

# NOW SERVING™ West Virginia

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

The McDonald's System plays an integral role in West Virginia'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.



**West Virginia is home to about 105 McDonald's restaurants, more than 25 owner/operators, and more than 5,000 restaurant crew and managers.**

**McDonald's restaurants are open for business in nearly 85% of West Virginia's counties, with more than 10 restaurants in Kanawha County.**

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

### A total GDP impact of about **\$330 m**

The McDonald's System's direct, indirect, and induced economic activity accounted for about \$330 million\* in GDP contribution in West Virginia, and its direct impact of more than \$145 million\* is **24% of West Virginia's hotels, motels, and accommodation industries.**



### Supporting about **7,200 jobs**



The McDonald's System in West Virginia directly provided about **5,100 restaurant crew, manager, and field office jobs.** In addition, the System's activity also contributed to about **2,100 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 about **7,200 jobs in West Virginia.\***

### Responsible for more than **\$70 m** in federal, state, and local taxes

The McDonald's System's direct, indirect, and induced economic activity in West Virginia generated more than **\$70 million\*** in federal, state, and local tax revenue in West Virginia.

Each job directly created by the McDonald's System resulted in more than **\$14,100** in additional tax revenue.



\*Impact estimates provided by Oxford Economics.

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



# \$800 k



## Supporting suppliers

The McDonald's System spent about **\$800,000 on suppliers** in West Virginia across the professional services, marketing, technology, and food and packaging categories.

## Representing diverse communities

# 10%

More than **10%** of the McDonald's franchise organizations in West Virginia represent as **Asian, Black or Latino**.



# 20%

More than **20%** of the McDonald's owner/operators in West Virginia represent as **Asian, Black or Latino, or female**.



# 15%

Nearly **15%** of the state's McDonald's owner/operators identify as **female**.



# \$220 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 **\$220,000 in tuition assistance** provided to about **100 local restaurant employees** in 2022 in West Virginia.

# 3,000 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 nearly **\$300,000** across West Virginia, providing nearly **3,000 overnight stays** for families who have children receiving medical care in West Virginia. In 2021 alone, RMHC® Chapters and programs in West Virginia provided support to nearly **700 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.

