



SUPPLIER DIVERSITY

ECONOMIC IMPACT REPORT
2022-2023

Better never settles





TABLE OF CONTENTS

03

CEO STATEMENT

04

SUPPLIER DIVERSITY STATEMENT

05

OUR PARTNERS

06

SUPPLIER DIVERSITY

13

SUPPLIER SPOTLIGHTS

18

2022 ECONOMIC IMPACT

27

2023 ECONOMIC IMPACT

34

APPENDIX

CEO STATEMENT



“Cushman & Wakefield’s Supplier Diversity Program is a driving force for change, promoting the growth of underrepresented businesses and improving economic development in our communities. We value the fresh perspectives and innovative solutions our diverse suppliers bring to our clients and our business. We’re committed to partnering with diverse suppliers to grow our supplier base and spend throughout our organization.”

Michelle MacKay
CEO of Cushman & Wakefield

SUPPLIER DIVERSITY STATEMENT



“As a leading global real estate services firm, we make a meaningful impact on our people, clients, shareholders, vendors, suppliers, communities and the world, and we’re continually striving to ensure we have a positive influence on our many stakeholders. At Cushman & Wakefield, we are committed to supporting economic development in the communities we serve by putting into practice organizational efforts that create a more diverse and inclusive supply chain. This allows us to spread our dollars across more diverse groups, while planning together to avoid potential supply chain issues.

Our global supply chain is comprised of thousands of suppliers and vendors of goods, services and equipment for our primarily office-based operations, supporting our facilities and property management activities and our corporate and support activities. Through our Supplier Diversity Program, we identify opportunities to engage and partner with diverse suppliers such as minority, women, veteran, LGBTQ+ and disability certified businesses. We also maintain relationships and partnerships with supporting external organizations to provide training, capacity building and access to opportunities to work with us. Cushman & Wakefield remains committed to increasing spend and investment in diverse-owned businesses.”

Egwu Nwankpah
Head of Supplier Diversity

OUR PARTNERS



SUPPLIER DIVERSITY



CUSHMAN & WAKEFIELD SPONSORED PROGRAMS

Our Supplier Diversity Program mission is to drive greater equity and inclusion in our procurement practices by increasing our utilization of businesses owned and operated by historically underrepresented individuals and groups. Diversifying and expanding our supplier base promotes greater equity, economic opportunity, growth and development in our communities. It also widens the pool of potential suppliers and promotes competition in our supply base, which can improve quality and drive down cost.

WBENC - WeTHRIVE

WBENC created this program during the pandemic to offer virtual executive development and learnings. It is tailored to meet WBEs where they are today and support them in the future. The program offers three tracks and includes courses across five disciplines to help WBE businesses not only survive challenges but to grow and thrive in the future. As the title sponsor, we underwrote the cost for 250 businesses.



Congressional Black Caucus Foundation

Cushman & Wakefield sponsored the Congressional Black Caucus Foundation's annual Phoenix Awards.



Indigenous Reconciliation in Supplier Diversity Reception

We hosted a reception in Toronto, Ontario, to meet new indigenous suppliers and partners.



2023 Diversity in Commercial Real Estate Conference

Cushman & Wakefield sponsored a session on diversity in commercial real estate and provided development opportunities for associates.



Tier I Project

In 2022, we started a project to give our clients Tier I credits for real estate transactions. This project will be completed in early 2025.



NMSDC SCHOLARSHIPS

ADVANCED MANAGEMENT EXECUTIVE PROGRAM

The NMSDC Kellogg Advanced Management Executive Program (AMEP) is designed to provide certified, established, growth-oriented minority entrepreneurs with the tools and skills needed to achieve and sustain accelerated growth in the constantly changing business environment.

TUCK DIVERSITY BUSINESS PROGRAMS

Tuck Diversity Business Programs and NMSDC have partnered to support the growth of MBEs across the country through two programs: Building a Successful Diverse Business and Growing an Established Diverse Business.

EMERGING YOUNG ENTREPRENEURS

Emerging Young Entrepreneurs is a year-long program uniquely designed to provide the next generation of minority entrepreneur participants ages 19-35 with support to enhance their growing business. Business owners will receive guidance from corporate sponsors, MBEs and additional stakeholders.

