

priceline.com Incorporated
Summary Estimates
(All monetary estimates in 2008 dollars)

TOTAL JOBS CREATED (as of 2015)	610
Direct	424
Spin-off (includes Indirect Jobs)	186
NET POSITIVE STATE REVENUE IMPACT	\$7,681,000
Revenue foregone	\$3,985,000
Revenue gain	\$11,666,000
Personal income generated over life of MEGA agreement	\$151,514,000
Statewide employment multiplier (average, 2011–15)	1.43
Average Weekly Wage of Direct Jobs (as reported by the company at time of application)	\$609

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Economic and Fiscal Effects on Michigan - Net Benefits with the Incentive Package

Economic/Fiscal Indicator	2008	2009	2010	2011	2012	2013	2014	2015	Total
Total Employment	95	220	594	600	605	609	609	610	
Manufacturing	2	2	3	1	0	(1)	(2)	(3)	
Non-Manufacturing	93	218	591	599	605	610	611	613	
Retail Trade	7	13	33	34	35	35	35	34	
Services	73	190	518	516	515	513	513	511	
Other	13	15	40	49	55	62	63	68	
In Current Dollars (Thousands):									
Personal Income	\$3,510	\$7,721	\$20,900	\$24,050	\$26,640	\$29,020	\$30,880	\$32,530	\$175,251
Gross State Revenue	270	595	1,609	1,852	2,051	2,235	2,378	2,505	13,495
Mega Cost	0	241	669	701	722	744	754	768	4,599
State Revenue Net of MEGA Cost*	\$270	\$354	\$940	\$1,151	\$1,329	\$1,491	\$1,624	\$1,737	\$8,896
Adjusted for Inflation (Thousands of 2007 Dollars):									
Personal Income	\$3,427	\$7,325	\$19,274	\$21,575	\$23,268	\$24,695	\$25,623	\$26,327	\$151,514
Gross State Revenue	264	564	1,484	1,661	1,791	1,902	1,973	2,027	11,666
Mega Cost	0	228	617	629	631	633	626	621	3,985
State Revenue Net of MEGA Cost*	\$264	\$336	\$867	\$1,032	\$1,160	\$1,269	\$1,347	\$1,406	\$7,681

* 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.