

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

	City Impact
SALES	
New Vehicle Sales	\$505,712,592
Used Vehicle Sales	\$203,008,032
Service & Parts Dept. Sales	\$99,803,340
Other Departments	\$37,643,499
Total Dollar Sales	\$846,167,463
Total New Units	11,943
Total Used Units	6,696
Total Vehicles Sold	18,639
EMPLOYEES	
Total Full Time Employees	873
Total Part Time Employees	36
Total Employees	909
Total Wages	\$59,948,136
% Providing Health for Employee and Dependents	96%
Total Wages/Personnel Benefits	\$59,948,136
EXPENSES	
Advertising	\$8,456,157
Products and Services From California Businesses	\$16,410,951
Total Expense	\$24,867,108
TAXES	
Total State Payroll Taxes	\$3,524,040
Total Federal Payroll Taxes	\$15,849,333
Total Employee Taxes	\$19,373,373
Sales Tax Collected	\$49,765,680
Property Taxes	\$1,470,411
Total Taxes (paid or collected)	\$51,236,091
Total Tax Revenue Generated by Dealerships	\$70,609,464
Total Tax Revenue to City	\$6,421,378
OTHER FEES	
State and Local Business taxes and fees	\$571,896
Charitable Contributions	\$516,006
Total # of Dealerships in City:	9

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