



# Pine Bluff Advertising and Promotion Commission

## Information Packet Prepared Especially for Hotel / Motel / Prepared Food Establishments

We are excited that you have chosen to operate, or are considering operating, your business in the City of Pine Bluff. We have prepared this packet specifically for owners/managers of hotels/motels/prepared food establishments to ensure you have the information necessary to help with the success of your business.

### Who We Are

The Pine Bluff Advertising and Promotion Commission was established by a vote of the citizens of Pine Bluff. Its mission is to enhance the economy of Pine Bluff by administering the sales tax collected from the sales of prepared food and transient lodging to entice visitors to come to Pine Bluff and spend money in the city.

### What We Do

The Pine Bluff Advertising and Promotion Commission is the primary source of operating funds for the Pine Bluff Convention Center. The Commission also provides funding assistance to other attractions in Pine Bluff which draw guests to town including the Arkansas Entertainers Hall of Fame, Arkansas Railroad Museum, Arts & Science for Southeast Arkansas, Pine Bluff/Jefferson County Historical Museum, Hestand Stadium and Taylor Field.

The Commission attracts visitors to Pine Bluff by sponsoring or providing inducements in the form of funding assistance to many of the City's festivals and events, and to dozens of sporting events such as baseball, softball, basketball, fishing and golf tournaments. The Commission partners with the Arkansas Department of Parks, Heritage and Tourism, as well as other tourism organizations to combine efforts and dollars in promoting Pine Bluff and Arkansas.

The Commission purchases ads in magazines, newspapers, radio and television inviting people in the state and the region to visit Pine Bluff. Many of these ads are cooperative ventures with the State and with other areas of Arkansas in order to stretch the effectiveness of the advertising dollars. The Commission also publishes numerous brochures and inserts that are distributed around the state and region promoting visitation to Pine Bluff.

### What You Need To Know

Pursuant to Ordinance No. 5550, as amended by Ordinance No. 6669, the Advertising and Promotion Commission levies a 2% Tourism Tax that is added to all food purchases made from the sale of prepared food and beverages for on or off-premises consumption (this is commonly known as the Hamburger Tax). The tax is collected by the prepared food establishment and remitted directly to the Advertising and Promotion Commission.

In addition, the Advertising and Promotion Commission levies a 3% room tax for hotels, motels, etc.

For the complete ordinance or for more information on the taxes handled by the A&P Commission, please visit [www.ExplorePineBluff.com](http://www.ExplorePineBluff.com) or call 870.534.2121.

### Failure to Comply

Failure to report and pay an accurate amount of sales taxes and penalties within 30 days of the due date will result in an assessment of tax, penalties and interest. A certificate of indebtedness will be filed with the Circuit Clerk which will result in a judgment and execution of a lien against the real and personal properties of the business, its owner(s) and the officers of the corporation as individuals.