2023 SUPPLIER DIVERSITY DAY

In March 2023, Cushman & Wakefield held our second annual Supplier Diversity Day to celebrate our progress, raise awareness of our commitment to diversifying our supply chain and recognize our partners, vendors and supplier diversity champions for their contributions to our success. Over 18,000 viewers, partners and CRE industry members across the globe attended the live event, which received over 11,000 additional views in just 24 hours. Head of Supplier Diversity & Responsible Sourcing Egwu Nwankpah discussed the impact of diverse dollars on the growth of our business, our commitment to the diverse communities we serve and the value of diverse suppliers in our supply chain. Cushman & Wakefield also recognized several of our key partners with awards, including Advocate of the Year, Diverse Vendor of the Year and Diverse Client of the Year.



RESPONSIBLE SOURCING

In 2023, Cushman & Wakefield maintained its ongoing efforts to ensure we are procuring services and products in an ethical manner. We continued to develop and implement our responsible sourcing strategy, which has been derived from recommendations of an independent third party after conducting a thorough assessment of our supply chain and our procurement processes and standards.

Our priority has been to build a strong programmatic foundation with a focus on developing robust policies and processes to ensure responsible sourcing is embedded throughout our procurement organization. We partnered with procurement teams to administer supplier questionnaires that examine suppliers' policies and commitments related to workplace human rights, diversity and the environment. Insights obtained by the questionnaire will support the continuing development of our understanding of risk within our supply chain and oversight model.

Cushman & Wakefield remains committed to continuing our responsible sourcing journey. We are prioritizing the development of a Responsible Sourcing Policy and working to refine our program scope. We will continue monitoring and addressing any potential risks or concerns as a part of our ongoing efforts in this space. At the beginning of 2024, we created and filled a new role for a Director of Responsible Sourcing. This role is responsible for further developing the program and transforming it into an industry-leading program.



2023 AWARDS



Named a Best of the Decade honoree for our supply chain diversity from Minority Business News USA and Women's Enterprise USA.



Our program's progress has earned us third-party recognition, including being named a Silver Top Global Champion for Supplier Diversity & Inclusion from WEConnect International.

BUILDING MOMENTUM

		2020	2021	2022	2023
DIVERSE SUPPLIERS (DBE, DISABLED, LGBTQ+, MBE, VET AND WBE) ¹	SPEND	\$444.5M	\$580.0M +30% FROM 2020 TO 2021	\$802.4M +38% FROM 2021 TO 2022	\$839.7M +5% FROM 2022 TO 2023
	# OF SUPPLIERS	2,562	3,162 +23% FROM 2020 TO 2021	3,605 +14% FROM 2021 TO 2022	3,541 -.002% FROM 2022 TO 2023
SMALL BUSINESS SUPPLIERS ²	SPEND	\$267.1M	\$297.5M +11% FROM 2020 TO 2021	\$358.4M +20% FROM 2021 TO 2022	\$346.6M -3.3% FROM 2022 TO 2023
	# OF SUPPLIERS	2,316	2,965 +28% FROM 2020 TO 2021	3,284 +22% FROM 2021 TO 2022	3,215 -2.1% FROM 2022 TO 2023

DBE: Disadvantaged Business Enterprise

Disabled: Disabled-owned Business

LGBTQ+: Lesbian, Gay, Bisexual, Transgender, Queer/Questioning and Others

MBE: Minority Business Enterprise

VET: Veteran-owned Business

WBE: Women's Business Enterprise

Small/SBE: Small Business or Small Business Enterprise

Other: All additional diversity

¹ Values include all diverse designations except suppliers that are SBE/small only

² SBE/small only (does not include SBEs that are also classified as diverse)

Note: Categorization of diverse designations was refined in 2021, resulting in restatement of our 2020 data.

SUPPLIER SPOTLIGHTS

Cushman & Wakefield is making major moves in the sustainability sector.

We are working on potential partnerships with Sagiliti, Hightower EV, RCF Group and GMR Facility Solutions.



SUPPLIER SPOTLIGHT



Sagiliti is a certified NMSDC Corporate Plus Member that provides utility management services.

Working with Sagiliti is the optimal way to reduce utility costs, improve sustainability metrics and maximize diversity, equity & inclusion (DEI) impacts. Sagiliti's technology helps to reduce annual utility expenses as well as energy and water consumption, which improves efficiency and reduces errors.

Sagiliti serves multi-site energy consumers in the commercial, industrial and multi-family sectors. Their range of services includes:

- Utility bill management and payment
- Rate optimization and bill audit
- Energy procurement
- Utility billback
- Energy and water conservation

SUPPLIER SPOTLIGHT



Hightower EV Solutions, an NMSDC Corporate Plus Member, self-performs most of its services on a national scale.

