



# VOTE NO PRAT

## The Premier Resort Area Tax (PRAT) hurts local businesses:

- PRAT is not a tourist-only tax.** 74% of locals will pay this tax.
- Tourism groups will reconsider.** Conventions look to the bottom line.
- PRAT hurts our small businesses.** Lack of price competitiveness with Rochester and online will widen.
- This tax creates business inequality.** The same product at different stores within La Crosse County will not be taxed the same.

**We need to fix our roads.  
Let's find another solution.**

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