



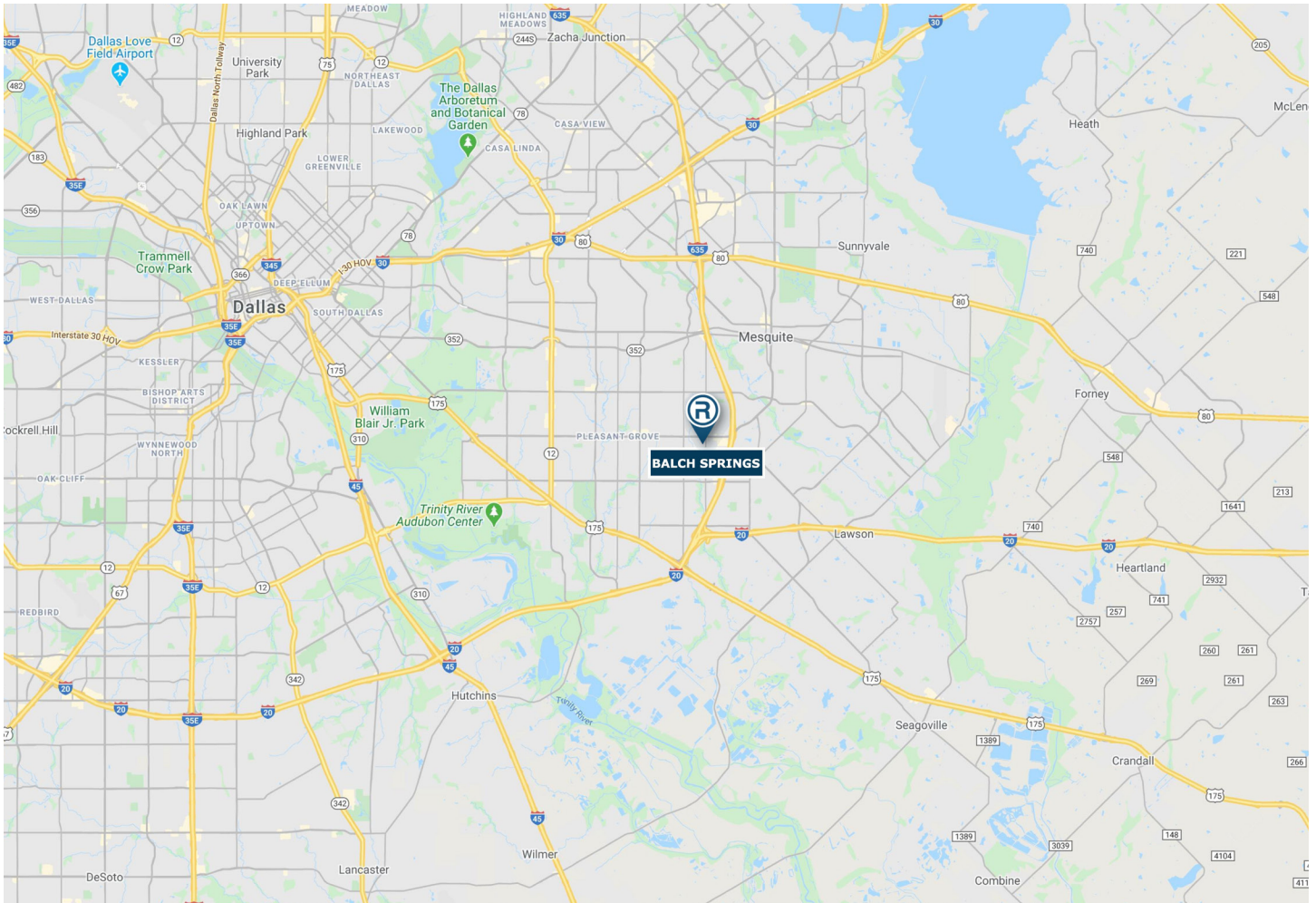
The**Retail**Coach.®

Community Workplace Population

BALCH SPRINGS, TEXAS

Prepared for City of Balch Springs Economic Development
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Community



Prepared for:



City of Balch Springs Economic Development

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Community • Workplace Population

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Grand Total	776	5,547	7
11: Agriculture, Forestry, Fishing and Hunting	1	3	3
111: Crop Production	0	0	0
112: Animal Production and Aquaculture	0	0	0
113: Forestry and Logging	0	0	0
114: Fishing, Hunting and Trapping	1	3	3
115: Support Activities for Agriculture and Forestry	0	0	0
21: Mining, Quarrying, and Oil and Gas Extraction	1	5	5
211: Oil and Gas Extraction	0	0	0
212: Mining (except Oil and Gas)	1	5	5
213: Support Activities for Mining	0	0	0
22: Utilities	0	0	0
221: Utilities	0	0	0
23: Construction	74	784	11
236: Construction of Buildings	26	197	8
237: Heavy and Civil Engineering Construction	6	280	47
238: Specialty Trade Contractors	42	307	7
31: Manufacturing	7	31	4
311: Food Manufacturing	5	25	5
312: Beverage and Tobacco Product Manufacturing	0	0	0
313: Textile Mills	0	0	0
314: Textile Product Mills	0	0	0
315: Apparel Manufacturing	1	2	2
316: Leather and Allied Product Manufacturing	1	4	4
32: Manufacturing	3	12	4
321: Wood Product Manufacturing	1	4	4
322: Paper Manufacturing	0	0	0
323: Printing and Related Support Activities	0	0	0
324: Petroleum and Coal Products Manufacturing	0	0	0
325: Chemical Manufacturing	0	0	0
326: Plastics and Rubber Products Manufacturing	2	8	4
327: Nonmetallic Mineral Product Manufacturing	0	0	0