Hightower EV (HEV) Solutions' Charging National Maintenance Program secures the work, trains and hires local talent, offers stackable certifications and utilizes technology to enable and inform technicians.

HEV is a national developer, technology integrator and design builder of turnkey EV charging infrastructure projects. With the ability to execute projects throughout the United States, they can provide enterprise-level, comprehensive solutions. Their technology partners include a broad range of EV charging station manufacturers, allowing them to deliver fully customized systems for every need, scale and budget.

SUPPLIER SPOTLIGHT



The RCF Group self-performs architectural design, decommissioning and move management services nationwide ideal for financial, retail and other industries required to monitor outdoor lighting.

RCF Group is an NMSDC Corporate Plus member. This unprecedented membership program, comprised of NMSDC-certified minority businesses of the highest caliber, can only be earned via sponsorship and demonstrated ability to compete in the marketplace at the highest level on a national scale.



RCF Group has more than 20 years of experience in the CRE industry and is the recipient of several Supplier of the Year awards for service and innovation.

SUPPLIER SPOTLIGHT



GMR pioneered lighting surveys and compliance and is known as the industry best practice for helping facilities document existing conditions, prepare for improvements and minimize risk.

Ideal for occupiers of retail and campus type settings, GMR self-performs over 80,000 inspections and engineered solutions nationwide each year.

Headquartered in the Dallas/Fort Worth, Texas, area, GMR works nationwide and owns and operates three entities: GMR Inc., GMR 410 and GMR Electrical. They are faith-based, woman-owned and operated, and certified through WBENC.



2022

**ECONOMIC
IMPACT**

HOW WE MEASURE ECONOMIC IMPACT

Economic Impact Metrics

Economic impact reports communicate the impact on the economy using these standard measures: **output, jobs, incomes and tax revenues.**



Output

Measures the cumulative revenue of all businesses impacted through the program: direct, indirect and induced.



Jobs

Created within Cushman & Wakefield's supply chain and in the suppliers' communities.



Incomes

Measures the cumulative earnings of the employees in the jobs supported through supplier diversity purchases.



Taxes

Measures the federal, state and local tax revenues that are generated through economic activity.

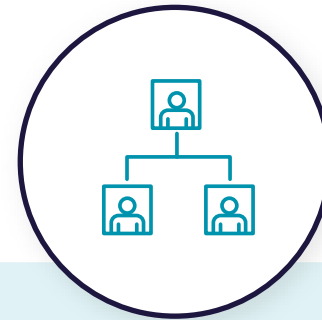
ECONOMIC IMPACT CHANNELS

Cushman & Wakefield's spending with its diverse suppliers generates economic activity in its supply chain and their communities. These impacts can be categorized into three types.



Direct Impact

This is the direct impact on Cushman & Wakefield's immediate diverse suppliers.



Indirect Impact

Cushman & Wakefield's diverse suppliers purchase goods and services from other suppliers, which creates a ripple effect through the economy.



Induced Impact

Employees in the jobs created in the supply chain to satisfy Cushman & Wakefield's purchases support additional upstream benefits in their communities.

2022 IMPACT CHANNELS



Total Diverse Supplier Spend

\$802.4M



Total Output

\$1.5B



Total Jobs Supported

9,086



Total Incomes Supported

\$582.6M



Total Taxes Generated

\$175.4M

Total Output \$1.5B



Total Jobs 9,086



Total Incomes \$582.6M



■ Direct ■ Indirect ■ Induced

Note: Direct, Indirect and Induced numbers may not add up to the total due to rounding.

Direct impact on Cushman & Wakefield diverse suppliers

Total Output

Cushman & Wakefield purchased \$802.4M in goods and services from diverse businesses. This spending resulted in the total impact of \$1.5B: \$802.4M direct impact, \$370.3M indirect impact and \$375.3M induced impact.

Total Jobs









Cushman & Wakefield's supplier diversity spending supported an estimated 9,086 jobs: 5,267 of these jobs were supported in the direct channel, 1,806 in the indirect channel and 2,014 from the induced channel.

Total Incomes

Cushman & Wakefield's purchases from diverse suppliers supported jobs throughout the supply chain that paid employees a total of \$582.6M in incomes. Incomes earned in the direct, indirect and induced channels are estimated at \$323.6M, \$132.1M and \$126.9M, respectively.

