



Milwaukee County Board of Supervisors

Lee Holloway

Chairman of the Board

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For Immediate Release
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FACTS PROVE COUNTY EXECUTIVE'S 'TAX ISLAND' CLAIM IS FALSE

Adjusted for gas prices, most County residents would still get better deal within Milwaukee County

Milwaukee, WI – Milwaukee County Board Chairman Lee Holloway issued the following analysis after the County Executive vetoed an advisory referendum on taxes and claimed a small increase in the sales tax (and decrease in the property tax) would create a tax island in Milwaukee County. The County Executive chose a Greenfield camera store to make the announcement.

At today's gas prices, a 1-cent increase in the sales tax would not create a tax island. For a camera costing \$500, the sales tax in Milwaukee County would rise by \$5. But, factoring in our current gasoline prices, it would be slightly more costly for many Milwaukee County residents to drive to the nearest camera stores in Waukesha County. Using the County Executive's example of Art's Cameras Plus on S. 76th Street in Greenfield, the nearest comparable camera stores outside of Milwaukee County are:

- Art's Cameras Plus, 2130 W. Silvernail Road, Pewaukee (18 miles)
- Best Buy, 19555 W Bluemound Rd, Brookfield (14 miles)
- Mike Crivello's Camera & Imaging Center, 18110 W. Bluemound Road, Brookfield (12 miles)

At a minimum, the nearest camera store outside of Milwaukee County is 24 miles roundtrip from Art's Greenfield location. If an average vehicle gets 20 miles/gallon and fuel is \$4.29/gallon, then the \$5 in sales tax savings for a \$500 camera would be offset by an increase in fuel of \$5.14, making the Waukesha County purchase slightly more expensive than purchasing at the Art's Camera store in Greenfield.

If the customer would choose to drive to the Art's Camera location in Pewaukee (36 miles roundtrip from the Greenfield location), fuel costs would increase by \$7.72, **making the Milwaukee County purchase \$2.72 cheaper.**

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