

**OCADA 2024 Economic Impact Report
City of Fullerton**

	City Impact
SALES	
New Vehicle Sales	\$146,690,764
Used Vehicle Sales	\$58,588,036
Service & Parts Dept. Sales	\$30,031,008
Other Departments	\$10,538,302
Total Dollar Sales	\$245,848,110
Total New Units	2,972
Total Used Units	1,420
Total Vehicles Sold	4,392
EMPLOYEES	
Total Full Time Employees	190
Total Part Time Employees	6
Total Employees	196
Total Wages	\$19,081,694
100% Providing Health for Employee and Dependents	\$1,733,676
Total Wages & Benefits	\$20,815,370
EXPENSES	
Advertising	\$2,088,104
Products and Services From California Businesses	\$4,746,948
Total Expense	\$6,835,052
TAXES	
Total State Payroll Taxes	\$1,142,966
Total Federal Payroll Taxes	\$4,980,526
Total Employee Taxes	\$6,123,492
Sales Tax Collected	\$14,089,118
Property Taxes	\$353,250
Total Taxes (paid or collected)	\$14,442,368
Total Tax Revenue Generated by Dealerships	\$20,565,860
Total Tax Revenue to City	\$1,817,951
OTHER FEES	
State and Local Business taxes and fees	\$137,454
Charitable Contributions	\$121,988
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