



## **For Immediate Release**

Contact: Joshua Morby  
Mobile: 920.968.4197  
Email: [media@thenewnorth.com](mailto:media@thenewnorth.com)

## **Low Taxes Draw Shoppers to the New North**

NEW NORTH, March 27, 2008 – Consumers around the Midwest aren't the only ones taking note of the City of Chicago's recent decision to boost sales tax to one of the highest rates in the country.

With a 10.25 percent sales tax looming for Chicago shoppers, retailers throughout the New North are hoping the summer vacations to Northeast Wisconsin will turn into trips for school clothes and fashion upgrades.

"We have great shopping throughout the region," said John Burgland, Senior General Manager of the Fox Valley Mall in Appleton. "The New North has long been a favorite travel destination of Midwesterners. We're excited about our prospects as we continue to offer more opportunities for shoppers at competitive prices."

Illinois' sales tax base rate is 6.25 percent, but all of the counties around Chicago have rates of at least 7 percent. Wisconsin has a base sales tax of 5 percent. Of the 18 counties in the New North, Outagamie, Winnebago, Calumet, Kewaunee, Sheboygan, Manitowoc, Fond du Lac and Menominee counties all have a 5 percent rate. The remaining counties have a sales tax rate of 5.5 percent.

New North, Inc. is a regional collaboration effort focused on promoting regional cooperation and economic development in an 18-county region in Northeast Wisconsin. The 18 counties included in the New North are Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee, and Waushara. To find out more information about New North, Inc., please visit our website at [www.thenewnorth.com](http://www.thenewnorth.com).

-###-