



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
2018	\$308,338.70	\$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	\$3,925,079
2017	\$303,793.23	\$282,874.31	\$314,971.62	\$326,696.96	\$315,757.09	\$308,618.60	\$298,029.55	\$302,381.00	\$305,405.00	\$311,996.51	\$287,629.75	\$308,338.70	\$3,666,492
Increase	\$4,545.47	\$29,291.53	-\$7,597.57	\$24,526.75	\$30,810.95	\$30,541.03	\$45,903.04	\$25,334.50	\$16,399.46	\$18,885.28	\$23,142.40	\$16,803.48	\$258,586.32
Percent	1.5%	10.4%	-2.4%	7.5%	9.8%	9.9%	15.4%	8.4%	5.4%	6.1%	8.0%	5.4%	7.1%

Motel Tax Collections, by Month Reported

	January	February	March	April	May	June	July	August	September	October	November	December	YTD Collections
2018	\$24,307.76	\$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	\$359,507
2017	\$20,279.59	\$22,128.72	\$31,947.00	\$28,686.97	\$37,010.46	\$38,566.55	\$34,004.62	\$32,659.00	\$32,882.00	\$32,396.01	\$26,630.59	\$24,307.76	\$361,499
Increase	\$4,028.17	-\$2,124.84	-\$6,071.39	\$3,796.76	-\$6,377.17	-\$4,227.56	\$6,570.73	\$4,999.26	-\$6,724.31	-\$1,916.75	\$4,433.04	\$1,621.36	-\$1,992.70
Percent	19.9%	-9.6%	-19.0%	13.2%	-17.2%	-11.0%	19.3%	15.3%	-20.4%	-5.9%	16.6%	6.7%	-0.6%

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
2018	\$332,646.46	\$332,169.72	\$333,249.66	\$383,707.44	\$377,201.33	\$373,498.62	\$384,507.94	\$365,373.76	\$347,962.15	\$341,835.78	\$341,835.78	\$351,071.30	\$4,265,060
2017	\$324,072.82	\$305,003.03	\$346,918.62	\$355,383.93	\$352,767.55	\$347,185.15	\$332,034.17	\$335,040.00	\$338,287.00	\$344,392.52	\$314,260.34	\$332,646.46	\$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	-\$2,556.74	\$27,575.44	\$18,424.84	\$237,068.35
Percent	2.6%	8.9%	-3.9%	8.0%	6.9%	7.6%	15.8%	9.1%	2.9%	-0.7%	8.8%	5.5%	5.9%

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
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	\$16,545,246	\$16,016,933	\$16,442,520	\$198,154,317
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	\$1,324,675	\$1,588,794	\$1,211,120	\$13,596,957
Percent	4.3%	9.6%	-4.4%	7.6%	5.7%	6.0%	13.5%	11.6%	8.1%	8.7%	11.0%	8.0%	7.4%

Motel Sales, by Month Reported

	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	\$1,551,735	\$1,586,569	\$1,323,628	\$18,196,718
2017	\$1,034,636	\$1,128,617	\$1,627,166	\$1,243,905	\$1,881,808	\$1,966,779	\$1,966,780	\$1,966,781	\$1,966,782	\$1,966,783	\$1,966,784	\$1,966,785	\$20,683,603
Increase	\$191,598	-\$123,993	-\$308,289	\$413,313	-\$310,715	-\$307,578	\$98,556	-\$69,094	-\$632,264	-\$415,048	-\$380,214	-\$643,156	-\$2,486,885
Percent	18.5%	-11.0%	-18.9%	33.2%	-16.5%	-15.6%	5.0%	-3.5%	-32.1%	-21.1%	-19.3%	-32.7%	-12.0%

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
2018	\$673,556	\$758,199	\$946,377	\$915,829	\$764,936	\$773,854	\$775,576	\$717,952	\$742,118	\$701,283			\$7,769,681
2017	\$606,075	\$673,583	\$721,799	\$821,499	\$710,125	\$654,442	\$618,774	\$691,718	\$769,272	\$706,171	\$780,462	\$779,890	\$8,533,810
Increase	\$67,481	\$84,616	\$224,578	\$94,331	\$54,811	\$119,412	\$156,802	\$26,234	-\$27,154	-\$4,888			
Percent	11.1%	12.6%	31.1%	11.5%	7.7%	18.2%	25.3%	3.8%	-3.5%	-0.7%			
Alcohol Beverage Tax Collections **													
	January	February	March	April	May	June	July	August	September	October	November	December	YTD Collections
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			\$388,484
2017	\$30,303.76	\$33,679.14	\$36,089.96	\$41,074.94	\$35,506.27	\$32,722.09	\$30,938.69	\$34,585.90	\$38,463.59	\$35,308.56	\$39,023.11	\$38,994.48	\$426,690
Increase	\$3,374.05	\$4,230.80	\$11,228.90	\$4,716.53	\$2,740.55	\$5,970.62	\$7,840.12	\$1,311.68	-\$1,357.69	-\$244.40			
Percent	11.1%	12.6%	31.1%	11.5%	7.7%	18.2%	25.3%	3.8%	-3.5%	-0.7%			

**** Alcoholic Beverage Tax**

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