

**OCADA 2020 Economic Impact Report
City of Costa Mesa**

	City Impact
SALES	
New Vehicle Sales	\$668,932,000
Used Vehicle Sales	\$223,996,500
Service & Parts Dept. Sales	\$119,806,000
Other Departments	\$42,555,000
Total Dollar Sales	\$1,055,289,500
Total New Units	16,640
Total Used Units	7,580
Total Vehicles Sold	24,220
EMPLOYEES	
Total Full Time Employees	1,010
Total Part Time Employees	40
Total Employees	1,050
Total Wages	\$66,080,400
% Providing Health for Employee and Dependents	91%
Total Wages/Personnel Benefits	\$66,080,400
EXPENSES	
Advertising	\$10,557,000
Products and Services From California Businesses	\$19,564,800
Total Expense	\$30,121,800
TAXES	
Total State Payroll Taxes	\$3,900,000
Total Federal Payroll Taxes	\$17,557,700
Total Employee Taxes	\$21,457,700
Sales Tax Collected	\$62,199,320
Property Taxes	\$1,586,200
Total Taxes (paid or collected)	\$63,785,520
Total Tax Revenue Generated by Dealerships	\$85,243,220
Total Tax Revenue to City	\$8,025,719
OTHER FEES	
State and Local Business taxes and fees	\$645,120
Charitable Contributions	\$562,100
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