

**OCADA 2020 Economic Impact Report
City of Huntington Beach**

City Impact	
SALES	
New Vehicle Sales	\$618,093,168
Used Vehicle Sales	\$248,120,928
Service & Parts Dept. Sales	\$121,981,860
Other Departments	\$46,008,721
Total Dollar Sales	\$1,034,204,677
Total New Units	14,597
Total Used Units	8,184
Total Vehicles Sold	22,781
EMPLOYEES	
Total Full Time Employees	1,067
Total Part Time Employees	44
Total Employees	1,111
Total Wages	\$73,269,944
% Providing Health for Employee and Dependents	96%
Total Wages/Personnel Benefits	\$73,269,944
EXPENSES	
Advertising	\$10,335,303
Products and Services From California Businesses	\$20,057,829
Total Expense	\$30,393,132
TAXES	
Total State Payroll Taxes	\$4,307,160
Total Federal Payroll Taxes	\$19,371,407
Total Employee Taxes	\$23,678,567
Sales Tax Collected	\$60,824,720
Property Taxes	\$1,797,169
Total Taxes (paid or collected)	\$62,621,889
Total Tax Revenue Generated by Dealerships	\$86,300,456
Total Tax Revenue to City	\$7,848,351
OTHER FEES	
State and Local Business taxes and fees	\$698,984
Charitable Contributions	\$630,674
Total # of Dealerships in City:	11

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