



★ macys bloomingdale's bluemercury®

2022 Supplier Diversity Economic Impact Report

TABLE OF CONTENTS

From Our Chairman and CEO	3	Direct Impact—Diverse Suppliers	14
From Our Chief Diversity, Equity, and Inclusion Officer	4	Multiplier Effect of Diverse Spend	15
Executive Summary	5	Top State Jobs Supported by Macy's, Inc. Diverse Spend	16
Where We Are Today	6	Macy's Impact with Retail Suppliers	17
The Workshop at Macy's	7-8	Macy's Impact with Non-Retail Suppliers	18
S.P.U.R. Pathways – Shared Purpose, Unlimited Reach	9	Marketing and Branding Opportunities	19
Empowering Our Colleagues and Suppliers	10	2022 Awards and Recognition	20
Partnerships with National Advocacy Organizations	11	Supplier Spotlight	21-26
Economic Impact Through Supplier Diversity	12	Appendix: Economic Impact Modeling	27
Economic Impact of 2022 Supplier Diversity Program	13		



FROM OUR CHAIRMAN AND CEO

In March of 2022, we introduced our social purpose platform, *Mission Every One*, with the ambition and intention of creating a brighter future with bold representation so we can realize the full potential of every one of us. *Mission Every One* builds on our heritage of corporate citizenship. Through its introduction, we committed to direct \$5 billion of the company's spend through 2025 to partners, products, people and programs that help to create a more equitable and sustainable future. Over the past year, we have infused this work into how we operate and make decisions enterprise wide. *Mission Every One* has galvanized our brands and our people and led to the creation of new programs like S.P.U.R. Pathways while sharpening our focus on existing efforts, such as supporting and developing diverse suppliers. I am pleased with the significant progress we have made, directing \$1.4 billion towards our goal in the first year alone. We remain committed to our purpose and driving positive societal change through *Mission Every One*.

Jeff Gennette

Chairman and Chief Executive Officer



FROM OUR CHIEF DIVERSITY, EQUITY, AND INCLUSION OFFICER


At Macy's, Inc. our approach to Diversity, Equity and Inclusion is guided by the idea that everything we do will be with the spirit and requirement of action, transparency and accountability. That is the lens through which we evaluate our progress. Our view of Diversity, Equity and Inclusion always considers institutional advancement with more personal advancement—so we keep the dual impact of broad, systemic change and individual impact sharply in our sights. Our vision is to be a beacon of diversity, equity and inclusion for our colleagues, customers and communities. We march towards this vision every day by working on initiatives that support our strategic priorities. I am proud of what our organization has accomplished and am energized by the traction and impact of our programs and practices.

Shawn Outler

Chief Diversity, Equity, and Inclusion Officer

EXECUTIVE SUMMARY

At Macy's, Inc., we are committed to operating with integrity and creating a more equitable and sustainable future for our people, communities and planet. Our mission is to offer an ecosystem that supports historically underrepresented communities and encourages meaningful and sustainable impact. Our work with diverse suppliers plays a significant role in business operations enterprise wide. Our efforts ensures Macy's suppliers and products reflect our customers and communities, supporting local economies and engaging new markets. Our aspiration is to support and develop diverse suppliers at varying points along their business journey. We have taken a holistic approach, offering a unique set of programs, solutions and outcomes to meet the needs of our broad network of suppliers. Understanding diverse and underrepresented businesses experience a unique set of challenges, Macy's is intentional about prioritizing ethnically diverse-, women-, veteran, LGBTQ-owned and other underrepresented businesses into our strategies.



We are committed to operating with integrity and creating a more equitable and sustainable future for our people.

WHERE WE ARE TODAY

As part of our commitment to increase our spend with diverse suppliers and meet the needs of our diverse customer base, we are intentional about including more ethnically diverse-, women-, veteran, LGBTQ-owned and other underrepresented businesses into our strategies. Diverse supplier spend in 2022 was **\$842 million***, which represents 4.2% of total company spend and an increase of approximately **\$152 million** or 22% versus 2021. We know that diverse and underrepresented businesses experience a unique set of challenges. Our partnership and support focus on addressing the three points of access required for business growth that they often lack—access to education, access to customers and access to capital. These efforts fuel a holistic supplier ecosystem and functions as a catalyst for growth.

