

NOW SERVING **Colorado**

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

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

Colorado is home to nearly 200 McDonald's restaurants, more than 45 owner/operators, and more than 11,600 restaurant crew and managers.

McDonald's restaurants are open for business in about 58% of Colorado's counties, with more than 25 restaurants in Denver County.

Across Colorado, more than 1 in 6 owner/operators began their careers as former McDonald's employees.



A total GDP impact of more than **\$2.1 bn**

The McDonald's System's direct, indirect, and induced economic activity accounted for more than \$2.1 billion* in GDP contribution in Colorado, and its direct impact of more than \$430 million* is **more than 13% of the GDP generated by Colorado's ski resorts, hotels, and all other accomodation industries.**



Supporting nearly **28,000 jobs**



The McDonald's System in Colorado directly provided about **11,700 restaurant crew, manager, and field office jobs.** In addition, the System's activity also contributed to about **16,300 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 nearly **28,000 jobs in Colorado.***

Responsible for about **\$440 m** in federal, state, and local taxes

The McDonald's System's direct, indirect, and induced economic activity in Colorado generated about **\$440 million*** in federal, state, and local tax revenue in Colorado.

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.



\$35 m



Supporting suppliers

The McDonald's System spent more than **\$35 million on suppliers** in Colorado across the professional services, marketing, technology, and food and packaging categories. In 2021, the McDonald's System purchased more than **\$45 million** of quality ingredients in Colorado, including more than 25 million pounds of beef.

Representing diverse communities

30%

More than **30%** of the McDonald's franchise organizations in Colorado represent as **Asian, Black or Latino**.



50%

More than **50%** of the McDonald's owner/operators in Colorado represent as **Asian, Black or Latino, or female**.



35%

More than **35%** of the state's McDonald's owner/operators identify as **female**.



\$590 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 **\$590,000 in tuition assistance** provided to more than **225 local restaurant employees** in 2022 in Colorado.

4,800
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 **\$480,000** across Colorado, providing about **4,800 overnight stays** for families who have children receiving medical care in Colorado. In 2021 alone, RMHC® Chapters and programs in Colorado provided support to more than **5,000 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.