

NOW SERVING **Virginia**

The McDonald's System's Billion Dollar Impact*

The McDonald's System plays an integral role in 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.

Virginia is home to about 395 McDonald's restaurants, about 70 owner/operators, and more than 17,400 restaurant crew and managers.

McDonald's restaurants are open for business in more than 75% of Virginia's counties, with nearly 45 restaurants in Fairfax County.

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



A total GDP impact of more than **\$1.7 bn**

The McDonald's System's direct, indirect, and induced economic activity accounted for more than \$1.7 billion* in GDP contribution in Virginia, and its direct impact of nearly \$610 million* is **20% of Virginia's hotels, motels, and accommodation industries.**



Supporting about **28,000 jobs**



The McDonald's System in Virginia directly provided about **17,500 restaurant crew, manager, and field office jobs**. In addition, the System's activity also contributed to about **10,500 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 about **28,000 jobs in Virginia**.*

Responsible for about **\$360 m** in federal, state, and local taxes

The McDonald's System's direct, indirect, and induced economic activity in Virginia generated about **\$360 million*** in federal, state, and local tax revenue in Virginia.

Each job directly created by the McDonald's System resulted in more than **\$20,600** in additional tax revenue.



*Impact estimates provided by Oxford Economics.

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



\$55 m



Supporting suppliers

The McDonald's System spent more than **\$55 million on suppliers** in Virginia across the professional services, marketing, technology, and food and packaging categories. In 2021, the McDonald's System purchased more than **\$9 million** of quality ingredients in Virginia, including more than 3 million pounds of pork.

Representing diverse communities

45%

Nearly **45%** of the McDonald's franchise organizations in Virginia represent as **Asian, Black or Latino**.



55%

More than **55%** of the McDonald's owner/operators in Virginia represent as **Asian, Black or Latino, or female**.



30%

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



\$575 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 **\$575,000 in tuition assistance** provided to more than **200 local restaurant employees** in 2022 in Virginia.

8,000
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 more than **\$820,000** across Virginia, providing more than **8,000 overnight stays** for families who have children receiving medical care in Virginia. In 2021 alone, RMHC® Chapters and programs in Virginia provided support to more than **12,300 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.