

**OCADA 2023 Economic Impact Report  
City of Fullerton**

	<b>City Impact</b>
<b>SALES</b>	
New Vehicle Sales	\$143,252,700
Used Vehicle Sales	\$60,650,140
Service & Parts Dept. Sales	\$28,271,590
Other Departments	\$10,353,668
<b>Total Dollar Sales</b>	<b>\$242,528,098</b>
Total New Units	2,926
Total Used Units	1,432
<b>Total Vehicles Sold</b>	<b>4,358</b>
<b>EMPLOYEES</b>	
Total Full Time Employees	190
Total Part Time Employees	6
<b>Total Employees</b>	<b>196</b>
Total Wages	\$18,874,080
% Providing Health for Employee and Dependents	97%
<b>Total Wages/Personnel Benefits</b>	<b>\$18,874,080</b>
<b>EXPENSES</b>	
Advertising	\$2,031,230
Products and Services From California Businesses	\$4,586,424
<b>Total Expense</b>	<b>\$6,617,654</b>
<b>TAXES</b>	
Total State Payroll Taxes	\$1,126,074
Total Federal Payroll Taxes	\$4,916,610
<b>Total Employee Taxes</b>	<b>\$6,042,684</b>
<b>Sales Tax Collected</b>	<b>\$13,880,904</b>
Property Taxes	\$350,100
<b>Total Taxes (paid or collected)</b>	<b>\$14,231,004</b>
<b>Total Tax Revenue Generated by Dealerships</b>	<b>\$20,273,688</b>
<b>Total Tax Revenue to City</b>	<b>\$1,791,084</b>
<b>OTHER FEES</b>	
State and Local Business taxes and fees	\$134,232
<b>Charitable Contributions</b>	<b>\$127,070</b>
<b>Total # of Dealerships in City:</b>	<b>2</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