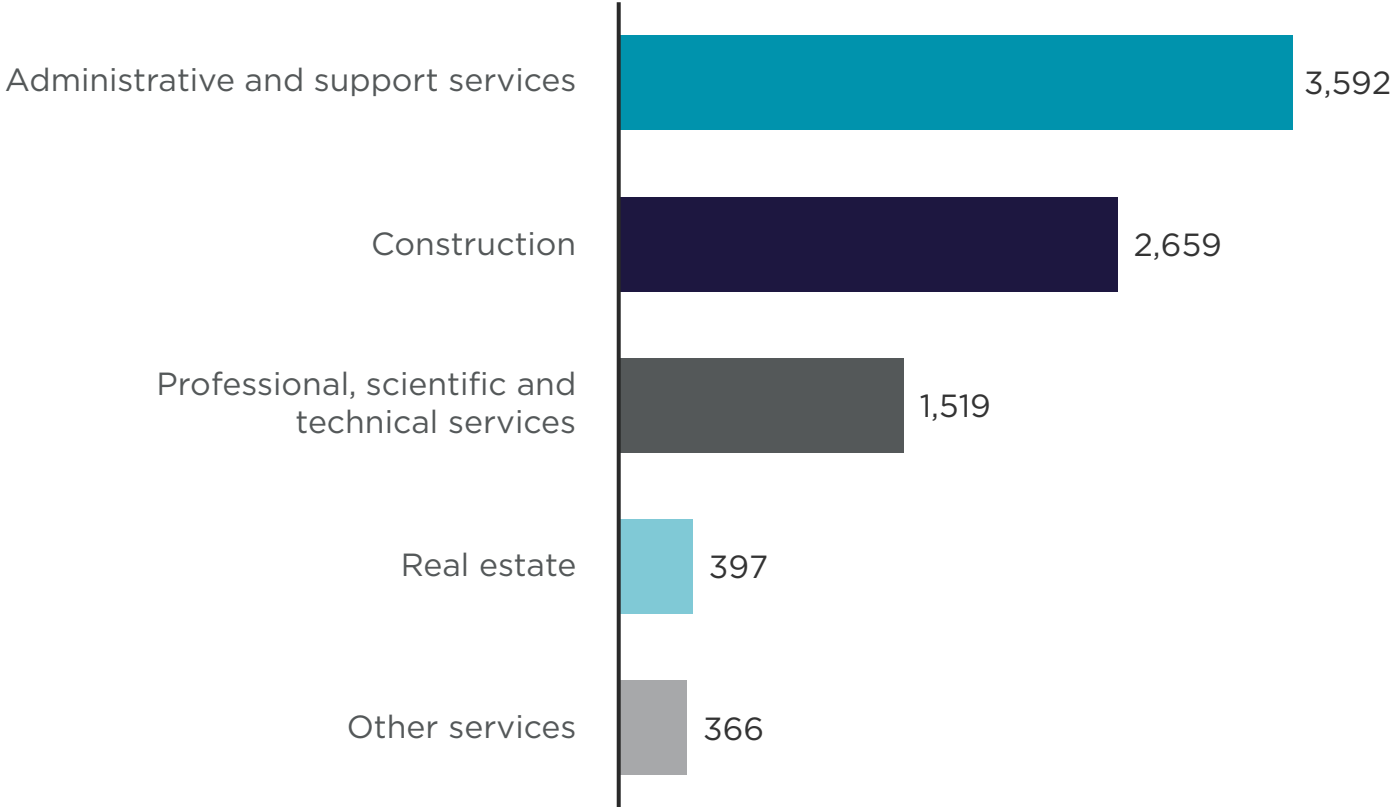
2022 IMPACT OF DIRECT SPEND

With Diverse Suppliers

Minority-owned businesses	Women-owned businesses	Veteran-owned businesses	LGBTQ+-owned businesses	Disadvantaged Business Enterprise	Service disabled veteran-owned businesses	Disabled-owned businesses	Other
							
\$337.9M Diverse spend	\$368.6M Diverse spend	\$47.3M Diverse spend	\$1.3M Diverse spend	\$77.2M Diverse spend	\$8.4M Diverse spend	\$9.2M Diverse spend	\$276.6M Diverse spend
2,227 Jobs	2,497 Jobs	317 Jobs	4 Jobs	480 Jobs	55 Jobs	62 Jobs	1,616 Jobs
\$147.5M Incomes	\$143.8M Incomes	\$19.4M Incomes	\$428.8K Incomes	\$26.1M Incomes	\$3.8M Incomes	\$4.0M Incomes	\$99.5M Incomes

Note: Supplier spend is included in every category for which the supplier qualifies, therefore, spend dollars by category will add up to greater than the total spend.

