



Virginia
Regulatory
Town Hall

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Notice of Intended Regulatory Action (NOIRA) Agency Background Document

Agency name	Department of Taxation
Virginia Administrative Code (VAC) citation	23 VAC10-210-40
Regulation title	Chapter 210-Retail Sales and Use Tax
Action title	Advertising; Definitions
Date this document prepared	October 16, 2006

This information is required for executive branch review and the Virginia Registrar of Regulations, pursuant to the Virginia Administrative Process Act (APA), Executive Orders 21 (2002) and 58 (1999), and the *Virginia Register . Form, Style, and Procedure Manual*.

Purpose

Please describe the subject matter and intent of the planned regulatory action. Also include a brief explanation of the need for and the goals of the new or amended regulation.

Virginia Administrative Code Cite	Virginia Code Cite	Chapter	Proposed change and rationale
23VAC10-210-40	N/A—Amending for clarification	N/A—Amending for clarification	Expand this section by adding definitions, addressing laser and traditional printers, and identifying taxable and exempt sales and services.

In its current form, this regulation defines terms and concepts related to advertising, including “advertising”, “advertising business”, and “media.”

In 1996, the need for a distinction to be made between laser printing and traditional printing became evident. Prior to that time, laser-printing companies were typically treated as service providers. Recently, laser-printing companies have expanded their “services” by providing database processing and laser personalization, programming services, data entry services, word processing services, and letter shop services. With the expansion in services, the Department of Taxation’s audit staff has recently taken the position that the laser printing companies have gone beyond providing a service and are now in the printing business, thus rendering their sales taxable.

In 1996, the Direct Marketing Tax Fairness Committee suggested that the Department of Taxation establish laser-printing companies as service providers rather than the providers of tangible personal property (in this case, printed materials). The printing industry wished to maintain their classification as industrial manufacturers, and thus be able to purchase all equipment tax exempt, and to pass the tax on to consumers of that property.

A solution to these competing goals would be to provide a distinction between laser printers and traditional printers, identifying the use of one (laser printers) as a service, such that all items produced thereafter would be taxable to the printing company, rather than the ultimate consumer of the service, and identifying the use of the other (traditional printer) and the product of such use as tangible personal property, thus rendering that property taxable at the hands of the consumer.

Legal basis

Please identify the state and/or federal legal authority to promulgate this proposed regulation, including (1) the most relevant law and/or regulation, including Code of Virginia citation and General Assembly chapter number(s), if applicable, and (2) promulgating entity, i.e., agency, board, or person. Describe the legal authority and the extent to which the authority is mandatory or discretionary.

Code of Virginia § 58.1-203 provides that the “Tax Commissioner shall have the power to issue regulations relating to the interpretation and enforcement of the laws of this Commonwealth governing taxes administered by the Department.” The authority for the current regulatory action is discretionary.

Need

Please detail the specific reasons why the agency has determined that the proposed regulatory action is essential to protect the health, safety, or welfare of citizens. In addition, delineate any potential issues that may need to be addressed as the regulation is developed.

Government must have predictable and adequate revenue to provide for the health, safety, and welfare of its citizens. Tax regulations enhance customer service and voluntary compliance. The interpretations, examples, and other guidance in tax regulations ensure uniform application of the tax laws to taxpayers. Business taxpayers in particular find regulations essential in predicting the tax consequences of transactions and avoiding unanticipated tax assessments as the result of audits. Tax regulations also ensure that audits and other compliance activity cause the assessment and collection of the correct amount of tax.

Substance

Please detail any changes that will be proposed. For new regulations, include a summary of the proposed regulatory action. Where provisions of an existing regulation are being amended, explain how the existing regulation will be changed.

This amendment will clarify the advertising regulations by providing a distinction between the practice of laser printing and that of traditional printing, and will mandate that laser printing be treated as a service while traditional printing be treated as tangible personal property.

Alternatives

Please describe all viable alternatives to the proposed regulatory action that have been or will be considered to meet the essential purpose of the action. Also, please describe the process by which the agency has considered or will consider other alternatives for achieving the need in the most cost-effective manner.

The Department considered alternatives to the proposed regulatory action. Doing nothing would leave the regulation inconsistent with the statute. Repealing the regulation would reduce the level of customer service and, as a result, tend to reduce the level of voluntary compliance with the tax laws. Audit and compliance activity would produce less uniform results and would be much less effective in enforcing the tax laws.

Since 1980, administrative interpretations of the tax laws that are not in the form of published rulings or a regulation have not been admissible as evidence in court. Code of Virginia § 58.1-205. Even published "rulings and policies themselves are not entitled to great weight, unless expressed in regulations." *Chesapeake Hospital Authority v. Commonwealth*, 262 Va. 551, 554 S.E.2d 55 (2001). Therefore, to ensure enforcement, it is necessary to promulgate regulations containing the Tax Commissioner's interpretations of the tax laws.

Public participation

Please indicate the agency is seeking comments on the intended regulatory action, to include ideas to assist the agency in the development of the proposal and the costs and benefits of the alternatives stated in this notice or other alternatives. Also, indicate whether a public hearing is to be held to receive comments on this notice.

TAX is seeking comments on the intended regulatory action, including but not limited to 1) ideas to assist in the development of a proposal, 2) the costs and benefits of the alternatives stated in this background document or other alternatives and 3) potential impacts of the regulation. TAX is also seeking information on impacts on small businesses as defined in § 2.2-4007.1 of the Code of Virginia. Information may include 1) projected reporting, recordkeeping and other administrative costs, 2) probable effect of the regulation on affected small businesses, and 3) description of less intrusive or costly alternative methods of achieving the purpose of the regulation.

Anyone wishing to submit written comments may do so at the public hearing or on the Town Hall Public Comment Forum for this action or by email to the agency contact person listed on the Town Hall for this regulatory action. In order to be considered, comments must be received by the last day of the public comment period.

A public hearing will be held and notice of the hearing may be found on the Virginia Regulatory Town Hall website (www.townhall.virginia.gov) and can be found in the Calendar of Events section of the Virginia Register of Regulations. Both oral and written comments may be submitted at that time.

Participatory approach

Please indicate, to the extent known, if advisers (e.g., ad hoc advisory committees, technical advisory committees) will be involved in the development of the proposed regulation. Indicate that 1) the agency is not using the participatory approach in the development of the proposal because the agency has

authorized proceeding without using the participatory approach; 2) the agency is using the participatory approach in the development of the proposal; or 3) the agency is inviting comment on whether to use the participatory approach to assist the agency in the development of a proposal.

TAX is using the participatory approach to develop the proposal. TAX will form a technical advisory committee to consist of interest parties to assist in the development of the proposed regulation. Persons interested in participating on the advisory committee should contact the agency contact person listed for this regulatory action on the Town Hall prior to the end of the public comment period.

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Family impact

Assess the potential impact of the proposed regulatory action on the institution of the family and family stability including to what extent the regulatory action will: 1) strengthen or erode the authority and rights of parents in the education, nurturing, and supervision of their children; 2) encourage or discourage economic self-sufficiency, self-pride, and the assumption of responsibility for oneself, one's spouse, and one's children and/or elderly parents; 3) strengthen or erode the marital commitment; and 4) increase or decrease disposable family income.

This regulatory action is not expected to have an impact on family formation, stability and autonomy.