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Rep. Rozar Introduces Law Enforcement Marketing Bill

Madison, WI – Over the past few years, the State of Wisconsin has seen a devastating trend in a lack of law enforcement officers patrolling our streets. As a result, crimes that have been trending down, such as car theft, are now seeing major spikes across the state. Yesterday I introduced a Bill to reverse the trend of low officer recruitment through funding a marketing campaign to recruit new officers to Wisconsin.

This Bill would dedicate \$1 million in federal American Rescue Plan Act (ARPA) funds to a “Pro-Cop Wisconsin” marketing campaign to recruit new officers within Wisconsin and attract officers from outside the state in communities that have sought to reduce support for law enforcement. DOJ and WEDC will be required to work with local law enforcement agencies to develop the campaign.

“I am proud to author this important piece of legislation that will support our law enforcement officers,” said Representative Rozar (R-Marshfield). “By utilizing \$1 million in ARPA funds, this Bill will effectively market Wisconsin to new law enforcement officers, and assist local governments who are struggling to fill vacant positions. Additionally, I want to thank all of the law enforcement officers across Wisconsin for the good work they do every day protecting our communities.”

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