

**OCADA 2019 Economic Impact Report
City of Laguna Niguel**

	Average OC Dealership	City Impact
SALES		
New Vehicle Sales	\$66,893,200	\$133,786,400
Used Vehicle Sales	\$22,399,650	\$44,799,300
Service & Parts Dept. Sales	\$11,980,600	\$23,961,200
Other Departments	\$4,255,500	\$8,511,000
Total Dollar Sales	\$105,528,950	\$211,057,900
Total New Units	1,664	3,328
Total Used Units	758	1,516
Total Vehicles Sold	2,422	4,844
EMPLOYEES		
Total Full Time Employees	101	202
Total Part Time Employees	4	8
Total Employees	105	210
Total Wages	\$6,608,040	\$13,216,080
% Providing Health for Employee and Dependents	91%	91%
Total Wages/Personnel Benefits	\$6,608,040	\$13,216,080
EXPENSES		
Advertising	\$1,055,700	\$2,111,400
Products and Services From California Businesses	\$1,956,480	\$3,912,960
Total Expense	\$3,012,180	\$6,024,360
TAXES		
Total State Payroll Taxes	\$390,000	\$780,000
Total Federal Payroll Taxes	\$1,755,770	\$3,511,540
Total Employee Taxes	\$2,145,770	\$4,291,540
Sales Tax Collected	\$6,219,932	\$12,439,864
Property Taxes	\$158,620	\$317,240
Total Taxes (paid or collected)	\$6,378,552	\$12,757,104
Total Tax Revenue Generated by Dealerships in Laguna Niguel		\$17,048,644
Total Tax Revenue to City		\$1,605,144
OTHER FEES		
State and Local Business taxes and fees	\$64,512	\$129,024
Charitable Contributions	\$56,210	\$112,420
Total # of Dealerships in City:		2

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