

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

	City Impact
SALES	
New Vehicle Sales	\$345,570,270
Used Vehicle Sales	\$156,767,315
Service & Parts Dept. Sales	\$63,434,540
Other Departments	\$25,080,075
Total Dollar Sales	\$590,852,200
Total New Units	7,455
Total Used Units	4,280
Total Vehicles Sold	11,735
EMPLOYEES	
Total Full Time Employees	485
Total Part Time Employees	17.5
Total Employees	503
Total Wages	\$37,867,240
% Providing Health for Employee and Dependents	94%
Total Wages/Personnel Benefits	\$37,867,240
EXPENSES	
Advertising	\$5,120,675
Products and Services From California Businesses	\$10,028,915
Total Expense	\$15,149,590
TAXES	
Total State Payroll Taxes	\$2,222,105
Total Federal Payroll Taxes	\$10,037,910
Total Employee Taxes	\$12,260,015
Sales Tax Collected	\$33,951,255
Property Taxes	\$849,570
Total Taxes (paid or collected)	\$34,800,825
Total Tax Revenue Generated by Dealerships	\$47,060,840
Total Tax Revenue to City	\$4,380,807
OTHER FEES	
State and Local Business taxes and fees	\$346,315
Charitable Contributions	\$303,870
Total # of Dealerships in City:	5

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