

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					\$2,636,478
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					
Percent	1.5%	10.4%	-2.4%	7.5%	9.8%	9.9%	15.4%	8.4%					

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					\$245,877
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					
Percent	19.9%	-9.6%	-19.0%	13.2%	-17.2%	-11.0%	19.3%	15.3%					

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					\$2,882,355
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					
Percent	2.6%	8.9%	-3.9%	8.0%	6.9%	7.6%	15.8%	9.1%					

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					\$132,798,261
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					
Percent	4.3%	9.6%	-4.4%	7.6%	5.7%	6.0%	13.5%	11.6%					

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					\$12,400,268
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					
Percent	18.5%	-11.0%	-18.9%	33.2%	-16.5%	-15.6%	19.1%	15.2%					

*** 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.

