

Mercury Marine Growth in Fond du Lac, Wisconsin

<u>Annual Direct, Indirect and Induced Economic Impact</u>	2016	2020
Number of New Direct Jobs	3,090	3,694
Indirect and Induced Jobs Supported	6,293	7,524
Total Jobs	9,383	11,218
Direct Payroll	\$189,924,047	\$300,000,000
Indirect and Induced Payroll	\$222,173,150	\$350,940,000
Total Payroll	\$412,097,197	\$650,940,000
Direct Economic Output	\$2,599,649,822	\$3,381,100,094
Indirect and Induced Economic Output	\$1,306,843,965	\$1,699,679,017
Total Economic Output	\$3,906,493,787	\$5,080,779,112

Taxable Property

Real Property - Assessed Value	\$42,552,400	\$42,258,418
Personal Property - Assessed Value	\$22,857,700	\$22,857,700
Total Assessed Value of Property	\$65,410,100	\$65,116,118

Retail Sales Impacts of additional Direct, Indirect and Induced Payroll

Grocery stores	\$25,539,235	\$52,075,200
Restaurants	\$17,631,147	\$36,452,640
Alcoholic beverages	\$3,185,459	\$5,031,684
Apparel and services	\$11,136,761	\$18,877,260
Housekeeping supplies	\$4,339,880	\$8,462,220
Household furnishings	\$10,821,919	\$20,830,080
Vehicle purchases and other expenses	\$42,843,194	\$62,490,240
Gasoline and motor oil	\$13,853,044	\$26,037,600
Health care	\$27,829,556	\$55,980,840
Entertainment	\$17,359,519	\$28,641,360
Personal care products and services	\$4,086,771	\$8,462,220
Tobacco	\$2,432,308	\$4,556,580
Other retail purchases	\$5,167,111	\$8,161,860
Total Retail Sales	\$186,225,905	\$336,059,784

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

Mercury Marine 2020 Impact in Fond du Lac, Wisconsin

2020 Employment Impact by Industry Category

	Direct	Indirect & Induced	Total
Agriculture, forestry, fishing, and hunting	0	23	23
Mining	0	5	5
Utilities	0	64	64
Construction	0	96	96
Manufacturing	3,694	2,421	6,115
Wholesale trade	0	686	686
Retail trade	0	882	882
Transportation and warehousing	0	419	419
Information	0	119	119
Finance and insurance	0	246	246
Real estate and rental and leasing	0	178	178
Professional, scientific & technical svcs	0	318	318
Mgmt of companies and enterprises	0	38	38
Administrative & waste mgmt services	0	444	444
Educational services	0	87	87
Health care and social assistance	0	608	608
Arts, entertainment, and recreation	0	63	63
Accommodation	0	52	52
Food services and drinking places	0	495	495
Other services	0	226	226
Households	0	53	53
Total Jobs Created	3,694	7,524	11,218

Estimated Annual Direct, Indirect and Induced Fiscal Impact - 2020

Property, Sales, and Income Taxes

	Property Taxes	Sales Taxes from Worker Spending	Income Taxes	Total Taxes
State	\$0	\$5,858,460	\$24,771,338	\$30,629,798
County	\$237,433	\$585,846	\$0	\$823,279
Local	\$376,178	\$0	\$0	\$376,178
School and Others	\$319,220	\$0	\$0	\$319,220
Total	\$932,831	\$6,444,306	\$24,771,338	\$32,148,475

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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)

