

**OCADA 2019 Economic Impact Report
City of Anaheim**

	Average OC Dealership	City Impact
SALES		
New Vehicle Sales	\$66,893,200	\$735,825,200
Used Vehicle Sales	\$22,399,650	\$246,396,150
Service & Parts Dept. Sales	\$11,980,600	\$131,786,600
Other Departments	\$4,255,500	\$46,810,500
Total Dollar Sales	\$105,528,950	\$1,160,818,450
Total New Units	1,664	18,304
Total Used Units	758	8,338
Total Vehicles Sold	2,422	26,642
EMPLOYEES		
Total Full Time Employees	101	1,111
Total Part Time Employees	4	44
Total Employees	105	1,155
Total Wages	\$6,608,040	\$72,688,440
% Providing Health for Employee and Dependents	91%	91%
Total Wages/Personnel Benefits	\$6,608,040	\$72,688,440
EXPENSES		
Advertising	\$1,055,700	\$11,612,700
Products and Services From California Businesses	\$1,956,480	\$21,521,280
Total Expense	\$3,012,180	\$33,133,980
TAXES		
Total State Payroll Taxes	\$390,000	\$4,290,000
Total Federal Payroll Taxes	\$1,755,770	\$19,313,470
Total Employee Taxes	\$2,145,770	\$23,603,470
Sales Tax Collected	\$6,219,932	\$68,419,252
Property Taxes	\$158,620	\$1,744,820
Total Taxes (paid or collected)	\$6,378,552	\$70,164,072
Total Tax Revenue Generated by Dealerships in Anaheim		\$93,767,542
Total Tax Revenue to City		\$8,828,291
OTHER FEES		
State and Local Business taxes and fees	\$64,512	\$709,632
Charitable Contributions	\$56,210	\$618,310
Total # of Dealerships in City:		11

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