

Enterprise Rent-A-Car Economic Impact Model (2019 pre-COVID data)

Direct Economic Activity Associated with Rental Car Operations

Employment:	1,773
Payroll:	\$91,061,723
State & Local Payroll Taxes: (if applicable)	\$6,023,253
Property Taxes/Property Improvement:	\$857,502
Vehicle Based Taxes & Registration Fees:	\$4,356,666
State/Local Sales, Income, Business and other Taxes:	\$63,220,324
Total State & Local Tax Payments:	\$74,457,745
Charitable Donations:	\$1,397,135
Total Direct Activity:	\$166,916,603

Indirect Economic Activity Associated with Rental Car Operations

Indirect Employment:	1,823
Stimulated Household spending:	\$30,050,369
Total Indirect Activity	\$30,050,369

Total Estimated Direct and Indirect Economic Activity Associated with Enterprise Car Rental Operations:

\$196,966,972

Definitions:



Direct Activity: Activity directly due to Enterprise Operations; dollars spend directly by Enterprise branches or people employed at Enterprise branches.

Indirect Employment: The employment that exists because of the rental car establishment's presence, either by suppliers of the establishment or the jobs supported by the consumer spending of establishment employees

Stimulated Household Spending: The consumer spending stimulated by the presence of the establishment. When an Enterprise employee spends his or her salary at a local retail business, some of those dollars are re-circulated through the economy by the employees of those other local businesses.

Indirect Business Impacts: Revenue at other local businesses (ie, car dealers, repair facilities) that is due to their business relationship with Enterprise branches.