2022 TOP FIVE INDUSTRIES WITH SUPPORTED JOBS



Note: Jobs are assigned to industries included in the North American Industry Classification System (NAICS) that was developed by the federal government.



2022 IMPACT BY STATE

		Impact from Direct, Indirect and Induced					Impact from Direct, Indirect and Induced		
State	Diverse Business Spend	Total Output	Total Jobs	Total Incomes	State	Diverse Business Spend	Total Output	Total Jobs	Total Incomes
CA	\$142.2M	\$282.1M	1,391	\$107.3M	MO	\$25.8M	\$49.2M	301	\$17.2M
MN	\$91.7M	\$189.2M	1,147	\$91.6M	NJ	\$24.7M	\$45.7M	230	\$17.8M
TX	\$81.9M	\$165.4M	1,077	\$54.7M	IN	\$18.7M	\$34.5M	234	\$14.9M
NY	\$75.2M	\$132.5M	750	\$52.6M	MA	\$16.8M	\$32.1M	178	\$12.5M
FL	\$52.1M	\$106.1M	591	\$31.4M	OH	\$14.1M	\$27.4M	192	\$9.7M
VA	\$44.8M	\$80.3M	458	\$27.5M	NC	\$12.5M	\$23.9M	178	\$8.3M
GA	\$42.8M	\$93.4M	580	\$29.2M	WA	\$12.1M	\$22.8M	108	\$6.8M
MD	\$42.2M	\$74.3M	599	\$32.0M	DC	\$9.0M	\$11.9M	70	\$5.4M
PA	\$31.6M	\$59.7M	300	\$22.2M	IL	\$8.7M	\$16.9M	93	\$6.8M

Note: State output, jobs and incomes may not add up to the total due to rounding.

2022 IMPACT BY STATE

Impact from Direct, Indirect and Induced				
State	Diverse Business Spend	Total Output	Total Jobs	Total Incomes
CO	\$6.6M	\$13.3M	66	\$4.8M
AZ	\$6.0M	\$12.1M	78	\$4.6M
CT	\$5.6M	\$9.9M	58	\$4.2M
TN	\$4.7M	\$9.3M	65	\$3.3M
LA	\$4.3M	\$7.2M	53	\$2.1M
MI	\$3.6M	\$6.9M	38	\$2.4M
KS	\$2.8M	\$4.9M	31	\$1.6M
NV	\$2.3M	\$3.8M	19	\$1.2M
KY	\$2.2M	\$4.0M	26	\$1.3M

Impact from Direct, Indirect and Induced				
State	Diverse Business Spend	Total Output	Total Jobs	Total Incomes
OR	\$1.9M	\$3.5M	19	\$1.2M
AK	\$1.6M	\$2.5M	14	\$867.3K
NE	\$1.5M	\$2.6M	22	\$1.2M
PR	\$1.4M	\$2.2M	16	\$647.5K
SC	\$1.1M	\$1.9M	12	\$563.9K
AR	\$1.0M	\$1.8M	11	\$563.3K
WI	\$1.0M	\$1.8M	10	\$560.7K
AL	\$961.7K	\$1.7M	13	\$491.6K
ID	\$903.7K	\$1.3M	5	\$239.3K

Note: State output, jobs and incomes may not add up to the total due to rounding.

2022 IMPACT BY STATE

Impact from Direct, Indirect and Induced

State	Diverse Business Spend	Total Output	Total Jobs	Total Incomes
UT	\$834.4K	\$1.4M	7	\$370.2K
IA	\$809.9K	\$1.4M	8	\$424.3K
OK	\$618.2K	\$1.0M	6	\$301.1K
DE	\$553.9K	\$924.0K	5	\$337.1K
NH	\$378.2K	\$902.1K	7	\$545.9K
NM	\$365.9K	\$611.3K	3	\$140.7K
MS	\$320.7K	\$528.9K	3	\$150.6K
RI	\$266.7K	\$450.5K	3	\$174.7K

Impact from Direct, Indirect and Induced

State	Diverse Business Spend	Total Output	Total Jobs	Total Incomes
ME	\$221.7K	\$374.7K	2	\$87.9K
HI	\$215.5K	\$364.2K	2	\$102.9K
WY	\$188.6K	\$277.9K	2	\$72.1K
ND	\$183.8K	\$321.7K	2	\$93.0K
VT	\$178.6K	\$293.7K	2	\$79.5K
MT	\$131.7K	\$229.8K	1	\$55.3K
SD	\$60.1K	\$93.6K	1	\$25.9K
WV	\$30.7K	\$50.5K	-	\$11.7K

Note: State output, jobs and incomes may not add up to the total due to rounding.



