## OCADA 2019 Economic Impact Report City of Placentia

	Average OC Dealership	City Impact
SALES		
New Vehicle Sales	\$66,893,200	\$66,893,200
Used Vehicle Sales	\$22,399,650	\$22,399,650
Service & Parts Dept. Sales	\$11,980,600	\$11,980,600
Other Departments	\$4,255,500	\$4,255,500
Total Dollar Sales	\$105,528,950	\$105,528,950
Total New Units	1,664	1,664
Total Used Units	758	758
Total Vehicles Sold	2,422	2,422
EMPLOYEES		
Total Full Time Employees	101	101
Total Part Time Employees	4	4
Total Employees	105	105
Total Wages	\$6,608,040	\$6,608,040
% Providing Health for Employee and Dependents	91%	91%
Total Wages/Personnel Benefits	\$6,608,040	\$6,608,040
EXPENSES		
Advertising	\$1,055,700	\$1,055,700
Products and Services From California Businesses	\$1,956,480	\$1,956,480
Total Expense	\$3,012,180	\$3,012,180
TAXES		
Total State Payroll Taxes	\$390,000	\$390,000
Total Federal Payroll Taxes	\$1,755,770	\$1,755,770
Total Employee Taxes	\$2,145,770	\$2,145,770
Sales Tax Collected	\$6,219,932	\$6,219,932
Property Taxes	\$158,620	\$158,620
Total Taxes (paid or collected)	\$6,378,552	\$6,378,552
Total Tax Revenue Generated by Dealerships in Placentia		\$8,524,322
Total Tax Revenue to City		\$802,572
OTHER FEES		
State and Local Business taxes and fees	\$64,512	\$64,512
Charitable Contributions	\$56,210	\$56,210
Total # of Dealerships in City:		1
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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