



## EXECUTIVE SUMMARY

### Economic and Fiscal Impacts in the State of Nevada

Prepared for Cox Communications-Las Vegas  
Applied Analysis, Jeremy Aguero, Principal Analyst  
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**COX COMMUNICATIONS-LAS VEGAS** retained Applied Analysis of Las Vegas to provide a Nevada Economic and Fiscal Impact Analysis of Cox Enterprises' economic, fiscal and community impact in the state of Nevada. The data in the final report is based on Applied Analysis' research findings and knowledge of the market as of September, 2016. The report contains economic, development and predominant market data. The report concludes that Cox Enterprises annual economic impact is \$2 billion and validates that Cox Enterprises and its subsidiaries in the state are major contributors to Nevada's economy, nonprofit organizations and state and local governments.

### Background

Cox Enterprises is Nevada's leading cable telecommunications, media and automotive services company and as a family-owned business, Cox Enterprises operates several well-known and emerging brands under major subsidiaries across the country.

In Nevada, Cox Enterprises operates primarily as Cox Communications, Cox Media Group and Cox Automotive. Cox Enterprises ranks among Nevada's largest private, non-gaming employers. In Southern Nevada, Cox Communications is the largest provider of broadband communications and entertainment services, advanced digital video, internet, telephone, home and business security and automation services over its own nationwide Internet Protocol network.

As this report will illustrate, Cox Enterprises continues to be a major contributor to the Nevada economy. The report reviews and analyzes economic impacts from the various business operations, as well as the fiscal (tax revenue) impacts of Cox's business activities. It also summarizes secondary impacts such as corporate social responsibility, charitable activities and other efforts affecting the communities served by Cox.



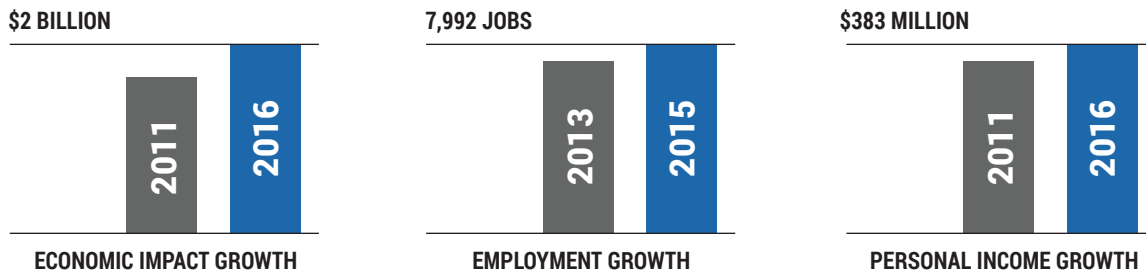


## EXECUTIVE SUMMARY (continued)

### Economic Impact

- Cox Enterprises generates overall economic output of \$2 billion annually in Nevada, a 17 percent increase since 2011.
- From an employment perspective, Cox is responsible for 7,992 jobs – direct and indirect. This is an 11.4 percent increase, with the most significant gains realized from 2013-2015.
- These jobs translate to \$383 million of personal income, a 20 percent increase since 2011. The average annual salary of a Cox employee is 11.8 percent higher than the state average.

#### ECONOMIC IMPACT SUMMARY - COX ENTERPRISES



- \$2 billion economic impact in Nevada (direct and indirect)
- 8,000 jobs (direct and indirect)
- \$32 million taxes paid
- \$16 million charitable giving

### Fiscal Impact for State and Local Governments

Overall, Cox Enterprises is responsible for \$32 million in direct tax revenue annually in Nevada. Cox Communications operations in the state account for \$30 million in direct tax revenue annually, of which \$21 million is collected as franchise fees for unincorporated Clark County and the cities of Las Vegas, Henderson, North Las Vegas, and Boulder City. These local tax and franchise revenues fund local government priorities such as law enforcement, public safety, human services, education, and infrastructure.

#### ECONOMIC IMPACT SUMMARY - COX COMMUNICATIONS - LAS VEGAS

##### DIRECT TAX REVENUE



- \$1.8 billion economic impact in Nevada (direct and indirect)
- 7,000 jobs (direct and indirect)
- \$30 million taxes paid
- \$16 million charitable giving



## EXECUTIVE SUMMARY (continued)

### Community Impact

In addition to the economic and fiscal impacts driven by Cox Enterprises, the company is highly engaged in the communities it serves in Nevada. Overall, local charitable contributions total more than \$16 million annually.

- Cox Communications-Las Vegas and Cox Charities provided \$16 million in cash, grants and in-kind contributions to Southern Nevada nonprofit organizations (2011-2015).
- Cox Communications-Las Vegas employees made \$1.2 million in voluntary contributions to Southern Nevada nonprofit organizations since 2014.
- Local students have received \$175,000 in Cox diversity scholarships (2014-2018).
- To help close the digital divide, Cox offers deeply discounted high speed internet service (\$9.95 per month) to eligible, low-income families through the national Connect2Compete program.



Cox Conserves

