

**OCADA 2023 Economic Impact Report  
City of Santa Ana**

	<b>City Impact</b>
<b>SALES</b>	
New Vehicle Sales	\$716,263,500
Used Vehicle Sales	\$303,250,700
Service & Parts Dept. Sales	\$141,357,950
Other Departments	\$51,768,340
<b>Total Dollar Sales</b>	<b>\$1,212,640,490</b>
Total New Units	14,630
Total Used Units	7,160
<b>Total Vehicles Sold</b>	<b>21,790</b>
<b>EMPLOYEES</b>	
Total Full Time Employees	950
Total Part Time Employees	30
<b>Total Employees</b>	<b>980</b>
Total Wages	\$94,370,400
% Providing Health for Employee and Dependents	97%
<b>Total Wages/Personnel Benefits</b>	<b>\$94,370,400</b>
<b>EXPENSES</b>	
Advertising	\$10,156,150
Products and Services From California Businesses	\$22,932,120
<b>Total Expense</b>	<b>\$33,088,270</b>
<b>TAXES</b>	
Total State Payroll Taxes	\$5,630,370
Total Federal Payroll Taxes	\$24,583,050
<b>Total Employee Taxes</b>	<b>\$30,213,420</b>
<b>Sales Tax Collected</b>	<b>\$69,404,520</b>
Property Taxes	\$1,750,500
<b>Total Taxes (paid or collected)</b>	<b>\$71,155,020</b>
<b>Total Tax Revenue Generated by Dealerships</b>	<b>\$101,368,440</b>
<b>Total Tax Revenue to City</b>	<b>\$8,955,422</b>
<b>OTHER FEES</b>	
State and Local Business taxes and fees	\$671,160
<b>Charitable Contributions</b>	<b>\$635,350</b>
<b>Total # of Dealerships in City:</b>	<b>10</b>

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