



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	\$291,753.33	\$311,505.55	\$375,935.40					\$2,500,054
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	-\$56,473.75	-\$67,397.64	\$19,745.49					
Percent	3.4%	7.7%	-0.3%	-23.0%	-29.6%	-16.2%	-17.8%	5.5%					<i>Year Over Year</i>

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	\$14,097.77	\$24,396.87	\$31,313.83					\$169,784
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	-\$22,221.78	-\$20,629.77	-\$1,887.59					
Percent	19.4%	14.8%	-22.1%	-23.7%	-70.8%	-61.2%	-45.8%	-5.7%					<i>Year Over Year</i>

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	\$305,851.10	\$335,902.42	\$407,249.23					\$2,669,838
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	-\$78,695.53	-\$88,027.41	\$17,857.90					
Percent	4.3%	8.2%	-1.9%	-23.0%	-33.1%	-20.5%	-20.8%	4.6%					<i>Year Over Year</i>

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	\$14,587,667	\$15,575,278	\$18,796,770					\$125,002,712
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	-\$2,823,688	-\$3,369,882	\$987,275					
Percent	3.4%	7.7%	-0.3%	-23.0%	-29.6%	-16.2%	-17.8%	5.5%					<i>Year Over Year</i>

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	\$704,889	\$1,219,844	\$1,565,692					\$8,489,193
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	-\$1,111,089	-\$1,031,489	-\$94,379					
Percent	19.4%	14.8%	-22.1%	-23.7%	-70.8%	-61.2%	-45.8%	-5.7%					<i>Year Over Year</i>

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.

