



## 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	\$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
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	\$8,372.61	\$24,499.74	\$36,252.09	\$19,871.08	\$23,402.54	\$35,313.99	\$29,685.95	\$19,423.46	\$25,476.79	-\$1,224.36	\$37,512.43	\$39,051.54	\$297,637.86
Percent	2.8%	8.7%	11.5%	6.1%	7.4%	11.4%	10.0%	6.4%	8.3%	-0.4%	13.0%	12.7%	8.1%

### Motel Tax Collections, by Month Reported

	January	February	March	April	May	June	July	August	September	October	November	December	YTD Collections
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
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	-\$275.71	\$3,746.89	\$536.73	\$1,946.32	-\$2,671.47	\$2,008.80	\$3,653.64	-\$6,501.31	-\$2,402.74	-\$1,332.38	-\$701.47	-\$4,406.42	-\$6,399.12
Percent	-1.4%	16.9%	1.7%	6.8%	-7.2%	5.2%	10.7%	-19.9%	-7.3%	-4.1%	-2.6%	-18.1%	-1.8%

### 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	\$332,169.72	\$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
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	\$8,096.90	\$28,246.63	\$36,788.82	\$21,817.40	\$20,731.07	\$37,322.79	\$33,339.59	\$12,922.15	\$23,074.05	-\$2,556.74	\$36,810.96	\$34,645.12	\$291,238.74
Percent	2.5%	9.3%	10.6%	6.1%	5.9%	10.8%	10.0%	3.9%	6.8%	-0.7%	11.7%	10.4%	7.2%

### 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	\$15,666,606	\$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
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	\$435,205	\$1,029,716	\$1,861,362	\$304,365	\$847,369	\$1,449,937	\$1,513,628	\$1,273,065	\$1,422,564	\$796,362	\$2,014,381	\$2,364,772	\$15,312,726
Percent	2.9%	7.2%	11.6%	1.8%	5.3%	9.1%	9.9%	8.4%	9.4%	5.2%	14.0%	15.5%	8.3%

#### Motel Sales, by Month Reported

	January	February	March	April	May	June	July	August	September	October	November	December	YTD Total
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
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	-\$30,012	\$190,260	\$30,052	\$327,187	-\$222,607	\$98,557	\$162,857	-\$312,905	-\$125,832	-\$66,257	-\$35,102	-\$211,308	-\$195,110
Percent	-2.9%	16.9%	1.8%	26.3%	-11.8%	5.0%	9.4%	-19.0%	-7.5%	-4.0%	-2.6%	-17.2%	-1.1%

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.



<b>Alcoholic Beverage Sales**</b>													
	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	\$694,199		\$8,463,880
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	-\$86,263		
Percent	11.1%	12.6%	31.1%	11.5%	7.7%	18.2%	25.3%	3.8%	-3.5%	-0.7%	-11.1%		
<b>Alcohol Beverage Tax Collections **</b>													
	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	\$34,709.95		\$423,194
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	-\$4,313.16		
Percent	11.1%	12.6%	31.1%	11.5%	7.7%	18.2%	25.3%	3.8%	-3.5%	-0.7%	-11.1%		

**\*\* Alcoholic Beverage Tax**

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



**Bank OZK**