

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

### Direct Economic Activity Associated with Rental Car Operations

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

### Indirect Economic Activity Associated with Rental Car Operations

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

**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.