

**OCADA 2019 Economic Impact Report
City of Costa Mesa**

	Average OC Dealership	City Impact
SALES		
New Vehicle Sales	\$66,893,200	\$668,932,000
Used Vehicle Sales	\$22,399,650	\$223,996,500
Service & Parts Dept. Sales	\$11,980,600	\$119,806,000
Other Departments	\$4,255,500	\$42,555,000
Total Dollar Sales	\$105,528,950	\$1,055,289,500
Total New Units	1,664	16,640
Total Used Units	758	7,580
Total Vehicles Sold	2,422	24,220
EMPLOYEES		
Total Full Time Employees	101	1,010
Total Part Time Employees	4	40
Total Employees	105	1,050
Total Wages	\$6,608,040	\$66,080,400
% Providing Health for Employee and Dependents	91%	91%
Total Wages/Personnel Benefits	\$6,608,040	\$66,080,400
EXPENSES		
Advertising	\$1,055,700	\$10,557,000
Products and Services From California Businesses	\$1,956,480	\$19,564,800
Total Expense	\$3,012,180	\$30,121,800
TAXES		
Total State Payroll Taxes	\$390,000	\$3,900,000
Total Federal Payroll Taxes	\$1,755,770	\$17,557,700
Total Employee Taxes	\$2,145,770	\$21,457,700
Sales Tax Collected	\$6,219,932	\$62,199,320
Property Taxes	\$158,620	\$1,586,200
Total Taxes (paid or collected)	\$6,378,552	\$63,785,520
Total Tax Revenue Generated by Dealerships in Costa Mesa		\$85,243,220
Total Tax Revenue to City		\$8,025,719
OTHER FEES		
State and Local Business taxes and fees	\$64,512	\$645,120
Charitable Contributions	\$56,210	\$562,100
Total # of Dealerships in City:		10

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