

**OCADA 2019 Economic Impact Report
City of Rancho Santa Margarita**

	Average OC Dealership	City Impact
SALES		
New Vehicle Sales	\$66,893,200	\$200,679,600
Used Vehicle Sales	\$22,399,650	\$67,198,950
Service & Parts Dept. Sales	\$11,980,600	\$35,941,800
Other Departments	\$4,255,500	\$12,766,500
Total Dollar Sales	\$105,528,950	\$316,586,850
Total New Units	1,664	4,992
Total Used Units	758	2,274
Total Vehicles Sold	2,422	7,266
EMPLOYEES		
Total Full Time Employees	101	303
Total Part Time Employees	4	12
Total Employees	105	315
Total Wages	\$6,608,040	\$19,824,120
% Providing Health for Employee and Dependents	91%	91%
Total Wages/Personnel Benefits	\$6,608,040	\$19,824,120
EXPENSES		
Advertising	\$1,055,700	\$3,167,100
Products and Services From California Businesses	\$1,956,480	\$5,869,440
Total Expense	\$3,012,180	\$9,036,540
TAXES		
Total State Payroll Taxes	\$390,000	\$1,170,000
Total Federal Payroll Taxes	\$1,755,770	\$5,267,310
Total Employee Taxes	\$2,145,770	\$6,437,310
Sales Tax Collected	\$6,219,932	\$18,659,796
Property Taxes	\$158,620	\$475,860
Total Taxes (paid or collected)	\$6,378,552	\$19,135,656
Total Tax Revenue Generated by Dealerships in Rancho Santa Margarita		\$25,572,966
Total Tax Revenue to City		\$2,407,716
OTHER FEES		
State and Local Business taxes and fees	\$64,512	\$193,536
Charitable Contributions	\$56,210	\$168,630
Total # of Dealerships in City:		3

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