

**OCADA 2021 Economic Impact Report
City of Anaheim**

	City Impact
SALES	
New Vehicle Sales	\$691,140,540
Used Vehicle Sales	\$313,534,630
Service & Parts Dept. Sales	\$126,869,080
Other Departments	\$50,160,150
Total Dollar Sales	\$1,181,704,400
Total New Units	14,910
Total Used Units	8,560
Total Vehicles Sold	23,470
EMPLOYEES	
Total Full Time Employees	970
Total Part Time Employees	35
Total Employees	1,005
Total Wages	\$75,734,480
% Providing Health for Employee and Dependents	94%
Total Wages/Personnel Benefits	\$75,734,480
EXPENSES	
Advertising	\$10,241,350
Products and Services From California Businesses	\$20,057,830
Total Expense	\$30,299,180
TAXES	
Total State Payroll Taxes	\$4,444,210
Total Federal Payroll Taxes	\$20,075,820
Total Employee Taxes	\$24,520,030
Sales Tax Collected	\$67,902,510
Property Taxes	\$1,699,140
Total Taxes (paid or collected)	\$69,601,650
Total Tax Revenue Generated by Dealerships	\$94,121,680
Total Tax Revenue to City	\$8,761,614
OTHER FEES	
State and Local Business taxes and fees	\$692,630
Charitable Contributions	\$607,740
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