

OCADA 2020 Economic Impact Report
City of Irvine

City Impact	
SALES	
New Vehicle Sales	\$869,611,600
Used Vehicle Sales	\$291,195,450
Service & Parts Dept. Sales	\$155,747,800
Other Departments	\$55,321,500
Total Dollar Sales	\$1,371,876,350
Total New Units	21,632
Total Used Units	9,854
Total Vehicles Sold	31,486
EMPLOYEES	
Total Full Time Employees	1,313
Total Part Time Employees	52
Total Employees	1,365
Total Wages	\$85,904,520
% Providing Health for Employee and Dependents	91%
Total Wages/Personnel Benefits	\$85,904,520
EXPENSES	
Advertising	\$13,724,100
Products and Services From California Businesses	\$25,434,240
Total Expense	\$39,158,340
TAXES	
Total State Payroll Taxes	\$5,070,000
Total Federal Payroll Taxes	\$22,825,010
Total Employee Taxes	\$27,895,010
Sales Tax Collected (\$3,282/avg. new vehicle sold)	\$80,859,116
Property Taxes	\$2,062,060
Total Taxes (paid or collected)	\$82,921,176
Total Tax Revenue Generated by Dealerships	\$110,816,186
Total Tax Revenue to City	\$10,433,434
OTHER FEES	
State and Local Business taxes and fees	\$838,656
Charitable Contributions	\$730,730
Total # of Dealerships in City:	13

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