

EXECUTIVE ORDER #303

Relating to Declaring a Period of Abnormal Economic Disruption and Prohibiting Price Gouging

WHEREAS, on July 28, 2026, a state of emergency was declared for Outagamie, Winnebago, Forest, and Vilas Counties in response to severe weather that caused widespread and significant damage;

WHEREAS, the severe and widespread damage has caused significant disruptions to daily life in the affected counties, requiring individuals and families to seek repairs on their homes, vehicles, and properties and even forcing some to find temporary housing;

WHEREAS, these individuals and families are particularly vulnerable to being taken advantage of by bad actors during this time, and the state of Wisconsin finds price gouging following natural disasters unconscionable; and

WHEREAS, having consulted with the Department of Agriculture, Trade and Consumer Protection, I conclude that the above conditions warrant the certification of a period of abnormal economic disruption and price gouging prohibition to assist the affected communities.

NOW, THEREFORE, I, TONY EVERS, Governor of the State of Wisconsin, by the authority vested in me by the Constitution and the Laws of this State, including Section 100.305 of the Wisconsin Statutes, hereby:

1. Certify that a period of abnormal economic disruption exists in Outagamie, Winnebago, Forest, and Vilas Counties, and direct the Wisconsin Department of Agriculture, Trade and Consumer Protection to enforce prohibitions against price gouging.
2. Prohibit sellers from selling, or offering to sell, in the above listed counties, a consumer good or a consumer service, including temporary lodging and campground sites, at unreasonably excessive prices as detailed in Chapter ATPC 106 of the Wisconsin Administrative Code and as made enforceable under Section 100.305(4m) of the Wisconsin Statutes.
3. Declare that this order expires after 45 days.
4. Executive Orders #300 and #301 shall otherwise remain in full force and effect.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this seventh day of August in the year of two thousand twenty-six.

TONY EVERS
Governor

By the Governor:

SARAH GODLEWSKI
Secretary of State