

**OCADA 2025 Economic Impact Report
City of Rancho Santa Margarita**

City Impact	
SALES	
New Vehicle Sales	\$231,037,953
Used Vehicle Sales	\$90,342,753
Service & Parts Dept. Sales	\$46,341,465
Other Departments	\$16,233,192
Total Dollar Sales	\$383,955,363
Total New Units	4,581
Total Used Units	2,193
Total Vehicles Sold	6,774
EMPLOYEES	
Total Full Time Employees	282
Total Part Time Employees	9
Total Employees	291
Total Wages	\$28,994,634
100% Providing Health for Employee and Dependents	\$2,665,527
Total Wages & Benefits	\$31,660,161
EXPENSES	
Advertising	\$3,248,046
Products and Services From California Businesses	\$7,291,311
Total Expense	\$10,539,357
TAXES	
Total State Payroll Taxes	\$1,743,594
Total Federal Payroll Taxes	\$7,627,677
Total Employee Taxes	\$9,371,271
Sales Tax Collected	\$22,021,290
Property Taxes	\$537,294
Total Taxes (paid or collected)	\$22,558,584
Total Tax Revenue Generated by Dealerships	\$31,929,855
Total Tax Revenue to City	\$2,841,457
OTHER FEES	
State and Local Business taxes and fees	\$214,017
Charitable Contributions	\$179,688
Total # of Dealerships in City:	3

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