

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

	City Impact
SALES	
New Vehicle Sales	\$56,190,288
Used Vehicle Sales	\$22,556,448
Service & Parts Dept. Sales	\$11,089,260
Other Departments	\$4,182,611
Total Dollar Sales	\$94,018,607
Total New Units	1,327
Total Used Units	744
Total Vehicles Sold	2,071
EMPLOYEES	
Total Full Time Employees	97
Total Part Time Employees	4
Total Employees	101
Total Wages	\$6,660,904
% Providing Health for Employee and Dependents	96%
Total Wages/Personnel Benefits	\$6,660,904
EXPENSES	
Advertising	\$939,573
Products and Services From California Businesses	\$1,823,439
Total Expense	\$2,763,012
TAXES	
Total State Payroll Taxes	\$391,560
Total Federal Payroll Taxes	\$1,761,037
Total Employee Taxes	\$2,152,597
Sales Tax Collected	\$5,529,520
Property Taxes	\$163,379
Total Taxes (paid or collected)	\$5,692,899
Total Tax Revenue Generated by Dealerships	\$7,845,496
Total Tax Revenue to City	\$713,486
OTHER FEES	
State and Local Business taxes and fees	\$63,544
Charitable Contributions	\$57,334
Total # of Dealerships in City:	1

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