*audited as of 7/31/23



THE WORKSHOP

AT ★macy's

The Workshop at Macy's is an exclusive retail vendor accelerator program designed to give high-potential diverse businesses the tools to better succeed and sustain growth in the retail industry. This business development program was launched in 2011 to foster growth in the next generation of diverse merchandise suppliers. Conducted annually, the program is a foundational element of our commitment to vendor diversity.



Goals

- ★ Drive promising enterprises to the next level by providing the knowledge, resources and tools to achieve business objectives and sustain growth.
- ★ Provide diverse and women small business owners with real-world practice and perspective on how to create effective large-scale vendor relationships.
- ★ Develop and maintain a pipeline of viable retail suppliers that reflect Macy's diverse customers.



Qualifications

- ★ Be a woman, or a veteran, or a person with a disability or LGBTQ, or of Black, Hispanic/Latino, Native American, Asian-Indian, or Asian-Pacific descent or otherwise diverse.
- ★ Operate an established U.S.-based business that produces goods for resale in a department store environment.
- ★ Own a business for more than 2 years that has growth potential and has already maximized their online and specialty store opportunity.

To learn more visit <http://www.theworkshopatmacys.com>

Evolving into a business accelerator program designed to drive growth and better support underrepresented businesses

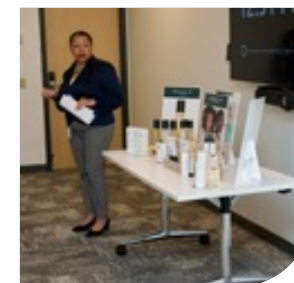
The Workshop at Macy's, the retail industry's longest-running retail development program for underrepresented brands, provides up-and-coming businesses with the tools, knowledge, and access to resources to drive their enterprises to the next level, achieve business objectives and sustain growth.

In 2022, twenty-five diverse-owned entrepreneurs participated in the five-week program with a focused curriculum in merchandising, trend forecasting, assortment planning, marketing, financial management, and sustainability.

The program introduced exciting enhancements designed to fuel growth. The enhancements included new classes to deepen the curriculum around supply chain and accessing capital, a digital pop-up shop providing the brands with the unique opportunity to sell their products on [macys.com](https://www.macys.com), and a pitch competition and business grants to all participants.

An entirely new element was introduced in 2022: A \$250,000 business grant for class participants and a vendor pitch competition. Black Paper Party won the inaugural pitch competition and received a \$100,000 business grant; a partnership with Macy's sourcing team; buy now, pay later services from Klarna, and marketing support from Spark Foundry, among other prizes.

To learn more visit <http://www.theworkshopatmacys.com>



S.P.U.R. PATHWAYS – SHARED PURPOSE, UNLIMITED REACH

.S.P.U.R. pathways

Shared Purpose, Unlimited Reach

The lack of access to capital dollars remains an ongoing obstacle for diverse and underrepresented businesses. In November 2022 with a \$30 million investment, we launched this program to provide diverse and underrepresented businesses with a comprehensive range of financing options as well as mentorship and an advisory network—all designed to accelerate growth and create jobs in historically underserved and underfunded communities.

