



We Fuel the Economy

Message: As Wisconsin continues to recover from the COVID 19 pandemic, 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 a part of the local economy and 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 marketplace, 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 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 \$15 billion in sales in 2019. *
- 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 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 2019 Data; Nielsen TDLinX Store Count (Dec. 31, 2019)*

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