

	Average OC Dealership	Placentia Totals
<b>SALES</b>		
New Vehicle Sales	\$34,074,000	\$68,148,000
Used Vehicle Sales	\$12,453,000	\$24,906,000
Service & Parts Dept. Sales	\$8,749,000	\$17,498,000
<b>Total Dollar Sales</b>	<b>\$55,276,000</b>	<b>\$110,552,000</b>
Total New Units	1,085	2,170
Total Used Units	665	1,330
<b>Total Vehicles Sold</b>	<b>1,750</b>	<b>3,500</b>
<b>EMPLOYEES</b>		
Total Full Time Employees	85	170
Total Part Time Employees	5	10
<b>Total Employees</b>	<b>90</b>	<b>180</b>
<b>Total Wages</b>	<b>\$4,584,000</b>	<b>\$9,168,000</b>
<b>EXPENSES - Local and Statewide</b>		
Advertising	\$602,000	\$1,204,000
Other Products and Services from California Business	\$1,480,000	\$2,960,000
<b>Total Local and Statewide Expenses</b>	<b>\$2,082,000</b>	<b>\$4,164,000</b>
<b>TAXES</b>		
Total State Payroll Taxes	\$108,000	\$216,000
Total Federal Payroll Taxes	\$1,125,000	\$2,250,000
<b>Total Employee Taxes</b>	<b>\$1,233,000</b>	<b>\$2,466,000</b>
Sales Tax Collected	\$3,390,000	<b>\$6,780,000</b>
Real Estate Taxes	\$108,000	\$216,000
<b>Total Taxes (paid or collected)</b>	<b>\$3,498,000</b>	<b>\$6,996,000</b>
<b>Total Tax Revenue Generated by Dealerships in Placentia</b>	<b>\$4,731,000</b>	<b>\$9,462,000</b>
<b>Total Tax Revenue to Placentia</b>	<b>\$440,700</b>	<b>\$881,400</b>
<b>OTHER FEES</b>		
State and Local Business taxes and fees	\$36,000	\$72,000
<b>Charitable Contributions</b>	<b>\$35,000</b>	<b>\$70,000</b>
<b>Total # of Dealerships in District:</b>		<b>2</b>
Don-A-Vee Chrysler Jeep		
Fairway Ford		