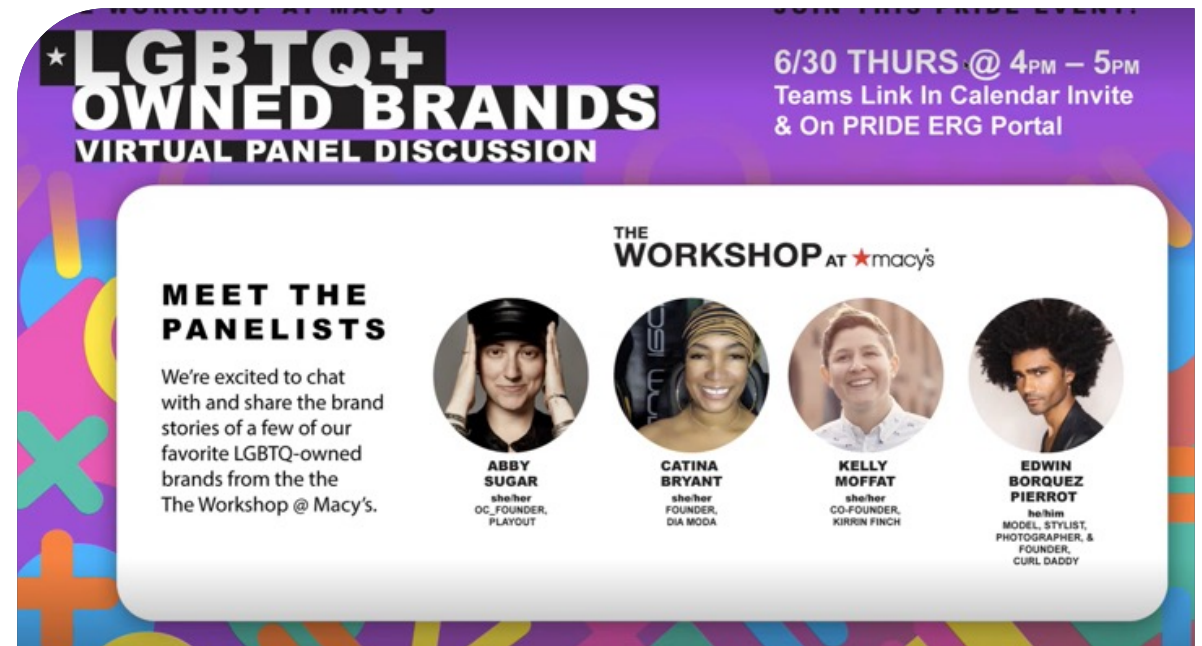


We believe this innovative, multiyear and multifaceted funding program created in partnership with Momentus Capital will advance our longstanding commitment to diverse and underrepresented businesses and help us lead and model the way for the retail industry to invest in the next generation of entrepreneurs. S.P.U.R. Pathways features a comprehensive range of financing options from growth equity capital to loans for working capital and commercial real estate that will create up to \$200 million over the long term in access to funding for diverse and underrepresented businesses. Access to capital is just one component of this program which also offers suppliers access to an ecosystem that includes mentorship, an advisory network of successful entrepreneurs; assistance with credit improvement, business strategy and planning, financial reporting, operating challenges, and more; as well as valuable training and resources ranging from templates, technology and software development tools to online and in-person workshops.

EMPOWERING OUR COLLEAGUES AND SUPPLIERS

Throughout the year we host a variety of programs, events and sessions to educate and empower colleagues and suppliers, to drive growth for diverse and underrepresented businesses.

- ★ Internal partners such as Employee Resource Groups (ERGs) and The Workshop at Macy's collaborated to bring in active suppliers to educate colleagues. One notable example of empowerment and education was a virtual panel discussion in which LGBTQ+ owned brands shared their personal and professional stories to the attendees.
- ★ Hosted a variety of panel discussions for internal colleagues and external parties/organizations, including:
 - “Journey Talks” where a panel of speakers shared their challenges and successes.
 - A conversation with Black suppliers discussing shared challenges and successes followed by a Q&A session.
 - Hosted a Fashion Academy Supplier Diversity session as well as Supplier Diversity Education Series.
- ★ Workshop e-Learning Hub provides diverse and underrepresented businesses, in early start up, a digital platform with tools and resources to grow their brand. Programming includes learning on topics such as assortment planning, marketing & branding and retail math concepts.



PARTNERSHIPS WITH NATIONAL ADVOCACY ORGANIZATIONS

We actively engaged with our partners from national advocacy and trade organizations in strategic sourcing opportunities, sponsorships, exhibitions, events and program engagements. These partnerships have been an important part of our overall ecosystem of support.



DISABILITY:IN



National Business
Inclusion Consortium (NBIC)



The National LGBT
Chamber of Commerce (NGLCC)



National Minority Supplier
Development Council (NMSDC)



Women's Business
Enterprise National Council (WBENC)



We partnered with Women's Business Enterprise National Council (WBENC) to host the second Macy's, Inc. Fashion Bootcamp, "Fashion Forward: Learn how to be a successful supplier to America's leading department store." Women-Owned in Retail is an education and outreach program designed to help women-owned business with consumer goods to scale and thrive in the retail space. In partnership with WBENC, we provided education programming, in the form of two bootcamps, to 600+ women-owned business enterprises (WBEs). The first bootcamp offered lessons on what large retailers are looking for in suppliers, the role of supplier diversity in the buying process, forging successful merchant relationships, operational logistics, and more.

