

	Average OC Dealership	City Impact
SALES		
New Vehicle Sales	\$65,100,000	\$130,200,000
Used Vehicle Sales	\$19,224,000	\$38,448,000
Service & Parts Dept. Sales	\$11,110,000	\$22,220,000
Other Departments	\$3,511,000	\$7,022,000
Total Dollar Sales	\$98,945,000	\$197,890,000
Total New Units	1,770	3,540
Total Used Units	655	1,310
Total Vehicles Sold	2,425	4,850
EMPLOYEES		
Total Full Time Employees	94	188
Total Part Time Employees	6	12
Total Employees	100	200
Total Wages	\$5,499,000	\$10,998,000
% Providing Health for Employee and Dependents	94%	94%
Total Wages/Personnel Benefits	\$5,499,000	\$10,998,000
EXPENSES		
Advertising	\$1,030,000	\$2,060,000
Products and Services From California Businesses	\$1,850,000	\$3,700,000
Total Expense	\$2,880,000	\$5,760,000
TAXES		
Total State Payroll Taxes	\$330,000	\$660,000
Total Federal Payroll Taxes	\$1,485,000	\$2,970,000
Total Employee Taxes	\$1,815,000	\$3,630,000
Sales Tax Collected	\$5,937,000	\$11,874,000
Property Taxes	\$150,000	\$300,000
Total Taxes (paid or collected)	\$6,087,000	\$12,174,000
Total Tax Revenue Generated by Dealerships in Placentia		\$15,804,000
Total Tax Revenue to City		\$1,484,250
OTHER FEES		
State and Local Business taxes and fees	\$55,000	\$110,000
Charitable Contributions	\$59,000	\$118,000
Total # of Dealerships in City:		2

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