



REPORT TO Village Board

ITEM NAME:	2026 Dog License Fee Increase
MEETING DATE:	September 16, 2025
PRESENTING COMMITTEE:	APC
COMMITTEE CONTACT:	Dave Baker
STAFF CONTACT:	Sarah Fisher/John Jacobs
PREPARED BY:	Sarah Fisher

ISSUE: Marathon County to increase amount due to county from municipalities due to operating deficit

OBJECTIVES: To keep up with the fee change to make sure that the Village does not begin to operate at a deficit for dog licensing

ISSUE BACKGROUND/PREVIOUS ACTIONS: Kronenwetter increased fees in 2025 as well as offered a microchip discount, this was to keep up with surrounding communities as well as help maintain operating costs of the dog parks. The county is raising the amount that each municipality is required to pay the county per dog. As the fees sit if we continue to offer the microchip discount, we will be operating at a deficit additionally if we do not raise fees the municipality will not be keeping any of the collected fees.

PROPOSAL: Increase the fees for unaltered and neutered/spayed dogs.

ADVANTAGES: The increase will keep us out of deficit and would allow us to still offer a microchip discount

DISADVANTAGES:

ITEMIZE ALL ANTICIPATED COSTS (Direct or Indirect, Start-Up/One-Time, Capital, Ongoing & Annual, Debt Service, etc.)

RECOMMENDED ACTION: increase licensing fees

OTHER OPTIONS CONSIDERED:

TIMING REQUIREMENTS/CONSTRAINTS: This needs to be addressed and decided on during the budget season so fees can be adjusted for tax collection time.

ATTACHMENTS (describe briefly): current fees, Marathon County Dog license report form (due to count)