



ICSC is proud to serve as the shopping center industry's trade association, representing a diverse group of businesses that includes the developers and operators of retail properties, as well as the tenants who occupy them, ranging from retailers to professional services to restaurants, gyms and theaters. Nearly 70% of shopping center tenants are small businesses that employ less than 10 people. Data associated with the retail real estate industry includes both shopping centers and freestanding retail establishments. In cases where this data was not available, we refer to shopping centers only. Statistics are from 2019 and do not reflect the extraordinary impact of COVID-19 on the shopping center industry.

Wisconsin

	2018	2019	US 2019
Number of Shopping Centers ¹	1,479	1,479	115,017
Retail Real Estate Establishments	31,827	32,536	1.6 mil.
Retail Real Estate Jobs	705,522	720,171	35.6 mil.
Retail Real Estate Share of Total Jobs	18.9%	18.9%	17.4%
Retail Real Estate Share of GDP	34.6%	35.0%	28%
Retail Real Estate State Sales Taxes ²	\$5.8 bil.	\$6.1 bil.	\$339.6 bil.
Shopping Center Property Taxes	\$458.9 mil.	\$458.7 mil.	\$29.5 bil.
Retail Construction/Redevelopment Spending ³	\$576 mil.	\$415 mil.	\$30.3 bil.

1 - Copyright, CoStar Group, Inc., www.costar.com.

2 - Sales tax revenue generated at retail real estate properties, except for states not taxing: Alaska, Delaware, Montana, New Hampshire and Oregon. Local government sales tax revenue not included.

3 - As reported in the NAIOP Research Foundation's report: Economic Impacts of Commercial Real Estate, 2020 Edition.

Sources: U.S. Bureau of Labor Statistics; CoStar Group, Inc.; U.S. Bureau of Economic Analysis; U.S. Census Bureau; The Sales Tax Clearinghouse; NAIOP; Dodge Data & Analytics, NCREIF and ICSC Research.

Disclaimer: While every effort is made to ensure the accuracy and reliability of the information contained in this report, ICSC does not guarantee and is not responsible for the accuracy, completeness or reliability of the information contained in this report. Use of such information is voluntary, and reliance on it should only be undertaken after an independent review of its accuracy, completeness, efficiency, and timeliness.

Wisconsin

2019 Congressional District Statistics

	<i>Congressional District</i>	<i>Number of Shopping Centers¹</i>	<i>Retail Real Estate Establishments</i>	<i>Retail Real Estate Jobs</i>	<i>Retail Real Estate State Sales Taxes²</i>	<i>Shopping Center Property Taxes (\$ mil.)</i>
1	201	4,487	99,312	\$837 mil.	\$81.3	
2	214	3,930	86,988	\$733 mil.	\$64.2	
3	103	3,348	74,113	\$625 mil.	\$37.2	
4	165	4,180	92,520	\$780 mil.	\$47.9	
5	317	5,158	114,172	\$963 mil.	\$95.9	
6	167	3,815	84,434	\$712 mil.	\$52.7	
7	115	3,423	75,756	\$639 mil.	\$26.5	
8	199	4,195	92,856	\$783 mil.	\$52.9	