

**OCADA 2024 Economic Impact Report
City of Rancho Santa Margarita**

City Impact	
SALES	
New Vehicle Sales	\$220,036,146
Used Vehicle Sales	\$87,882,054
Service & Parts Dept. Sales	\$45,046,512
Other Departments	\$15,807,453
Total Dollar Sales	\$368,772,165
Total New Units	4,458
Total Used Units	2,130
Total Vehicles Sold	6,588
EMPLOYEES	
Total Full Time Employees	285
Total Part Time Employees	9
Total Employees	294
Total Wages	\$28,622,541
100% Providing Health for Employee and Dependents	\$2,600,514
Total Wages & Benefits	\$31,223,055
EXPENSES	
Advertising	\$3,132,156
Products and Services From California Businesses	\$7,120,422
Total Expense	\$10,252,578
TAXES	
Total State Payroll Taxes	\$1,714,449
Total Federal Payroll Taxes	\$7,470,789
Total Employee Taxes	\$9,185,238
Sales Tax Collected	\$21,133,677
Property Taxes	\$529,875
Total Taxes (paid or collected)	\$21,663,552
Total Tax Revenue Generated by Dealerships	\$30,848,790
Total Tax Revenue to City	\$2,726,926
OTHER FEES	
State and Local Business taxes and fees	\$206,181
Charitable Contributions	\$182,982
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