

FOOD AND BEVERAGE TAX FACTS



4 penny tax on every dollar (NOT including sales tax, most tips or service charges) on the cost of any

food and beverage item, including alcoholic beverages served as part of a meal, purchased in or from any place where food is served to or prepared for the public (restaurant, caterer, fast food chain, bar, winery, etc.)

Adopted April 26, 2022

Beginning July 1, 2022

Collected and held, in trust, by the seller until the twentieth of the following month.

Seller retains 3% of the total tax collected to offset the cost of collection, if remitted timely.

Conservatively estimated to raise \$24.5M, over \$14.0M for Prince William County Schools.

[Per a MoneyCrashers \(September 14, 2021\) article:](#)

Meal Type:	Typical Cost:	Meals Tax Amount:
Combo meal from a fast food restaurant	\$4-\$7	\$0.16-\$0.28
Fast-casual restaurant meal	\$12	\$0.48
Casual restaurant meal	\$13.75	\$0.55
Fine dining restaurant meal	\$71	\$2.84

Supplemental Nutrition Assistance Program (SNAP) meals are exempt from the tax (complete list of exemptions will be listed on the County's web site).

[According to the CDC fast food consumption increases as family income level increases.](#)

Per Placer.ai study there are four food nodes in the County responsible for 8.6M annual restaurant visits nearly half (46.2%) of which are funded by non-County residents:

Node	Restaurant Visits	Non-County Resident Visits
Virginia Gateway	4.1 million	45% or 1.8 million
Sudley Road	1.9 million	63% or 1.2 million
Stonebridge Potomac Center	2.0 million	36% or .7 million
Potomac Mills	.6 million	37% or .2 million

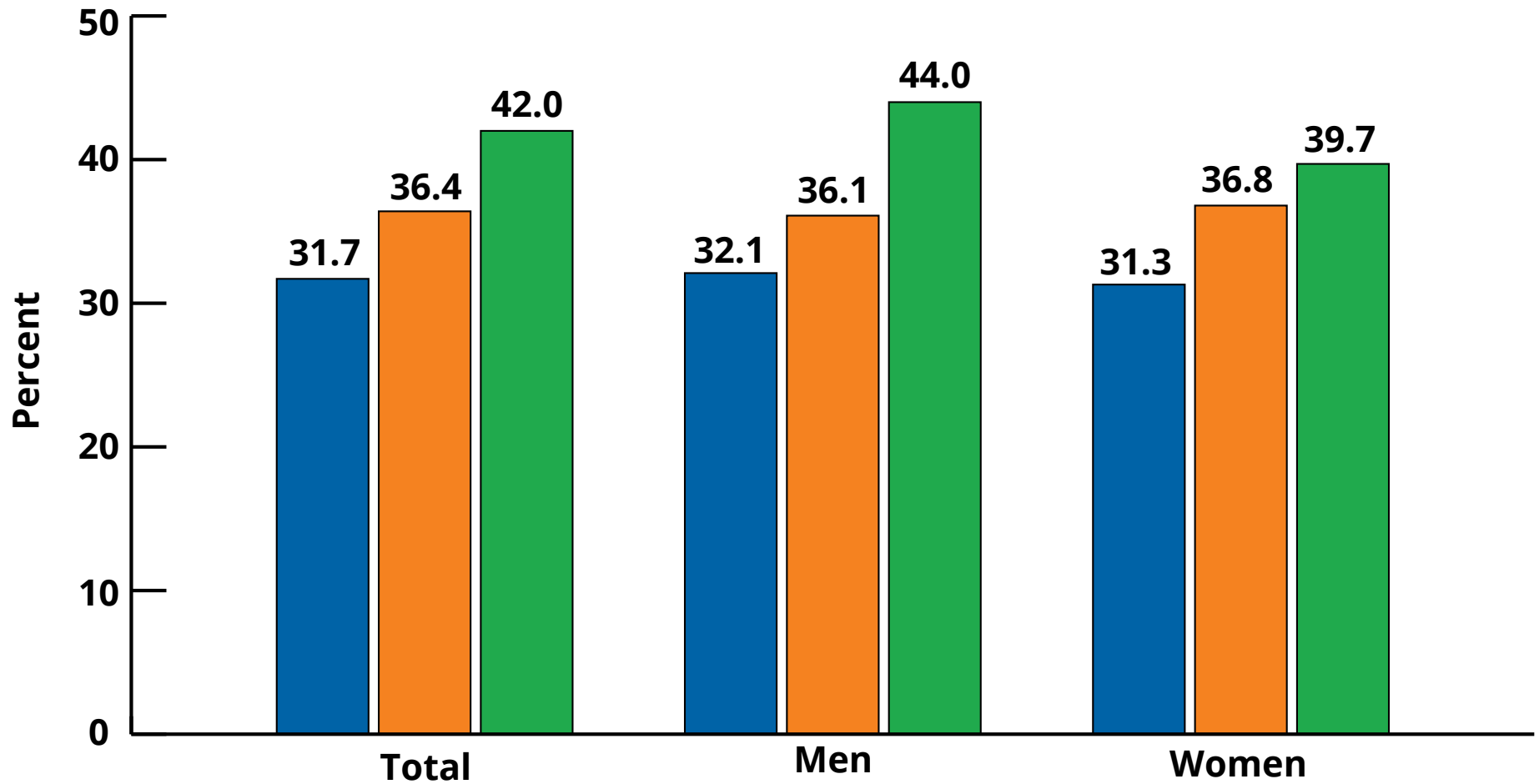
Also per Placer.ai study the annual Household Income of families eating at these restaurants is \$120K.

