



The Pine Bluff Advertising and Promotion (A&P) Commission is excited that you have chosen to operate 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.

Pine Bluff A&P Permit & Tax Information

All businesses subject to the A&P tax, including hotels, motels, and prepared food establishments, must obtain an A&P Tax Permit and are required to collect and remit the A&P tax on a monthly basis. It is essential to secure this permit before applying for your Pine Bluff Occupation License. You can easily apply for and receive your Pine Bluff A&P Permit online at <https://pinebluffar.munirevs.com/>. After approval, please print your permit and display it prominently in your business.

Once registered on the MuniRevs platform, you can conveniently pay your monthly taxes online. Remember, the A&P tax is collected from customers just like city and state taxes, and is not a tax on your business itself.

About Us

The Pine Bluff Advertising and Promotion Commission is the governing body for Explore Pine Bluff, which actively promotes Pine Bluff as a tourism destination. We bring visitors to Pine Bluff through a variety of methods, including an annual visitors guide, social media, media outreach, trade shows, advertising and our website, www.ExplorePineBluff.com.

As a Pine Bluff lodging or food service business, you receive a free listing on our website, in our annual visitors' guide, and we are a free resource for information about promoting your business to Pine Bluff visitors.

We are excited to work with you and support your endeavors!

Sincerely,

Sheri Storie
Executive Director

Betty Brown
Administrative Assistant

GovOS New User Registration

1. Go to the MUNIREvs website - <https://pinebluffar.munirevs.com/>
2. Click the [Register here!](#) Button

Log In

Please enter your email address and password to log in.

Email Address:

Password:

[Forgot your password?](#)

Log In

New user? [Register here!](#)

If you need assistance, see the [FAQ](#).

3. Enter your email address and click the Continue button



Register

Validate Email

User Info

Account

To register for GovOS, or register a new email address, please complete these steps:

1. Enter your email address below.
2. Open your inbox to read the email that will be sent to you containing the instructions.
3. Click the link in the email received in Step 2 above.
4. Complete your User Profile.
5. Verify your Account Profile by entering your GovOS Account Number and Six Digit GovOS Activation Code.

If you are changing your email address, please enter the NEW email address you would like to register below.

Email Address

Email Address (Required)

Continue

4. Go to your email inbox and open the email from GovOS that says “Verify your email address”
 - a. Check your spam/junk folder if you can’t find it
5. Click the “https” link in the email which will bring you to the user setup screen
6. Complete the user profile, then click the “Continue to Business Profile” button
7. On the next screen, under “Business Center,” click on “I have a new business and need to apply for a license.” Complete the “Account Name” (business name), “Account Type”, and “Your Role”

Business Center

Pine Bluff, AR > Register > Business Profile

☐ I already have an existing business license.

If you have already been issued a license and/or you have been paying taxes in this jurisdiction, choose this option. **NEW BUSINESSES**, please scroll down to the bottom of the page.

☒ I have a new business and need to apply for a license.

Please do NOT choose this option if you have an existing A&P Permit as it will create a new business and related tax forms for you to manage. If you are having difficulties, please use the link to contact GovOS Support.

Account Name

Account Type

Your Role

Please choose

Continue

8. Continue to follow the instructions until all required information has been submitted.
9. Once our office has received and approved your A&P Tax Permit, you will receive a Registration Confirmation email from GovOS.

If you have any questions or need further assistance, please contact GovOS Support at:

blt.str.support@govos.com

(888) 751-1911



FREQUENTLY ASKED QUESTIONS

What is an Advertising and Promotion Tax?

The Advertising and Promotion Tax (commonly referred to as the “hospitality” tax), was enabled pursuant to A.C.A. § 26-76-601 – 26-75-619 and enacted in 1978 through city ordinance which levies a 2% prepared food tax and 3% lodging tax. The tax is collected by A&P taxable businesses and remitted to the Pine Bluff Advertising and Promotion Commission. Expenditure of the funds collected must be approved by the Commissioners and is used to advertise and promote the City of Pine Bluff and its environs for tourism purposes. Although this is a city tax, state laws govern the makeup of A&P Commissioners and set forth guidelines for expenditure of the funds collected.

Who needs to apply for an Advertising and Promotion Tax Permit?

Any person or entity, including facilitating platforms, who rents short-term lodging services for profit in the City of Pine Bluff, or who sells prepared food and non-alcoholic beverages in the City of Pine Bluff.

What if I do not obtain an Advertising and Promotion Tax Permit?

Pursuant to Ordinance No. 6851, any person or entity who fails to obtain the A&P Tax Permit is guilty of a misdemeanor, and upon conviction thereof, shall be fined no less than \$500.00 or more than \$1,000.00, or sentenced to a term in the Jefferson County Detention Center not exceeding thirty (30) days, or sentenced to both a fine and incarceration with the limits provided.

What is the Prepared Food Service Tax?

This is a 2% tax on prepared food and non-alcoholic beverages sold by restaurants, cafes, cafeterias, delis, drive-in restaurants, carry-out restaurants, food trucks, concession stands, convenience stores, grocery store delis, and all other establishments in the City of Pine Bluff engaged in the selling of prepared food and non-alcoholic beverages for on or off premises consumption.

