

**OCADA 2025 Economic Impact Report
City of Newport Beach**

	City Impact
SALES	
New Vehicle Sales	\$539,088,557
Used Vehicle Sales	\$210,799,757
Service & Parts Dept. Sales	\$108,130,085
Other Departments	\$37,877,448
Total Dollar Sales	\$895,895,847
Total New Units	10,689
Total Used Units	5,117
Total Vehicles Sold	15,806
EMPLOYEES	
Total Full Time Employees	658
Total Part Time Employees	21
Total Employees	679
Total Wages	\$67,654,146
100% Providing Health for Employee and Dependents	\$6,219,563
Total Wages & Benefits	\$73,873,709
EXPENSES	
Advertising	\$7,578,774
Products and Services From California Businesses	\$17,013,059
Total Expense	\$24,591,833
TAXES	
Total State Payroll Taxes	\$4,068,386
Total Federal Payroll Taxes	\$17,797,913
Total Employee Taxes	\$21,866,299
Sales Tax Collected	\$51,383,010
Property Taxes	\$1,253,686
Total Taxes (paid or collected)	\$52,636,696
Total Tax Revenue Generated by Dealerships	\$74,502,995
Total Tax Revenue to City	\$6,630,066
OTHER FEES	
State and Local Business taxes and fees	\$499,373
Charitable Contributions	\$419,272
Total # of Dealerships in City:	7

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