

**OCADA 2021 Economic Impact Report
City of Mission Viejo**

City Impact	
SALES	
New Vehicle Sales	\$414,684,324
Used Vehicle Sales	\$188,120,778
Service & Parts Dept. Sales	\$76,121,448
Other Departments	\$30,096,090
Total Dollar Sales	\$709,022,640
Total New Units	8,946
Total Used Units	5,136
Total Vehicles Sold	14,082
EMPLOYEES	
Total Full Time Employees	582
Total Part Time Employees	21
Total Employees	603
Total Wages	\$45,440,688
% Providing Health for Employee and Dependents	94%
Total Wages/Personnel Benefits	\$45,440,688
EXPENSES	
Advertising	\$6,144,810
Products and Services From California Businesses	\$12,034,698
Total Expense	\$18,179,508
TAXES	
Total State Payroll Taxes	\$2,666,526
Total Federal Payroll Taxes	\$12,045,492
Total Employee Taxes	\$14,712,018
Sales Tax Collected	\$40,741,506
Property Taxes	\$1,019,484
Total Taxes (paid or collected)	\$41,760,990
Total Tax Revenue Generated by Dealerships	\$56,473,008
Total Tax Revenue to City	\$5,256,969
OTHER FEES	
State and Local Business taxes and fees	\$415,578
Charitable Contributions	\$364,644
Total # of Dealerships in City:	6

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.