2023
ECONOMIC
IMPACT

2023 IMPACT CHANNELS



Total Diverse Supplier Spend

\$839.7M



Total Output

\$1.6B



Total Jobs Supported

9,316



Total Incomes Supported

\$606.3M



Total Taxes Generated

\$185.0M

Total Output \$1.6B



Total Jobs 9,316



Total Incomes \$606.3M



■ Direct ■ Indirect ■ Induced

Note: Direct, Indirect and Induced numbers may not add up to the total due to rounding.

Direct impact on Cushman & Wakefield diverse suppliers

Total Output

Cushman & Wakefield purchased \$839.7M from diverse businesses. This spending resulted in the total impact of \$1.6B: \$839.7M direct impact, \$380.4M indirect impact and \$386.8M induced impact.

Total Jobs









Cushman & Wakefield's supplier diversity spending supported an estimated 9,316 jobs: 5,484 of these jobs were supported in the direct channel, 1,780 jobs in the indirect channel and 2,053 jobs in the induced channel.

Total Incomes

Cushman & Wakefield's purchases from diverse suppliers supported jobs throughout the supply chain that paid employees a total of \$606.3M in incomes. Incomes earned in the direct, indirect and induced channels are estimated at \$339.6M, \$134.8M and \$131.8M, respectively.

