



Keep More of Your Hard-Earned Money

Eight Steps to Lower Costs and Put More Money Back in Your Pocket

Wisconsin families work hard for every dollar they earn, but government at every level keeps taking more. Property taxes are too high, utility bills have soared, and everyday purchases cost more. Meanwhile, Milwaukee County Executive David Crowley wants to tax you more. He raised the sales tax by 80%, raised property taxes five times, and even voted against a 10% middle-class income tax cut. I believe government should take less so you can keep more. As governor, that's exactly what I will deliver.

- **Lower Property Taxes:** Wisconsin has some of the highest property taxes in the country, ranking among the top 10 states. As governor, I will end the [400-year property tax increase](#). Then, as we work to lower property taxes even further, I will implement a property tax freeze so families and seniors have the certainty that they won't be taxed out of their homes. Under David Crowley, Milwaukee County property taxes have increased five times, for a total increase of roughly \$9 million.
- **Deliver a 10% Working Families Income Tax Cut:** As governor, I will deliver a 10% income tax cut for working families earning under \$150,000 a year, putting more money back in their pockets for groceries, housing, child care, and everyday expenses. When David Crowley had the opportunity to support a 10% middle-class income tax cut in the Legislature, he voted [no](#). I voted yes.
- **End Taxes on Tips and Overtime:** I voted to [eliminate](#) federal taxes on tips and overtime, but Wisconsin still taxes this income at the state level. As governor, I will end state income taxes on tips and overtime so servers, bartenders, construction workers, machinists, first responders, and other hardworking Wisconsinites can keep more of what they earn.
- **Return the Surplus:** Wisconsin taxpayers are overtaxed. The last state budget increased spending by 15%, pushing the budget above \$100 billion for the first time in state history, and Madison is still sitting on a surplus. As governor, I will return the entire surplus to taxpayers.
- **Reduce Utility Costs:** Under the Evers administration, the PSC approved [more than \\$2 billion](#) in utility rate increases, granting over 70% of requested utility increases. As governor, I will appoint PSC commissioners who put Wisconsin ratepayers first, stop shutting down reliable baseload power, and embrace next-generation nuclear energy to help lower costs and strengthen our grid.
- **Prevent Sales Tax Hikes:** I will protect Wisconsin families from additional sales tax increases. David Crowley already raised Milwaukee County's sales tax by 80%.
- **Lower Gas Prices by Repealing Minimum Markup:** Under Wisconsin's minimum markup law, gasoline retailers are required to build a statutory markup into the price of fuel. As governor, I will fully repeal the minimum markup requirement, which currently adds over [30 cents](#) per gallon at the pump. Government shouldn't mandate higher prices.
- **Create Good-Paying Jobs:** Wisconsin ranked [40th in job creation](#) from 2018 to 2025. As governor, I will create a pro-growth environment with lower taxes, less red tape, and faster permitting. I will also pursue occupational licensing reform to modernize Wisconsin's licensing system, cut unnecessary red tape, and ensure workers aren't burdened by excessive government fees just to earn a living. My goal will be to attract investment, grow Wisconsin businesses, and give our graduates every reason to stay right here at home.