



## Advertising and Promotions Tax Collections

### Restaurant Tax Collections, by Month Reported

	January	February	March	April	May	June	July	August	September	October	November	December	YTD Collections
2019	\$301,281.84	\$313,454.80	\$367,114.90										\$981,851.54
2018	\$312,165.84	\$307,374.05	\$351,223.71	\$346,568.04	\$339,159.63	\$343,932.59	\$327,715.50	\$321,804.46	\$330,881.79	\$310,772.15	\$325,142.18	\$347,390.24	\$3,964,130
Increase	<b>-\$10,884.00</b>	\$6,080.75	\$15,891.19										
Percent	<b>-3.5%</b>	2.0%	4.5%										

### Motel Tax Collections, by Month Reported

	January	February	March	April	May	June	July	August	September	October	November	December	YTD Collections
2019	\$21,119.00	\$24,454.12	\$30,781.01										\$76,354.13
2018	\$20,003.88	\$25,875.61	\$32,483.73	\$30,633.29	\$34,338.99	\$40,575.35	\$37,658.26	\$26,157.69	\$30,479.26	\$31,063.63	\$25,929.12	\$19,901.34	\$355,100
Increase	\$1,115.12	<b>-\$1,421.49</b>	<b>-\$1,702.72</b>										
Percent	5.6%	<b>-5.5%</b>	<b>-5.2%</b>										

### Total Advertising and Promotions Tax Collections (Restaurants and Motels, by Month Reported)

	January	February	March	April	May	June	July	August	September	October	November	December	YTD Collections
2019	\$322,400.84	\$337,908.92	\$397,895.91										\$1,058,205.67
2018	\$332,169.72	\$333,249.66	\$383,707.44	\$377,201.33	\$373,498.62	\$384,507.94	\$365,373.76	\$347,962.15	\$361,361.05	\$341,835.78	\$351,071.30	\$367,291.58	\$4,319,230
Increase	<b>-\$9,768.88</b>	\$4,659.26	\$14,188.47										
Percent	<b>-2.9%</b>	1.4%	3.7%										

### Gross Sales for Restaurants and Hotels in Conway Arkansas \*

#### Restaurant Sales, by Month Reported

Year	January	February	March	April	May	June	July	August	September	October	November	December	YTD Total
2019	\$15,388,014	\$15,537,282	\$19,046,556										\$49,971,852
2018	\$15,666,606	\$15,322,342	\$17,896,065	\$16,943,440	\$16,882,072	\$17,379,419	\$16,827,912	\$16,351,357	\$16,545,246	\$16,016,933	\$16,442,520	\$17,596,172	\$199,870,085
Increase	<b>-\$278,593</b>	\$214,940	\$1,150,491										
Percent	<b>-1.8%</b>	1.4%	6.4%										

#### Motel Sales, by Month Reported

	January	February	March	April	May	June	July	August	September	October	November	December	YTD Total
2019	\$1,074,588	\$1,246,474	\$1,736,286										\$4,057,348
2018	\$1,004,624	\$1,318,877	\$1,657,217	\$1,571,092	\$1,659,200	\$2,065,336	\$1,897,687	\$1,334,517	\$1,551,735	\$1,586,569	\$1,323,628	\$1,014,926	\$17,985,410
Increase	\$69,964	<b>-\$72,404</b>	\$79,069										
Percent	7.0%	<b>-5.5%</b>	4.8%										

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.



Alcoholic Beverage Sales**													
	January	February	March	April	May	June	July	August	September	October	November	December	YTD Total
2019	\$663,190	\$777,616	\$927,762										\$2,368,569
2018	\$673,556	\$758,199	\$946,377	\$915,829	\$764,936	\$773,854	\$775,576	\$717,952	\$742,118	\$701,283	\$694,199	\$889,490	\$9,353,370
Increase	\$10,366	-\$19,417	\$18,615										
Percent	1.5%	-2.6%	2.0%										
Alcohol Beverage Tax Collections **													
	January	February	March	April	May	June	July	August	September	October	November	December	YTD Collections
2019	\$33,159.52	\$38,880.80	\$46,388.11										\$118,428
2018	\$33,677.81	\$37,909.94	\$47,318.86	\$45,791.47	\$38,246.82	\$38,692.71	\$38,778.81	\$35,897.58	\$37,105.90	\$35,064.16	\$34,709.95	\$44,474.48	\$467,668
Increase	\$518.29	-\$970.86	\$930.75										
Percent	1.5%	-2.6%	2.0%										

**\*\* Alcoholic Beverage Tax**

The city collects 5% tax on alcoholic beverage sales by the drink served in restaurants and private clubs.



**Bank OZK**