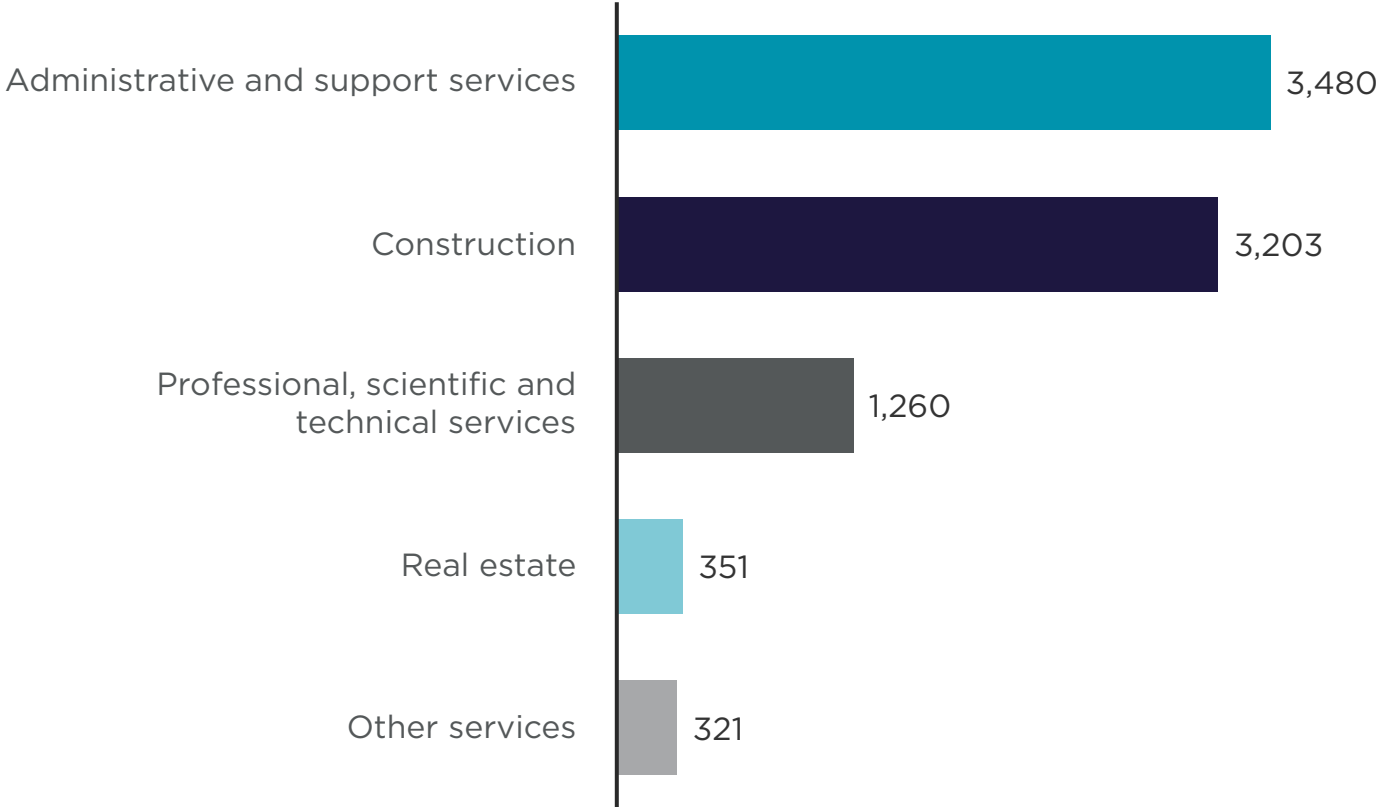
2023 IMPACT OF DIRECT SPEND

With Diverse Suppliers

Minority-owned businesses	Women-owned businesses	Veteran-owned businesses	LGBTQ+-owned businesses	Disadvantaged Business Enterprise	Service disabled veteran-owned businesses	Disabled-owned businesses	Other
							
\$329.9M Diverse spend	\$413.6M Diverse spend	\$55.9M Diverse spend	\$991.4K Diverse spend	\$57.9M Diverse spend	\$12.9M Diverse spend	\$13.8M Diverse spend	\$258.1M Diverse spend
2,195 Jobs	2,752 Jobs	354 Jobs	4 Jobs	383 Jobs	78 Jobs	86 Jobs	1,444 Jobs
\$139.5M Incomes	\$164.3M Incomes	\$22.9M Incomes	\$387.2K Incomes	\$23.9M Incomes	\$5.4M Incomes	\$5.8M Incomes	\$96.7M Incomes

Note: Supplier spend is included in every category for which the supplier qualifies, therefore, spend dollars by category will add up to greater than the total spend.

2023 TOP FIVE INDUSTRIES WITH SUPPORTED JOBS



Note: Jobs are assigned to industries included in the North American Industry Classification System (NAICS) that was developed by the federal government.



2023 IMPACT BY STATE

		Impact from Direct, Indirect and Induced					Impact from Direct, Indirect and Induced		
State	Diverse Business Spend	Total Output	Total Jobs	Total Incomes	State	Diverse Business Spend	Total Output	Total Jobs	Total Incomes
CA	\$194.9M	\$390.1M	2,009	\$150.5M	NJ	\$24.2M	\$45.0M	227	\$17.5M
NY	\$96.1M	\$171.3M	989	\$68.8M	MA	\$23.1M	\$43.4M	229	\$17.5M
TX	\$84.7M	\$174.7M	1,076	\$59.0M	IN	\$21.7M	\$40.0M	271	\$17.3M
MN	\$70.2M	\$144.4M	863	\$67.9M	OH	\$16.2M	\$30.2M	194	\$10.4M
MD	\$44.5M	\$78.3M	614	\$33.2M	WA	\$14.2M	\$26.6M	123	\$7.8M
FL	\$40.4M	\$82.8M	477	\$25.2M	IL	\$11.8M	\$22.3M	115	\$7.9M
MO	\$38.4M	\$73.6M	470	\$26.9M	GA	\$11.8M	\$22.0M	120	\$6.5M
VA	\$32.3M	\$57.3M	331	\$18.5M	NC	\$9.7M	\$18.0M	118	\$6.2M
PA	\$27.7M	\$50.0M	230	\$18.5M	AL	\$8.0M	\$14.3M	125	\$4.5M

Note: State output, jobs and incomes may not add up to the total due to rounding.

2023 IMPACT BY STATE

Impact from Direct, Indirect and Induced					Impact from Direct, Indirect and Induced				
State	Diverse Business Spend	Total Output	Total Jobs	Total Incomes	State	Diverse Business Spend	Total Output	Total Jobs	Total Incomes
CT	\$7.7M	\$13.6M	68	\$5.5M	MI	\$3.3M	\$6.5M	36	\$2.3M
DC	\$6.6M	\$8.9M	53	\$3.8M	LA	\$2.8M	\$4.6M	30	\$1.3M
CO	\$5.1M	\$10.0M	51	\$3.6M	NV	\$2.6M	\$4.4M	24	\$1.5M
TN	\$5.0M	\$9.8M	71	\$3.5M	KS	\$2.4M	\$4.2M	26	\$1.3M
KY	\$4.7M	\$8.5M	46	\$2.1M	AK	\$2.3M	\$3.7M	21	\$1.4M
AZ	\$4.7M	\$9.4M	56	\$3.3M	SC	\$2.0M	\$3.6M	27	\$1.1M
ID	\$3.8M	\$6.6M	48	\$2.3M	WI	\$1.3M	\$2.5M	15	\$848.6K
OR	\$3.7M	\$6.8M	39	\$2.5M	MS	\$1.3M	\$2.1M	17	\$563.8K
OK	\$3.3M	\$5.9M	43	\$1.8M	IA	\$938.1K	\$1.6M	9	\$539.1K