The second bootcamp provided vendor spotlights for women-owned brands carried at Macy's and Bloomingdale's. Programming included a virtual coffee chat with Macy's executives who spoke about their personal and professional journey, prioritizing numerous competing interests, qualities of an effective leader and what the program theme *It Starts with Her* means to them.

ECONOMIC IMPACT THROUGH SUPPLIER DIVERSITY

Supplier diversity programs help foster jobs and economic activity with underrepresented segments of the business and customer community. These suppliers provide great representation, employment opportunities and economic advancement for diverse communities.

ECONOMIC IMPACT METRICS



PRODUCTION

Measures the cumulative revenues of all businesses impacted through the program: **Direct, Indirect** and **Induced**.



JOBS

Created within Macy's, Inc. supply chain and in the supplier's communities.



WAGES

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



TAX REVENUES

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

ECONOMIC IMPACT CHANNELS

Macy's, Inc. purchases from diverse suppliers have a ripple effect on the supply chain. This total economic impact is comprised of three components:



DIRECT

This is impact at Macy's, Inc. immediate diverse suppliers.



INDIRECT

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



INDUCED

Employees in the jobs created in the supply chain to satisfy Macy's, Inc. purchases support additional jobs in their communities.

The combined effects of these activities are analyzed using a standardized and widely accepted methodology known as Economic Impact Analysis.



ECONOMIC IMPACT OF 2022 SUPPLIER DIVERSITY PROGRAM



\$1.4B

TOTAL PRODUCTION CONTRIBUTION

of Macy's, Inc. spend with diverse suppliers.



6,366 JOBS

Total jobs supported through Macy's, Inc. supplier diversity spending.



\$464M WAGES

Employee wages through the jobs in Macy's, Inc. supply chain.



\$156M TAXES

Federal, state and local taxes generated due to the economic activity.



\$842M DIVERSE SPEND

Macy's, Inc. purchases from underrepresented businesses.

DIRECT IMPACT-DIVERSE SUPPLIERS



3,603

**TOTAL JOBS SUPPORTED AT
DIVERSE SUPPLIERS**



**ETHNICALLY-DIVERSE*
OWNED BUSINESSES**

\$525M

Direct Spend

2,154

Jobs

\$165M

Wages



**WOMEN-OWNED
BUSINESSES**

\$329M

Direct Spend

1,367

Jobs

\$99M

Wages



**LGBTQ-OWNED
BUSINESSES**

\$24M

Direct Spend

236

Jobs

\$12M

Wages



**VETERAN-OWNED
BUSINESSES**

\$15M

Direct Spend

70

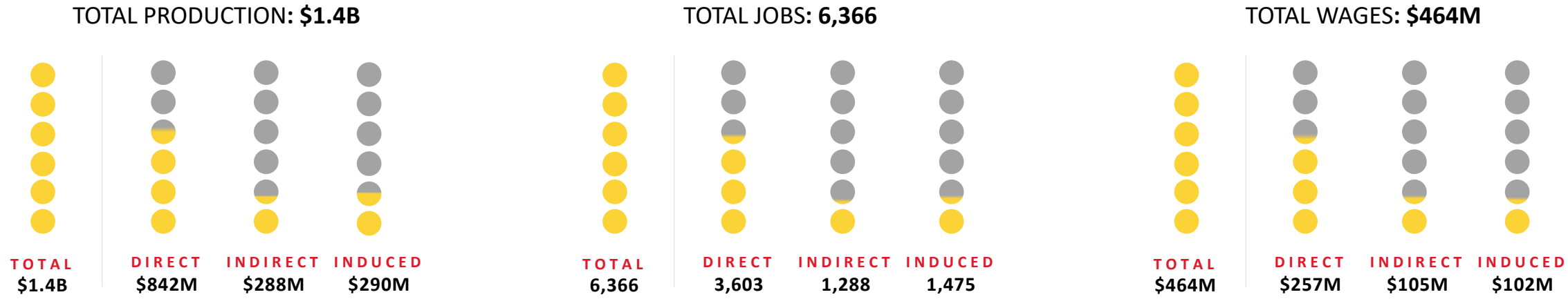
Jobs

\$11M

Wages

*Black, Asian, Hispanic/Latino, Native American Note: Suppliers spend is included in every category for which they qualify. Therefore, spend dollars and jobs by category will add up to greater than the total.

