

**OCADA 2025 Economic Impact Report
City of Placentia**

City Impact	
SALES	
New Vehicle Sales	\$154,025,302
Used Vehicle Sales	\$60,228,502
Service & Parts Dept. Sales	\$30,894,310
Other Departments	\$10,822,128
Total Dollar Sales	\$255,970,242
Total New Units	3,054
Total Used Units	1,462
Total Vehicles Sold	4,516
EMPLOYEES	
Total Full Time Employees	188
Total Part Time Employees	6
Total Employees	194
Total Wages	\$19,329,756
100% Providing Health for Employee and Dependents	\$1,777,018
Total Wages & Benefits	\$21,106,774
EXPENSES	
Advertising	\$2,165,364
Products and Services From California Businesses	\$4,860,874
Total Expense	\$7,026,238
TAXES	
Total State Payroll Taxes	\$1,162,396
Total Federal Payroll Taxes	\$5,085,118
Total Employee Taxes	\$6,247,514
Sales Tax Collected	\$14,680,860
Property Taxes	\$358,196
Total Taxes (paid or collected)	\$15,039,056
Total Tax Revenue Generated by Dealerships	\$21,286,570
Total Tax Revenue to City	\$1,894,305
OTHER FEES	
State and Local Business taxes and fees	\$142,678
Charitable Contributions	\$119,792
Total # of Dealerships in City:	2

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