

**OCADA 2023 Economic Impact Report
City of Rancho Santa Margarita**

	City Impact
SALES	
New Vehicle Sales	\$214,879,050
Used Vehicle Sales	\$90,975,210
Service & Parts Dept. Sales	\$42,407,385
Other Departments	\$15,530,502
Total Dollar Sales	\$363,792,147
Total New Units	4,389
Total Used Units	2,148
Total Vehicles Sold	6,537
EMPLOYEES	
Total Full Time Employees	285
Total Part Time Employees	9
Total Employees	294
Total Wages	\$28,311,120
% Providing Health for Employee and Dependents	97%
Total Wages/Personnel Benefits	\$28,311,120
EXPENSES	
Advertising	\$3,046,845
Products and Services From California Businesses	\$6,879,636
Total Expense	\$9,926,481
TAXES	
Total State Payroll Taxes	\$1,689,111
Total Federal Payroll Taxes	\$7,374,915
Total Employee Taxes	\$9,064,026
Sales Tax Collected	\$20,821,356
Property Taxes	\$525,150
Total Taxes (paid or collected)	\$21,346,506
Total Tax Revenue Generated by Dealerships	\$30,410,532
Total Tax Revenue to City	\$2,686,627
OTHER FEES	
State and Local Business taxes and fees	\$201,348
Charitable Contributions	\$190,605
Total # of Dealerships in City:	3

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