

**OCADA 2022 Economic Impact Report
City of Costa Mesa**

	City Impact
SALES	
New Vehicle Sales	\$613,940,139
Used Vehicle Sales	\$293,468,418
Service & Parts Dept. Sales	\$121,935,186
Other Departments	\$46,415,475
Total Dollar Sales	\$1,075,759,218
Total New Units	12,483
Total Used Units	6,930
Total Vehicles Sold	19,413
EMPLOYEES	
Total Full Time Employees	864
Total Part Time Employees	27
Total Employees	891
Total Wages	\$82,620,000
% Providing Health for Employee and Dependents	95%
Total Wages/Personnel Benefits	\$82,620,000
EXPENSES	
Advertising	\$8,848,530
Products and Services From California Businesses	\$20,037,771
Total Expense	\$28,886,301
TAXES	
Total State Payroll Taxes	\$4,919,742
Total Federal Payroll Taxes	\$21,501,207
Total Employee Taxes	\$26,420,949
Sales Tax Collected	\$61,723,386
Property Taxes	\$1,552,167
Total Taxes (paid or collected)	\$63,275,553
Total Tax Revenue Generated by Dealerships	\$89,696,502
Total Tax Revenue to City	\$7,964,308
OTHER FEES	
State and Local Business taxes and fees	\$592,200
Charitable Contributions	\$529,461
Total # of Dealerships in City:	9

This Economic Impact Report was developed utilizing statistics from the National Automobile Dealers Association and California New Car Dealers Association and is based on the average dealership in Orange County and not specifically the dealers in a city or district