

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

City Impact	
SALES	
New Vehicle Sales	\$393,332,016
Used Vehicle Sales	\$157,895,136
Service & Parts Dept. Sales	\$77,624,820
Other Departments	\$29,278,277
Total Dollar Sales	\$658,130,249
Total New Units	9,289
Total Used Units	5,208
Total Vehicles Sold	14,497
EMPLOYEES	
Total Full Time Employees	679
Total Part Time Employees	28
Total Employees	707
Total Wages	\$46,626,328
% Providing Health for Employee and Dependents	96%
Total Wages/Personnel Benefits	\$46,626,328
EXPENSES	
Advertising	\$6,577,011
Products and Services From California Businesses	\$12,764,073
Total Expense	\$19,341,084
TAXES	
Total State Payroll Taxes	\$2,740,920
Total Federal Payroll Taxes	\$12,327,259
Total Employee Taxes	\$15,068,179
Sales Tax Collected	\$38,706,640
Property Taxes	\$1,143,653
Total Taxes (paid or collected)	\$39,850,293
Total Tax Revenue Generated by Dealerships	\$54,918,472
Total Tax Revenue to City	\$4,994,405
OTHER FEES	
State and Local Business taxes and fees	\$444,808
Charitable Contributions	\$401,338
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