

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

City Impact	
SALES	
New Vehicle Sales	\$334,466,000
Used Vehicle Sales	\$111,998,250
Service & Parts Dept. Sales	\$59,903,000
Other Departments	\$21,277,500
Total Dollar Sales	\$527,644,750
Total New Units	8,320
Total Used Units	3,790
Total Vehicles Sold	12,110
EMPLOYEES	
Total Full Time Employees	505
Total Part Time Employees	20
Total Employees	525
Total Wages	\$33,040,200
% Providing Health for Employee and Dependents	91%
Total Wages/Personnel Benefits	\$33,040,200
EXPENSES	
Advertising	\$5,278,500
Products and Services From California Businesses	\$9,782,400
Total Expense	\$15,060,900
TAXES	
Total State Payroll Taxes	\$1,950,000
Total Federal Payroll Taxes	\$8,778,850
Total Employee Taxes	\$10,728,850
Sales Tax Collected	\$31,099,660
Property Taxes	\$793,100
Total Taxes (paid or collected)	\$31,892,760
Total Tax Revenue Generated by Dealerships	\$42,621,610
Total Tax Revenue to City	\$4,012,859
OTHER FEES	
State and Local Business taxes and fees	\$322,560
Charitable Contributions	\$281,050
Total # of Dealerships in City:	5

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