MULTIPLIER EFFECT OF DIVERSE SPEND



ECONOMIC IMPACT CHANNELS

Macy's, Inc. purchases from diverse suppliers have a ripple effect on the supply chain. This total economic impact is comprised of three components:



DIRECT
This is impact at Macy's, Inc. immediate diverse suppliers.



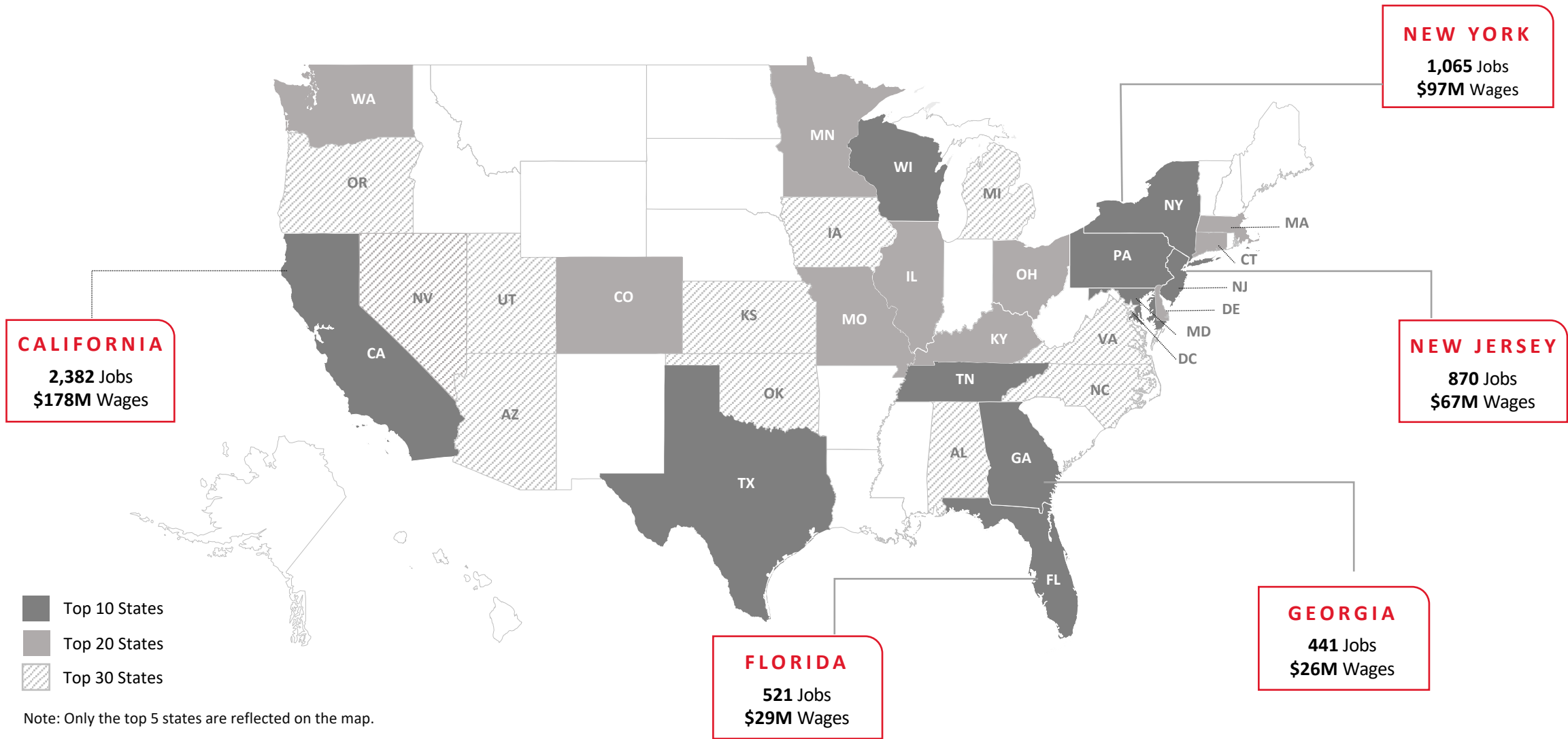
INDIRECT
Macy's, Inc. diverse suppliers purchase goods and services from other suppliers, which creates a ripple effect through the economy.



