



TheRetailCoach®

COMMUNITY WORKPLACE POPULATION

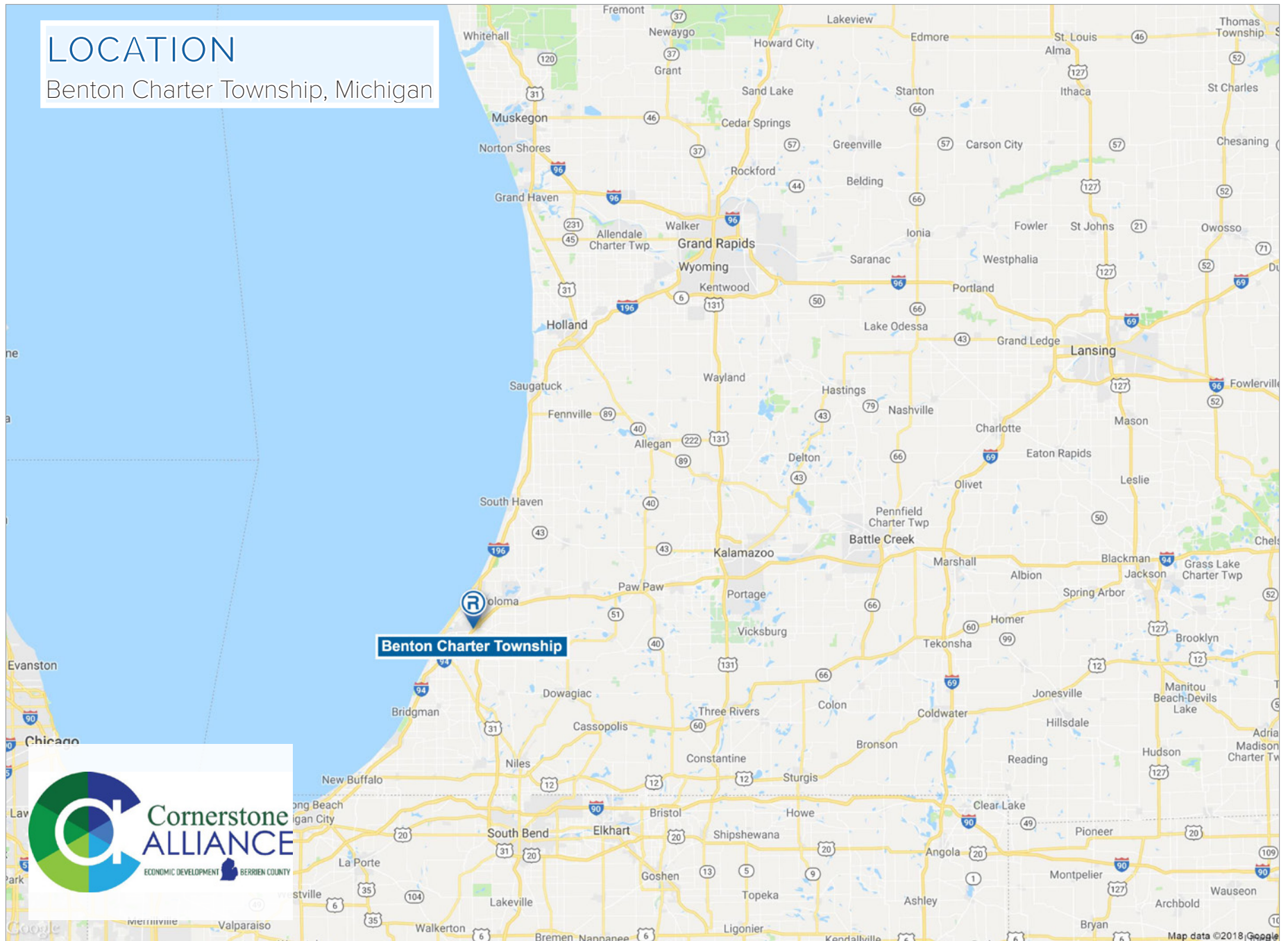
Benton Charter Township, Michigan

Prepared for
Cornerstone Alliance
July 2018



LOCATION

Benton Charter Township, Michigan



CONTACT

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Grand Total	870	16,279	18
11: Agriculture, Forestry, Fishing and Hunting	6	10	1
111: Crop Production	5	9	1
112: Animal Production and Aquaculture			
113: Forestry and Logging			
114: Fishing, Hunting and Trapping			
115: Support Activities for Agriculture and Forestry	1	1	1
21: Mining, Quarrying, and Oil and Gas Extraction			
211: Oil and Gas Extraction			
212: Mining (except Oil and Gas)			
213: Support Activities for Mining			
22: Utilities			
221: Utilities			
23: Construction	45	413	9
236: Construction of Buildings	15	82	5
237: Heavy and Civil Engineering Construction	3	71	23
238: Specialty Trade Contractors	27	260	9
31: Manufacturing	7	94	13
311: Food Manufacturing	1	8	8
312: Beverage and Tobacco Product Manufacturing	3	71	23
313: Textile Mills			
314: Textile Product Mills	2	14	7
315: Apparel Manufacturing	1	1	1
316: Leather and Allied Product Manufacturing			

