

**OCADA 2025 Economic Impact Report
City of Costa Mesa**

	City Impact
SALES	
New Vehicle Sales	\$693,113,859
Used Vehicle Sales	\$271,028,259
Service & Parts Dept. Sales	\$139,024,395
Other Departments	\$48,699,576
Total Dollar Sales	\$1,151,866,089
Total New Units	13,743
Total Used Units	6,579
Total Vehicles Sold	20,322
EMPLOYEES	
Total Full Time Employees	846
Total Part Time Employees	27
Total Employees	873
Total Wages	\$86,983,902
100% Providing Health for Employee and Dependents	\$7,996,581
Total Wages & Benefits	\$94,980,483
EXPENSES	
Advertising	\$9,744,138
Products and Services From California Businesses	\$21,873,933
Total Expense	\$31,618,071
TAXES	
Total State Payroll Taxes	\$5,230,782
Total Federal Payroll Taxes	\$22,883,031
Total Employee Taxes	\$28,113,813
Sales Tax Collected	\$66,063,870
Property Taxes	\$1,611,882
Total Taxes (paid or collected)	\$67,675,752
Total Tax Revenue Generated by Dealerships	\$95,789,565
Total Tax Revenue to City	\$8,524,370
OTHER FEES	
State and Local Business taxes and fees	\$642,051
Charitable Contributions	\$539,064
Total # of Dealerships in City:	9

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