

**OCADA 2023 Economic Impact Report
City of Orange**

	City Impact
SALES	
New Vehicle Sales	\$358,131,750
Used Vehicle Sales	\$151,625,350
Service & Parts Dept. Sales	\$70,678,975
Other Departments	\$25,884,170
Total Dollar Sales	\$606,320,245
Total New Units	7,315
Total Used Units	3,580
Total Vehicles Sold	10,895
EMPLOYEES	
Total Full Time Employees	475
Total Part Time Employees	15
Total Employees	490
Total Wages	\$47,185,200
% Providing Health for Employee and Dependents	97%
Total Wages/Personnel Benefits	\$47,185,200
EXPENSES	
Advertising	\$5,078,075
Products and Services From California Businesses	\$11,466,060
Total Expense	\$16,544,135
TAXES	
Total State Payroll Taxes	\$2,815,185
Total Federal Payroll Taxes	\$12,291,525
Total Employee Taxes	\$15,106,710
Sales Tax Collected	\$34,702,260
Property Taxes	\$875,250
Total Taxes (paid or collected)	\$35,577,510
Total Tax Revenue Generated by Dealerships	\$50,684,220
Total Tax Revenue to City	\$4,477,711
OTHER FEES	
State and Local Business taxes and fees	\$335,580
Charitable Contributions	\$317,675
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