



Coalition to
REPEAL Wisconsin's
Personal Property Tax



MEDIA ADVISORY

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Coalition Narrows Focus to No-Tax Shift and Municipal Reimbursement

February 27, 2017—The Coalition to Repeal Wisconsin's Personal Property Tax has ramped up efforts to encourage the Legislature to include repeal of the unfair, outdated tax in the 2017-2019 State Budget by adding additional coalition members and creating a social media presence and digital marketing campaign.

The coalition consists of 40 diverse businesses and trade groups with the common goal of repealing the personal property tax. Officially, the coalition supports exempting new equipment from the personal property tax effective in tax year 2017, and a phase-out of the remaining items subject to the personal property tax over 10 years. The coalition opposes a shift to real property taxes, and further believes municipalities should be reimbursed for lost revenue.

"The coalition refers to the personal property tax as the "Main Street Tax" because after nearly 60 exemptions to the tax over the years, the remaining items still subject to the personal property tax are items prevalent in small businesses and those found on the Main Streets of communities across Wisconsin, like grocery stores," said Michelle Kussow of Wisconsin Grocers Association, which created the coalition.

One of the newest groups to join the coalition was the Wisconsin Realtors Association (WRA). According to Tom Larson, WRA, "The WRA has consistently supported the efforts of lawmakers to reduce the tax burden for businesses in Wisconsin. The personal property tax is an onerous tax for businesses and an administrative headache for those who administer it. However, we have always said eliminating this tax by increasing taxes on homeowners and other owners of real property is not the

answer. By specifying that the coalition does not support a shift in property taxes and that municipalities should be reimbursed, we are now in total agreement with the coalition and will work collectively to repeal the personal property tax."

In addition, the Wisconsin Bankers Association, Wisconsin Builders Association, Midwest Food Products Association and Cooperative Network have joined the coalition in the past few weeks. Collectively, coalition members represent more than 400,000 Wisconsin businesses employing over a million employees, as well as thousands of individual taxpayers across the state.

The coalition is making substantial digital marketing investments to inform Wisconsinites across the state about their efforts along with citizen education and engagement at www.repealpptwi.com.

The coalition can be found on Facebook at www.facebook.com/RepealWIPPT and Twitter at www.twitter.com/repealppt_wi. For additional information, contact info@repealpptwi.com.

Members of the coalition are available to discuss this issue with editorial boards or comment on stories related to the State Budget and/or Wisconsin taxes. Please contact info@repealpptwi.com to coordinate.

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COALITION MEMBERS

American Family Insurance ♦ Americans for Prosperity-Wisconsin ♦ Associated Builders and Contractors of Wisconsin ♦ Associated General Contractors of Wisconsin ♦ Association of Wisconsin Tourism Attractions ♦ AT&T ♦ Cooperative Network ♦ Independent Insurance Agents of Wisconsin ♦ Metropolitan Milwaukee Association of Commerce ♦ Midwest Hardware Association ♦ Midwest Food Products Association ♦ Professional Insurance Agents of Wisconsin ♦ Skiing Wisconsin, Inc. ♦ TDS Telecommunications Corp. ♦ Water Quality Association of Wisconsin ♦ Wisconsin Automobile & Truck Dealers Association ♦ Wisconsin Automotive Parts Association ♦ Wisconsin Bankers Association ♦ Wisconsin Beverage Association ♦ Wisconsin Broadcasters Association ♦ Wisconsin Builders Association ♦ Wisconsin Cable Communications Association ♦ Wisconsin Collectors Association ♦ Wisconsin Dental Association ♦ Wisconsin Grocers Association ♦ WI Housing Alliance ♦ Wisconsin Independent Businesses ♦ Wisconsin Manufacturers & Commerce ♦ Wisconsin Motor Carriers Association ♦ Wisconsin Petroleum Marketers & Convenience Store Association ♦ Wisconsin Propane Gas Association ♦ Wisconsin Property Taxpayers ♦ Wisconsin Realtors Association ♦ Wisconsin Recreational Vehicle Dealers Alliance ♦ Wisconsin Restaurant Association ♦ Wisconsin Small Businesses United ♦ Wisconsin State Telecommunications Association