

**OCADA 2020 Economic Impact Report
City of Anaheim**

	City Impact
SALES	
New Vehicle Sales	\$561,902,880
Used Vehicle Sales	\$225,564,480
Service & Parts Dept. Sales	\$110,892,600
Other Departments	\$41,826,110
Total Dollar Sales	\$940,186,070
Total New Units	13,270
Total Used Units	7,440
Total Vehicles Sold	20,710
EMPLOYEES	
Total Full Time Employees	970
Total Part Time Employees	40
Total Employees	1,010
Total Wages	\$66,609,040
% Providing Health for Employee and Dependents	96%
Total Wages/Personnel Benefits	\$66,609,040
EXPENSES	
Advertising	\$9,395,730
Products and Services From California Businesses	\$18,234,390
Total Expense	\$27,630,120
TAXES	
Total State Payroll Taxes	\$3,915,600
Total Federal Payroll Taxes	\$17,610,370
Total Employee Taxes	\$21,525,970
Sales Tax Collected	\$55,295,200
Property Taxes	\$1,633,790
Total Taxes (paid or collected)	\$56,928,990
Total Tax Revenue Generated by Dealerships	\$78,454,960
Total Tax Revenue to City	\$7,134,865
OTHER FEES	
State and Local Business taxes and fees	\$635,440
Charitable Contributions	\$573,340
Total # of Dealerships in City:	10

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