

**OCADA 2024 Economic Impact Report
City of San Juan Capistrano**

City Impact	
SALES	
New Vehicle Sales	\$513,417,674
Used Vehicle Sales	\$205,058,126
Service & Parts Dept. Sales	\$105,108,528
Other Departments	\$36,884,057
Total Dollar Sales	\$860,468,385
Total New Units	10,402
Total Used Units	4,970
Total Vehicles Sold	15,372
EMPLOYEES	
Total Full Time Employees	665
Total Part Time Employees	21
Total Employees	686
Total Wages	\$66,785,929
100% Providing Health for Employee and Dependents	\$6,067,866
Total Wages & Benefits	\$72,853,795
EXPENSES	
Advertising	\$7,308,364
Products and Services From California Businesses	\$16,614,318
Total Expense	\$23,922,682
TAXES	
Total State Payroll Taxes	\$4,000,381
Total Federal Payroll Taxes	\$17,431,841
Total Employee Taxes	\$21,432,222
Sales Tax Collected	\$49,311,913
Property Taxes	\$1,236,375
Total Taxes (paid or collected)	\$50,548,288
Total Tax Revenue Generated by Dealerships	\$71,980,510
Total Tax Revenue to City	\$6,362,828
OTHER FEES	
State and Local Business taxes and fees	\$481,089
Charitable Contributions	\$426,958
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