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
33: Manufacturing	12	132	11
331: Primary Metal Manufacturing	2	53	27
332: Fabricated Metal Product Manufacturing	5	38	8
333: Machinery Manufacturing	1	4	4
334: Computer and Electronic Product Manufacturing	0	0	0
335: Electrical Equipment, Appliance, and Component Manufacturing	0	0	0
336: Transportation Equipment Manufacturing	1	17	17
337: Furniture and Related Product Manufacturing	0	0	0
339: Miscellaneous Manufacturing	3	20	7
42: Wholesale Trade	25	259	10
423: Merchant Wholesalers, Durable Goods	20	245	12
424: Merchant Wholesalers, Nondurable Goods	5	14	3
425: Wholesale Electronic Markets and Agents and Brokers	0	0	0
44: Retail Trade	103	794	8
441: Motor Vehicle and Parts Dealers	40	155	4
442: Furniture and Home Furnishings Stores	4	10	3
443: Electronics and Appliance Stores	0	0	0
444: Building Material and Garden Equipment and Supplies Dealers	16	317	20
445: Food and Beverage Stores	25	210	8
446: Health and Personal Care Stores	7	54	8
447: Gasoline Stations	7	30	4
448: Clothing and Clothing Accessories Stores	4	18	5
45: Retail Trade	39	503	13
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	2	10	5
452: General Merchandise Stores	11	412	37
453: Miscellaneous Store Retailers	12	39	3
454: Nonstore Retailers	14	42	3
48: Transportation and Warehousing	27	128	5
481: Air Transportation	0	0	0
482: Rail Transportation	0	0	0
483: Water Transportation	0	0	0
484: Truck Transportation	20	64	3
485: Transit and Ground Passenger Transportation	3	15	5
486: Pipeline Transportation	0	0	0
487: Scenic and Sightseeing Transportation	0	0	0
488: Support Activities for Transportation	4	49	12
49: Transportation and Warehousing	2	15	8
491: Postal Service	2	15	8
492: Couriers and Messengers	0	0	0
493: Warehousing and Storage	0	0	0

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
51: Information	10	51	5
511: Publishing Industries (except Internet)	1	3	3
512: Motion Picture and Sound Recording Industries	0	0	0
515: Broadcasting (except Internet)	1	10	10
517: Telecommunications	6	23	4
518: Data Processing, Hosting, and Related Services	0	0	0
519: Other Information Services	2	15	8
52: Finance and Insurance	60	163	3
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	49	130	3
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	2	8	4
524: Insurance Carriers and Related Activities	9	25	3
525: Funds, Trusts, and Other Financial Vehicles	0	0	0
53: Real Estate and Rental and Leasing	32	119	4
531: Real Estate	23	77	3
532: Rental and Leasing Services	9	42	5
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0
54: Professional, Scientific, and Technical Services	38	175	5
541: Professional, Scientific, and Technical Services	38	175	5
55: Management of Companies and Enterprises	2	6	3
551: Management of Companies and Enterprises	2	6	3
56: Administrative and Support and Waste Management and Remediation Services	22	102	5
561: Administrative and Support Services	19	86	5
562: Waste Management and Remediation Services	3	16	5
61: Educational Services	7	410	59
611: Educational Services	7	410	59
62: Health Care and Social Assistance	61	314	5
621: Ambulatory Health Care Services	55	276	5
622: Hospitals	0	0	0
623: Nursing and Residential Care Facilities	2	7	4
624: Social Assistance	4	31	8

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
71: Arts, Entertainment, and Recreation	8	65	8
711: Performing Arts, Spectator Sports, and Related Industries	3	8	3
712: Museums, Historical Sites, and Similar Institutions	0	0	0
713: Amusement, Gambling, and Recreation Industries	5	57	11
72: Accommodation and Food Services	52	704	14
721: Accommodation	3	25	8
722: Food Services and Drinking Places	49	679	14
81: Other Services (except Public Administration)	134	531	4
811: Repair and Maintenance	77	312	4
812: Personal and Laundry Services	28	113	4
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	29	106	4
92: Public Administration	11	219	20
921: Executive, Legislative, and Other General Government Support	5	31	6
922: Justice, Public Order, and Safety Activities	3	95	32
923: Administration of Human Resource Programs	2	53	27
924: Administration of Environmental Quality Programs	1	40	40
925: Administration of Housing Programs, Urban Planning, and Community Development	0	0	0
926: Administration of Economic Programs	0	0	0
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	0	0	0
99: Unassigned	45	22	0
999: Unassigned	45	22	0

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.

Retail:360® 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 Retail:360® 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.



The**RetailCoach**.®

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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