

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

City Impact	
SALES	
New Vehicle Sales	\$280,951,440
Used Vehicle Sales	\$112,782,240
Service & Parts Dept. Sales	\$55,446,300
Other Departments	\$20,913,055
Total Dollar Sales	\$470,093,035
Total New Units	6,635
Total Used Units	3,720
Total Vehicles Sold	10,355
EMPLOYEES	
Total Full Time Employees	485
Total Part Time Employees	20
Total Employees	505
Total Wages	\$33,304,520
% Providing Health for Employee and Dependents	96%
Total Wages/Personnel Benefits	\$33,304,520
EXPENSES	
Advertising	\$4,697,865
Products and Services From California Businesses	\$9,117,195
Total Expense	\$13,815,060
TAXES	
Total State Payroll Taxes	\$1,957,800
Total Federal Payroll Taxes	\$8,805,185
Total Employee Taxes	\$10,762,985
Sales Tax Collected	\$27,647,600
Property Taxes	\$816,895
Total Taxes (paid or collected)	\$28,464,495
Total Tax Revenue Generated by Dealerships	\$39,227,480
Total Tax Revenue to City	\$3,567,432
OTHER FEES	
State and Local Business taxes and fees	\$317,720
Charitable Contributions	\$286,670
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