%	Jul	
Oct	1,261,801	1,385,078	123,277	9.8%	1,513,838	128,760	9.3%	1,750,353	236,515	15.6%	-	----	----	----	Aug	
Nov	1,243,354	1,408,973	165,619	13.3%	1,523,192	114,219	8.1%	1,420,820	(102,372)	-6.7%	-	----	----	----	Sep	
Dec	782,981	767,015	(15,967)	-2.0%	826,299	59,285	7.7%	1,002,143	175,844	21.3%	-	----	----	----	Oct	
Jan	537,024	521,354	(15,670)	-2.9%	587,477	66,123	12.7%	600,037	12,560	2.1%	-	----	----	----	Nov	
Feb	585,552	761,420	175,867	30.0%	822,382	60,962	8.0%	831,587	9,205	1.1%	-	----	----	----	Dec	
Mar	712,261	750,117	37,856	5.3%	683,968	(66,148)	-8.8%	850,550	166,581	24.4%	-	----	----	----	Jan	
Apr	607,049	759,626	152,577	25.1%	712,992	(46,633)	-6.1%	915,256	202,263	28.4%	-	----	----	----	Feb	
May	697,478	790,246	92,768	13.3%	815,782	25,536	3.2%	842,792	27,010	3.3%	-	----	----	----	Mar	
Jun	596,132	549,857	(46,275)	-7.8%	544,020	(5,837)	-1.1%	610,312	66,292	12.2%	-	----	----	----	Apr	
Totals	\$ 9,881,113	\$ 10,732,374	\$ 851,261	8.6%	\$ 11,389,469	\$ 657,096	6.1%	\$ 12,530,098	\$ 1,140,628	10.0%	\$ 4,139,309	\$ 433,062	11.7%			

Budgeted Sales Tax for FY 2017	3.75%	12,903,172
Budgeted Sales Tax Year-to-Date	3.75%	3,653,940
Actual Sales Tax Collected Year-to-Date		4,139,309
Leading (Lagging) Budget - through August		\$ 485,370



TOWN OF JACKSON, WYOMING
LODGING TAX REPORT
 September-16

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
July	\$ 273,009.91	\$ 163,805.95	\$ 81,902.97	\$ 27,300.99	\$ 31,852.07	\$ 10,617.36	\$ 42,469.43	38.9%	\$ 50,050.90	\$ 16,683.63	\$ 66,734.53	61.1%
August	798,003.03	478,801.82	239,400.91	79,800.30	82,545.43	27,515.14	110,060.57	34.5%	156,855.48	52,285.16	209,140.64	65.5%
September	1,159,526.53	695,715.92	347,857.96	115,952.65	125,855.01	41,951.67	167,806.68	36.2%	222,002.95	74,000.98	296,003.93	63.8%
October	-	-	-	-	-	-	-	---	-	-	-	---
November	-	-	-	-	-	-	-	---	-	-	-	---
December	-	-	-	-	-	-	-	---	-	-	-	---
January	-	-	-	-	-	-	-	---	-	-	-	---
February	-	-	-	-	-	-	-	---	-	-	-	---
March	-	-	-	-	-	-	-	---	-	-	-	---
April	-	-	-	-	-	-	-	---	-	-	-	---
May	-	-	-	-	-	-	-	---	-	-	-	---
June	-	-	-	-	-	-	-	---	-	-	-	---
Totals	\$ 2,230,539.47	\$ 1,338,323.69	\$ 669,161.84	\$ 223,053.94	\$ 240,252.51	\$ 80,084.17	\$ 320,336.68	35.9%	\$ 428,909.33	\$ 142,969.77	\$ 571,879.10	64.1%

TOJ Budget	630,000	231,000	861,000
Budget Remain	389,747	150,916	540,663
Earned	38.1%	34.7%	37.2%
Remaining	61.9%	65.3%	62.8%

Lodging Tax Revenue (Budget to Actual Comparison)

