

**OCADA 2024 Economic Impact Report  
City of Laguna Niguel**

|   | <b>City Impact</b>   |
|---|----------------------|
| <b>SALES</b>                                      |                      |
| New Vehicle Sales                                 | \$220,036,146        |
| Used Vehicle Sales                                | \$87,882,054         |
| Service & Parts Dept. Sales                       | \$45,046,512         |
| Other Departments                                 | \$15,807,453         |
| <b>Total Dollar Sales</b>                         | <b>\$368,772,165</b> |
| <br>  |                      |
| Total New Units                                   | 4,458                |
| Total Used Units                                  | 2,130                |
| <b>Total Vehicles Sold</b>                        | <b>6,588</b>         |
| <b>EMPLOYEES</b>                                  |                      |
| Total Full Time Employees                         | 285                  |
| Total Part Time Employees                         | 9                    |
| <b>Total Employees</b>                            | <b>294</b>           |
| <br>  |                      |
| Total Wages                                       | \$28,622,541         |
| 100% Providing Health for Employee and Dependents | \$2,600,514          |
| <b>Total Wages &amp; Benefits</b>                 | <b>\$31,223,055</b>  |
| <b>EXPENSES</b>                                   |                      |
| Advertising                                       | \$3,132,156          |
| Products and Services From California Businesses  | \$7,120,422          |
| <b>Total Expense</b>                              | <b>\$10,252,578</b>  |
| <b>TAXES</b>                                      |                      |
| Total State Payroll Taxes                         | \$1,714,449          |
| Total Federal Payroll Taxes                       | \$7,470,789          |
| <b>Total Employee Taxes</b>                       | <b>\$9,185,238</b>   |
| <br>  |                      |
| <b>Sales Tax Collected</b>                        | <b>\$21,133,677</b>  |
| Property Taxes                                    | \$529,875            |
| <b>Total Taxes (paid or collected)</b>            | <b>\$21,663,552</b>  |
| <br>  |                      |
| <b>Total Tax Revenue Generated by Dealerships</b> | <b>\$30,848,790</b>  |
| <b>Total Tax Revenue to City</b>                  | <b>\$2,726,926</b>   |
| <b>OTHER FEES</b>                                 |                      |
| State and Local Business taxes and fees           | \$206,181            |
| <b>Charitable Contributions</b>                   | <b>\$182,982</b>     |
| <br>  |                      |
| <b>Total # of Dealerships in City:</b>            | <b>3</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