

**OCADA 2021 Economic Impact Report
City of Huntington Beach**

	City Impact
SALES	
New Vehicle Sales	\$760,254,594
Used Vehicle Sales	\$344,888,093
Service & Parts Dept. Sales	\$139,555,988
Other Departments	\$55,176,165
Total Dollar Sales	\$1,299,874,840
Total New Units	16,401
Total Used Units	9,416
Total Vehicles Sold	25,817
EMPLOYEES	
Total Full Time Employees	1,067
Total Part Time Employees	38.5
Total Employees	1,106
Total Wages	\$83,307,928
% Providing Health for Employee and Dependents	94%
Total Wages/Personnel Benefits	\$83,307,928
EXPENSES	
Advertising	\$11,265,485
Products and Services From California Businesses	\$22,063,613
Total Expense	\$33,329,098
TAXES	
Total State Payroll Taxes	\$4,888,631
Total Federal Payroll Taxes	\$22,083,402
Total Employee Taxes	\$26,972,033
Sales Tax Collected	\$74,692,761
Property Taxes	\$1,869,054
Total Taxes (paid or collected)	\$76,561,815
Total Tax Revenue Generated by Dealerships	\$103,533,848
Total Tax Revenue to City	\$9,637,776
OTHER FEES	
State and Local Business taxes and fees	\$761,893
Charitable Contributions	\$668,514
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