

**OCADA 2020 Economic Impact Report
City of San Juan Capistrano**

City Impact	
SALES	
New Vehicle Sales	\$468,252,400
Used Vehicle Sales	\$156,797,550
Service & Parts Dept. Sales	\$83,864,200
Other Departments	\$29,788,500
Total Dollar Sales	\$738,702,650
Total New Units	11,648
Total Used Units	5,306
Total Vehicles Sold	16,954
EMPLOYEES	
Total Full Time Employees	707
Total Part Time Employees	28
Total Employees	735
Total Wages	\$46,256,280
% Providing Health for Employee and Dependents	91%
Total Wages/Personnel Benefits	\$46,256,280
EXPENSES	
Advertising	\$7,389,900
Products and Services From California Businesses	\$13,695,360
Total Expense	\$21,085,260
TAXES	
Total State Payroll Taxes	\$2,730,000
Total Federal Payroll Taxes	\$12,290,390
Total Employee Taxes	\$15,020,390
Sales Tax Collected	\$43,539,524
Property Taxes	\$1,110,340
Total Taxes (paid or collected)	\$44,649,864
Total Tax Revenue Generated by Dealerships	\$59,670,254
Total Tax Revenue to City	\$5,618,003
OTHER FEES	
State and Local Business taxes and fees	\$451,584
Charitable Contributions	\$393,470
Total # of Dealerships in City:	7

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