

**OCADA 2023 Economic Impact Report
City of Huntington Beach**

	City Impact
SALES	
New Vehicle Sales	\$787,889,850
Used Vehicle Sales	\$333,575,770
Service & Parts Dept. Sales	\$155,493,745
Other Departments	\$56,945,174
Total Dollar Sales	\$1,333,904,539
Total New Units	16,093
Total Used Units	7,876
Total Vehicles Sold	23,969
EMPLOYEES	
Total Full Time Employees	1,045
Total Part Time Employees	33
Total Employees	1,078
Total Wages	\$103,807,440
% Providing Health for Employee and Dependents	97%
Total Wages/Personnel Benefits	\$103,807,440
EXPENSES	
Advertising	\$11,171,765
Products and Services From California Businesses	\$25,225,332
Total Expense	\$36,397,097
TAXES	
Total State Payroll Taxes	\$6,193,407
Total Federal Payroll Taxes	\$27,041,355
Total Employee Taxes	\$33,234,762
Sales Tax Collected	\$76,344,972
Property Taxes	\$1,925,550
Total Taxes (paid or collected)	\$78,270,522
Total Tax Revenue Generated by Dealerships	\$111,505,284
Total Tax Revenue to City	\$9,850,964
OTHER FEES	
State and Local Business taxes and fees	\$738,276
Charitable Contributions	\$698,885
Total # of Dealerships in City:	11

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