Note: State output, jobs and incomes may not add up to the total due to rounding.

2023 IMPACT BY STATE

Impact from Direct, Indirect and Induced

State	Diverse Business Spend	Total Output	Total Jobs	Total Incomes
NE	\$913.3K	\$1.5M	8	\$488.2K
PR	\$880.1K	\$1.3M	10	\$403.3K
NH	\$533.8K	\$987.2K	5	\$395.3K
AR	\$527.6K	\$929.1K	7	\$280.7K
RI	\$498.5K	\$845.5K	6	\$348.7K
UT	\$458.2K	\$860.1K	4	\$246.9K
DE	\$427.0K	\$714.5K	4	\$265.0K
NM	\$389.4K	\$654.8K	3	\$148.5K

Impact from Direct, Indirect and Induced

State	Diverse Business Spend	Total Output	Total Jobs	Total Incomes
ND	\$347.8K	\$598.5K	3	\$210.2K
VT	\$193.3K	\$318.8K	2	\$87.7K
WV	\$183.6K	\$303.1K	2	\$99.3K
HI	\$118.6K	\$190.8K	1	\$52.1K
ME	\$69.9K	\$89.0K	-	\$14.0K
WY	\$56.6K	\$87.4K	1	\$33.1K
MT	\$30.5K	\$58.6K	-	\$15.2K
SD	\$11.9K	\$21.0K	-	\$7.4K

Note: State output, jobs and incomes may not add up to the total due to rounding.

APPENDIX: ECONOMIC IMPACT MODELING

Economic impact modeling is a standard tool used to quantify the economic contribution of an investment or company. This modeling uses an input-output economic model to estimate the number of times each dollar of “input,” or direct spend, cycles through the economy in terms of “indirect and induced output,” or additional spend, personal income and employment.

There are several input-output models used by economists to estimate multiplier effects. Supplier.io employed the IMPLAN input-output model in developing estimates of spend, income and employment impacts. This model, initially developed by the U. S. Department of Agriculture, examines inter-industry relationships in local, regional, and national economies.

The input-output multipliers are derived from a comprehensive and complex set of inputs based on the collection of business and employment data. Indirect impacts of economic activity in a targeted geographic area are calculated by applying multiplier coefficients to the direct impact spending. Since most of the businesses in the study are considered as local businesses, each supplier was assumed to have operations primarily in one state. These multipliers consider an amount of “leakage” from the state economy because some incomes and expenditures will be spent outside of the state. The economic activity is calculated by state and these state-level results are aggregated to determine the national totals.

Analysis performed by supplier.io

Assumptions

This analysis relies on the following assumptions:

For suppliers that have multiple locations, all impact is evaluated at the headquarters location. This may overestimate the impact in the headquarters state and underestimate the impact in other states.

For suppliers that provide services in multiple NAICS codes, unless otherwise indicated, all impact is calculated using the supplier’s primary NAICS code.

A supplier impact is assumed to be localized within a state.

The model predicts impact results based on industry averages and is an aggregate across all companies. The calculations cannot be applied to individual companies and may differ from actual jobs and incomes at specific companies.

References

This report is based on an analysis of data provided by the customer and information from the following sources:

[US Government Revenues](#)

[Office and Administrative Support Occupations: Occupational Outlook Handbook:](#)

[U.S. Bureau of Labor Statistics](#)

[United States GDP](#)

[What is NAICS](#)

[IMPLAN](#)

[Multipliers Changing Over Time – IMPLAN - Support](#)

[Generation and Interpretation of IMPLAN's Tax Impact Report](#)

[Taxes: How the Pandemic Ruined My Tax Results – IMPLAN - Support](#)

[Pandemic: Analyzing the Economic Impacts of the Coronavirus – IMPLAN - Support](#)



SUPPLIER DIVERSITY

ECONOMIC IMPACT REPORT
2022-2023

Better never settles

