

Dialogue Marketing, Inc.
Summary Estimates
(All monetary estimates in current dollars)

TOTAL JOBS CREATED (as of 2015)	328
Direct	230
Spin-off (includes Indirect Jobs)	98
NET POSITIVE STATE REVENUE IMPACT	\$2,884,988
Revenue foregone	\$474,012
Revenue gain	\$3,359,000
Personal income generated over life of MEGA agreement	\$43,608,000
Statewide employment multiplier (average, 2014–15)	1.32
Average Weekly Wage of Direct Jobs	\$535
(as reported by the company at time of application)	

Dialogue Marketing, Inc.
Fiscal Effects on Michigan - Net Benefits with the Incentive Package
Thousands of Current Dollars

Year	Gross State Revenue	MEGA Costs	Net State Revenue
2005	0	0	0
2006	0	0	0
2007	0	0	0
2008	0	0	0
2009	0	0	0
2010	0	0	0
2011	287	93	194
2012	458	163	295
2013	656	218	438
2014	872	0	872
2015	1,086	0	1,086
2016	0	0	0
2017	0	0	0
2018	0	0	0
2019	0	0	0
2020	0	0	0
2021	0	0	0
2022	0	0	0
2023	0	0	0
2024	0	0	0
2025	0	0	0
2026	0	0	0
2027	0	0	0
2028	0	0	0
2029	0	0	0
2030	0	0	0
	3,359	474	2,885

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**Dialogue Marketing, Inc.
Economic and Fiscal Effects on Michigan - Net Benefits with the Incentive Package**

Economic/Fiscal Indicator	2011	2012	2013	2014	2015	Total
Total Employment	114	170	227	280	328	
Manufacturing	1	1	1	0	0	
Non-Manufacturing	113	169	226	280	328	
Retail Trade	6	8	11	14	16	
Services	92	149	197	239	279	
Other	15	12	18	27	33	
In Current Dollars (Thousands):						
Personal Income	\$3,723	\$5,951	\$8,514	\$11,320	\$14,100	\$43,608
Gross State Revenue	287	458	656	872	1,086	3,359
Mega Cost	93	163	218	0	0	474
State Revenue Net of MEGA Cost*	\$194	\$295	\$438	\$872	\$1,086	\$2,885

* These estimates do not include any state government revenue losses due to the Investment Tax Credit, the Renaissance Zone Credit or the property tax abatement.