

	Average OC Dealership	City Impact
<b>SALES</b>		
New Vehicle Sales	\$65,100,000	\$781,200,000
Used Vehicle Sales	\$19,224,000	\$230,688,000
Service & Parts Dept. Sales	\$11,110,000	\$133,320,000
Other Departments	\$3,511,000	\$42,132,000
<b>Total Dollar Sales</b>	<b>\$98,945,000</b>	<b>\$1,187,340,000</b>
Total New Units	1,770	21,240
Total Used Units	655	7,860
<b>Total Vehicles Sold</b>	<b>2,425</b>	<b>29,100</b>
<b>EMPLOYEES</b>		
Total Full Time Employees	94	1,128
Total Part Time Employees	6	72
<b>Total Employees</b>	<b>100</b>	<b>1,200</b>
Total Wages	\$5,499,000	\$65,988,000
% Providing Health for Employee and Dependents	94%	94%
<b>Total Wages/Personnel Benefits</b>	<b>\$5,499,000</b>	<b>\$65,988,000</b>
<b>EXPENSES</b>		
Advertising	\$1,030,000	\$12,360,000
Products and Services From California Businesses	\$1,850,000	\$22,200,000
<b>Total Expense</b>	<b>\$2,880,000</b>	<b>\$34,560,000</b>
<b>TAXES</b>		
Total State Payroll Taxes	\$330,000	\$3,960,000
Total Federal Payroll Taxes	\$1,485,000	\$17,820,000
<b>Total Employee Taxes</b>	<b>\$1,815,000</b>	<b>\$21,780,000</b>
Sales Tax Collected	\$5,937,000	<b>\$71,244,000</b>
Property Taxes	\$150,000	\$1,800,000
<b>Total Taxes (paid or collected)</b>	<b>\$6,087,000</b>	<b>\$73,044,000</b>
<b>Total Tax Revenue Generated by Dealerships in Costa Mesa</b>		<b>\$94,824,000</b>
<b>Total Tax Revenue to City</b>		<b>\$8,905,500</b>
<b>OTHER FEES</b>		
State and Local Business taxes and fees	\$55,000	\$660,000
<b>Charitable Contributions</b>	<b>\$59,000</b>	<b>\$708,000</b>
<b>Total # of Dealerships in City:</b>		<b>12</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