

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

City Impact	
SALES	
New Vehicle Sales	\$112,380,576
Used Vehicle Sales	\$45,112,896
Service & Parts Dept. Sales	\$22,178,520
Other Departments	\$8,365,222
Total Dollar Sales	\$188,037,214
Total New Units	2,654
Total Used Units	1,488
Total Vehicles Sold	4,142
EMPLOYEES	
Total Full Time Employees	194
Total Part Time Employees	8
Total Employees	202
Total Wages	\$13,321,808
% Providing Health for Employee and Dependents	96%
Total Wages/Personnel Benefits	\$13,321,808
EXPENSES	
Advertising	\$1,879,146
Products and Services From California Businesses	\$3,646,878
Total Expense	\$5,526,024
TAXES	
Total State Payroll Taxes	\$783,120
Total Federal Payroll Taxes	\$3,522,074
Total Employee Taxes	\$4,305,194
Sales Tax Collected	\$11,059,040
Property Taxes	\$326,758
Total Taxes (paid or collected)	\$11,385,798
Total Tax Revenue Generated by Dealerships	\$15,690,992
Total Tax Revenue to City	\$1,426,973
OTHER FEES	
State and Local Business taxes and fees	\$127,088
Charitable Contributions	\$114,668
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