



## What is the Town Advocacy Council?

The Town Advocacy Council is one of WTA's most influential strategies. Founded in the 1980s, the TAC is a subsidiary of the Wisconsin Towns Association that has evolved over time.

One of WTA's main purposes is to provide legislative advocacy in support of towns. The TAC is the primary instrument through which we accomplish this. Without the investment in TAC by town leaders, we would not be able to provide the lobbying efforts that have recently produced a plethora of both offensive and defensive victories.

In addition to funding general legislative advocacy efforts, TAC investment helps pay for WTA's Capitol Day, the Local Government Institute, legislative listening sessions, and educational workshops.



WISCONSIN TOWNS  
ASSOCIATION

**We hope we can count on your  
town and your leadership  
to invest in TAC and  
legislative advocacy for towns!**

# Town Advocacy Council

*Champions of Town Government*

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Advocating for legislation that  
advances town government interests



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# 2019-2021 Legislative Priorities

1. Transportation
2. Land Use
3. Town Law Reform
4. Volunteer Fire/EMS
5. LOSAP Funding
6. Broadband

Every legislative session, the Town Advocacy Council hosts listening sessions with town leaders to gather ideas for pursuing legislation. The TAC executive committee considers the information and creates a recommended list of priorities for the lobbying team. The recommendations then go to the WTA board for consideration and eventual approval.

Along the way, each legislative session also provides unique opportunities that were not on the initial priority list. The TAC executive committee provides direction on if and how to take advantage of them.

In the last 5 years, the TAC has influenced adoption of 57 pieces of legislation & leveraged over \$300 million in efficiencies and additional funding

- ✓ Transportation funding
- ✓ LOSAP funding
- ✓ Broadband grants
- ✓ MFL payments
- ✓ Recycling grants
- ✓ BCPL preservation
- ✓ Publication cost savings
- ✓ Prevented increased road weight limits
- ✓ Restored zoning in shorelands
- ✓ And much more!

## TAC members also receive

- ✓ Town Officers' Handbook per edition
- ✓ Weekly federal legislative updates
- ✓ Free website access to WTA educational videos
- ✓ Decreased TAC workshop registration fees
- ✓ Pride of being a leading town

## How to join

TAC membership is only \$0.25 per capita with a cap of \$2,500 per town. TAC dues are voluntary and separate from WTA membership dues.

To enhance your town's leadership and become a Town Advocacy Council member, or to obtain more information, contact WTA staff.

Phone: (715) 526-3157

Email: [wtowns@wisctowns.com](mailto:wtowns@wisctowns.com)

## Other ways to get involved

The Town Advocacy Council is proud to announce a new initiative coming in 2021: the **TAC Ambassador Program**. This program will draw on a select group of engaged town officials to develop a relationship with their state legislators and actively engage on TAC priorities. TAC Ambassadors will be on the front lines of our advocacy efforts, and will receive regular educational opportunities to support their mission. Contact WTA staff to become a leader in legislative advocacy.

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