INDUCED
Employees in the jobs created in the supply chain to satisfy Macy's, Inc. purchases support additional jobs in their communities.

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

TOP STATE JOBS SUPPORTED BY MACY’S, INC. DIVERSE SPEND



MACY'S, INC. IMPACT WITH RETAIL SUPPLIERS



\$832M
PRODUCTION

Total production contribution of Macy's, Inc. spend with diverse suppliers.



3,644
JOBS

Total jobs supported through Macy's, Inc. supplier diversity spending.



\$241M
WAGES

Employee wages through the jobs in Macy's, Inc. supply chain.



\$87M
TAXES

Federal, state and local taxes generated due to the economic activity.





MACY'S, INC. IMPACT WITH NON-RETAIL SUPPLIERS



\$589M
PRODUCTION

Total production contribution of Macy's, Inc. spend with diverse suppliers.



2,723
JOBS

Total jobs supported through Macy's, Inc. supplier diversity spending.



\$223M
WAGES

Employee wages through the jobs in Macy's, Inc. supply chain.



\$70M
TAXES

Federal, state and local taxes generated due to the economic activity.

Non Retail represents services and goods not for sale

MARKETING AND BRANDING OPPORTUNITIES

MACY'S★LIVE Macy's, Inc. utilizes our existing omnichannel strategy to provide platforms so suppliers can increase brand awareness. We encompass a full scope of options, including Macy's Live, a live shopping event on macys.com, it's like having a personal stylist showing you how to make the latest trends work for you, and letting you in on exclusive offers, all while you shop. Brands featured on Macy's Live include Black-owned brands: BUTTAH, Healthy Root Dolls, Harlem Candle, SPGBK Watches, OMA the Label, Nude Barre, COOL Creative. Women-owned brands were Sunday Riley, beautyblender, The Lovery, Lucky Brand, Naked Wardrobe, Just Polly. LGBTQ-owned brands were REZA Be Obsessed, The Phluid Project and Buzz Shirts.

bloomingdales. [Bloomingdales.com](https://www.bloomingdales.com) launched its first DE&I shop, bringing visibility to 100 diverse-owned brands with the appropriate designations. These brands will be highlighted during key moments such as Black History Month, Women's History Month, Asian American and Pacific Islander (AAPI) Heritage Month, PRIDE Month and Hispanic Heritage Month within digital marketing.



Macy's was included in Fifteen Percent Pledge's "Founder Monday" campaigns, a highlight of a Black founder and their story on Instagram, as well as the 2022 Holiday Gift Guide, under a variety of categories including beauty, toys and ready to wear.



2022 AWARDS AND RECOGNITION



In 2022, Macy's, Inc. was recognized by the National Business Inclusion Consortium (NBIC) as one of the Best-of-the-Best Top 50 Corporations for Inclusion which recognizes outstanding corporate achievement in promoting cross-segment diversity, equity and inclusion. Only companies achieving industry-leading results across all diverse segments are eligible to receive the prestigious Best-of-the-Best designation from the NBIC. For the second year in a row, Macy's, Inc. ranked in the Top 50 of the 2022 NBIC Best-of-the-Best Corporation for Inclusion.



In 2022, Macy's, Inc. was recognized as The Forefront 50—Top Corporations for minority businesses. The Forefront 50 are National Minority Supplier Development Council (NMSDC) corporate members that are leveling the playing field and ensuring access and equity for systematically excluded communities of color.



Macy's was awarded America's Top Corporation: Resiliency Edition by Women's Business Enterprise National Council (WBENC).

This recognition goes to companies that have shown an intensified commitment to supporting and working with women-owned businesses throughout the COVID-19 pandemic, despite the ongoing challenges that the world has faced.



In 2022, Macy's was a recipient of the LGBTQ Business Equality Excellence Award from Business Equality Network (BEQ) which recognizes organizations fostering economic stability in the LGBTQ community through the fair treatment and inclusion of LGBTQ employees, suppliers, consumers and partners.

