



## 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
2020	\$359,241.09	\$324,565.24	\$312,411.48	\$282,715.80	\$241,926.35								\$1,520,860
2019	\$347,390.24	\$301,281.84	\$313,454.80	\$367,114.90	\$343,606.43	\$348,227.08	\$378,903.19	\$356,189.91	\$345,626.97	\$327,861.01	\$342,508.23	\$342,360.25	\$4,114,525
Increase	\$11,850.85	\$23,283.40	-\$1,043.32	-\$84,399.10	-\$101,680.08								
Percent	3.4%	7.7%	-0.3%	-23.0%	-29.6%								

### Motel Tax Collections, by Month Reported

	January	February	March	April	May	June	July	August	September	October	November	December	YTD Collections
2020	\$23,770.07	\$24,249.98	\$19,041.29	\$23,491.13	\$9,422.92								\$99,975
2019	\$19,901.34	\$21,119.00	\$24,454.12	\$30,781.01	\$32,253.55	\$36,319.55	\$45,026.64	\$33,201.42	\$34,563.51	\$30,461.78	\$33,100.72	\$27,531.50	\$368,714
Increase	\$3,868.73	\$3,130.98	-\$5,412.83	-\$7,289.88	-\$22,830.63								
Percent	19.4%	14.8%	-22.1%	-23.7%	-70.8%								

### 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
2020	\$383,011.16	\$348,815.22	\$331,452.77	\$306,206.93	\$251,349.27								\$1,620,835
2019	\$367,291.58	\$322,400.84	\$337,908.92	\$397,895.91	\$375,859.98	\$384,546.63	\$423,929.83	\$389,391.33	\$380,190.48	\$358,322.79	\$375,608.95	\$369,891.75	\$4,483,239
Increase	\$15,719.58	\$26,414.38	-\$6,456.15	-\$91,688.98	-\$124,510.71								
Percent	4.3%	8.2%	-1.9%	-23.0%	-33.1%								

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

*(amounts collected in current month are the tax of the previous month)*

#### Restaurant Sales, by Month Reported

Year	January	February	March	April	May	June	July	August	September	October	November	December	YTD Total
2020	\$17,962,055	\$16,228,262	\$15,620,574	\$14,135,790	\$12,096,318								\$76,042,998
2019	\$17,369,512	\$15,064,092	\$15,672,740	\$18,355,745	\$17,180,322	\$17,411,354	\$18,945,160	\$17,809,496	\$17,281,349	\$16,393,051	\$17,125,412	\$17,118,013	\$205,726,243
Increase	\$592,543	\$1,164,170	-\$52,166	-\$4,219,955	-\$5,084,004								
Percent	3.4%	7.7%	-0.3%	-23.0%	-29.6%								

#### Motel Sales, by Month Reported

	January	February	March	April	May	June	July	August	September	October	November	December	YTD Total
2020	\$1,188,504	\$1,212,499	\$952,065	\$1,174,557	\$471,146								\$4,998,770
2019	\$995,067	\$1,055,950	\$1,222,706	\$1,539,051	\$1,612,678	\$1,815,978	\$2,251,332	\$1,660,071	\$1,728,176	\$1,523,089	\$1,655,036	\$1,376,575	\$18,435,707
Increase	\$193,437	\$156,549	-\$270,642	-\$364,494	-\$1,141,532								
Percent	19.4%	14.8%	-22.1%	-23.7%	-70.8%								

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.

\*Increase/Decrease Estimates are year-over-year comparisons.

