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## **SCHEELS Announces New Wisconsin Store Coming Spring 2027**

*SCHEELS to bring Wisconsin's largest All Sports store to Mayfair*

**Fargo, N.D. | February 21, 2025:** [SCHEELS](#), an EMPLOYEE OWNED destination retailer, is excited to announce its next location opening in Wisconsin, joining the company's well known stores in Appleton and Eau Claire. The new store is planned for Wauwatosa, just west of Milwaukee, and will open Spring 2027 in collaboration with Brookfield Properties. The 210,000 sq. foot shopping destination will make its home at Mayfair after a full renovation of a vacant space. SCHEELS will feature premium shopping experiences for the entire family with unmatched customer service, premium product selection and employee expertise.

"SCHEELS has been serving communities in Wisconsin for the last 30 years and we're excited to expand our service into the Milwaukee metro," said SCHEELS CEO Matt Hanson. "After the success we've seen in Appleton and Eau Claire, Wauwatosa is the perfect fit for our next location. We look forward to working with the city of Wauwatosa and Brookfield Properties throughout the building process, becoming new partners in the Milwaukee community for years to come."

"Scheels will be a great addition to Mayfair. We know our community will look forward to this new addition, Scheels will make an already thriving mall even better," said Jonathan Kramer, president of Brookfield Properties' retail business. , "This new era of Mayfair would not have been possible without our partners at the City of Wauwatosa. We are grateful for their ongoing commitment to support our shared vision for the future of Mayfair."

The Mayfair SCHEELS location will build on the well known store amenities people have come to know and love, nearly doubling the square footage of the Appleton and Eau Claire stores. The Mayfair location will hold the state's largest selection of sporting goods, footwear and fashion all under one roof. It will feature fun attractions, true specialty shops with state of the art performance analysis technology, and boutiques showcasing premium products from top, industry leading brands. The one-of-a-kind retail destination will attract sports enthusiasts, outdoor explorers and customers seeking a wide variety of fashion and footwear for the entire family.

"Mayfair has always been Wisconsin's premier shopping destination," said Wauwatosa mayor Dennis McBride. "Scheels' choice of Mayfair underscores Wauwatosa's role as a key economic hub in southeastern Wisconsin. This investment strengthens our local economy and creates new opportunities for businesses and residents across the region."

The store will stock the industry's largest selection of inventory throughout 84 unique specialty shops, all staffed by true experts who are educated through SCHEELS University training with specific focus on helping customers achieve their goals. Custom services include expert golf club fitting by certified SCHEELS Master Fitters, baseball and softball bat fittings with HitTrax technology, bow fittings with certified archery bow technicians, Barnett trained bike mechanics, and more. Like other SCHEELS

locations, the store will be a destination for fun with numerous family-friendly attractions including Fuzziwig's Candy Shop, rollerball, interactive arcade games, and Ginna's Cafe, serving homemade fudge, jerky, and specialty coffees.

Wauwatosa SCHEELS will employ 500+ associates who will bring their expertise and enthusiasm when the store opens. The majority of these associates will be EMPLOYEE OWNERS hired locally, meaning hundreds of new jobs for the Greater Milwaukee community. The store will be the company's 36th location, as a 35th store is scheduled to open Fall 2026 in Cedar Park, Texas.

**SCHEELS History:**

Three acres of potatoes were the seed for the first SCHEELS store in 1902. Frederick A. Scheel, a German immigrant, used the \$300 he earned from that first harvest as the down payment on the first SCHEELS, a small hardware store in Sabin, Minn. Over the years, SCHEELS opened in surrounding communities including Fargo in 1930, where the Campus is located today. Customer interest grew and sports lines were added to the product mix.

Today, SCHEELS is a 34-store operation with stores in 16 states including North Dakota, Iowa, Minnesota, South Dakota, Montana, Wisconsin, Nebraska, Nevada, Illinois, Utah, Kansas, Colorado, Texas, Arizona, Idaho, and Oklahoma. Currently, Steve D. Scheel, the great grandson of SCHEELS founder, is the company's Chairman Emeritus. Matt Hanson, CEO, Michelle Killoran CFO, and Todd Anderson, President oversee SCHEELS daily operations of more than 13,000 associates.