

**IEADA 2025 Economic Impact Report
City of La Quinta
3 Dealerships**

District Impact	
SALES	
New Vehicle Sales	\$210,600,000
Used Vehicle Sales	\$81,900,000
Service & Parts Dept. Sales	\$44,910,000
Other Departments	\$16,110,000
Total Dollar Sales	\$353,520,000
Total New Units	4,305
Total Used Units	2,025
Total Vehicles Sold	6,330
EMPLOYEES	
Total Full Time Employees	258
Total Part Time Employees	9
Total Employees	267
Total Wages	\$27,090,000
100% Providing Health for Employee and Dependents	\$2,490,000
Total Wages & Benefits	\$29,580,000
EXPENSES	
Advertising	\$3,060,000
Products and Services From California Businesses	\$7,140,000
Total Expense	\$10,200,000
TAXES	
Total State Payroll Taxes	\$1,650,000
Total Federal Payroll Taxes	\$7,200,000
Total Employee Taxes	\$8,850,000
Sales Tax Collected	\$20,340,000
Property Taxes	\$465,000
Total Taxes (paid or collected)	\$20,805,000
Total Tax Revenue Generated by Dealerships	\$29,655,000
Total Tax Revenue to City	\$2,624,516
OTHER FEES	
State and Local Business taxes and fees	\$399,000
Charitable Contributions	\$159,300
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 the Inland Empire and not specifically the dealers in a city or district