SUPPLIER SPOTLIGHT



Co- Founders J'Aaron Merchant, *Chief Creative*; Madia Willis, *CEO*; Jasmine Hudson, *Chief Merchant*;

“Winning the first Vendor Pitch Competition has enabled us to scale our business into more Macy’s stores and we can’t wait to introduce the holiday program this year.

Moreover, the education, mentorship, and peer networking through the five-week program, The Workshop at Macy’s, was invaluable. We actively leverage the lessons learned during the workshop from marketing to financing.

Macy’s, Inc. is a major player in our mission of driving representation during special occasions and seasonal celebrations and we can’t be more grateful for the experience.

At Black Paper Party, we believe in the power of celebration and representation. We are a group of passionate women on a mission to spread joy, create memories, and foster inclusivity through our cheerfully seasonal products.

Black Paper Party was born out of a love of Black culture and recognition that imagery of Black families and their experiences are underrepresented during the holiday season. By offering a line of wrapping paper and gift bags, 24 karat gold plated keepsake ornaments, stylish holiday cards, gift tags and stickers that feature Black families, Santas, angels and gnomes (humorously dubbed “gnomies”), Black Paper Party hopes to make Christmas more inclusive and reflective of the Diaspora.”



SUPPLIER SPOTLIGHT



"As an immigrant Indian American, it is a dream come true to have my brand represented at my favorite store, Macy's. For years I've shopped at Macy's and always felt that my Indian heritage was underrepresented within the brands that

Macy's carried. When GUNAS was selected as a winner by Macy's at the Handbag Awards and I was invited to participate in the Macy's Business Workshop, it was a game changer for my business. My love for Macy's only grew stronger. I am in such gratitude to the entire team at Macy's for working with me to elevate my business and give me the opportunity to stand shoulder to shoulder with the big guys. This opportunity was my foot in the door that I had been waiting for over a decade. Even today, I feel at home when I walk into the Herald Square store. Thank you, Macy's for making me a part of your family."



Sugandh G. Agrawal
Founder & Creative Director

GUNAS is America's first all vegan and sustainable handbag brand. Founded in 2009 by Industrial designer turned fashion Rebel, Sugandh G. Agrawal, GUNAS handbags are a celebrity favorite and a stylist's go-to brand when seeking a durable, luxurious and conscious alternative to leather. The winner of Macy's Best Retail Bag at the Handbag Awards, GUNAS has been featured on QVC, Netflix shows, movies and several mainstream media.

Born from the need to own a handbag that was in line with Sugandh's personal ethics of being vegetarian (and now vegan), she embarked on a journey to create her brand that is not only well crafted and on par with leather handbags but also fun and vibrant and indicative of her Indian heritage. GUNAS seamlessly bridges the gap between style and ethics by marrying carefully sourced materials with beautiful craftsmanship and on trend design. They are a brand that cherishes animal welfare, inclusion and the opportunity to give back to the environment in every way they can. Their voice is an extension of #GunasGirl who wants to "Love People. Love Animals. Love Planet"™.



SUPPLIER SPOTLIGHT



Founded in 2014 by travel and lifestyle expert Teri Johnson, the Harlem Candle Company is the manifestation of her love affair with fragrance, jazz, and Harlem. During her travels, Teri developed a passion and obsession for beautiful and evocative fragrances that have the power to transport you to a different time and place.

This sparked an idea to create a luxury home fragrance brand inspired by the Harlem Renaissance and the figures in music and the arts who helped to shape it, like Josephine Baker, Duke Ellington, James Baldwin, and Billie Holiday.

The mission of the Harlem Candle Company is to capture the beauty and essence of Harlem of yesterday and today while illuminating spaces around the world with soft glows and exquisite scents.

“Macy’s has been our biggest and best retail partner to date. When I learned that Macy’s wanted to focus on expanding their home fragrance offerings, I was thrilled at the opportunity for the HARLEM CANDLE CO to be a part of this expansion. Since we produce all of our products domestically, it was quite easy for us to scale our production capabilities, create custom candles for Macy’s and handle the EDI requirements.”

“Our Macy’s buyer and the entire team has been an absolute joy to work with and we look forward to continuing to grow our business with such an iconic brand. The Harlem Candle Co products are sold in 19 Macy’s stores across the country, including in the flagship Macy’s Story and in the fragrance department.”



