

**OCADA 2019 Economic Impact Report
City of Orange**

	Average OC Dealership	City Impact
SALES		
New Vehicle Sales	\$66,893,200	\$334,466,000
Used Vehicle Sales	\$22,399,650	\$111,998,250
Service & Parts Dept. Sales	\$11,980,600	\$59,903,000
Other Departments	\$4,255,500	\$21,277,500
Total Dollar Sales	\$105,528,950	\$527,644,750
Total New Units	1,664	8,320
Total Used Units	758	3,790
Total Vehicles Sold	2,422	12,110
EMPLOYEES		
Total Full Time Employees	101	505
Total Part Time Employees	4	20
Total Employees	105	525
Total Wages	\$6,608,040	\$33,040,200
% Providing Health for Employee and Dependents	91%	91%
Total Wages/Personnel Benefits	\$6,608,040	\$33,040,200
EXPENSES		
Advertising	\$1,055,700	\$5,278,500
Products and Services From California Businesses	\$1,956,480	\$9,782,400
Total Expense	\$3,012,180	\$15,060,900
TAXES		
Total State Payroll Taxes	\$390,000	\$1,950,000
Total Federal Payroll Taxes	\$1,755,770	\$8,778,850
Total Employee Taxes	\$2,145,770	\$10,728,850
Sales Tax Collected	\$6,219,932	\$31,099,660
Property Taxes	\$158,620	\$793,100
Total Taxes (paid or collected)	\$6,378,552	\$31,892,760
Total Tax Revenue Generated by Dealerships in Orange		\$42,621,610
Total Tax Revenue to City		\$4,012,859
OTHER FEES		
State and Local Business taxes and fees	\$64,512	\$322,560
Charitable Contributions	\$56,210	\$281,050
Total # of Dealerships in City:		5

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