

## Mercury Marine Growth in Fond du Lac, Wisconsin

<u>Annual Direct, Indirect and Induced Economic Impact</u>	<b>2016</b>	<b>2020</b>	<b>2022</b>
Number of New Direct Jobs	3,090	3,694	4,250
Indirect and Induced Jobs Supported	6,293	7,524	6,230
<b>Total Jobs</b>	<b>9,383</b>	<b>11,218</b>	<b>10,480</b>
Direct Payroll	\$189,924,047	\$300,000,000	\$362,300,000
Indirect and Induced Payroll	\$222,173,150	\$350,940,000	\$346,358,800
<b>Total Payroll</b>	<b>\$412,097,197</b>	<b>\$650,940,000</b>	<b>\$708,658,800</b>
Direct Economic Output	\$2,599,649,822	\$3,381,100,094	\$3,712,652,331
Indirect and Induced Economic Output	\$1,306,843,965	\$1,699,679,017	\$1,773,534,019
<b>Total Economic Output</b>	<b>\$3,906,493,787</b>	<b>\$5,080,779,112</b>	<b>\$5,486,186,350</b>

### Taxable Property

Real Property - Assessed Value	\$42,552,400	\$42,258,418	\$42,195,400
Personal Property - Assessed Value	\$22,857,700	\$22,857,700	\$26,900,700
<b>Total Assessed Value of Property</b>	<b>\$65,410,100</b>	<b>\$65,116,118</b>	<b>\$69,096,100</b>

### Retail Sales Impacts of additional Direct, Indirect and Induced Payroll

Grocery stores	\$25,539,235	\$52,075,200	\$52,609,977
Restaurants	\$17,631,147	\$36,452,640	\$29,092,688
Alcoholic beverages	\$3,185,459	\$5,031,684	\$4,338,751
Apparel and services	\$11,136,761	\$18,877,260	\$16,820,520
Housekeeping supplies	\$4,339,880	\$8,462,220	\$7,755,256
Household furnishings	\$10,821,919	\$20,830,080	\$23,412,488
Vehicle purchases and other expenses	\$42,843,194	\$62,490,240	\$75,802,382
Gasoline and motor oil	\$13,853,044	\$26,037,600	\$24,250,894
Health care	\$27,829,556	\$55,980,840	\$52,704,297
Entertainment	\$17,359,519	\$28,641,360	\$27,415,876
Personal care products and services	\$4,086,771	\$8,462,220	\$6,812,049
Tobacco	\$2,432,308	\$4,556,580	\$4,076,749
Other retail purchases	\$5,167,111	\$8,161,860	\$8,583,181
<b>Total Retail Sales</b>	<b>\$186,225,905</b>	<b>\$336,059,784</b>	<b>\$333,675,108</b>

Impact DataSource prepared the above estimates based on information about Mercury Marine to provide an illustration of economic and fiscal impacts resulting from the manufacturer. Impact DataSource prepared this summary using various assumptions and the following sources:

(1) U.S. Department of Commerce, Bureau of Economic Analysis, Regional Input-Output Modeling System (RIMS II)

(2) U.S. Department of Labor, Bureau of Labor Statistics, Consumer Expenditure Survey 2019, 2021



## Mercury Marine 2022 Impact in Fond du Lac, Wisconsin

### 2022 Employment Impact by Industry Category

	Direct	Indirect & Induced	Total
Agriculture, forestry, fishing and hunting	0	23	23
Mining, quarrying, and oil and gas extraction	0	8	8
Utilities	0	43	43
Construction	0	32	32
Durable goods manufacturing	4,250	1,524	5,774
Nondurable goods manufacturing	0	113	113
Wholesale trade	0	833	833
Retail trade	0	658	658
Transportation and warehousing	0	431	431
Information	0	38	38
Finance and insurance	0	222	222
Real estate and rental and leasing	0	332	332
Professional, scientific, and technical services	0	224	224
Management of companies and enterprises	0	131	131
Adm. & support & waste management & remediation svcs	0	263	263
Educational services	0	92	92
Health care and social assistance	0	542	542
Arts, entertainment, and recreation	0	30	30
Accommodation	0	44	44
Food services and drinking places	0	350	350
Other services	0	247	247
Households	0	50	50
<b>Total Jobs Supported</b>	<b>4,250</b>	<b>6,230</b>	<b>10,480</b>

### Estimated Annual Direct, Indirect and Induced Fiscal Impact - 2022

#### Property, Sales, and Income Taxes

	Property Taxes	Sales Taxes from Worker Spending	Income Taxes	Total Taxes
State	\$0	\$6,377,929	\$24,945,354	\$31,323,283
County	\$529,598	\$637,793	\$0	\$1,167,391
Local	\$173,079	\$0	\$0	\$173,079
School and Others	\$551,847	\$0	\$0	\$551,847
<b>Total</b>	<b>\$1,254,524</b>	<b>\$7,015,722</b>	<b>\$24,945,354</b>	<b>\$33,215,600</b>

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(1) Fond du Lac County Tax Data

(2) U.S. Department of Commerce, Bureau of Economic Analysis, Regional Input-Output Modeling System (RIMS II)

