



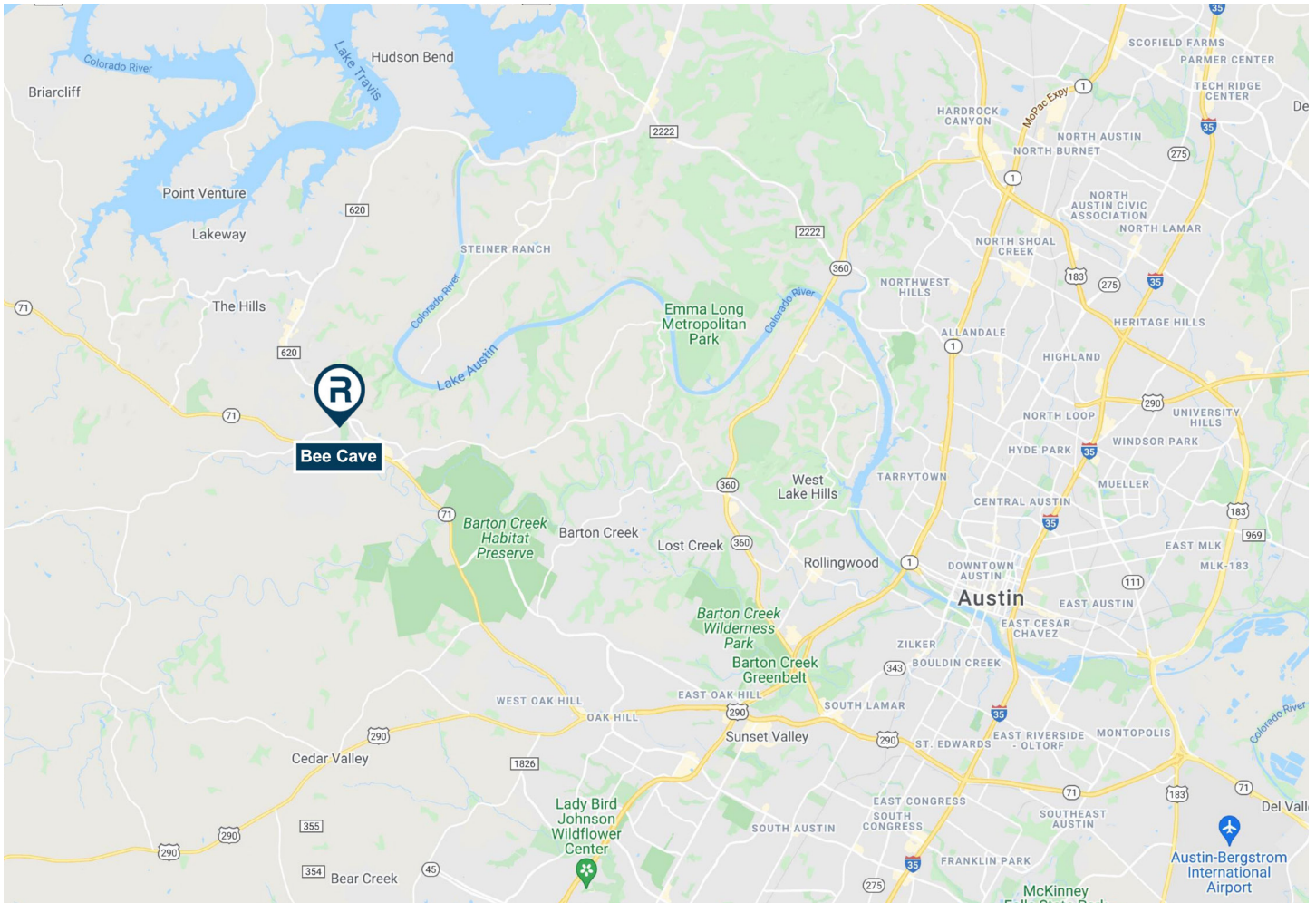
The **Retail** Coach.®

Community Workplace Population

BEE CAVE, TEXAS

Prepared for The City of Bee Cave, Texas
June 2021

Community



Prepared for:



City of Bee Cave, Texas
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Community • Workplace Population

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Grand Total	1,069	8,778	8
11: Agriculture, Forestry, Fishing and Hunting	4	17	4
111: Crop Production	0	0	0
112: Animal Production and Aquaculture	4	17	4
113: Forestry and Logging	0	0	0
114: Fishing, Hunting and Trapping	0	0	0
115: Support Activities for Agriculture and Forestry	0	0	0
21: Mining, Quarrying, and Oil and Gas Extraction	7	41	6
211: Oil and Gas Extraction	4	29	7
212: Mining (except Oil and Gas)	1	5	5
213: Support Activities for Mining	2	7	4
22: Utilities	0	0	0
221: Utilities	0	0	0
23: Construction	64	399	6
236: Construction of Buildings	33	196	6
237: Heavy and Civil Engineering Construction	8	46	6
238: Specialty Trade Contractors	23	157	7
31: Manufacturing	8	48	6
311: Food Manufacturing	5	23	5
312: Beverage and Tobacco Product Manufacturing	2	23	12
313: Textile Mills	0	0	0
314: Textile Product Mills	0	0	0
315: Apparel Manufacturing	0	0	0
316: Leather and Allied Product Manufacturing	1	2	2
32: Manufacturing	3	13	4
321: Wood Product Manufacturing	0	0	0
322: Paper Manufacturing	0	0	0
323: Printing and Related Support Activities	0	0	0
324: Petroleum and Coal Products Manufacturing	1	3	3
325: Chemical Manufacturing	1	5	5
326: Plastics and Rubber Products Manufacturing	0	0	0
327: Nonmetallic Mineral Product Manufacturing	1	5	5

