

FOR IMMEDIATE RELEASE

Contacts:

Carla Snellgrove | (334) 242-1390 | carla.snellgrove@revenue.alabama.gov
Nancy King Dennis | (334) 263-5757, Ext. 101 | 800-239-5423 | ndennis@alabamaretail.org

MERCHANTS STATEWIDE INVITED TO BETTER UNDERSTAND THE AUGUST SALES TAX HOLIDAY

MONTGOMERY – April 4, 2007 – The Alabama Department of Revenue and the Alabama Retail Association in cooperation with the Chamber of Commerce Association of Alabama have organized a series of meetings throughout the state from May through July to help businesses better understand how the sales tax holiday scheduled for Aug. 3 - 5 works.

Any business that sells clothing, school supplies, books, or computers and computer equipment would benefit from the information shared at these one-hour seminars. Any interested party is welcome.

After a brief introduction from a representative from the Alabama Retail Association, which championed the legislation that led to the sales tax holiday, a representative of the Alabama Department of Revenue will explain the regulations that will apply during this three-day sales tax holiday. There will be plenty of time for questions from the audience.

The state's second observance of the sales tax holiday in Alabama begins at 12:01 a.m. Friday, Aug. 3rd, and ends at midnight Sunday, Aug. 5th. Anyone interested in more information on the holiday should go to: <http://www.revenue.alabama.gov/salestax/SalesTaxHol.htm>

It is important that Alabama businesses are well informed and prepared to handle this popular shopping event. Sales tax holidays help boost tax revenues because consumers are drawn into stores to buy tax-exempt items but often buy additional taxable items while shopping. In fact, Alabama sales tax collections in August of 2006 were up 10 percent from the previous year despite the three-day holiday from taxes on some popular items. Sales tax holidays have proven extraordinarily successful at drawing consumers into stores and getting them to make purchases. Some Alabama businesses who specialize in the exempt items reported as high as 300 percent increases in sales last year. For businesses that encountered questions during last year's holiday, now is a good time to get those questions cleared up before this year's holiday begins. For areas that did not participate last year in the holiday and will this year, now is the time to find out what happens during the sales tax holiday.

STATEWIDE SEMINAR SCHEDULE FOLLOWS ON NEXT PAGE

SALES TAX HOLIDAY SEMINARS

FOLEY - **8 a.m. - 9:30 a.m., Thursday, May 3**, Foley City Hall, Council Chambers,
407 E. Laurel Ave. [Directions](#)

Host: South Baldwin Chamber of Commerce **RSVP:** 251.943.3291

BOAZ - **2 p.m., Tuesday, May 8**, Boaz Public Library, 407 Thomas Ave.

Host: Boaz Area and Albertville Chambers of Commerce **RSVP:** 256.593.8154 / 256.878.3821

VESTAVIA HILLS - **8:30 - 9:30 a.m., Wednesday, May 16**, Dogwood Room,
Vestavia Hills Chamber of Commerce, 1975 Merryvale Road

Hosts: Vestavia Hills, Homewood and Mountain Brook Chambers of Commerce

RSVP: 205.823.5011

CULLMAN - **11:30 a.m. - 1 p.m., Thursday, May 31**, Cullman Area Chamber of Commerce,
301 2nd Ave. SW

Host: Cullman Area Chamber of Commerce **RSVP:** 256.734.0454

JACKSON - **9 a.m. Wednesday, June 6**, Jackson City Hall, 400 Commerce St.

Host: Jackson Area Chamber of Commerce **RSVP:** 251.246.3251

BUTLER - **1 - 2 p.m., Wednesday, June 6**, Butler Civic Center, 114 N. Academy Ave.

Directions: One block east of the intersection of Alabama 10 and 17, across the street from Hardees and next door to the Town Hall. Alabama 10 is also called Pushmataha Street.

Host: Choctaw County Chamber of Commerce **RSVP:** 205.459.3459

OZARK - **8:30 - 10 a.m., Thursday, June 21**, Dale County Government Building,
202 Alabama 123 South

Host: Ozark Chamber of Commerce **RSVP:** 334.774.9321

OPELIKA - **8 - 9:30 a.m., Tuesday, June 26**, Health Resource Center, 2027 Pepperell Parkway

Hosts: Opelika and Auburn Chambers of Commerce **RSVP:** 334.745.4861 / 334.887.7011

JASPER - **9 - 10:30 a.m., Friday, July 13**, Community Health Systems, 204 19th Street East

Host: Walker County Chamber of Commerce **RSVP:** 205.384.4571

TUSCALOOSA - **1:30 p.m., Friday, July 13**, Fire Logistics Auditorium. Tuscaloosa Fire Training Center,
2015 McFarland Blvd.

Host: West Alabama Chamber of Commerce **RSVP:** 205.758.7588

SCOTTSBORO - **11:30 - 1 p.m., Tuesday, July 17**, Greater Jackson County Chamber of Commerce,
407 E. Willow St.

Host: Greater Jackson County Chamber of Commerce **RSVP:** 256.259.5500