

Mercury Marine Growth in Fond du Lac, Wisconsin

<u>Annual Direct, Indirect and Induced Economic Impact</u>	2009	2016
Number of New Direct Jobs	1,894	3,090
Indirect and Induced Jobs Supported	3,858	6,293
Total Jobs	5,752	9,383
Direct Payroll	\$120,209,670	\$189,924,047
Indirect and Induced Payroll	\$140,621,273	\$222,173,150
Total Payroll	\$260,830,943	\$412,097,197
Direct Economic Output	\$1,416,086,154	\$2,599,649,822
Indirect and Induced Economic Output	\$711,866,509	\$1,306,843,965
Total Economic Output	\$2,127,952,663	\$3,906,493,787
<u>Taxable Property</u>		
Real Property - Assessed Value	\$27,262,600	\$42,552,400
Personal Property - Assessed Value	\$14,232,500	\$22,857,700
Total Assessed Value of Property	\$41,495,100	\$65,410,100

Retail Sales Impacts of additional Direct, Indirect and Induced Payroll

Grocery stores	\$16,164,688	\$25,539,235
Restaurants	\$11,159,379	\$17,631,147
Alcoholic beverages	\$2,016,190	\$3,185,459
Apparel and services	\$7,048,851	\$11,136,761
Housekeeping supplies	\$2,746,864	\$4,339,880
Household furnishings	\$6,849,577	\$10,821,919
Vehicle purchases and other expenses	\$27,116,978	\$42,843,194
Gasoline and motor oil	\$8,768,083	\$13,853,044
Health care	\$17,614,314	\$27,829,556
Entertainment	\$10,987,456	\$17,359,519
Personal care products and services	\$2,586,663	\$4,086,771
Tobacco	\$1,539,494	\$2,432,308
Other retail purchases	\$3,270,448	\$5,167,111
Total Retail Sales	\$117,868,985	\$186,225,905

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 2014-15

Mercury Marine 2016 Impact in Fond du Lac, Wisconsin

2016 Employment Impact by Industry Category

	Direct	Indirect & Induced	Total
Agriculture, forestry, fishing, and hunting	0	19	19
Mining	0	4	4
Utilities	0	54	54
Construction	0	80	80
Manufacturing	3,090	2,025	5,115
Wholesale trade	0	574	574
Retail trade	0	737	737
Transportation and warehousing	0	351	351
Information	0	100	100
Finance and insurance	0	206	206
Real estate and rental and leasing	0	149	149
Professional, scientific & technical svcs	0	266	266
Mgmt of companies and enterprises	0	32	32
Administrative & waste mgmt services	0	372	372
Educational services	0	73	73
Health care and social assistance	0	509	509
Arts, entertainment, and recreation	0	53	53
Accommodation	0	44	44
Food services and drinking places	0	414	414
Other services	0	189	189
Households	0	45	45
Total Jobs Created	3,090	6,293	9,383

Estimated Annual Direct, Indirect and Induced Fiscal Impact - 2016

Property, Sales, and Income Taxes

	Real Property Taxes	Personal Property Taxes	Sales Taxes from Worker Spending	Income Taxes	Total Taxes
State	\$7,313	\$3,928	\$3,708,875	\$16,562,001	\$20,282,117
County	\$271,312	\$145,739.39	\$370,887	\$0	\$787,939
Local	\$110,059	\$59,120	\$0	\$0	\$169,179
School and Others	\$357,635	\$192,109	\$0	\$0	\$549,744
Total	\$746,318	\$400,897	\$4,079,762	\$16,562,001	\$21,788,978

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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)