

**OCADA 2021 Economic Impact Report
City of Costa Mesa**

	City Impact
SALES	
New Vehicle Sales	\$622,026,486
Used Vehicle Sales	\$282,181,167
Service & Parts Dept. Sales	\$114,182,172
Other Departments	\$45,144,135
Total Dollar Sales	\$1,063,533,960
Total New Units	13,419
Total Used Units	7,704
Total Vehicles Sold	21,123
EMPLOYEES	
Total Full Time Employees	873
Total Part Time Employees	31.5
Total Employees	905
Total Wages	\$68,161,032
% Providing Health for Employee and Dependents	94%
Total Wages/Personnel Benefits	\$68,161,032
EXPENSES	
Advertising	\$9,217,215
Products and Services From California Businesses	\$18,052,047
Total Expense	\$27,269,262
TAXES	
Total State Payroll Taxes	\$3,999,789
Total Federal Payroll Taxes	\$18,068,238
Total Employee Taxes	\$22,068,027
Sales Tax Collected	\$61,112,259
Property Taxes	\$1,529,226
Total Taxes (paid or collected)	\$62,641,485
Total Tax Revenue Generated by Dealerships	\$84,709,512
Total Tax Revenue to City	\$7,885,453
OTHER FEES	
State and Local Business taxes and fees	\$623,367
Charitable Contributions	\$546,966
Total # of Dealerships in City:	9

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