

Premier Resort Area Tax

For La Crosse County, the Premier Resort Area Tax (PRAT) is a 0.5% sales tax that would need to have special legislative approval for the County Board to adopt. It is governed under Wisconsin State Statutes 66.1113 and 77.994. Per 66.1113 it can be used for infrastructure expenses.

Which municipalities have adopted the premier resort area tax?

- The City of Rhinelander, effective January 1, 2017 (0.5%)
- The Village of Stockholm, effective October 1, 2014 (0.5%)
- The City of Eagle River, effective October 1, 2006 (0.5%)
- The City of Bayfield, effective January 1, 2003 (0.5%)
- The City of Wisconsin Dells, effective July 1, 1998 (1.25%)
- The Village of Lake Delton, effective April 1, 1998 (1.25%)

Requirements for those municipalities

- Wisconsin Dells and Lake Delton both hit the 40% tourism related retailer requirement, and their respective Boards voted to enact the PRAT.
- Eagle River and Bayfield may enact even though they do not meet the 40% requirement when their Board chooses to do so.
- Sister Bay, Ephraim, and Stockholm may enact if their Board chooses to do so and the electorate passes a binding referendum.
- Rhinelander may enact if the Board chooses to do so and the electorate passes a binding referendum. They must also comply with a maintenance of effort requirement and continue to spend the same amount of other funds on transportation that they spent during the calendar year previous to enacting the PRAT. According to Rhinelander officials, they actually passed 2 referendums, one advisory at 66% and one binding at 80%. Also according to those same officials, Rhinelander's commercial equalized value is 50% and their tourism-related Commercial value is 28%.

Per the Wisconsin Department of Revenue (DOR) La Crosse County's equalized assessed value for Commercial value is 25.47% of the County's total equalized assessed value. The actual assessed value for tourism-related commercial is some percentage less than that, DOR has not yet shared that figure.

Per Travis Arthur, Economist with the DOR, "Based on 2015 sales tax returns for businesses with sales in La Crosse County, approximately 48% of taxable sales tax occur at businesses that would be subject to the premier resort area tax, leading to a 2015 estimated tax amount of \$5.6 million."