

**OCADA 2020 Economic Impact Report
City of Laguna Niguel**

City Impact	
SALES	
New Vehicle Sales	\$168,570,864
Used Vehicle Sales	\$67,669,344
Service & Parts Dept. Sales	\$33,267,780
Other Departments	\$12,547,833
Total Dollar Sales	\$282,055,821
Total New Units	3,981
Total Used Units	2,232
Total Vehicles Sold	6,213
EMPLOYEES	
Total Full Time Employees	291
Total Part Time Employees	12
Total Employees	303
Total Wages	\$19,982,712
% Providing Health for Employee and Dependents	96%
Total Wages/Personnel Benefits	\$19,982,712
EXPENSES	
Advertising	\$2,818,719
Products and Services From California Businesses	\$5,470,317
Total Expense	\$8,289,036
TAXES	
Total State Payroll Taxes	\$1,174,680
Total Federal Payroll Taxes	\$5,283,111
Total Employee Taxes	\$6,457,791
Sales Tax Collected	\$16,588,560
Property Taxes	\$490,137
Total Taxes (paid or collected)	\$17,078,697
Total Tax Revenue Generated by Dealerships	\$23,536,488
Total Tax Revenue to City	\$2,140,459
OTHER FEES	
State and Local Business taxes and fees	\$190,632
Charitable Contributions	\$172,002
Total # of Dealerships in City:	3

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