



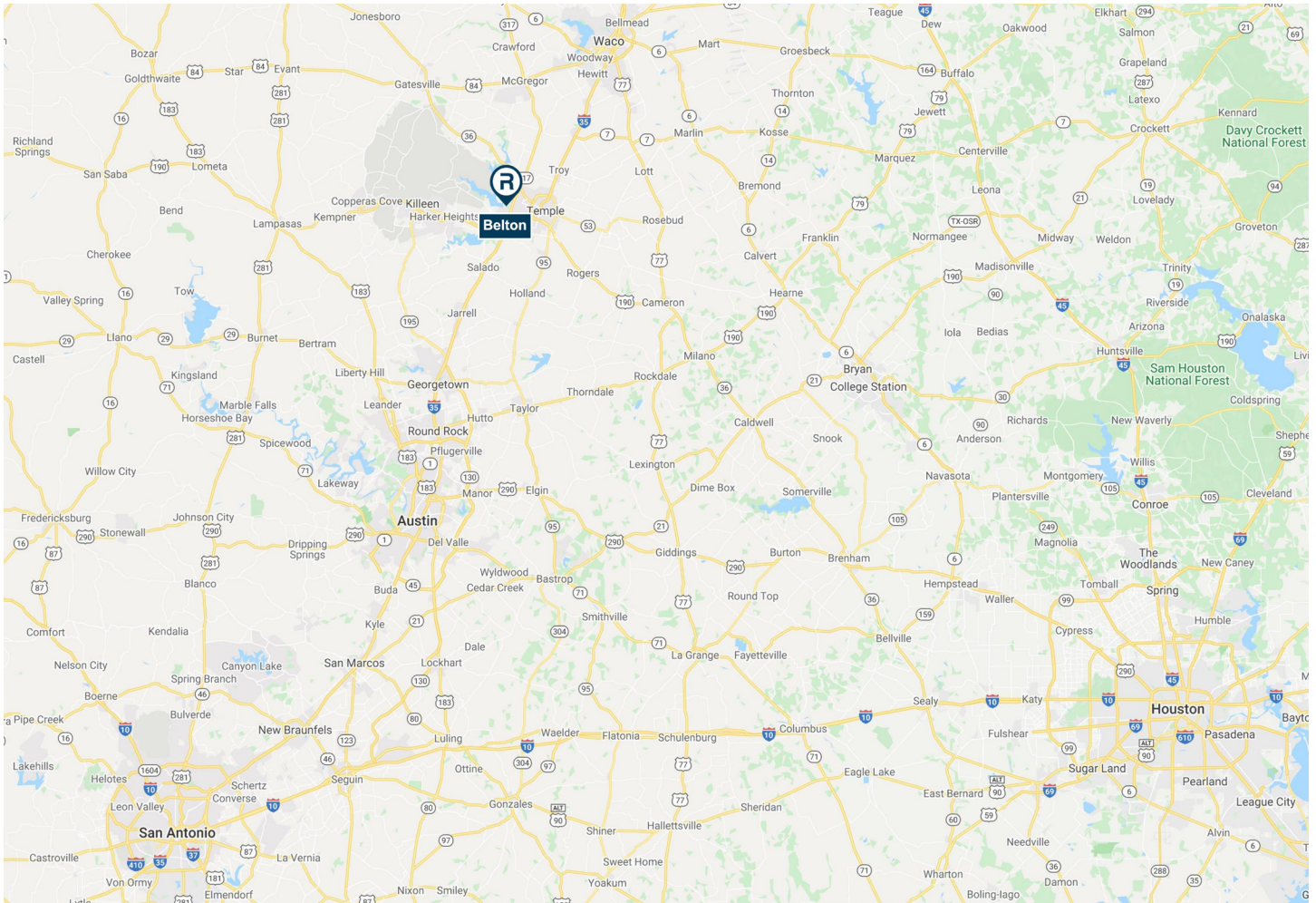
The**Retail**Coach.®

Community Workplace Population

BELTON, TEXAS

Prepared for City of Belton
July 2021

Community



Prepared for:



City of Belton
Judy Garrett
CVB / Retail Development

333 Water Street
P.O. Box 120
Belton, Texas 76513

Phone 254.933.5849
Cell 254.721.3180
jgarrett@belontexas.gov
www.BeltonTexas.Gov



Community • Workplace Population

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Grand Total	1,139	10,856	10
11: Agriculture, Forestry, Fishing and Hunting	2	3	2
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	0	0	0
115: Support Activities for Agriculture and Forestry	2	3	2
21: Mining, Quarrying, and Oil and Gas Extraction	0	0	0
211: Oil and Gas Extraction	0	0	0
212: Mining (except Oil and Gas)	0	0	0
213: Support Activities for Mining	0	0	0
22: Utilities	2	6	3
221: Utilities	2	6	3
23: Construction	69	652	9
236: Construction of Buildings	26	200	8
237: Heavy and Civil Engineering Construction	4	51	13
238: Specialty Trade Contractors	39	401	10
31: Manufacturing	7	230	33
311: Food Manufacturing	5	27	5
312: Beverage and Tobacco Product Manufacturing	0	0	0
313: Textile Mills	1	3	3
314: Textile Product Mills	1	200	200
315: Apparel Manufacturing	0	0	0
316: Leather and Allied Product Manufacturing	0	0	0
32: Manufacturing	9	257	29
321: Wood Product Manufacturing	0	0	0
322: Paper Manufacturing	1	24	24
323: Printing and Related Support Activities	5	215	43
324: Petroleum and Coal Products Manufacturing	1	3	3
325: Chemical Manufacturing	0	0	0
326: Plastics and Rubber Products Manufacturing	0	0	0
327: Nonmetallic Mineral Product Manufacturing	2	15	8