What is the Hotel/Motel Tax?

This is a 3% tax on the portion of the gross proceeds received from the renting, leasing or otherwise furnishing of hotel, motel, or short-term rental accommodations for sleeping, meeting, or party room facilities for profit in the City of Pine Bluff, but such accommodations shall not include the rental or lease of such accommodations for periods of 30 days or more.

When is Tax due?

Both the Prepared Food and Lodging tax is due by the last day of each calendar month following the month the sales took place.

Is there a Discount on timely filed tax forms?

Yes. If your tax return and payment are made by the 20th calendar day of the month in which they are due, you may deduct and retain 2% of the A&P tax to be remitted for that period as a discount for prompt payment. For example, a 2% deduction may be taken if your payment is made by July 20 for the A&P Tax owed for the month of June.

How is penalty and interest calculated on late payments?

PENALTIES: A penalty of five percent (5%) of the amount of the tax due will be assessed and will be added to the total amount due for each month that the tax remains unpaid up to a maximum of thirty-five (35%) of the total tax due.

INTEREST: Interest in the amount of ten percent (10%) per annum shall accrue on any unpaid tax.

What is the cost of an Advertising and Promotion Tax Permit?

There is no cost to apply for and to hold a permit.

Do I have to display my Advertising and Promotion Tax Permit?

Yes. Permits must be prominently displayed at the permitted location.

Can I pay by credit card?

Yes! We can take Visa, Mastercard, Discover and American Express. There is a 3% convenience fee when using a credit card and a minimum 0.50 cent fee.

Can I pay by e-check ?

Yes! You can select your e-check during checkout. In doing so, you authorize your bank to send the payment electronically to the Pine Bluff Advertising and Promotion Commission. There is a \$1.00 flat fee when using e-check.

I need to close my account. What do I do?

Please email Betty Brown at the Pine Bluff Advertising and Promotion Commission at bbrown@explorepinebluff.com. Please include the closure date and the reason you are closing the account.

How do I amend a return?

Please email Betty Brown at bbrown@explorepinebluff.com letting us know you need to file an amended return. In the email please include:

- 1) Your six-digit permit number, and business and owner name.
- 2) Period you need to amend (i.e. June tax form due July 31st).
- 3) If you overpaid or underpaid your original form.
- 4) Brief explanation as to why the form needs to be amended.

Once we receive this email, we will review your account and send you further instructions.

GovOS can assist you with all your system and account questions. Whether you have a question about your account or technical questions about how to do something in GovOS, please reach out to our support team. We can always reach out to the Pine Bluff Advertising and Promotion Commission on your behalf if we need their assistance with one of your questions. You can reach GovOS at blt.str.support@govos.com and by phone at 888-751-1911.

Where are my tax forms? My Action Center is empty.

Your tax forms will be available on the 1st day of the month following the last day of the tax period. For example, the January tax forms will be available in your Action Center on February 1. If you do not see the forms you expected, simply contact GovOS support for assistance.

Can I manage multiple businesses with one login?

Yes. To do so, click Add Accounts from your user login under Manage Your Account(s). You will need your 6-digit Permit Number and the GovOS Activation Code to connect to an existing property record.

Can a business have more than one user?

Yes. Each property can have an unlimited number of users. Each user is required to provide the 6-digit Permit Number and the GovOS Activation code to be authorized to connect to an existing property record.

I did not receive or I misplaced the letter with my activation code. What do I do?

Contact GovOS at blt.str.support@govos.com or by phone at 888-751-1911 for assistance. You will need to confirm account details to be verified for the account. To protect the security of business accounts, you will need written (e-mail) permission from a registered owner or officer of the property for us to provide you with a new activation code.

Can I file a Zero File tax return through GovOS?

Yes. To file a “zero” tax form, select your tax form from your Action Center. Then, complete the required information on the remittance, including Gross Receipts and any deductions. You will be prompted to confirm your desire to complete the return as a Zero File return.

Can I schedule a payment in GovOS?

No. For your security, GovOS does not store any payment information in the system. You will need to enter your desired payment information each time you check out.

How do I change the User on a Business?

All users need to register, just as you did, by going to the home page for that jurisdiction (i.e. <https://pinebluffar.munirevs.com>). They will click on the "Go" button under "New Users". They will also need the 6-digit Permit Number and Activation Code for the property.

I forgot my password. What do I do?

From the Log In page, click the “Forgot your password” link and follow the instructions that will be e-mailed to the User’s registered e-mail address.

Do I have to login to GovOS to see my alerts and reminders?

No. All alerts are e-mailed to your authenticated e-mail address. When you log in to the system, you will also see any open alerts that need to be addressed in your Action Center.

For Assistance, Contact
GovOS Support

blt.str.support@govos.com

(888) 751-1911

When contacting support, be sure to include the jurisdiction (Pine Bluff, AR) and your account number in all emails or voicemails. This will help us assist you as promptly as possible. Thanks!