

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

<b>City Impact</b>	
<b>SALES</b>	
New Vehicle Sales	\$66,893,200
Used Vehicle Sales	\$22,399,650
Service & Parts Dept. Sales	\$11,980,600
Other Departments	\$4,255,500
<b>Total Dollar Sales</b>	<b>\$105,528,950</b>
Total New Units	1,664
Total Used Units	758
<b>Total Vehicles Sold</b>	<b>2,422</b>
<b>EMPLOYEES</b>	
Total Full Time Employees	101
Total Part Time Employees	4
<b>Total Employees</b>	<b>105</b>
Total Wages	\$6,608,040
% Providing Health for Employee and Dependents	91%
<b>Total Wages/Personnel Benefits</b>	<b>\$6,608,040</b>
<b>EXPENSES</b>	
Advertising	\$1,055,700
Products and Services From California Businesses	\$1,956,480
<b>Total Expense</b>	<b>\$3,012,180</b>
<b>TAXES</b>	
Total State Payroll Taxes	\$390,000
Total Federal Payroll Taxes	\$1,755,770
<b>Total Employee Taxes</b>	<b>\$2,145,770</b>
<b>Sales Tax Collected</b>	<b>\$6,219,932</b>
Property Taxes	\$158,620
<b>Total Taxes (paid or collected)</b>	<b>\$6,378,552</b>
<b>Total Tax Revenue Generated by Dealerships</b>	<b>\$8,524,322</b>
<b>Total Tax Revenue to City</b>	<b>\$802,572</b>
<b>OTHER FEES</b>	
State and Local Business taxes and fees	\$64,512
<b>Charitable Contributions</b>	<b>\$56,210</b>
<b>Total # of Dealerships in City:</b>	<b>1</b>

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