

	Average OC Dealership	Rancho Santa Margarita Totals
SALES		
New Vehicle Sales	\$34,074,000	\$102,222,000
Used Vehicle Sales	\$12,453,000	\$37,359,000
Service & Parts Dept. Sales	\$8,749,000	\$26,247,000
Total Dollar Sales	\$55,276,000	\$165,828,000
Total New Units	1,085	3,255
Total Used Units	665	1,995
Total Vehicles Sold	1,750	5,250
EMPLOYEES		
Total Full Time Employees	85	255
Total Part Time Employees	5	15
Total Employees	90	270
Total Wages	\$4,584,000	\$13,752,000
EXPENSES - Local and Statewide		
Advertising	\$602,000	\$1,806,000
Other Products and Services from California Business	\$1,480,000	\$4,440,000
Total Local and Statewide Expenses	\$2,082,000	\$6,246,000
TAXES		
Total State Payroll Taxes	\$108,000	\$324,000
Total Federal Payroll Taxes	\$1,125,000	\$3,375,000
Total Employee Taxes	\$1,233,000	\$3,699,000
Sales Tax Collected	\$3,390,000	\$10,170,000
Real Estate Taxes	\$108,000	\$324,000
Total Taxes (paid or collected)	\$3,498,000	\$10,494,000
Total Tax Revenue Generated by Dealerships in RSM	\$4,731,000	\$14,193,000
Total Tax Revenue to Rancho Santa Margarita	\$440,700	\$1,322,100
OTHER FEES		
State and Local Business taxes and fees	\$36,000	\$108,000
Charitable Contributions	\$35,000	\$105,000
Total # of Dealerships in District:		3
Family Honda		
Santa Margarita Ford		
Toyota of Rancho Santa Margarita		