



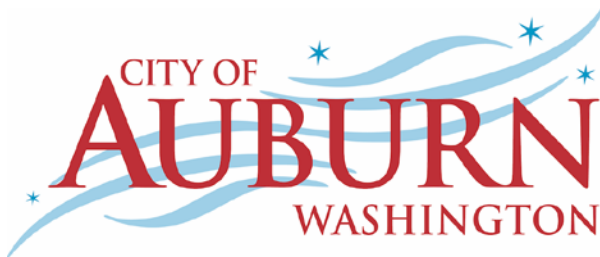
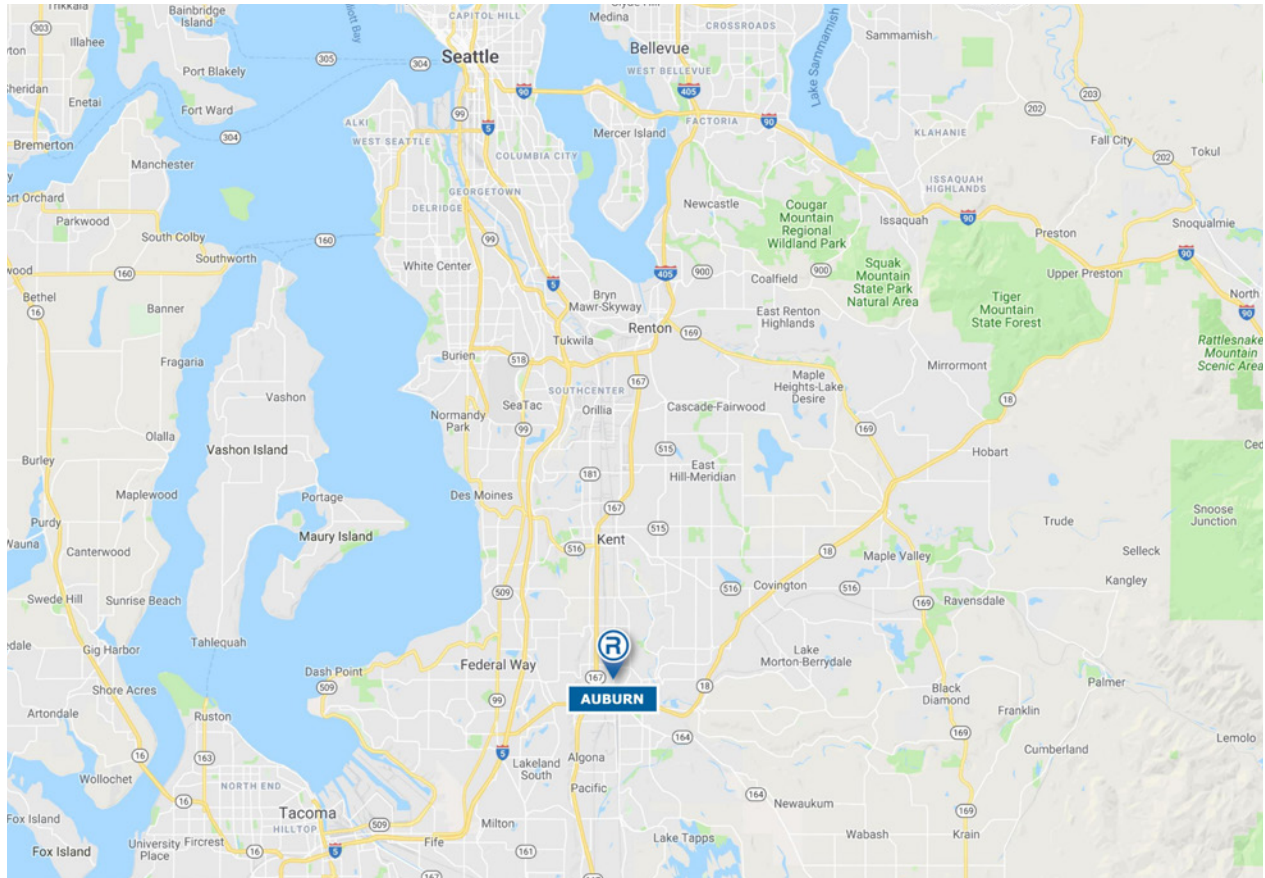
AUBURN, WASHINGTON

# Community Workplace Population

 The**Retail**Coach.

