



## Upcoming Informational Meetings:

January 17, 2019 @ 5:00pm

February 21, 2019 @ 5:00pm

Location: Mercer Town Hall  
Mercer Town Hall 2657 Railroad St.

### Did you Know?

If you shop in Ironwood, Rhinelander, Eagle River you are already paying 6% sales tax.

Minocqua will soon be joining the additional fee as well. In November their referendum passed to add the PRAT Tax.

### Contact Us

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# Town of Mercer

*Premier Resort Area Tax  
(PRAT Tax)*

*Fact Sheet for  
Referendum April 2, 2019*

Town of Mercer  
2657 Railroad St  
Box 149  
Mercer WI 54547

### What is PRAT?

PRAT stands for Premier Resort Area Tax. Pursuant to ss. 66.113 Wis. Stats., it's a retail sales tax authorized by Wisconsin State Legislature and administered by the Department of Revenue. It requires certain retailers related to the tourist industry to collect an additional sales tax. Adoption of PRAT allows our town to share the expense of maintaining our local road infrastructure.

The rate of the PRAT Tax is one half cent on the dollar (0.5%) and the revenue from this is shared by all who utilize our roads not just tax payers.

**Example: on a \$50.00 purchase the PRAT Tax would total .25 cents (twenty-five cents).**

PRAT Tax would be collected from the retailers at the same time as the rest of the State and County taxes are collected and paid to the Department of Revenue. Once Paid to the DOR the funds would be turned over to the town.

### What can PRAT Tax be used for?

PRAT Tax can ONLY be used for Infrastructure-related projects. Examples are: Road Construction, maintenance, culverts, curbs, sidewalks, street lighting etc.

### Referendum Question April 2,2019

Should the Town of Mercer levy a .05% (one half cent on the dollar) sales tax on sales, licenses, leases, and rentals of tangible property, certain coins and stamps, certain leased property, affixed to realty, certain digital goods, and certain services sold, leased, or rented through tourist-related retailers to pay for transportation-related infrastructure expenses Yes or No

### Why PRAT Tax

With the ever-increasing costs, The Town of Mercer continually tries to keep taxes down while maintaining the beautiful Northwoods area.

The Town of Mercer has approximately 158.91 miles of roads and has a year-round population of roughly 1500 people. During our busier tourist seasons we reach the thousands.

State aid for our infrastructure has not been able to keep up with the ever-growing cost of paving and maintaining our road systems. This only allows the town to cover a few miles a year.

In order to properly maintain our roads in the town without increasing property taxes the board would like to rely on the PRAT Tax. This would be spread to everyone that visits our community and not just tax payers.



### What is subject to PRAT Tax?

Retailers including Dining, drinking, apparel, furnishings, hotels, recreational activities, specialty foods, sporting goods. For Complete list of items please visit the Links provided in this flyer. [www.Revenue.wi.gov](http://www.Revenue.wi.gov)

For More information on PRAT Tax you can visit the following links:

<https://www.revenue.wi.gov> and type in keyword "PRAT" you will find publication 403 and the questionnaire along with what would be charged the tax from the Department of Revenue.

Or

This information can be found of the [townofmercer.com](http://townofmercer.com) webpage or at the town hall.