

LARGE DATA CENTER DEVELOPMENT

ECONOMIC BENEFITS, ENERGY AND WATER Q&A




ECONOMIC BENEFITS

Q: HOW DO LARGE DATA CENTER DEVELOPMENTS CONTRIBUTE TO JOB CREATION IN LOCAL COMMUNITIES?

A: Large data centers create significant employment opportunities, including thousands of skilled construction jobs during development and numerous permanent positions in operations and maintenance. Large data centers also drive employment externally – typically generating four indirect jobs for every direct one created. Those benefitting from that multiplier effect include local suppliers, vendors and subcontractors, many times representing small, local businesses and fostering a ripple effect across the regional economy.

Q: WHAT KIND OF SALARIES AND CAREER GROWTH CAN RESIDENTS EXPECT FROM LARGE DATA CENTER JOBS?

A: Large data center roles, especially for technicians, offer family-sustaining wages. According to CompTIA, technician pay has increased by 43% over the past three years, with a median salary of \$75,100. Experienced professionals can earn six-figure incomes, making these careers both stable and lucrative. These large data centers will continuously upgrade, necessitating more engineers and electricians more often than conventional facilities. They also create ancillary on-site jobs through contractors. Facility management, food service, landscaping and security are just a few of the roles necessary for operations.



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Q: HOW ARE EDUCATIONAL INSTITUTIONS HELPING PREPARE THE WORKFORCE FOR LARGE DATA CENTER CAREERS?

A: Companies investing in Wisconsin's large data centers have prioritized workforce development by partnering with local institutions. For example, Microsoft is collaborating with Gateway Technical College to launch a Datacenter Academy and train over 1,000 students in IT and data center skills. In addition, they'll provide scholarships so many can attend tuition-free. At the University level, Microsoft established an AI Co-Innovation Lab with UW-Milwaukee, creating opportunities for students, faculty, and local manufacturers to partner on advanced AI projects. Additionally, Microsoft has committed to training more than 100,000 Wisconsin residents in AI and data center skills through various programs, ensuring that even those not directly employed by large data centers gain valuable skills for the state's growing tech ecosystem.

Q: WHAT BROADER ECONOMIC BENEFITS DO LARGE DATA CENTERS BRING TO THE REGION?

A: They boost property values, add millions to local tax rolls and strengthen municipal finances – helping fund schools, roads and other public services while easing tax burdens for residents. At the same time, they drive substantial infrastructure upgrades by channeling private capital into power grids, water treatment and telecom networks.

Q: WHAT TYPES OF OTHER COMMUNITY BENEFITS CAN THESE PROJECTS BRING?

A: As part of the Beaver Dam data center development, Meta partnered with Ducks Unlimited, City of Beaver Dam and other conservation organizations to carry out a large-scale wetland and prairie restoration project adjacent to the data center campus.