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# About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>Grand Total</b>	<b>3,355</b>	<b>42,384</b>	<b>13</b>
<b>11: Agriculture, Forestry, Fishing and Hunting</b>	<b>4</b>	<b>33</b>	<b>8</b>
111: Crop Production	3	25	8
112: Animal Production and Aquaculture	0	0	0
113: Forestry and Logging	0	0	0
114: Fishing, Hunting and Trapping	0	0	0
115: Support Activities for Agriculture and Forestry	1	8	8
<b>21: Mining, Quarrying, and Oil and Gas Extraction</b>	<b>3</b>	<b>56</b>	<b>19</b>
211: Oil and Gas Extraction	3	56	19
212: Mining (except Oil and Gas)	0	0	0
213: Support Activities for Mining	0	0	0
<b>22: Utilities</b>	<b>2</b>	<b>24</b>	<b>12</b>
221: Utilities	2	24	12
<b>23: Construction</b>	<b>269</b>	<b>2593</b>	<b>10</b>
236: Construction of Buildings	89	689	8
237: Heavy and Civil Engineering Construction	11	70	6
238: Specialty Trade Contractors	169	1834	11
<b>31: Manufacturing</b>	<b>14</b>	<b>376</b>	<b>27</b>
311: Food Manufacturing	7	339	48
312: Beverage and Tobacco Product Manufacturing	4	26	7
313: Textile Mills	1	4	4
314: Textile Product Mills	2	7	4
315: Apparel Manufacturing	0	0	0
316: Leather and Allied Product Manufacturing	0	0	0
<b>32: Manufacturing</b>	<b>37</b>	<b>567</b>	<b>15</b>
321: Wood Product Manufacturing	4	24	6
322: Paper Manufacturing	3	157	52
323: Printing and Related Support Activities	12	73	6
324: Petroleum and Coal Products Manufacturing	0	0	0
325: Chemical Manufacturing	7	46	7
326: Plastics and Rubber Products Manufacturing	6	100	17
327: Nonmetallic Mineral Product Manufacturing	5	167	33

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<b>33: Manufacturing</b>	<b>134</b>	<b>7513</b>	<b>56</b>
331: Primary Metal Manufacturing	1	10	10
332: Fabricated Metal Product Manufacturing	51	1049	21
333: Machinery Manufacturing	14	361	26
334: Computer and Electronic Product Manufacturing	6	108	18
335: Electrical Equipment, Appliance, and Component Manufacturing	4	36	9
336: Transportation Equipment Manufacturing	7	5441	777
337: Furniture and Related Product Manufacturing	15	50	3
339: Miscellaneous Manufacturing	36	458	13
<b>42: Wholesale Trade</b>	<b>176</b>	<b>2434</b>	<b>14</b>
423: Merchant Wholesalers, Durable Goods	132	1455	11
424: Merchant Wholesalers, Nondurable Goods	36	871	24
425: Wholesale Electronic Markets and Agents and Brokers	8	108	14
<b>44: Retail Trade</b>	<b>329</b>	<b>4,472</b>	<b>14</b>
441: Motor Vehicle and Parts Dealers	92	1500	16
442: Furniture and Home Furnishings Stores	18	106	6
443: Electronics and Appliance Stores	15	519	35
444: Building Material and Garden Equipment and Supplies Dealers	40	541	14
445: Food and Beverage Stores	41	749	18
446: Health and Personal Care Stores	34	324	10
447: Gasoline Stations	38	176	5
448: Clothing and Clothing Accessories Stores	51	557	11
<b>45: Retail Trade</b>	<b>126</b>	<b>2439</b>	<b>19</b>
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	18	151	8
452: General Merchandise Stores	17	603	35
453: Miscellaneous Store Retailers	71	777	11
454: Nonstore Retailers	20	908	45
<b>48: Transportation and Warehousing</b>	<b>69</b>	<b>1211</b>	<b>18</b>
481: Air Transportation	0	0	0
482: Rail Transportation	0	0	0
483: Water Transportation	1	3	3
484: Truck Transportation	36	841	23
485: Transit and Ground Passenger Transportation	4	64	16
486: Pipeline Transportation	0	0	0
487: Scenic and Sightseeing Transportation	1	2	2
488: Support Activities for Transportation	27	301	11
<b>49: Transportation and Warehousing</b>	<b>16</b>	<b>853</b>	<b>53</b>
491: Postal Service	1	100	100
492: Couriers and Messengers	3	508	169
493: Warehousing and Storage	12	245	20

