

**OCADA 2019 Economic Impact Report
City of Mission Viejo**

	Average OC Dealership	City Impact
SALES		
New Vehicle Sales	\$66,893,200	\$401,359,200
Used Vehicle Sales	\$22,399,650	\$134,397,900
Service & Parts Dept. Sales	\$11,980,600	\$71,883,600
Other Departments	\$4,255,500	\$25,533,000
Total Dollar Sales	\$105,528,950	\$633,173,700
Total New Units	1,664	9,984
Total Used Units	758	4,548
Total Vehicles Sold	2,422	14,532
EMPLOYEES		
Total Full Time Employees	101	606
Total Part Time Employees	4	24
Total Employees	105	630
Total Wages	\$6,608,040	\$39,648,240
% Providing Health for Employee and Dependents	91%	91%
Total Wages/Personnel Benefits	\$6,608,040	\$39,648,240
EXPENSES		
Advertising	\$1,055,700	\$6,334,200
Products and Services From California Businesses	\$1,956,480	\$11,738,880
Total Expense	\$3,012,180	\$18,073,080
TAXES		
Total State Payroll Taxes	\$390,000	\$2,340,000
Total Federal Payroll Taxes	\$1,755,770	\$10,534,620
Total Employee Taxes	\$2,145,770	\$12,874,620
Sales Tax Collected	\$6,219,932	\$37,319,592
Property Taxes	\$158,620	\$951,720
Total Taxes (paid or collected)	\$6,378,552	\$38,271,312
Total Tax Revenue Generated by Dealerships in Mission Viejo		\$51,145,932
Total Tax Revenue to City		\$4,815,431
OTHER FEES		
State and Local Business taxes and fees	\$64,512	\$387,072
Charitable Contributions	\$56,210	\$337,260
Total # of Dealerships in City:		6

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