

NOW SERVING **South Dakota**

The McDonald's System's Multi-Million Dollar Impact*

The McDonald's System plays an integral role in South Dakota's economy through its support of jobs and businesses across the state, driving economic opportunity for its independent owner/operators, McDonald's crew members, and suppliers. The McDonald's System strives to lift up the communities where it operates, by feeding and fostering communities and making delicious, feel-good moments easy for everyone.

South Dakota is home to 29 McDonald's restaurants, nearly 10 owner/operators, and about 1,500 restaurant crew and managers.

McDonald's restaurants are open for business in about 27% of South Dakota's counties, with more than 5 restaurants in Minnehaha County.

Across South Dakota, about 1 in 3 owner/operators began their careers as former McDonald's employees.



A total GDP impact of nearly **\$170 m**

The McDonald's System's direct, indirect, and induced economic activity accounted for nearly \$170 million* in GDP contribution in South Dakota, and its direct impact of more than \$50 million* is **47% of South Dakota's landscape and horticultural services.**



Supporting more than **2,800 jobs**



The McDonald's System in South Dakota directly provided about **1,500 restaurant crew, manager, and field office jobs.**

In addition, the System's activity also contributed to about **1,300 jobs** in the state stemming from supply chain activities and workers spending their wages and salaries on consumer goods and services. In total, the McDonald's System directly and indirectly contributed more than **2,800 jobs in South Dakota.***

Responsible for more than **\$30 m** in federal, state, and local taxes

The McDonald's System's direct, indirect, and induced economic activity in South Dakota generated more than **\$30 million*** in federal, state, and local tax revenue in South Dakota.

Each job directly created by the McDonald's System resulted in more than **\$21,400** in additional tax revenue.



*Impact estimates provided by Oxford Economics.

*Modeled tax impact including estimates for direct, indirect, and induced effects.



\$69 m



Supporting suppliers

The McDonald's System spent more than **\$69 million on suppliers** in South Dakota across the professional services, marketing, technology, and food and packaging categories. In 2021, the McDonald's System purchased about **\$54 million** of quality ingredients in South Dakota, including more than 20 million pounds of wheat.

McDonald's is a place to grow your career.

33%

33% of McDonald's owner/operators in South Dakota **began their careers as former McDonald's employees.**



56%

56% of the state's owner/operator population **represents multi-generational, family-run business.**



\$120 k



Empowering crew through education benefits

McDonald's restaurant employees can take advantage of education benefits and earn a high school diploma, take ESL classes, get tuition assistance, and receive free educational and career guidance from advisors through **Archways to Opportunity**®. The McDonald's System's signature education and career advising program, at participating restaurants. For more than seven years, Archways to Opportunity® has provided support for McDonald's diverse crew member community, including more than **\$120,000 in tuition assistance** provided to more than **40 local restaurant employees** in 2022 in South Dakota.

900 nights



Helping keep families together when they need it most

Through Ronald McDonald House Charities® (RMHC®) donation boxes at restaurants, McDonald's Round-Up for RMHC®, and Penny Per Happy Meal® initiatives, McDonald's, its owner/operators and customers have helped raise more than **\$93,000** across South Dakota, providing more than **900 overnight stays** for families who have children receiving medical care in South Dakota. In 2021 alone, RMHC® Chapters and programs in South Dakota provided support to more than **1,000 children and families.**

*Values reflect the 12 months ending 30 June 2022. Impact estimates provided by Oxford Economics.

Most McDonald's restaurants are owned and operated by independent franchisees. At franchised restaurants, the independent franchisee is the sole and exclusive employer of all restaurant employees—the franchisee alone sets all terms and conditions of employment, establishes all employment policies and practices, and is solely responsible for all employment-related matters in the restaurant.

