

**OCADA 2023 Economic Impact Report
City of Costa Mesa**

	City Impact
SALES	
New Vehicle Sales	\$644,637,150
Used Vehicle Sales	\$272,925,630
Service & Parts Dept. Sales	\$127,222,155
Other Departments	\$46,591,506
Total Dollar Sales	\$1,091,376,441
Total New Units	13,167
Total Used Units	6,444
Total Vehicles Sold	19,611
EMPLOYEES	
Total Full Time Employees	855
Total Part Time Employees	27
Total Employees	882
Total Wages	\$84,933,360
% Providing Health for Employee and Dependents	97%
Total Wages/Personnel Benefits	\$84,933,360
EXPENSES	
Advertising	\$9,140,535
Products and Services From California Businesses	\$20,638,908
Total Expense	\$29,779,443
TAXES	
Total State Payroll Taxes	\$5,067,333
Total Federal Payroll Taxes	\$22,124,745
Total Employee Taxes	\$27,192,078
Sales Tax Collected	\$62,464,068
Property Taxes	\$1,575,450
Total Taxes (paid or collected)	\$64,039,518
Total Tax Revenue Generated by Dealerships	\$91,231,596
Total Tax Revenue to City	\$8,059,880
OTHER FEES	
State and Local Business taxes and fees	\$604,044
Charitable Contributions	\$571,815
Total # of Dealerships in City:	9

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