Teri Johnson
Founder, Harlem Candle Co.

SUPPLIER SPOTLIGHT



Situated in the heart of New York City, Gracia Fashion features a wide range of stylish apparel for ladies and a one-of-a-kind approach for women who want to express themselves freely and stand out. Their mission is to provide comfortable and fashionable clothing options for women who want to make a statement. Gracia Fashion has established itself as a trendsetter, consistently introducing fresh and distinctive designs. They strive to stay ahead of the curve, ensuring that women always have access to new and exciting fashion choices to showcase their individuality.

“Starting from 2015, Macy’s was one of Gracia’s major retailers who have continuously supported their brand. Since the beginning of their partnership with Macy’s and Bloomingdale’s, I’m proud to see how their brand has grown over 1500%.

Although there were many challenges during the pandemic, our partnership with Macy’s and Bloomingdale’s has always been constant. I’m honored that they continue to recognize and stunningly displays Gracia’s many unique styles. Our brand has been able to grow. It’s been a pleasure to have this long-term relationship.

Gracia is a family company that started as a wholesaler 30 years ago. Now it’s a Fashion brand where 3 generations are working together. We are constantly learning and adapting as the new generation changes fast.

The family had the opportunity to be exposed to different cultures; originally from South Korea, and then immigrated to South America before moving to New York. What makes Gracia styles unique is “its fusion of different cultures”.

Founder
Sara Hong, Sales Manager



Owner
Ray Kim, CEO

SUPPLIER SPOTLIGHT



Sherwayne A Mahoney
Founder & Creative Director



“Traveling from the Bronx on the 2 train as a young man growing up in NYC, I would walk through Macy’s & Bloomingdales imagining my name on a table next to merchandise or over a collection with customers checking it out.

Fifteen years later, I am a luxury footwear designer carried in select Macy’s stores. I received an opportunity to join The Workshop at Macy’s vendors program which became a vital moment for me to gain invaluable lessons and resources to get me to where I am today.”



THINGS II COME is a new, exciting, and bold affordable-luxury brand that embodies the fantasies and dreams of its founder & creative director, Sherwayne Mahoney.

A minority-owned business, born and based in New York City, with origins in the Bronx, and its members from Jamaican-heritage. Things II Come aims to create the best detailed and elegant designs in women shoes and accessories.



SUPPLIER SPOTLIGHT

alorica

"We believe companies that share mutual core values grounded on People, Philanthropy and Planet create meaningful and successful partnerships. Our collaboration with Macy's extends over a decade. Aligned with Macy's, Inc.'s "Mission Every One" to create a brighter future with bold representation for all, Alorica believes being socially responsible matters. We are proud to have a diverse workforce: 61% are women and 72% of our US base are minorities."

From Top to Bottom: Andy Lee, Executive Chairman; Greg Haller, Chief Executive Officer; Jadah Hawkins, SVP, Client Solutions



"Alorica empowers employees though various DEI/CSR programs.

- **TIDE** (Together for Inclusion, Diversity and Equity) is the cornerstone of our DEI engagement. Real Talk sessions provide an interactive forum for employees to illuminate social issues that matter to them.
- **Alorica Women's Initiative** is inclusive of everyone and is designed to connect, support and develop our current and future leaders.
- Alorica is an active supporter of **Impact Sourcing**. Through our efforts, we proudly provide thousands of learning and job opportunities to disadvantaged populations, and purposefully create jobs in communities that truly need revitalization."

Founded in 1999 by Executive Chairman Andy Lee and headquartered in Irvine, CA, Alorica has over 100,000 employees globally, who are committed to creating "Insanely Great Customer Experiences" with every interaction by bringing their authentic-selves to work.

With our people and communities at the center of who we are, Alorica's partners with MLBA, a non-profit that is committed to Making Lives Better. Powered by Alorica employees, Making Lives Better with Alorica has raised over \$7.9M in charitable funds that have made a difference in homeless and domestic violence prevention, disaster recovery, medical assistance and funeral expenses."



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 wages 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 code, 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](#)



★macys bloomingdale's bluemercury®

2022 SUPPLIER DIVERSITY ECONOMIC IMPACT REPORT