

	Average OC Dealership	City Impact
<b>SALES</b>		
New Vehicle Sales	\$66,400,000	\$132,800,000
Used Vehicle Sales	\$20,803,000	\$41,606,000
Service & Parts Dept. Sales	\$11,510,000	\$23,020,000
Other Departments	\$3,980,000	\$7,960,000
<b>Total Dollar Sales</b>	<b>\$102,693,000</b>	<b>\$205,386,000</b>
Total New Units	1,768	3,536
Total Used Units	712	1,424
<b>Total Vehicles Sold</b>	<b>2,480</b>	<b>4,960</b>
<b>EMPLOYEES</b>		
Total Full Time Employees	98	196
Total Part Time Employees	5	10
<b>Total Employees</b>	<b>103</b>	<b>206</b>
Total Wages	\$6,125,000	\$12,250,000
% Providing Health for Employee and Dependents	97%	97%
<b>Total Wages/Personnel Benefits</b>	<b>\$6,125,000</b>	<b>\$12,250,000</b>
<b>EXPENSES</b>		
Advertising	\$1,020,000	\$2,040,000
Products and Services From California Businesses	\$1,885,000	\$3,770,000
<b>Total Expense</b>	<b>\$2,905,000</b>	<b>\$5,810,000</b>
<b>TAXES</b>		
Total State Payroll Taxes	\$361,000	\$722,000
Total Federal Payroll Taxes	\$1,721,000	\$3,442,000
<b>Total Employee Taxes</b>	<b>\$2,082,000</b>	<b>\$4,164,000</b>
Sales Tax Collected	\$6,059,000	<b>\$12,118,000</b>
Property Taxes	\$153,000	\$306,000
<b>Total Taxes (paid or collected)</b>	<b>\$6,212,000</b>	<b>\$12,424,000</b>
<b>Total Tax Revenue Generated by Dealerships in Placentia</b>		<b>\$16,588,000</b>
<b>Total Tax Revenue to City</b>		<b>\$1,514,750</b>
<b>OTHER FEES</b>		
State and Local Business taxes and fees	\$66,000	\$132,000
<b>Charitable Contributions</b>	<b>\$57,600</b>	<b>\$115,200</b>
<b>Total # of Dealerships in City:</b>		<b>2</b>

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