

**OCADA 2021 Economic Impact Report
City of Laguna Niguel**

City Impact	
SALES	
New Vehicle Sales	\$207,342,162
Used Vehicle Sales	\$94,060,389
Service & Parts Dept. Sales	\$38,060,724
Other Departments	\$15,048,045
Total Dollar Sales	\$354,511,320
Total New Units	4,473
Total Used Units	2,568
Total Vehicles Sold	7,041
EMPLOYEES	
Total Full Time Employees	291
Total Part Time Employees	10.5
Total Employees	302
Total Wages	\$22,720,344
% Providing Health for Employee and Dependents	94%
Total Wages/Personnel Benefits	\$22,720,344
EXPENSES	
Advertising	\$3,072,405
Products and Services From California Businesses	\$6,017,349
Total Expense	\$9,089,754
TAXES	
Total State Payroll Taxes	\$1,333,263
Total Federal Payroll Taxes	\$6,022,746
Total Employee Taxes	\$7,356,009
Sales Tax Collected	\$20,370,753
Property Taxes	\$509,742
Total Taxes (paid or collected)	\$20,880,495
Total Tax Revenue Generated by Dealerships	\$28,236,504
Total Tax Revenue to City	\$2,628,484
OTHER FEES	
State and Local Business taxes and fees	\$207,789
Charitable Contributions	\$182,322
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