



SALES TAX HOLIDAYS

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January 9, 2015



BACKGROUND

- What is a Sales Tax Holiday?
- What's Covered?
- Limitations?



SALES TAX HOLIDAY OBSERVATIONS

- Consumers Win
 - Tax Savings
 - “Beat the Man”
- Local Businesses Win
 - Similarities to Black Friday
 - Increased Store Traffic = Increased Sales
- States Win
 - Incremental Tax Revenue
 - Attracts Visitors from neighboring states



SALES TAX HOLIDAY OBSERVATIONS

- Accurate Scoring
 - Account for incremental tax revenue
 - Washington Economics Group Study
 - University of Cincinnati Study



Who Likes Sales Tax Holidays?

- Consumers
- Local Businesses
- Legislators



**TAX
FREE
WEEKEND**

FLORIDA
DEPARTMENT
OF REVENUE

Open Immediately
Back-to-School
Sales Tax Holiday
August 1 through August 3, 2014
Information Enclosed

TAX FREE
TAX FREE
TAX FREE



**Back
to School
SALES TAX
HOLIDAY**

**NO
SALES
TAX**

**HURRICANE
PREPAREDNESS**
**SALES TAX
HOLIDAY**

Tax Holiday
SALES