



INDIANA DEPARTMENT OF REVENUE
NEW AND SMALL BUSINESS
EDUCATION CENTER

“When Businesses Succeed, Indiana Succeeds”

Thursday, May 13, 2010




Indiana Department of Revenue

New & Small Business Education Center

- **Background:** An online self-serve tool to help new and small businesses in Indiana understand:
 - The various tax types for which they need to register, file and remit.
 - The basic legal parameters that define those tax types.
 - The range of friendly self-serve resources:
 - Videos;
 - Podcasts;
 - FAQs;
 - Checklists;
 - Agency contact information.
 - The variety of other agencies/associations to help:
 - IRS
 - SBA
 - Secretary of State's Office
 - Etc.

February 7, 2008



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Indiana Businesses

- **~200,000 businesses registered** in Indiana.
 - 27 tax types.
- **98 percent compliant.**
 - 2 percent non-compliant
 - Costly (time, manpower, administrative costs)
- **Sales & withholding** most common tax types.
 - Collected \$10.8 billion in FY 2009.
 - Makes up 75 percent or greater of the state's budget.

February 7, 2006



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IMPETUS – THE “METHOD TO THE MADNESS”

“If I had known was I was supposed to do, I wouldn't have gotten so far behind.”

Indiana Tax Amnesty, 2005

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NASBEC

- **A committed effort.**

- Idea – 2006.
- Research/benchmarking – 2006/2007.
- Concepted – 2007.
- Developed & launched – 2007/2008.
- Employee/Management campaign – 2008.
- Marketing campaign – 2008/2009.
- First satisfaction survey – 2009.

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www.smallbiz.in.gov



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Components:

- Sole proprietor
- Partnership
- Corporation
- Nonprofit
- Not sure


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Example: Sole Proprietor

- **Definition** of what is a sole proprietor as determined by Indiana law.
- **Registration requirements** with DOR:
 - You will be selling products or tangible items ([sales tax](#))
 - You have employees ([withholding tax](#))
 - You sell food and beverages ([sales tax](#) and [food-and-beverage tax](#))
 - You rent accommodations for less than 30 days ([innkeeper's tax](#))
 - You rent motor vehicles ([motor vehicle rental tax](#))
 - You distribute gasoline or special fuel ([prepaid fuel tax](#))
 - You sell tires ([tire fee](#))
 - You sell fireworks ([safety fee](#))
- **Scenario example** (written & video formats)
- **Additional agencies** with which to register (e.g. Tobacco & Alcohol Commission).

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Scenario Example:

Juanita opens a computer store. She sells computer components and offers repair services for electronics. The store sells products so Juanita needs to register for sales tax with the Department and receive a Retail Merchant Certificate. She can register by filing a Business Tax Application ([Form BT-1](#)).

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Additional Information Services

- **Registration information** – link to online registration.
- **INTax** – state's free business filing/payment tool.
 - All new businesses in Indiana must use.
- **Additional registrations** – with other agencies.



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Initial Survey Results

- **Initial survey:** 96 completed surveys/433 sample population pool.
- **Key findings:**
 - 72 percent satisfied with the site (navigation).
 - 87 percent would use it again.
 - 85 percent would recommend it.
- **Representative commentary:**
 - *"Thanks for your info on the small business web site. Your online help is just outstanding and very easy to navigate."*
 - *"How easy it is to understand, especially for those who have no knowledge at all. This will put their minds at ease."*
 - *"Very useful and easy access to find information on business."*
- **Future goal:** 80 percent or greater satisfaction overall.
- **New (2nd) survey** – launching May 2010.

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Interest – UPDATE

- 52,000+ visitors – to date.
- 893 subscribers to the site.
- Web 2.0 podcasts
- YouTube
- Facebook fan page
- Twitter account

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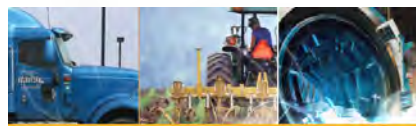


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Questions & Answers

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