



ECONOMIC IMPACT IN MARYLAND

	in Maryland	Nationally
Locations	13K	733K
Jobs	142.8K	7.6M
Payroll	\$5.7B	\$269.9B
Output	\$13.6B	\$674.3B
GDP	\$8.6B	\$404.6B



78%

of Maryland voters have a favorable opinion of franchises

Maryland Voters Want Congress and the Administration to Support Locally-Owned Businesses

Which of the following would you prefer?

Government policies that promote and support local ownership of stores and restaurants. **71%**

Government policies that promote and support large corporations owning and operating local stores and restaurants. **10%**

Don't Know / No Opinion **19%**

Maryland Franchises:



Maryland Franchise Action Network Captain:

The FAN State Captain is your go-to franchise advocate in Maryland



A Strategic Initiative of the International Franchise Association

Danny Farrar

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FRANCHISE FAST FACTS: FRANCHISE ESTABLISHMENTS GET HIGH MARKS FROM NATIONAL VOTERS

THE FRANCHISE BUSINESS MODEL

- Brings together brands, local business owners, employees, and the local community.
- Is a uniquely accessible business model which allows you to start at the entry level and have the opportunity to own your own business.

Has created tens of thousands of small business owners and millions of opportunities for workers while being the largest vocational training industry in America.

U.S. FRANCHISE FACTS

- Locally owned franchises are America's hidden small businesses, with 733,000 establishments across the country.
- Franchising directly contributes \$674.3 billion in economic output, accounting for roughly 2.5% of private sector U.S. GDP.

Franchising is a job-creating mechanism that not only offers opportunities to entrepreneurs but also supports more than 7.6 million direct jobs nationwide.

FRANCHISE BUSINESS: GOOD FOR AMERICA, GOOD FOR LOCAL COMMUNITIES

The International Franchise Association is the world's oldest and largest organization representing franchising worldwide. Celebrating 50 years of excellence, education and advocacy, IFA works to protect, enhance, and promote franchising through its government relations and public policy, media relations, and educational programs.

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