



ELK POINT

AUGUST 2015 NEWSLETTER

Paying at the Pump

If it seems like fuel prices are up, well they are. The State of Idaho has issued a tax increase that went into effect on July 1, 2015 for fuel sales in the State. Of every gallon of gas, diesel, ethanol blends and biodiesel purchased 32 cents goes toward the State tax. This even affects those backyard grillers using propane which is now at 23.2 cents per gallon tax. If using compressed natural gas your rate is 32 cents and if for some reason you are using liquefied natural gas your rate is 34.9 cents per gallon.

Other Idaho Tax News

Your State Legislators were pretty busy down in Boise coming up with all sorts of new and updated tax laws.

Easements, grazing permits and 1250 property are qualifying property for capital gains tax purposes.

Sales of utility vehicles and specialty off highway vehicles to non-residents are exempt from sales tax if the vehicles are used outside of Idaho, even if they are delivered to Idaho.

Hand tools costing \$100 or less are no longer excluded from the production exemption from sales tax credit.

Prescription eye glasses and contact lenses are exempt from sales tax.

If any of these changes affect you or you have questions, just contact Tate & Associates.

Tax Changes for Contractors

Contractors improving real property should not be charging sales tax to customers for material used in real property improvements. The contractor should be paying the sales tax liability to the vendor on all material used. If you do decide to charge the customer sales tax, they can refuse to pay it or request a refund from the Contractor at a later date.

Your Monthly ACA Update

It seems we continue to receive updates and changes to the Affordable Care Act (ACA—Obamacare) every month. Here is the latest and greatest from your Federal Government.

The IRS Revenue Code Sections 6055 and 6056 include new reporting requirements related to the ACA. Employers with 50 or more full-time equivalent employees in the prior calendar year must use form 1094C and 1095C to report information to their employees, former employees and the IRS about offers of health coverage and enrollment. Failure to distribute this information can be subject to a \$100 per return penalty with an annual maximum of \$1.5 million in fines.

Upcoming Tax Deadlines

Just because April 15th has passed does not mean tax season has ended. A reminder that business returns that are on extension are due September 15th and individual returns that are on extension are due October 15th.

The New “P’s” of Marketing

Anyone that has taken marketing in college remembers the 5 P’s of Marketing. Product, Place, Promotion, Price and Profit. Don Schultz, a Professor at Northwestern University in Illinois recently outlined three new “P’s” for the digital age.

The first new “P” is Platform. You need to determine, develop, acquire, rent, etc an interactive platform that can accept, analyze and allocate the masses of data being created.

“Planning” is the next “P”. I’m quite surprised this was not one of the original “P’s”. When it comes to planning Mr. Schultz discusses using the data acquired from the Platform and using it to plan your marketing campaign.

The final “P” is the most important to any organization, People. The People are those that work within your organization, in addition to your customers. Determining what motivates the employee within the campaign and what motivates the customer to purchase.

Upcoming August Events

The Downtown Street Fair, Art on the Green, Taste of the Coeur d’Alene’s is coming up from July 31st through August 2nd.

The North Idaho Fair returns on August 26th through 30th.