



## Small Business Relief

**Personal Property Tax:** Small businesses make up 86% of Wisconsin's employers, drive the local and state economies by employing more than half of the private sector employees, and generate \$11 billion in income. Providing small business relief like eliminating Wisconsin's personal property tax will further ignite the economy by allowing small business owners to reinvest, grow their businesses, and create more jobs.

Eliminating the personal property tax creates a more equitable tax code, treating everyone equally under the property tax law. More importantly, from an economic development standpoint, all of Wisconsin's neighboring states have eliminated or are phasing out the personal property tax and are using it to attract businesses.

Thanks to the efforts of Senators Howard Marklein and Dwey Stroebel and Representatives Dan Knodl and Bob Kulp, a partial repeal of the personal property tax was achieved in the last state budget. WPMCA continues to work with a coalition of more than 35 trade and business associations with the goal of working with legislators to finish the job and fully repeal Wisconsin's personal property tax. Collectively these groups represent more than 400,000 Wisconsin businesses employing over 1 million employees as well as thousands of individual taxpayers across the state.

**Action Requested: Please fully eliminate the Personal Property Tax.**

**Credit card fees** continue to grow unchecked and are now the second largest expense for convenience stores, behind only labor costs. Significant relief would come from eliminating credit card fees on the collection of taxes. An additional step in the right direction would also be to increase the retailer's discount for sales tax collection.

- Credit card fees cost a typical convenience store 2% to 4% of each transaction.
- Retailers pay credit card fees on the taxes they collect. It actually costs small business money to collect and remit taxes to the state.
- Additional relief would come from increasing the retailer's discount for collecting sales tax. Governor Doyle cut the retailer's discount in half, so restoring it to 1% would help.

**Action Requested: Please eliminate the imposition of credit card fees on all taxes. Also please restore the retailer's discount to 1%.**