



Advertising and Promotions Tax Collections

Restaurants Tax Collections

| | January | February | March | April | May | June | July | August | September | October | November | December | YTD Collections |
|----------|-----------|-----------|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------------|
| 2018 | \$308,339 | \$312,166 | \$307,374 | \$351,224 | \$346,568 | \$339,160 | \$343,933 | \$327,716 | \$321,804 | | | | \$2,958,283 |
| 2017 | \$303,793 | \$282,874 | \$314,972 | \$326,697 | \$315,757 | \$308,619 | \$298,030 | \$302,381 | \$305,405 | \$311,997 | \$287,630 | \$308,339 | \$3,666,492 |
| Increase | \$4,545 | \$29,292 | -\$7,598 | \$24,527 | \$30,811 | \$30,541 | \$45,903 | \$25,335 | \$16,399 | | | | |
| Percent | 1.5% | 10.4% | -2.4% | 7.5% | 9.8% | 9.9% | 15.4% | 8.4% | 5.4% | | | | |

Motel Tax Collections

| | January | February | March | April | May | June | July | August | September | October | November | December | YTD Collections |
|----------|----------|-----------------|-----------------|----------|-----------------|-----------------|----------|----------|-----------------|----------|----------|----------|-----------------|
| 2018 | \$24,308 | \$20,004 | \$25,876 | \$32,484 | \$30,633 | \$34,339 | \$40,575 | \$37,658 | \$26,158 | | | | \$272,035 |
| 2017 | \$20,280 | \$22,129 | \$31,947 | \$28,687 | \$37,010 | \$38,567 | \$34,005 | \$32,659 | \$32,882 | \$32,396 | \$26,631 | \$24,308 | \$361,499 |
| Increase | \$4,028 | -\$2,125 | -\$6,071 | \$3,797 | -\$6,377 | -\$4,228 | \$6,571 | \$4,999 | -\$6,724 | | | | |
| Percent | 19.9% | -9.6% | -19.0% | 13.2% | -17.2% | -11.0% | 19.3% | 15.3% | -20.4% | | | | |

Total Advertising and Promotions Tax Collections (Restaurants and Motels)

| | January | February | March | April | May | June | July | August | September | October | November | December | YTD Collections |
|----------|------------|-------------|---------------------|-------------|-------------|-------------|-------------|-------------|------------|-----------|-----------|-----------|-----------------|
| 2018 | \$332,646 | \$332,170 | \$333,250 | \$383,707 | \$377,201 | \$373,499 | \$384,508 | \$365,374 | \$347,962 | | | | \$3,230,317 |
| 2017 | \$324,073 | \$305,003 | \$346,919 | \$355,384 | \$352,768 | \$347,185 | \$332,034 | \$335,040 | \$338,287 | \$344,393 | \$314,260 | \$332,646 | \$4,027,992 |
| Increase | \$8,573.64 | \$27,166.69 | -\$13,668.96 | \$28,323.51 | \$24,433.78 | \$26,313.47 | \$52,473.77 | \$30,333.76 | \$9,675.15 | | | | |
| Percent | 2.6% | 8.9% | -3.9% | 8.0% | 6.9% | 7.6% | 15.8% | 9.1% | 2.9% | | | | |

Gross Sales for Restaurants and Hotels in Conway Arkansas *

Restaurants Sales

| Year | January | February | March | April | May | June | July | August | September | October | November | December | YTD Total |
|----------|--------------|--------------|-------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
| 2018 | \$15,880,403 | \$15,666,606 | \$15,322,342 | \$17,896,065 | \$16,943,440 | \$16,882,072 | \$17,379,419 | \$16,827,912 | \$16,351,357 | | | | \$149,149,618 |
| 2017 | \$15,231,401 | \$14,292,627 | \$16,034,703 | \$16,639,075 | \$16,034,703 | \$15,929,482 | \$15,314,285 | \$15,078,292 | \$15,122,682 | \$15,220,571 | \$14,428,139 | \$15,231,400 | \$184,557,360 |
| Increase | \$649,002 | \$1,373,980 | -\$712,361 | \$1,256,990 | \$908,737 | \$952,590 | \$2,065,135 | \$1,749,620 | \$1,228,675 | | | | |
| Percent | 4.3% | 9.6% | -4.4% | 7.6% | 5.7% | 6.0% | 13.5% | 11.6% | 8.1% | | | | |

Motel Sales

| | January | February | March | April | May | June | July | August | September | October | November | December | YTD Total |
|----------|-------------|-------------------|-------------------|-------------|-------------------|-------------------|-------------|-------------|-------------------|-------------|-------------|-------------|--------------|
| 2018 | \$1,226,234 | \$1,004,624 | \$1,318,877 | \$1,657,217 | \$1,571,092 | \$1,659,200 | \$2,065,336 | \$1,897,687 | \$1,334,517 | | | | \$13,734,786 |
| 2017 | \$1,034,636 | \$1,128,617 | \$1,627,166 | \$1,243,905 | \$1,881,808 | \$1,966,779 | \$1,734,830 | \$1,647,422 | \$1,677,567 | \$1,652,826 | \$1,358,730 | \$1,226,234 | \$18,180,519 |
| Increase | \$191,598 | -\$123,993 | -\$308,289 | \$413,313 | -\$310,715 | -\$307,578 | \$330,506 | \$250,265 | -\$343,049 | | | | |
| Percent | 18.5% | -11.0% | -18.9% | 33.2% | -16.5% | -15.6% | 19.1% | 15.2% | -20.4% | | | | |

*** Advertising and Promotions Tax**

Restaurants collect a 2% (A&P) tax on prepared food that can be consumed at the site of purchase. This includes carry out prepared food items, delis and bakery sales.

A 2% (A&P) tax is collected on lodging less than 30 days.

Half of the A&P revenue goes to the City's Parks and Recreation Department and half goes to the Advertising and Promotion Commission.

