

Wisconsin Fact Sheet: Data Centers & The Road Ahead

As the Data Center Revolt Bus Tour pulls into Wisconsin, it's worth asking what pumping the brakes on data center development could mean for communities. Jobs, local investment, tax revenue, infrastructure improvements and new economic opportunities could all be left behind. Communities do not have to choose between new investment and strong local protections —responsible data center development can deliver both.



Wisconsin Data Centers Are An Economic Engine

\$36+ Billion

IN PRIVATE INVESTMENT

Wisconsin is attracting tens of billions of dollars in major data center projects. Microsoft has [committed](#) ~\$20.6 billion to Wisconsin projects, Vantage is [developing](#) a \$15 billion+ campus in Port Washington, and Meta is [investing](#) more than \$1 billion in Beaver Dam.

\$9.8 Billion

GENERATED FOR WISCONSIN'S ECONOMY

Wisconsin's data center industry [contributed](#) approximately \$9.8 billion to state GDP in 2024, up 20 percent from roughly \$8.2 billion in 2023, reflecting substantial growth in the industry's economic footprint.

60,330

DATA CENTER JOBS SUPPORTED

Data center activity [supported](#) approximately 60,330 Wisconsin jobs in 2024, up 20 percent from the previous year, spanning operations, construction and businesses supported by industry spending.

\$855 Million

IN TAX REVENUE

Wisconsin's data center industry [generated](#) approximately \$855 million in state and local tax revenue in 2024, a 13 percent increase from 2023.



Data Centers Are Investing Millions In Jobs, Grid Updates, Workforce, And Local Priorities

Thousands of Skilled Trade Jobs

Vantage's Port Washington campus is [expected](#) to support more than 4,000 skilled construction jobs and more than 1,000 long-term jobs, while Meta's Beaver Dam project is [expected](#) to support roughly 1,000 construction jobs and more than 100 operational jobs.

Adding Nearly 2,000 MW of New Renewable Capacity

Vantage and We Energies are [supporting](#) 1,949 MW of new renewable energy resources across Wisconsin, including solar, wind and battery storage. Port Washington says 30 percent of that capacity is expected to serve other Wisconsin customers, with project-related energy infrastructure costs paid by Vantage.

Training Wisconsin Workers

Microsoft and more than 40 Wisconsin partners have [already helped](#) train 114,000 people in AI skills. Its first Wisconsin Data Center Academy at Gateway Technical College is also expected to train more than 1,000 students over five years for high-demand data center roles.

Supporting Families and Local Conversion

Meta is [committing](#) \$15 million over 10 years to Alliant Energy's Hometown Care Energy Fund to provide direct energy-cost assistance to families. The company is also supporting restoration of 570 acres of wetlands and prairie around its Beaver Dam project.



Data Centers Offer New Hope for Wisconsin Communities

• Port Washington

- Vantage's data center campus is expected to generate about \$650,000 a year in new property tax revenue for the City of Port Washington, with additional revenue going to local schools, Ozaukee County and the technical college. Vantage is also paying upfront for approximately \$175 million in infrastructure improvements, including projects the city says will benefit residents and otherwise would have required public funding.

• Mount Pleasant & Racine County

- Microsoft is building two data centers in Mount Pleasant and expects hundreds of full-time employees and contractors to work across its Racine County facilities by the end of 2026. The campus will also include Wisconsin's first Microsoft Data Center Academy, while Microsoft has committed funding for local nonprofits, STEAM programs and environmental restoration projects in the county.



China Is Stepping On The Gas And America Could Be Left Behind



Energy: China generates twice as much electricity as the United States and aims to double its data center capacity by 2030.



Global Standards: Beijing is creating an international AI body headquartered in Shanghai to help shape global AI rules.



Models: Chinese AI models are rapidly catching up, with Stanford finding the performance gap between the top U.S. and Chinese models has narrowed to just 2.7 percent.



Adoption: Alibaba's Qwen models have surpassed 3 billion global downloads, exceeding American rivals.



Responsible Development Can Deliver Both Growth & Protection

- **Protect ratepayers and taxpayers.** Data centers should cover project-related energy and infrastructure costs while expanding the local tax base to support schools, public safety and other priorities.
- **Protect local resources.** Projects should meet clear, enforceable standards for water use, land, noise, siting and other local impacts.
- **Deliver local benefits and accountability.** Developers should be transparent about project impacts and make measurable commitments to local workers, businesses and communities.

Wisconsin can protect communities and keep building. Pumping the brakes on responsible projects risks leaving jobs, investment and economic opportunity behind while global competition in AI continues to accelerate. The region shouldn't put its future in reverse without considering what communities stand to lose.

Visit AmericanEdgeProject.org for more information.