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
32: Manufacturing	12	346	28
321: Wood Product Manufacturing			
322: Paper Manufacturing	1	25	25
323: Printing and Related Support Activities	5	97	19
324: Petroleum and Coal Products Manufacturing	1	35	35
325: Chemical Manufacturing			
326: Plastics and Rubber Products Manufacturing	3	135	45
327: Nonmetallic Mineral Product Manufacturing	2	54	27
33: Manufacturing	37	5862	158
331: Primary Metal Manufacturing	1	40	40
332: Fabricated Metal Product Manufacturing	14	242	17
333: Machinery Manufacturing	8	349	43
334: Computer and Electronic Product Manufacturing			
335: Electrical Equipment, Appliance, and Component Manufacturing	4	5096	1274
336: Transportation Equipment Manufacturing	2	118	59
337: Furniture and Related Product Manufacturing	3	6	2
339: Miscellaneous Manufacturing	5	11	2
42: Wholesale Trade	39	633	16
423: Merchant Wholesalers, Durable Goods	32	552	17
424: Merchant Wholesalers, Nondurable Goods	7	81	11
425: Wholesale Electronic Markets and Agents and Brokers			

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
44: Retail Trade	99	1,777	17
441: Motor Vehicle and Parts Dealers	20	257	12
442: Furniture and Home Furnishings Stores	10	69	6
443: Electronics and Appliance Stores	6	124	20
444: Building Material and Garden Equipment and Supplies Dealers	11	284	25
445: Food and Beverage Stores	14	690	49
446: Health and Personal Care Stores	15	158	10
447: Gasoline Stations	13	143	11
448: Clothing and Clothing Accessories Stores	10	52	5
45: Retail Trade	44	1416	32
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	8	127	15
452: General Merchandise Stores	13	1100	84
453: Miscellaneous Store Retailers	23	189	8
454: Nonstore Retailers			
48: Transportation and Warehousing	14	210	15
481: Air Transportation			
482: Rail Transportation			
483: Water Transportation			
484: Truck Transportation	4	60	15
485: Transit and Ground Passenger Transportation	3	68	22
486: Pipeline Transportation			
487: Scenic and Sightseeing Transportation			
488: Support Activities for Transportation	7	82	11

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49: Transportation and Warehousing	2	6	3
491: Postal Service	2	6	3
492: Couriers and Messengers			
493: Warehousing and Storage			
51: Information	24	497	20
511: Publishing Industries (except Internet)	3	13	4
512: Motion Picture and Sound Recording Industries	4	15	3
515: Broadcasting (except Internet)	7	364	52
517: Telecommunications	7	93	13
518: Data Processing, Hosting, and Related Services	2	9	4
519: Other Information Services	1	3	3
52: Finance and Insurance	61	106	1
521: Monetary Authorities-Central Bank			
522: Credit Intermediation and Related Activities	49	70	1
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	3	10	3
524: Insurance Carriers and Related Activities	9	26	2
525: Funds, Trusts, and Other Financial Vehicles			
53: Real Estate and Rental and Leasing	35	153	4
531: Real Estate	24	104	4
532: Rental and Leasing Services	11	49	4
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)			
54: Professional, Scientific, and Technical Services	45	425	9
541: Professional, Scientific, and Technical Services	45	425	9

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
55: Management of Companies and Enterprises			
551: Management of Companies and Enterprises			
56: Administrative and Support and Waste Management and Remediation Services	31	314	10
561: Administrative and Support Services	28	302	10
562: Waste Management and Remediation Services	3	12	4
61: Educational Services	18	768	42
611: Educational Services	18	768	42
62: Health Care and Social Assistance	116	696	6
621: Ambulatory Health Care Services	94	473	5
622: Hospitals			
623: Nursing and Residential Care Facilities	2	13	6
624: Social Assistance	20	210	10
71: Arts, Entertainment, and Recreation	10	201	20
711: Performing Arts, Spectator Sports, and Related Industries	2	4	2
712: Museums, Historical Sites, and Similar Institutions	2	15	7
713: Amusement, Gambling, and Recreation Industries	6	182	30
72: Accommodation and Food Services	53	1,073	20
721: Accommodation	12	212	17
722: Food Services and Drinking Places	41	861	21

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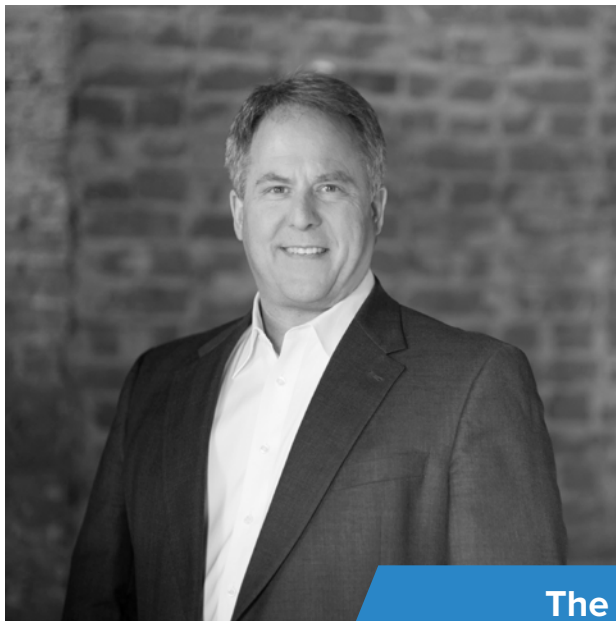
BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
81: Other Services (except Public Administration)	117	724	6
811: Repair and Maintenance	37	235	6
812: Personal and Laundry Services	23	121	5
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	57	368	6
92: Public Administration	27	551	20
921: Executive, Legislative, and Other General Government Support	23	468	20
922: Justice, Public Order, and Safety Activities	3	76	25
923: Administration of Human Resource Programs	1	7	7
924: Administration of Environmental Quality Programs			
925: Administration of Housing Programs, Urban Planning, and Community Development			
926: Administration of Economic Programs			
927: Space Research and Technology			
928: National Security and International Affairs			
99: Unassigned	28	4	0
999: Unassigned	28	4	0



ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

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.



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their 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.

The Retail Coach –

“It’s not about data. It’s about your success.”



ACKNOWLEDGEMENTS

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 Analytica 2018, ESRI 2017, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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