



# We Fuel the Economy

**Message:** As Wisconsin continues to add jobs, small businesses like the 500+ members of the Wisconsin Petroleum Marketers and Convenience Store Association (WPMCA) are helping to fuel that growth. The ability of these independent and family-owned businesses to continue to invest in and grow their operations is critical to the success of the state and local economies.

**Background:** Wisconsin's petroleum marketers are independent and family-owned businesses that, in many cases, date back generations. They operate nearly 3,000 convenience stores across the state and employ more than 50,000 people. The decision to open or expand a member business in a community is not taken lightly. Estimates are that building a new convenience store requires an investment of \$1 million to \$3.5 million per store. That means a long term commitment to the local economy and local tax base. WPMCA members are not only a part of the local economy, but a part of the local community.

**Issue:** Our members continue to invest in their businesses and their communities. In order to maintain that growth we need to know that we can continue to compete on a level playing field. We ask that the Legislature support policies that will continue to foster growth and maintain policies that will promote a competitive market place, allowing us to continue to be a crucial part of the state economy.

## Key Points:

- Wisconsin petroleum marketers operate nearly 3,000 stations and stores and employ more than 50,000 people in Wisconsin. The businesses are independent and family-owned, meaning they are investing in their own communities.\*
- Wisconsin convenience stores accounted for over \$10 billion in sales in 2017.\*
- The average investment to open a store is between \$1 million and \$3.5 million, meaning a long-term commitment to the local economy.
- WPMCA members account for nearly 80% of the motor fuel, 75% of the farm fuel, and nearly all of the heating oil sold in Wisconsin. They literally keep the state running.
- WPMCA members provide a service to the state by collecting gasoline, alcohol, and tobacco taxes, as well as collecting millions of dollars in lottery sales every year.
- Wisconsin's petroleum marketers are fiercely competitive, surviving on slim margins to provide quality products and services to Wisconsin consumers. Their success depends on a continued level playing field.

\* Source: NACS State of the Industry Report of 2017 Data; Nielsen TDLinX Store Count (December 31, 2017)

**Action Requested: Support independent businesses, promote policies that spur growth, and promote a fair and competitive marketplace.**



# WISCONSIN PETROLEUM MARKETER FACTS

	AVERAGE PER STORE	ENTIRE STATE
<b>Total stores:</b>		<b>2,823</b>
<b>Total employees:</b>	<b>15</b>	<b>42,345</b>
<b>Transactions per day:</b>	<b>1,309</b>	<b>3,695,307</b>
<b>Total sales:</b>	<b>\$ 3,879,116</b>	<b>\$ 10,950,744,468</b>
Merchandise:	\$ 1,162,368	\$ 3,281,364,864
Food:	\$ 367,056	\$ 1,036,199,088
Fuel:	\$ 2,971,711	\$ 7,732,392,022
<b>Gallons sold:</b>	<b>1,264,558</b>	<b>3,290,379,916</b>
<b>Credit card fees:</b>	<b>\$ 65,179</b>	<b>\$ 184,000,317</b>
<b>Utility expenses:</b>	<b>\$ 37,428</b>	<b>\$ 105,659,244</b>
<b>Labor expenses:</b>	<b>\$ 250,512</b>	<b>\$ 707,195,376</b>
<b>Pre-tax profit:</b>	<b>\$ 67,115</b>	<b>\$ 189,465,645</b>