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
33: Manufacturing	19	285	15
331: Primary Metal Manufacturing	1	80	80
332: Fabricated Metal Product Manufacturing	3	29	10
333: Machinery Manufacturing	3	76	25
334: Computer and Electronic Product Manufacturing	1	12	12
335: Electrical Equipment, Appliance, and Component Manufacturing	0	0	0
336: Transportation Equipment Manufacturing	3	23	8
337: Furniture and Related Product Manufacturing	4	53	13
339: Miscellaneous Manufacturing	4	12	3
42: Wholesale Trade	29	487	17
423: Merchant Wholesalers, Durable Goods	25	427	17
424: Merchant Wholesalers, Nondurable Goods	4	60	15
425: Wholesale Electronic Markets and Agents and Brokers	0	0	0
44: Retail Trade	91	677	7
441: Motor Vehicle and Parts Dealers	19	103	5
442: Furniture and Home Furnishings Stores	5	14	3
443: Electronics and Appliance Stores	4	16	4
444: Building Material and Garden Equipment and Supplies Dealers	16	108	7
445: Food and Beverage Stores	21	246	12
446: Health and Personal Care Stores	11	131	12
447: Gasoline Stations	8	29	4
448: Clothing and Clothing Accessories Stores	7	30	4
45: Retail Trade	57	238	4
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	13	33	3
452: General Merchandise Stores	12	102	9
453: Miscellaneous Store Retailers	18	61	3
454: Nonstore Retailers	14	42	3
48: Transportation and Warehousing	11	220	20
481: Air Transportation	0	0	0
482: Rail Transportation	0	0	0
483: Water Transportation	0	0	0
484: Truck Transportation	5	62	12
485: Transit and Ground Passenger Transportation	3	140	47
486: Pipeline Transportation	0	0	0
487: Scenic and Sightseeing Transportation	0	0	0
488: Support Activities for Transportation	3	18	6
49: Transportation and Warehousing	1	40	40
491: Postal Service	1	40	40
492: Couriers and Messengers	0	0	0
493: Warehousing and Storage	0	0	0

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51: Information	21	188	9
511: Publishing Industries (except Internet)	3	52	17
512: Motion Picture and Sound Recording Industries	3	49	16
515: Broadcasting (except Internet)	3	28	9
517: Telecommunications	9	43	5
518: Data Processing, Hosting, and Related Services	0	0	0
519: Other Information Services	3	16	5
52: Finance and Insurance	83	197	2
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	53	115	2
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	14	34	2
524: Insurance Carriers and Related Activities	16	48	3
525: Funds, Trusts, and Other Financial Vehicles	0	0	0
53: Real Estate and Rental and Leasing	52	157	3
531: Real Estate	40	134	3
532: Rental and Leasing Services	12	23	2
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0
54: Professional, Scientific, and Technical Services	82	1016	12
541: Professional, Scientific, and Technical Services	82	1016	12
55: Management of Companies and Enterprises	1	4	4
551: Management of Companies and Enterprises	1	4	4
56: Administrative and Support and Waste Management and Remediation Services	36	185	5
561: Administrative and Support Services	34	181	5
562: Waste Management and Remediation Services	2	4	2
61: Educational Services	30	1,462	49
611: Educational Services	30	1,462	49
62: Health Care and Social Assistance	164	1,188	7
621: Ambulatory Health Care Services	121	553	5
622: Hospitals	3	178	59
623: Nursing and Residential Care Facilities	8	144	18
624: Social Assistance	32	313	10

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
71: Arts, Entertainment, and Recreation	22	214	10
711: Performing Arts, Spectator Sports, and Related Industries	6	65	11
712: Museums, Historical Sites, and Similar Institutions	2	17	9
713: Amusement, Gambling, and Recreation Industries	14	132	9
72: Accommodation and Food Services	82	1,025	13
721: Accommodation	6	36	6
722: Food Services and Drinking Places	76	989	13
81: Other Services (except Public Administration)	142	686	5
811: Repair and Maintenance	34	150	4
812: Personal and Laundry Services	57	264	5
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	51	272	5
92: Public Administration	79	1,396	18
921: Executive, Legislative, and Other General Government Support	67	1,053	16
922: Justice, Public Order, and Safety Activities	10	325	33
923: Administration of Human Resource Programs	0	0	0
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	2	18	9
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	0	0	0
99: Unassigned	48	43	1
999: Unassigned	48	43	1

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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