

**NOTICE OF REFERENDUM
LA CROSSE COUNTY**

NOTICE IS HEREBY GIVEN, that at an election to be held in the County of La Crosse, on November 6, 2018, the following Advisory Referendum will be submitted to a vote of the people of the County of La Crosse:

**RESOLUTION #19-7/18 RE: AUTHORIZING FUNDING FOR PUBLIC INFORMATION
REGARDING THE REFERENDUM QUESTIONS RELATED TO PUBLIC
TRANSPORTATION**

WHEREAS, pursuant to Wisconsin Statute §59.52(25), the Board can conduct a county-wide advisory referendum; and **WHEREAS**, on July 19, 2018, the La Crosse County Board, by resolution No. 19-7/18, directed the County Clerk to place the following four questions as separate referenda on the November 6, 2018 ballot:

1. *The La Crosse County Board of Supervisors has determined that an expenditure of \$5 million per year is necessary to address unmet road and bridge needs currently totaling \$101 million. Do you support the County investing \$5 million annually to address needed road and bridge repairs?*
A. YES B. NO
2. *If the La Crosse County Board finds it necessary to increase local spending on roads and bridges due to insufficient state and federal funds, do you support pursuing the enactment of a Premier Resort Area Tax (PRAT) of 0.5 percent as a sales tax on tourism-related goods and services as defined in state law? This option is estimated to raise \$6.6 million per year, of which \$1.6 million will be shared with the cities, villages and towns for their transportation needs.*
A. YES B. NO
3. *If the La Crosse County Board finds it necessary to increase local spending on roads and bridges due to insufficient state and federal funds, do you support imposing an annual vehicle registration fee (“wheel tax”) of approximately \$56 per auto and light truck? This option is estimated to raise \$5 million per year.*
A. YES B. NO
4. *If the La Crosse County Board finds it necessary to increase local spending on roads and bridges due to insufficient state and federal funds, do you support increasing short-term borrowing by approximately \$5 million? This option is estimated to increase the County portion of taxes by approximately 15 percent in the 2020 tax cycle.*
A. YES B. NO

WHEREAS, there is a need to prepare and disseminate informational materials that inform the electorate of pertinent facts so that voters can make informed decisions; **NOW THEREFORE BE IT RESOLVED** that the La Crosse County Board hereby authorizes up to \$30,000 for public information regarding the referendum questions for expenditures approved by the County Board Chair for mailings, brochures and other means to enhance public information about the issues addressed in the referendum. **FISCAL NOTE:** The need for public information is not included in the 2018 budget, thereby necessitating a transfer of \$30,000 from account 100.155.1480-60700.04 (General Fund Contingency) to County Board account 100.100.1000-60795.01 (Public Information).

The questions will appear on the ballot as follows:

QUESTION NUMBER I

The La Crosse County Board of Supervisors has determined that an expenditure of \$5 million per year is necessary to address unmet road and bridge needs currently totaling \$101 million. Do you support the County investing \$5 million annually to address needed road and bridge repairs?

QUESTION NUMBER II

If the La Crosse County Board finds it necessary to increase local spending on roads and bridges due to insufficient state and federal funds, do you support pursuing the enactment of a Premier Resort Area Tax (PRAT) of 0.5 percent as a sales tax on tourism-related goods and services as defined in state law? This option is estimated to raise \$6.6 million per year, of which \$1.6 million will be shared with the cities, villages and towns for their transportation needs.

QUESTION NUMBER III

If the La Crosse County Board finds it necessary to increase local spending on roads and bridges due to insufficient state and federal funds, do you support imposing an annual vehicle registration fee ("wheel tax") of approximately \$56 per auto and light truck? This option is estimated to raise \$5 million per year.

QUESTION NUMBER IV

If the La Crosse County Board finds it necessary to increase local spending on roads and bridges due to insufficient state and federal funds, do you support increasing short-term borrowing by approximately \$5 million? This option is estimated to increase the County portion of taxes by approximately 15 percent in the 2020 tax cycle.

EXPLANATORY STATEMENT AND EFFECT OF VOTE

The referendum election ballot will ask County electors to vote "yes" or "no" on the referendum election questions as set forth above.

A YES vote on Question Number I means that you are in favor of La Crosse County investing \$5 million dollars annually to address road and bridge repairs.

A NO vote on Question Number I means that you are opposed to La Crosse County investing \$5 million dollars annually to address road and bridge repairs.

A YES vote on Question Number II means that you are in favor of a Premier Resort Area Tax (PRAT) of 0.5 percent as a sales tax on tourism-related goods and services. This option is estimated to raise \$6.6 million per year, of which \$1.6 million will be shared with the cities, villages and towns for their transportation needs.

A NO vote on Question Number II means that you are opposed to Premier Resort Area Tax (PRAT) of 0.5 percent as a sales tax on tourism-related goods and services.

A YES vote on Question Number III means that you are in favor of imposing an annual vehicle registration fee ("wheel tax") of approximately \$56 per auto and light truck.

A NO vote on Question Number III means that you are opposed to imposing an annual vehicle registration fee ("wheel tax") of approximately \$56 per auto and light truck.

A YES vote on Question Number IV means that you are in favor of increasing the County's short-term borrowing by approximately \$5 million. This is estimated to increase the County portion of taxes by approximately 15 percent in the 2020 tax cycle.

A NO vote on Question Number IV means that you are opposed to increasing the County's short-term borrowing by approximately \$5 million.

Persons with questions regarding the referendum election should contact Ginny Dankmeyer, La Crosse County Clerk.

Done in the County of La Crosse
on November 2, 2018
Ginny Dankmeyer, County Clerk