

# NOW SERVING **Minnesota**

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

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

**Minnesota is home to about 220 McDonald's restaurants, more than 40 owner/operators, and more than 13,100 restaurant crew and managers.**

**McDonald's restaurants are open for business in about 70% of Minnesota's counties, with more than 40 restaurants in Hennepin County.**

**Across Minnesota, more than 1 in 3 owner/operators began their careers as former McDonald's employees.**



### A total GDP impact of more than **\$2 bn**

The McDonald's System's direct, indirect, and induced economic activity accounted for more than \$2 billion\* in GDP contribution in Minnesota, and its direct impact of more than \$390 million\* is **41% of the GDP generated by Minnesota's grain farming industry.**



### Supporting more than **28,700 jobs**



The McDonald's System in Minnesota directly provided nearly **13,200 restaurant crew, manager, and field office jobs.**

In addition, the System's activity also contributed to more than **15,500 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 **28,700 jobs in Minnesota.\***

### Responsible for about **\$470 m** in federal, state, and local taxes

The McDonald's System's direct, indirect, and induced economic activity in Minnesota generated about **\$470 million\*** in federal, state, and local tax revenue in Minnesota.

Each job directly created by the McDonald's System resulted in more than **\$35,500** in additional tax revenue.



\*Impact estimates provided by Oxford Economics.

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



# \$120 m



## Supporting suppliers

The McDonald's System spent more than **\$120 million on suppliers** in Minnesota across the professional services, marketing, technology, and food and packaging categories. In 2021, the McDonald's System purchased more than **\$260 million** of quality ingredients in Minnesota, including nearly 70 million pounds of potatoes.

## Representing diverse communities

# 10%

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



# 30%

More than **30%** of the McDonald's owner/operators in Minnesota represent as **Asian, Black or Latino, or female**.



# 15%

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



# \$600 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 **\$600,000 in tuition assistance** provided to about **225 local restaurant employees** in 2022 in Minnesota.

# 11,700 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 **\$1.1 million** across Minnesota, providing about **11,700 overnight stays** for families who have children receiving medical care in Minnesota. In 2021 alone, RMHC® Chapters and programs in Minnesota provided support to more than **3,500 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.

