

WISCONSIN'S RED TAPE RESET

A Roadmap to Unlocking Billions in Growth,
Innovation, and Opportunity

The Bad News: Excessive Regulatory Burden

- Wisconsin is one of the most overregulated states in the country. We rank **13th most regulated nationwide** and **2nd in the Midwest**, with over **165,000 regulatory restrictions** on the books. That's **5.25 times more regulation than Idaho**, which has become a national leader in streamlining government and unleashing economic potential.
- It's time to bring our regulatory system into the 21st century.*

Excessive regulation is holding us back:

- ✗ Slower economic growth
- ✗ Higher prices for families and businesses
- ✗ Fewer startups and new jobs
- ✗ Disproportionate harm to small businesses and low-income households

The Good News: Reform Works!

States across the country have successfully rolled back red tape—and the results speak for themselves:

- **Idaho** cut **over 50% of its regulations** in four years, becoming a national model for regulatory reform.
- **Ohio** implemented a **2-for-1 rule repeal** and now reviews all rules every five years—cutting over 20,000 rules since 2019.
- **Texas** and **Oklahoma** have used **regulatory budgeting** to prevent unchecked growth in government mandates.
- **Virginia** reduced over **1,200 burdensome regulations** as part of its Red Tape Reduction Pilot Program.

The Opportunity for Wisconsin

→ A new WILL study finds that:

- Cutting **10% of red tape** could grow Wisconsin's GDP by **\$6.6 billion** by 2037.
- A **40% cut** could unlock **\$68.1 billion** in growth.
- Annual GDP growth could rise by up to **1.56 percentage points**.

That means more jobs, more investment, and more opportunity—especially for the working families and small businesses most hurt by burdensome red tape.

Figure 4

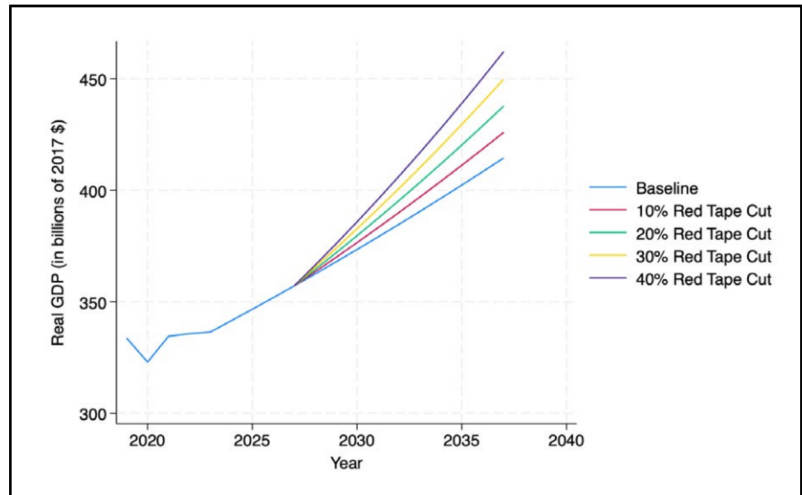


Figure 4: Simulations of Wisconsin's state GDP after regulatory reform, central affect (1pp increase)

The Wisconsin Red Tape Reset

This legislative package will:

- Modernize our regulatory system
- Increase transparency and accountability
- Encourage public input and legislative oversight
- Foster innovation, investment, and economic freedom



KEY BILLS TO SUPPORT

1. Sunset Review – LRB-0565 (Neylon/Nass)

Ensures every rule is reviewed at least every 7 years or it automatically expires.

Prevents outdated, irrelevant rules from lingering for decades. Promotes efficiency and continuous improvement. **Supported by 67% of voters** in a recent poll.

2. Regulatory Budgeting – LRB-0566 (Gustafson/Bradley)

New rules must be offset by eliminating costly outdated ones.

Ensures net-zero cost growth in our regulatory code. Based on successful reforms in Texas, Oklahoma, and Virginia.

3. One Rule Per Scope – LRB-0567 (Knodl/Hutton)

Agencies may only promulgate one rule per scope statement.

Stops agencies from quietly issuing multiple rules under a single vague notice. Protects transparency and encourages public input.

4. Fee Shifting for Rule Challenges – LRB-0568 (Tusler/Wimberger)

Ensures Wisconsinites who successfully challenge unlawful rules can recover legal fees.

Encourages accountability. Levels the playing field against agency overreach.

WILL IS LEADING THE CHARGE

We're calling on lawmakers to reset the system—and restore common sense to state government.

Learn more at will-law.org | 414-727-9455

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