



Corporate Tax 7.9%
Population 5.8M
Labor Force 3.1M
Gross State Product \$306.5B

LARGE EMPLOYERS (in service area)

- Menards
- Ashley Furniture Industries
- Trane
- Kwik Trip
- Nestlé
- Hewlett Packard Enterprise
- Cardinal Glass
- Cascades Tissue
- Enbridge
- City Brewing
- University of Wisconsin campuses
- Mayo Clinic Health System

Contact Us

Our top-quartile reliability and industry-leading renewable energy portfolio, combined with our competitive pricing and energy efficiency incentives, make our Wisconsin service area an attractive option for businesses. We have a variety of certified sites, ready sites and ready buildings available to match your needs – and a designated team with strong local and state partnerships to help you get there.

Strong Economy

Wisconsin hosts a variety of strong industry sectors, including manufacturing, agriculture and healthcare. The state is home to several Fortune 500 companies and leads the nation in agricultural production. Grassland Dairy and Abbyland Foods in our service area play a significant role in the food and beverage industry. While manufacturing in the state is represented by Midwest Manufacturing and Northern Engraving. A strong healthcare sector can be seen here too with Mayo Clinic Health System and Gundersen Health System. Robust infrastructure, a dedicated workforce and an advantageous tax climate help this state grow.

High-Caliber Talent

Wisconsin emphasizes collaboration between educational institutions and businesses to attract skilled talent from throughout the U.S. The state offers world-class higher education. The University of Wisconsin System is home to 13 universities across 26 campuses and a statewide extension network. There are also 16 technical colleges and several independent schools that provide a diverse talent pool.

Infrastructure Built for Growth

Positioned between Minneapolis and Chicago, Wisconsin provides several geographic and infrastructure advantages to prospective businesses.

- Bordered by three major waterways — Lake Michigan, Lake Superior and the Mississippi River — Wisconsin is home to 29 commercial ports
- Eight commercial airports
- Four Class I rail lines and one Class II
- Five interstate highways: I-90, I-94, I-39, I-43 and I-41

Economic Development Resources

Economic Development Rate

Our Economic Development Rate is available to new and existing commercial and industrial customers with new or additional load of at least 1 MW in our Wisconsin service territory.

Clean Energy Leadership

Xcel Energy is the only major U.S. energy provider to announce a comprehensive vision with aggressive goals for reducing greenhouse gas emissions across three large sectors of the economy: electricity, natural gas use in buildings, and transportation.

Renewable Energy

Explore additional alternatives that allow customers to increase their impact and meet sustainability goals.

Empower Resiliency

This resiliency enhancement program can help commercial, government or large industrial customers requiring higher than Xcel Energy's 99.9% power reliability for specialized processes or equipment.

Electric Vehicle Programs

Learn more about Xcel Energy's EV solutions for business customers.

Strong Community Relationships

Our strong ties to the communities we serve in Wisconsin are crucial when collaborating to win competitive projects. The partnerships we have at the local and state level allow us to grow revenue while creating jobs and capital investment in our communities.

State of Wisconsin

Economic Development Tax Credits

Corporate income tax credits for the creation of jobs and/or capital investment.

Manufacturing Investment Credit

Corporate income tax credits for fuel and electricity used in manufacturing.

Food Processing and Warehouse Credit

Up to 10% tax credit for renovating or expanding food businesses.