

# NOW SERVING **Maryland**

## The McDonald's System's Multi-Billion Dollar Impact\*

The McDonald's System plays an integral role in Maryland'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.

**Maryland is home to about 275 McDonald's restaurants, nearly 40 owner/operators, and more than 14,800 restaurant crew and managers.**

**McDonald's restaurants are open for business in more than 95% of Maryland's counties, with about 55 restaurants in Baltimore County.**

**Across Maryland, about 1 in 4 owner/operators began their careers as former McDonald's employees.**



### A total GDP impact of more than **\$2.3 bn**

The McDonald's System's direct, indirect, and induced economic activity accounted for more than \$2.3 billion\* in GDP contribution in Maryland, and its direct impact of more than \$510 million\* is **23% of the GDP generated by Maryland's hotels and motels, including casino hotels.**



### Supporting more than **31,500 jobs**



The McDonald's System in Maryland directly provided more than **14,900 restaurant crew, manager, and field office jobs.** In addition, the System's activity also contributed to more than **16,600 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 **31,500 jobs in Maryland.\***

### Responsible for about **\$520 m** in federal, state, and local taxes

The McDonald's System's direct, indirect, and induced economic activity in Maryland generated about **\$520 million\*** in federal, state, and local tax revenue in Maryland.

Each job directly created by the McDonald's System resulted in more than **\$37,500** in additional tax revenue.



\*Impact estimates provided by Oxford Economics.

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



**\$23 m**



## Supporting suppliers

The McDonald's System spent about **\$23 million on suppliers** in Maryland across the professional services, marketing, technology, and food and packaging categories. In 2021, the McDonald's System purchased about **\$3 million** of quality ingredients in Maryland, including more than 16 million gallons of milk.

## Representing diverse communities

**60%**

More than **60%** of the McDonald's franchise organizations in Maryland represent as **Asian, Black or Latino**.



**75%**

Nearly **75%** of the McDonald's owner/operators in Maryland represent as **Asian, Black or Latino, or female**.



**30%**

More than **30%** of the state's McDonald's owner/operators identify as **female**.



**\$365 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**.<sup>®</sup> The McDonald's System's signature education and career advising program, at participating restaurants. For more than seven years, Archways to Opportunity<sup>®</sup> has provided support for McDonald's diverse crew member community, including more than **\$365,000 in tuition assistance** provided to more than **155 local restaurant employees** in 2022 in Maryland.

**5,700**  
nights



## Helping keep families together when they need it most

Through Ronald McDonald House Charities<sup>®</sup> (RMHC<sup>®</sup>) donation boxes at restaurants, McDonald's Round-Up for RMHC<sup>®</sup> and Penny Per Happy Meal<sup>®</sup> initiatives, McDonald's, its owner/operators and customers have helped raise more than **\$570,000** across Maryland, providing more than **5,700 overnight stays** for families who have children receiving medical care in Maryland. In 2021 alone, RMHC<sup>®</sup> Chapters and programs in Maryland provided support to more than **1,500 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.