



## The Marcus Corporation COMMUNITY IMPACT REPORT



The Marcus Corporation

**People Pleasing People for More Than 80 Years**

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# THE MARCUS CORPORATION IS PROUD TO BE PART OF THE COMMUNITY

The Marcus Corporation touches thousands of people's lives in meaningful ways every day.

It happens when you visit a landmark building or receive benefits from one of the nonprofit groups the company has helped fund. You can also be positively impacted as a guest or as an associate at one of our many theatres, restaurants, hotels, resorts or spas.

For more than 80 years, we have grown, evolved and become an integral part of our communities. For generations, we have provided hospitality and entertainment for the public through our theatres, hotels, restaurants and other businesses.

We believe in giving back to the local economy and supporting the communities in which we work and live. In addition to the contribution of dollars, we also commit time and leadership.

We focus our support in six major areas:

- 1) Job creation and economic impact
- 2) Local arts and culture
- 3) Education
- 4) Health
- 5) Conservation and history
- 6) Community development and social needs

This report highlights the many ways we contribute to our communities nationwide.



## ECONOMIC IMPACT OF THE MARCUS CORPORATION

### NUMBER OF MARCUS CORPORATION ASSOCIATES

MARCUS ASSOCIATES NATIONWIDE

**7,260**



### TAX CONTRIBUTIONS\*

**\$26.78 MIL**



\*Real estate, expo, property and unemployment taxes

## WHO WE ARE

### AN AMERICAN SUCCESS STORY

The Marcus Corporation started in 1935, and is an example of an American success story. The Marcus Corporation operates industry-leading businesses in hospitality, food & beverage and entertainment. Marcus Theatres currently owns or manages 670 theatre screens at 53 locations in Wisconsin, Illinois, Iowa, Minnesota, Nebraska, North Dakota and Ohio. The company's lodging division, Marcus Hotels & Resorts, owns or manages 18 hotels, resorts and other properties, and more than 40 food & beverage outlets in 10 states.

## CIVIC LEADERSHIP WITH LONG-LASTING RESULTS

The Marcus Corporation executives, managers and associates have a long tradition of giving back to the community with their time and leadership, and we support their commitment.

Company executives have helped raise millions of dollars and set strategic paths for success for several local nonprofit and civic organizations including:

- United Way
- United Performing Arts Fund
- Variety – The Children's Charity

For example, Marcus Corporation leadership was instrumental in unlocking the potential of Summerfest in Milwaukee. In the mid-1970s, Steve Marcus worked tirelessly to help open Summerfest to a variety of vendors, which paved the way for growth, brought in more choices and generated additional revenue. Today, Summerfest is known as the "World's Largest Music Festival." The impact of Summerfest on the state of Wisconsin is estimated at more than \$200 million each year.



# HOW WE INVEST IN OUR COMMUNITY

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## MAJOR CONTRIBUTIONS

The Marcus Corporation invests in our communities with contributions of time, leadership, funds and in-kind donations.

In the last 10 years, the company has donated more than \$7.5 million to worthwhile nonprofit organizations through The Marcus Foundation. **Last year alone, we also contributed more than 28,100 hours of volunteer time and \$3.4 million of in-kind donations nationwide.**

## ARTS & CULTURE

The Marcus Corporation has contributed millions of dollars to support arts and culture-related efforts over the last few decades, including donations and leadership for major campaigns at the **Marcus Center for the Performing Arts**, the **Marcus Amphitheater** and the **Milwaukee Symphony Orchestra**. Continuing support for local performing and arts groups includes the **United Performing Arts Fund (UPAF)** and others.

## EDUCATION

The Marcus Corporation and its divisions touch the lives of thousands of people through our support of education-related groups.

Organizations we support include **Junior Achievement**, the **Betty Brinn Children's Museum**, **Discovery World**, International Teen Challenge, and various educational institutions including colleges and universities.

## HEALTH



The health and well-being of our community residents is important to us. We recognize that good health is important at all stages of life.

As a result, we donate to many worthwhile organizations including:

**ABCD: After Breast Cancer Diagnosis, American Heart Association, American Red Cross**, Arthritis Foundation, Autism Society, Cystic Fibrosis Foundation, Epilepsy Foundation, Feeding America, Great Lakes Hemophilia, Harold Hamm Diabetes Center, Horizon Home Care and Hospice, Jewish Family Services, and various hospitals.

## CONSERVATION & HISTORY

We believe that our past is an important part of our future. Therefore, we support groups that preserve our history and precious resources. Examples of our contributions in this area include **public museums**, historical societies and others.

## COMMUNITY DEVELOPMENT AND SOCIAL NEEDS

Developing and enriching the lives of local residents is another major focus of The Marcus Corporation.

Developing our youth and helping needy families in our community are critical to the social vitality of our area. Our support includes **Big Brothers Big Sisters, Boys & Girls Club, Boy Scouts of America**, COA Youth & Family Centers, the Donald Driver Foundation, the Grand Avenue Club, the Hispanic Chamber of Commerce and **United Way**.



# ADDITIONAL SUPPORT

The Marcus Corporation's care and concern goes beyond traditional contributions of time and money.

- We donate more than \$1.2 million a year in on-air screen time to build awareness for groups such as United Way and a dozen other nonprofit organizations.
- The Marcus Corporation also has an innovative fundraising program in its movie theatres that has helped groups raise more than \$1.5 million in the last five years.

- Each year we provide more than 100,000 movie passes with a total value of \$1.2 million as a reward and motivation for school-aged children.
- We have facilitated creative partnerships with vendors such as Pepsi and other companies who donate product, help raise funds and host events for valued nonprofit groups. For example, our hospitality group has partnered with industry leader HelmsBriscoe for the last five years to give back more than \$200,000 to local and national organizations, such as Clean the World and Special Olympics.
- We support and care for our associates in special ways during times of extraordinary need.
- We assist organizations that are strategically aligned with our philanthropic efforts through gift certificates and with matching funds through programs at our local hotels, movie theatres and restaurants.



# CASH CONTRIBUTIONS

In the last 10 years, the company has donated more than  
**\$7.5 MIL** in cash to worthwhile nonprofit organizations through The Marcus Foundation

We provided funding of **\$100,000** last year and every other year for the Marcus Architectural Prize in conjunction with the University of Wisconsin-Milwaukee School of Architecture & Urban Planning



**\$2.7 MIL** was donated to United Way in the last five years



# IN-KIND DONATIONS & SUPPORT

The equivalent of **\$1.2 MILLION** in annual on-air screen time is provided to build awareness for groups such as United Way and a dozen other nonprofit organizations

More than **100,000 MOVIE PASSES** with a total value of **\$1.2 MILLION** are donated as a reward and motivation for school-aged children each year

We support a fundraising program that has helped nonprofit groups raise more than **\$1.5 MILLION** in the last five years through the sale of movie theatre tickets

We provide nearly **\$1 MILLION** of in-kind contributions, including the donation of hotel and restaurant gift certificates to worthy causes each year



# MARCUS ASSOCIATES

**28,100** ESTIMATED HOURS

Marcus Corporation associates contributed to their communities through leadership on local boards and volunteering in the last year