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<b>51: Information</b>	<b>48</b>	<b>359</b>	<b>7</b>
511: Publishing Industries (except Internet)	10	108	11
512: Motion Picture and Sound Recording Industries	1	30	30
515: Broadcasting (except Internet)	3	23	8
517: Telecommunications	24	99	4
518: Data Processing, Hosting, and Related Services	4	27	7
519: Other Information Services	6	72	12
<b>52: Finance and Insurance</b>	<b>178</b>	<b>864</b>	<b>5</b>
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	89	339	4
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	25	192	8
524: Insurance Carriers and Related Activities	64	333	5
525: Funds, Trusts, and Other Financial Vehicles	0	0	0
<b>53: Real Estate and Rental and Leasing</b>	<b>138</b>	<b>1152</b>	<b>8</b>
531: Real Estate	97	954	10
532: Rental and Leasing Services	40	196	5
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	1	2	2
<b>54: Professional, Scientific, and Technical Services</b>	<b>210</b>	<b>1132</b>	<b>5</b>
541: Professional, Scientific, and Technical Services	210	1132	5
<b>55: Management of Companies and Enterprises</b>	<b>4</b>	<b>12</b>	<b>3</b>
551: Management of Companies and Enterprises	4	12	3
<b>56: Administrative and Support and Waste Management and Remediation Services</b>	<b>95</b>	<b>1306</b>	<b>14</b>
561: Administrative and Support Services	92	1204	13
562: Waste Management and Remediation Services	3	102	34
<b>61: Educational Services</b>	<b>71</b>	<b>2,707</b>	<b>38</b>
611: Educational Services	71	2,707	38
<b>62: Health Care and Social Assistance</b>	<b>689</b>	<b>3,964</b>	<b>6</b>
621: Ambulatory Health Care Services	540	2,499	5
622: Hospitals	8	803	100
623: Nursing and Residential Care Facilities	10	251	25
624: Social Assistance	131	411	3
<b>71: Arts, Entertainment, and Recreation</b>	<b>43</b>	<b>2383</b>	<b>55</b>
711: Performing Arts, Spectator Sports, and Related Industries	12	30	3
712: Museums, Historical Sites, and Similar Institutions	10	78	8
713: Amusement, Gambling, and Recreation Industries	21	2275	108

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<b>72: Accommodation and Food Services</b>	<b>177</b>	<b>2,341</b>	<b>13</b>
721: Accommodation	8	178	22
<b>722: Food Services and Drinking Places</b>	<b>169</b>	<b>2,163</b>	<b>13</b>
<b>81: Other Services (except Public Administration)</b>	<b>340</b>	<b>1,707</b>	<b>5</b>
811: Repair and Maintenance	140	854	6
812: Personal and Laundry Services	119	401	3
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	81	452	6
<b>92: Public Administration</b>	<b>25</b>	<b>1,758</b>	<b>70</b>
921: Executive, Legislative, and Other General Government Support	20	1,440	72
922: Justice, Public Order, and Safety Activities	3	268	89
923: Administration of Human Resource Programs	1	40	40
924: Administration of Environmental Quality Programs	0	0	0
925: Administration of Housing Programs, Urban Planning, and Community Development	0	0	0
926: Administration of Economic Programs	1	10	10
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	0	0	0
<b>99: Unassigned</b>	<b>158</b>	<b>128</b>	<b>1</b>
999: Unassigned	158	128	1



## ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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