

**OCADA 2019 Economic Impact Report
City of Newport Beach**

	Average OC Dealership	City Impact
SALES		
New Vehicle Sales	\$66,893,200	\$535,145,600
Used Vehicle Sales	\$22,399,650	\$179,197,200
Service & Parts Dept. Sales	\$11,980,600	\$95,844,800
Other Departments	\$4,255,500	\$34,044,000
Total Dollar Sales	\$105,528,950	\$844,231,600
Total New Units	1,664	13,312
Total Used Units	758	6,064
Total Vehicles Sold	2,422	19,376
EMPLOYEES		
Total Full Time Employees	101	808
Total Part Time Employees	4	32
Total Employees	105	840
Total Wages	\$6,608,040	\$52,864,320
% Providing Health for Employee and Dependents	91%	91%
Total Wages/Personnel Benefits	\$6,608,040	\$52,864,320
EXPENSES		
Advertising	\$1,055,700	\$8,445,600
Products and Services From California Businesses	\$1,956,480	\$15,651,840
Total Expense	\$3,012,180	\$24,097,440
TAXES		
Total State Payroll Taxes	\$390,000	\$3,120,000
Total Federal Payroll Taxes	\$1,755,770	\$14,046,160
Total Employee Taxes	\$2,145,770	\$17,166,160
Sales Tax Collected	\$6,219,932	\$49,759,456
Property Taxes	\$158,620	\$1,268,960
Total Taxes (paid or collected)	\$6,378,552	\$51,028,416
Total Tax Revenue Generated by Dealerships in Newport Beach		\$68,194,576
Total Tax Revenue to City		\$6,420,575
OTHER FEES		
State and Local Business taxes and fees	\$64,512	\$516,096
Charitable Contributions	\$56,210	\$449,680
Total # of Dealerships in City:		8

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