

How Lodgers Tax Collections are used to Promote Tourism:

Lodging Tax Collections fund the following tourism-related marketing efforts:

- Tourism website (www.visitpagosasprings.com) – all marketing efforts are driven to this website
- Social marketing efforts – Facebook, Youtube, Twitter, Pinterest, etc
- Press and Media efforts – hosting media writers, sending out press releases
- Marketing and advertising efforts through online, regional visitor guides, co-op opportunities and much more
- Providing community presence at various trade shows
- Working with area event organizers to promote events through marketing channels, plus provide funding for events to promote themselves
- Funding of the visitor center
- Working with Town to implement area Wayfinding and Signage programs
- Working with the community to improve and increase recreational amenities and tourism activities
- Working closely with the Colorado Tourism Office to keep Pagosa Springs on their radar

Properties that pay required sales & lodging taxes receive the following benefits:

- Free property listing on www.visitpagosasprings.com
- Ability to participate in community central reservation system with no commissions on bookings
- Ability to participate in area promotions, lodging packages, discounts, deals, etc.



For more information about Town of Pagosa Springs Tax

Requirements, please contact:

Jill Pack, Deputy Town Clerk

Town of Pagosa Springs, Colorado

jpack@pagosasprings.co.gov

970-264-4151 x238

www.pagosasprings.co.gov

Town of Pagosa Springs Tax Compliance Guide For Vacation Rentals



Town of Pagosa Springs Tax Compliance Guide for Vacation Rentals

Overview:

The Town of Pagosa Springs and Archuleta County both require sales and lodging taxes for all properties operated as a vacation rental. These taxes are extremely important for the entire community and are used to fund the marketing and enhancement of Pagosa Springs as a tourism destination which, in turn, will help property owners rent their vacation rental to more visitors. The collected taxes are leveraged for various marketing efforts, which ultimately drive more tourists to our community.

After you have followed the steps in this brochure to become compliant, please submit your property information to be included in all of the Pagosa Springs area marketing efforts. Complete the online form at:

https://docs.google.com/a/visitpagosasprings.com/spreadsheet/viewform?formkey=dHNfWnFYSHZQ_SzVydIhiTDd3V3FjQ0E6MQ#gid=0

If you have any questions, please contact us by email at sales@visitpagosasprings.com or by phone at 970-903-9728.

Tax Requirements:

A vacation rental includes, but is not limited to:

- Cabins/Homes
- Condominiums
- Townhomes
- Duplexes
- Hotel and Motel rooms
- Bed and Breakfast rooms
- Camping and RV sites

A vacation rental is considered any rental that is less than 30 days.

Sales and lodging taxes are calculated on the price of the vacation rental. This includes reservations made by the owner, property manager or a third party. The price of the vacation rental may include any or all of the following items:

- Nightly lodging rate
- Cleaning fee
- Booking fee
- Service fee
- Processing fee
- Facility fee (such as pool, spa or health club)
- Extra guest charges
- Extra equipment charges (ie: rollaway bed, refrigerator)
- Internet access fees
- Some cancellation fees and forfeited deposits
- And other mandatory service charges.

The following entities may be tax exempt:

- Charitable organizations
- Governments
- Not-for-profit schools

Getting Started:

You (or your Property Management Company) are required to:

- Obtain a valid State Sales Tax License Number with the State of Colorado
- Pay 6.9% sales tax to the State on the 20th of each month for sales during the month prior
- Obtain a valid Vacation Rental License with the Town of Pagosa Springs
- Pay 4.9% lodging tax to the Town of Pagosa Springs on the 20th of each month for sales during the month prior

State Sales Tax Information:

1. Begin by creating an online account for your business at the Colorado State website at: <https://www.colorado.gov/tax/>
2. Apply for your sales tax license number at: <https://www.colorado.gov/apps/jboss/cbe/>
3. Obtain the sales tax form (DR 0100): <https://www.colorado.gov/pacific/tax/forms-number-order/>

PLEASE NOTE: When applying for a sales tax license-*Those properties providing short-term lodging in facilities known as bed-and-breakfast inns, youth hostels, housekeeping cabins and cottages, and tourist homes--are classified in Industry NAICS #72119*

Town Business License Information:

- A. Apply for your Vacation Rental License with the Town of Pagosa Springs at: https://www.citizenserve.com/Portal/PortalController?Action=showHomePage&ctzPagePrefix=Portal_&installationID=224

Town Lodging Tax Information:

1. Complete the application to pay Town Lodging Tax by contacting Deputy Clerk, Jill Pack, at 970-264-4151 ext 238 or jpack@pagosasprings.co.gov
2. A Lodging Tax Return Form will be emailed to you (or your Property Management Company) once the application is complete. This form will be used to submit your monthly lodging tax