

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

<b>City Impact</b>	
<b>SALES</b>	
New Vehicle Sales	\$69,114,054
Used Vehicle Sales	\$31,353,463
Service & Parts Dept. Sales	\$12,686,908
Other Departments	\$5,016,015
<b>Total Dollar Sales</b>	<b>\$118,170,440</b>
Total New Units	1,491
Total Used Units	856
<b>Total Vehicles Sold</b>	<b>2,347</b>
<b>EMPLOYEES</b>	
Total Full Time Employees	97
Total Part Time Employees	3.5
<b>Total Employees</b>	<b>101</b>
Total Wages	\$7,573,448
% Providing Health for Employee and Dependents	94%
<b>Total Wages/Personnel Benefits</b>	<b>\$7,573,448</b>
<b>EXPENSES</b>	
Advertising	\$1,024,135
Products and Services From California Businesses	\$2,005,783
<b>Total Expense</b>	<b>\$3,029,918</b>
<b>TAXES</b>	
Total State Payroll Taxes	\$444,421
Total Federal Payroll Taxes	\$2,007,582
<b>Total Employee Taxes</b>	<b>\$2,452,003</b>
<b>Sales Tax Collected</b>	<b>\$6,790,251</b>
Property Taxes	\$169,914
<b>Total Taxes (paid or collected)</b>	<b>\$6,960,165</b>
<b>Total Tax Revenue Generated by Dealerships</b>	<b>\$9,412,168</b>
<b>Total Tax Revenue to City</b>	<b>\$876,161</b>
<b>OTHER FEES</b>	
State and Local Business taxes and fees	\$69,263
<b>Charitable Contributions</b>	<b>\$60,774</b>
<b>Total # of Dealerships in City:</b>	<b>1</b>

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