

**OCADA 2024 Economic Impact Report
City of Santa Ana**

City Impact	
SALES	
New Vehicle Sales	\$733,453,820
Used Vehicle Sales	\$292,940,180
Service & Parts Dept. Sales	\$150,155,040
Other Departments	\$52,691,510
Total Dollar Sales	\$1,229,240,550
Total New Units	14,860
Total Used Units	7,100
Total Vehicles Sold	21,960
EMPLOYEES	
Total Full Time Employees	950
Total Part Time Employees	30
Total Employees	980
Total Wages	\$95,408,470
100% Providing Health for Employee and Dependents	\$8,668,380
Total Wages & Benefits	\$104,076,850
EXPENSES	
Advertising	\$10,440,520
Products and Services From California Businesses	\$23,734,740
Total Expense	\$34,175,260
TAXES	
Total State Payroll Taxes	\$5,714,830
Total Federal Payroll Taxes	\$24,902,630
Total Employee Taxes	\$30,617,460
Sales Tax Collected	\$70,445,590
Property Taxes	\$1,766,250
Total Taxes (paid or collected)	\$72,211,840
Total Tax Revenue Generated by Dealerships	\$102,829,300
Total Tax Revenue to City	\$9,089,754
OTHER FEES	
State and Local Business taxes and fees	\$687,270
Charitable Contributions	\$609,940
Total # of Dealerships in City:	10

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