The lowest substantial demographic cohort or patron had an annual Household Income of \$75K and was a non-County resident.

For More Information Visit

www.pwcva.gov/departments/tax-administration/food-and-beverage-tax

Fast Food Consumption by Family Income Level

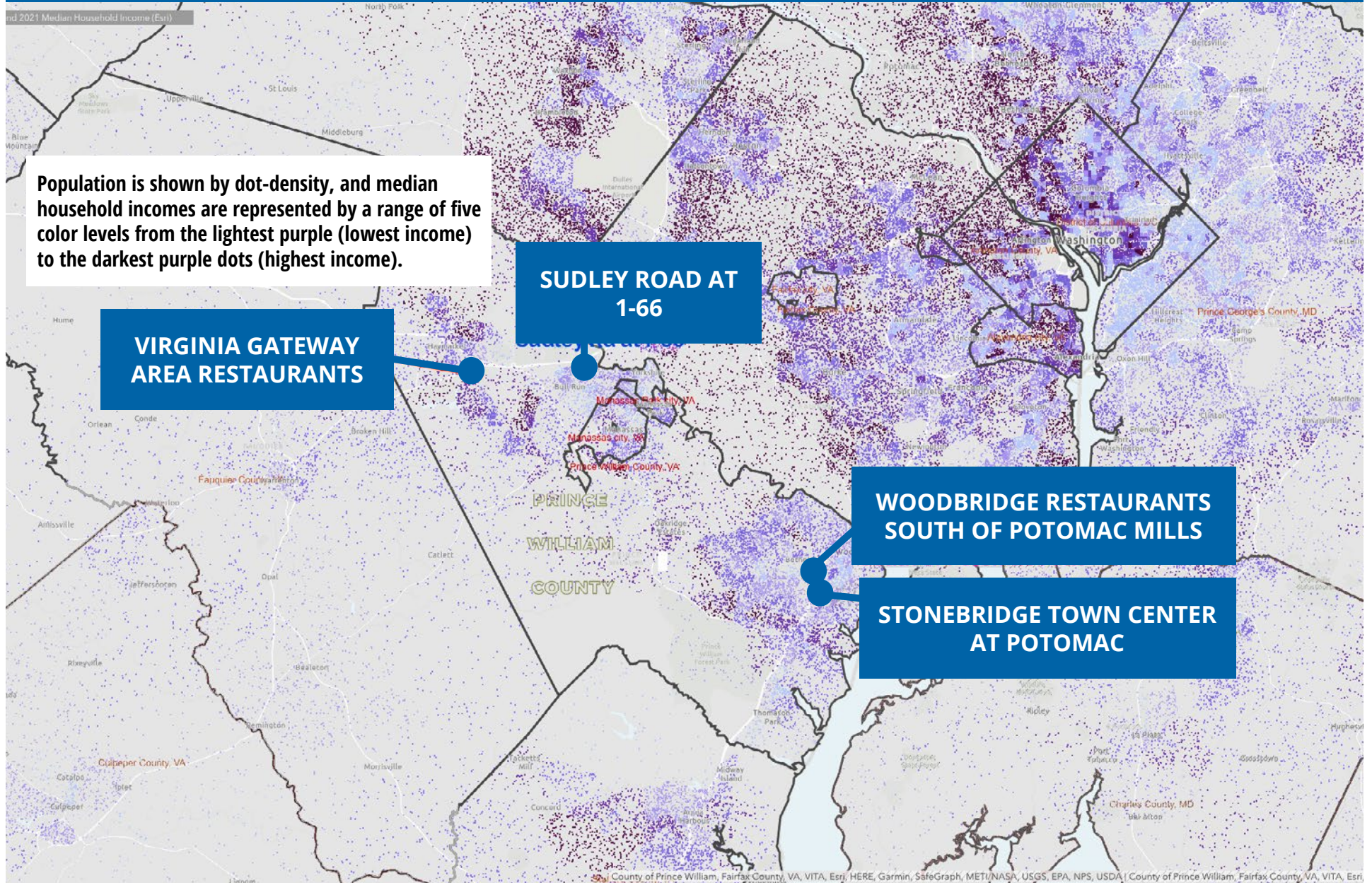


FPL=Federal Poverty Level

■ Less than or equal to 130% of FPL ■ Greater than 130% to less than or equal to 350% of FPL ■ Greater than 350% FPL

Source: CDC

Restaurant Visitation Density



Population is shown by dot-density, and median household incomes are represented by a range of five color levels from the lightest purple (lowest income) to the darkest purple dots (highest income).

VIRGINIA GATEWAY AREA RESTAURANTS

SUDLEY ROAD AT 1-66

WOODBRIDGE RESTAURANTS SOUTH OF POTOMAC MILLS

STONEBRIDGE TOWN CENTER AT POTOMAC

Restaurant Visitation

Prince William County, VA Attraction In-County and Out-of-County Visitation

Attraction	Description	% Total Visits from Within PWC	% Total Visits from OUTSIDE PWC	% Unique Visitors from Within PWC	% Unique Visitors from OUTSIDE PWC	Total Visits (Placer Number)	Unique Visits (Placer Number)
Restaurants at Virginia Gateway, Gainesville, VA near 1-66	Lifestyle, newer, more upscale restaurants, like a BJ's Brewhouse, Firebirds Wood Fired Grill, Panera	55%	45.0%	25.3%	74.7%	4,100,000	692,000
	Annual Visitation and # Visits per Year	2,255,000	1,845,000	175,145	516,855	12.9	3.6
Restaurants at Sudley Rd (mix of both fast food & table service) at 1-66	Fast food and roadside chain table-service, like Bob Evans, McD's, Cracker Barrel and TGI Fridays	37.5%	62.5%	22.3%	77.7%	1,900,000	724,700
