

**INDUSTRY GUIDANCE**

<b>Category:</b> Dance Studios	<b>Tax Type:</b> Sales & Use Tax
<b>Brief Description:</b> Dance Studios Tax Matrix	<b>Issuance Date:</b> 11-01-2024 <b>Revision Date:</b> 03-28-2025

The taxability of sales and purchases of tangible personal property and labor services by dance studios are summarized below. While this document provides general information as to the taxability of sales and purchases of tangible personal property and labor services by businesses in the arts and creative industry, it may not necessarily cover every situation as the taxability may depend on facts and circumstances around the specific transaction. Should a more definitive determination be desired, businesses may request a letter ruling from the Department. [MODOR Letter Ruling Page](#)

***This list is not all-inclusive.***

Missouri sales or use tax applies to those purchases identified or designated as taxable in the chart below. The applicable Missouri sales or Missouri consumer's use tax must be paid to the vendor or accrued and remitted directly to the Missouri Department of Revenue. Purchases from Missouri vendors should be reported using the retailer's sales tax return. Purchases from outside this state which are delivered to this state are to be reported on the Missouri consumer's use tax return.

<b>Sales by Dance Studios:</b>	<b>Taxable/Exempt</b>
Dance lessons including, but not limited to, tap, ballet, jazz, acrobatics, modern, hip hop, lyrical, cheerleading, salsa, cardio, etc.	Exempt
Dancewear and activewear including, but not limited to, leotards, tights, ballet shoes, tap shoes, jazz boots, lyrical paws, duffel bags, warmup outfits, etc.	Taxable
Accessories sales including, but not limited to, hair ties, bobby pins, hair net, combs, brushes, hair spray, and various other hair essentials, etc.	Taxable
Merchandise sales of t-shirts, hats, mugs, branded face masks, and other related items	Taxable
Charges for dance and birthday parties	Taxable
Admission fees to watch dance or cheer competitions	Taxable
Entry fees paid by individual competitors or teams which include tangible personal property	Taxable
Admission fees for dance recitals and other performances	Taxable
Funds or assets received from sponsorships, whether from businesses or individuals	Exempt
Soda, juice, candy, fruits, vegetables, milk, and other food items	Taxable (reduced food tax rate)
Facility rentals including but not limited to parties	Taxable

<b>Sales by Dance Studios (continued):</b>	<b>Taxable/Exempt</b>
Space rental within the dance studio providing instruction	Exempt
Locker Rentals where tax was not paid at the time of the locker purchase	Taxable
Locker Rentals where tax was paid at the time of the locker purchase	Exempt
Equipment rental where tax was not paid at time of equipment purchase	Taxable
Equipment rental where tax was paid at time of equipment purchase	Exempt
Gift certificates	Exempt
Trophies and prizes	Taxable
Shipping, delivery, freight, and postage charges	Exempt
Handling charges	Taxable
Combined shipping & handling	Taxable
*Vending machine sales	Taxable (reduced food tax rate)

**\*Vending machine sales are taxed 135% of the cost of the item sold based on the location of the tangible personal property.**

<b>Purchases by Dance Studios:</b>	<b>Taxable/Exempt</b>
Items purchased for resale	Exempt
Costumes to be resold	Exempt
Costumes to be given as part of dance lessons	Taxable
Yoga mats, mirrors, cushions, curtains, lighting, etc.	Taxable
Musical instruments such as piano, etc.	Taxable
Equipment used for dancing studios	Taxable
Rental equipment where dance studio does not intend to collect tax on the rental of the equipment	Taxable
Rental equipment where dance studio intends to collect tax on the rental of the equipment	Exempt
Lockers where dance studio does not intend to collect tax on the rental of the lockers	Taxable
Lockers where dance studio intends to collect tax on the rental of the lockers	Exempt
Tools and equipment for making repairs at the studio	Taxable
Cleaning materials such as gloves, chemicals, waxes, etc.	Taxable
Office supplies such as office forms, staplers, paper, pens, pencils, labels, business cards, ink, toner, ribbon cartridge, etc.	Taxable
Furniture and fixtures, including but not limited to: desks, lamps, tables, chairs, artwork, signs, plants and planters, shelving, etc.	Taxable

<b>Purchases by Dance Studios (continued):</b>	<b>Taxable/Exempt</b>
Promotional items including but not limited to: calendars, mugs, clothing, balloons, etc.	Taxable
Complimentary bottled water, coffee, soft drinks, creamer, sugar, cups and stir sticks, candy, etc.	Taxable
Break room supplies such as microwaves, refrigerators, tables, chairs, and paper products	Taxable
Books, newspaper, and magazine subscriptions	Taxable
Educational materials such as posters, printed materials, and literature, etc.	Taxable
Computer & internet equipment	Taxable
Donations of tangible personal property	Taxable
Specialty advertising	Taxable
Media advertising	Exempt
Utilities	Taxable
Canned software and software upgrades to maintain or update software delivered via CD Rom	Taxable
Canned software provided via electronic download through the internet	Exempt
Custom software and software upgrades to maintain or update software developed for a single end user	Exempt
Security cameras & other security related equipment	Taxable
Security monitoring services	Exempt
Streaming music services	Exempt
Janitorial supplies	Taxable
Trash & cleaning services	Exempt
Pest control services	Exempt
Uniforms	Taxable
Repairs, maintenance, and remodeling services to existing structure/facility through a hired contractor	Exempt
Warranty or service agreements for tangible personal property such as computers, printers, copiers, security equipment, etc.	Exempt
Shipping, delivery, freight, and postage charges	Exempt
Handling charges	Taxable

<b>Purchases by Dance Studios (continued):</b>	<b>Taxable/Exempt</b>
Combined shipping and handling	Taxable
Inbound delivery that seller pays to their suppliers, and passes through to the dance studio	Taxable