

**Mars Advertising Prize Logic, LLC
Economic and Fiscal Effects on Michigan - Net Benefits with the Incentive Package**

Economic/Fiscal Indicator	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	Total
Total Employment	1	13	37	61	125	191	195	195	290	295	297	
Manufacturing	0	0	0	1	1	1	1	0	1	1	0	
Non-Manufacturing	1	13	37	60	124	190	194	195	289	294	297	
Retail Trade	0	1	3	5	10	15	15	15	22	22	22	
Services	0	8	29	48	101	154	154	154	231	232	233	
Other	1	4	5	7	13	21	25	26	36	40	42	
In Current Dollars (Thousands):												
Personal Income	\$122	\$610	\$2,014	\$3,418	\$7,294	\$11,320	\$12,510	\$13,550	\$20,140	\$21,850	\$23,190	\$116,018
Gross State Revenue	9	47	155	263	562	872	963	1,043	1,551	1,682	1,786	8,933
Mega Cost	0	11	46	73	163	243	253	265	416	436	458	2,362
State Revenue Net of MEGA Cost*	\$9	\$36	\$109	\$190	\$399	\$629	\$710	\$778	\$1,135	\$1,246	\$1,328	\$6,571
Adjusted for Inflation (Thousands of 2007 Dollars):												
Personal Income	\$122	\$596	\$1,911	\$3,152	\$6,543	\$9,887	\$10,646	\$11,243	\$16,300	\$17,244	\$17,849	\$95,493
Gross State Revenue	9	46	147	243	504	762	819	865	1,255	1,327	1,375	7,352
Mega Cost	0	11	43	68	146	212	216	220	336	344	352	1,948
State Revenue Net of MEGA Cost*	\$9	\$35	\$104	\$175	\$358	\$550	\$603	\$645	\$919	\$983	\$1,023	\$5,404

* 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.