

**OCADA 2023 Economic Impact Report
City of Mission Viejo**

	City Impact
SALES	
New Vehicle Sales	\$429,758,100
Used Vehicle Sales	\$181,950,420
Service & Parts Dept. Sales	\$84,814,770
Other Departments	\$31,061,004
Total Dollar Sales	\$727,584,294
Total New Units	8,778
Total Used Units	4,296
Total Vehicles Sold	13,074
EMPLOYEES	
Total Full Time Employees	570
Total Part Time Employees	18
Total Employees	588
Total Wages	\$56,622,240
% Providing Health for Employee and Dependents	97%
Total Wages/Personnel Benefits	\$56,622,240
EXPENSES	
Advertising	\$6,093,690
Products and Services From California Businesses	\$13,759,272
Total Expense	\$19,852,962
TAXES	
Total State Payroll Taxes	\$3,378,222
Total Federal Payroll Taxes	\$14,749,830
Total Employee Taxes	\$18,128,052
Sales Tax Collected	\$41,642,712
Property Taxes	\$1,050,300
Total Taxes (paid or collected)	\$42,693,012
Total Tax Revenue Generated by Dealerships	\$60,821,064
Total Tax Revenue to City	\$5,373,253
OTHER FEES	
State and Local Business taxes and fees	\$402,696
Charitable Contributions	\$381,210
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, California.