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
33: Manufacturing	8	74	9
331: Primary Metal Manufacturing	0	0	0
332: Fabricated Metal Product Manufacturing	1	5	5
333: Machinery Manufacturing	0	0	0
334: Computer and Electronic Product Manufacturing	2	17	9
335: Electrical Equipment, Appliance, and Component Manufacturing	0	0	0
336: Transportation Equipment Manufacturing	1	6	6
337: Furniture and Related Product Manufacturing	1	11	11
339: Miscellaneous Manufacturing	3	35	12
42: Wholesale Trade	13	79	6
423: Merchant Wholesalers, Durable Goods	13	79	6
424: Merchant Wholesalers, Nondurable Goods	0	0	0
425: Wholesale Electronic Markets and Agents and Brokers	0	0	0
44: Retail Trade	109	1,412	13
441: Motor Vehicle and Parts Dealers	6	49	8
442: Furniture and Home Furnishings Stores	18	149	8
443: Electronics and Appliance Stores	6	121	20
444: Building Material and Garden Equipment and Supplies Dealers	11	331	30
445: Food and Beverage Stores	11	347	32
446: Health and Personal Care Stores	23	204	9
447: Gasoline Stations	5	3	1
448: Clothing and Clothing Accessories Stores	29	208	7
45: Retail Trade	43	1306	30
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	10	191	19
452: General Merchandise Stores	8	276	35
453: Miscellaneous Store Retailers	18	820	46
454: Nonstore Retailers	7	19	3
48: Transportation and Warehousing	3	11	4
481: Air Transportation	0	0	0
482: Rail Transportation	0	0	0
483: Water Transportation	0	0	0
484: Truck Transportation	2	5	3
485: Transit and Ground Passenger Transportation	0	0	0
486: Pipeline Transportation	1	6	6
487: Scenic and Sightseeing Transportation	0	0	0
488: Support Activities for Transportation	0	0	0
49: Transportation and Warehousing	1	2	2
491: Postal Service	0	0	0
492: Couriers and Messengers	0	0	0
493: Warehousing and Storage	1	2	2

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51: Information	22	239	11
511: Publishing Industries (except Internet)	11	143	13
512: Motion Picture and Sound Recording Industries	1	36	36
515: Broadcasting (except Internet)	1	9	9
517: Telecommunications	6	35	6
518: Data Processing, Hosting, and Related Services	1	3	3
519: Other Information Services	2	13	7
52: Finance and Insurance	78	518	7
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	38	145	4
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	18	105	6
524: Insurance Carriers and Related Activities	19	97	5
525: Funds, Trusts, and Other Financial Vehicles	3	171	57
53: Real Estate and Rental and Leasing	57	358	6
531: Real Estate	54	351	7
532: Rental and Leasing Services	3	7	2
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0
54: Professional, Scientific, and Technical Services	113	789	7
541: Professional, Scientific, and Technical Services	113	789	7
55: Management of Companies and Enterprises	6	30	5
551: Management of Companies and Enterprises	6	30	5
56: Administrative and Support and Waste Management and Remediation Services	25	145	6
561: Administrative and Support Services	24	144	6
562: Waste Management and Remediation Services	1	1	1
61: Educational Services	21	347	17
611: Educational Services	21	347	17
62: Health Care and Social Assistance	207	1,083	5
621: Ambulatory Health Care Services	190	807	4
622: Hospitals	4	39	10
623: Nursing and Residential Care Facilities	4	112	28
624: Social Assistance	9	125	14

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
71: Arts, Entertainment, and Recreation	20	148	7
711: Performing Arts, Spectator Sports, and Related Industries	4	19	5
712: Museums, Historical Sites, and Similar Institutions	3	14	5
713: Amusement, Gambling, and Recreation Industries	13	115	9
72: Accommodation and Food Services	71	1,153	16
721: Accommodation	5	78	16
722: Food Services and Drinking Places	66	1,075	16
81: Other Services (except Public Administration)	79	492	6
811: Repair and Maintenance	14	140	10
812: Personal and Laundry Services	48	259	5
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	17	93	5
92: Public Administration	5	41	8
921: Executive, Legislative, and Other General Government Support	3	22	7
922: Justice, Public Order, and Safety Activities	1	15	15
923: Administration of Human Resource Programs	0	0	0
924: Administration of Environmental Quality Programs	1	4	4
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	102	33	0
999: Unassigned	102	33	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.



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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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