	Annual Visitation and # Visits per Year	711,740	1,188,260	161,898	562,802	4.4	2.1
Restaurants at Stonebridge Potomac Town Center, Woodbridge, VA near 1-95	Lifestyle, newer, more upscale restaurants, like a Firebirds, Alamo Cinema, Bar Louie and Cava	64.0%	36.0%	43.1%	66.9%	2,000,000	549,200
	Annual Visitation and # Visits per Year	1,280,600	719,400	236,705	312,496	5.4	2.3
Restaurants in Woodbridge south of Potomac Mills near I-95	Middle-of-the-road chain dine-in restaurants like Texas Roadhouse, Olive Garden, BW3, Wayback Burgers	63.4%	36.6%	50.2%	49.8%	577,400	255,400
	Annual Visitation and # Visits per Year	365,956	211,444	128,262	127,138	2.9	1.7
TOTALS	Annual Visitation and # Visits per Year	53.8%	46.2%	31.6%	68.4%	8,577,400	2,221,300
		4,613,296	3,964,104	702,010	1,618,280	8.6	2.6

Source: Placer.ai, Hunden Strategic Partners **Important note for interpreting these figures:** The figures provided from the Placer.ai platform are ESTIMATES based on geofenced cell phone tracking, which represents approximately 10% to 15% of the population-as-a-whole. Whereas the estimated numeric *Total Visitation* figures (based on algorithms calculated by the Placer.ai group) *tend to be over-estimated evenly across all geographies, the percentages* (or ratios) between the "inside" and "outside" the counties, as well as the ratio between survey locations, *are very accurate representations of actual visitation ratios*. When viewing this table, it is best to use the *Percent* figures as a basis of understanding the available data, and not the estimated numeric "Annual Visitation" figures, which are shown here more for contextual purposes.