

**OCADA 2023 Economic Impact Report
City of Placentia**

	City Impact
SALES	
New Vehicle Sales	\$143,252,700
Used Vehicle Sales	\$60,650,140
Service & Parts Dept. Sales	\$28,271,590
Other Departments	\$10,353,668
Total Dollar Sales	\$242,528,098
Total New Units	2,926
Total Used Units	1,432
Total Vehicles Sold	4,358
EMPLOYEES	
Total Full Time Employees	190
Total Part Time Employees	6
Total Employees	196
Total Wages	\$18,874,080
% Providing Health for Employee and Dependents	97%
Total Wages/Personnel Benefits	\$18,874,080
EXPENSES	
Advertising	\$2,031,230
Products and Services From California Businesses	\$4,586,424
Total Expense	\$6,617,654
TAXES	
Total State Payroll Taxes	\$1,126,074
Total Federal Payroll Taxes	\$4,916,610
Total Employee Taxes	\$6,042,684
Sales Tax Collected	\$13,880,904
Property Taxes	\$350,100
Total Taxes (paid or collected)	\$14,231,004
Total Tax Revenue Generated by Dealerships	\$20,273,688
Total Tax Revenue to City	\$1,791,084
OTHER FEES	
State and Local Business taxes and fees	\$134,232
Charitable Contributions	\$127,070
Total # of Dealerships in City:	2

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