

OCADA 2020 Economic Impact Report
City of Irvine

City Impact	
SALES	
New Vehicle Sales	\$730,473,744
Used Vehicle Sales	\$293,233,824
Service & Parts Dept. Sales	\$144,160,380
Other Departments	\$54,373,943
Total Dollar Sales	\$1,222,241,891
Total New Units	17,251
Total Used Units	9,672
Total Vehicles Sold	26,923
EMPLOYEES	
Total Full Time Employees	1,261
Total Part Time Employees	52
Total Employees	1,313
Total Wages	\$86,591,752
% Providing Health for Employee and Dependents	96%
Total Wages/Personnel Benefits	\$86,591,752
EXPENSES	
Advertising	\$12,214,449
Products and Services From California Businesses	\$23,704,707
Total Expense	\$35,919,156
TAXES	
Total State Payroll Taxes	\$5,090,280
Total Federal Payroll Taxes	\$22,893,481
Total Employee Taxes	\$27,983,761
Sales Tax Collected	\$71,883,760
Property Taxes	\$2,123,927
Total Taxes (paid or collected)	\$74,007,687
Total Tax Revenue Generated by Dealerships	\$101,991,448
Total Tax Revenue to City	\$9,275,324
OTHER FEES	
State and Local Business taxes and fees	\$826,072
Charitable Contributions	\$745,342
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