



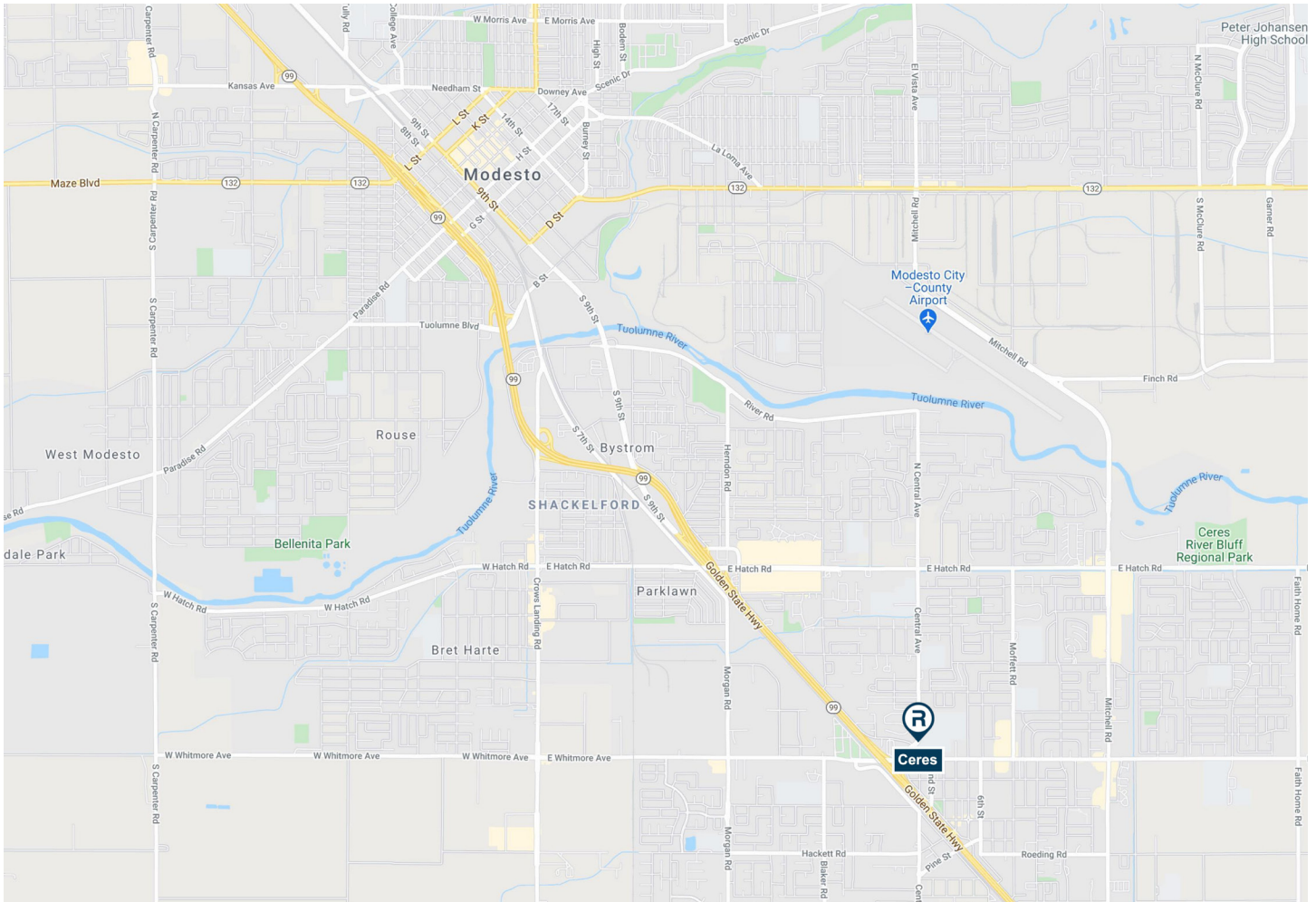
The**Retail**Coach.®

Community Workplace Population

CERES, CALIFORNIA

Prepared for City of Ceres, California
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Community



Prepared for:



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Community • Workplace Population

Ceres, California

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Grand Total	1,329	10,099	8
11: Agriculture, Forestry, Fishing and Hunting	4	14	4
111: Crop Production	3	12	4
112: Animal Production and Aquaculture	1	2	2
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	2	32	16
211: Oil and Gas Extraction	0	0	0
212: Mining (except Oil and Gas)	0	0	0
213: Support Activities for Mining	2	32	16
22: Utilities	1	3	3
221: Utilities	1	3	3
23: Construction	86	1189	14
236: Construction of Buildings	26	454	17
237: Heavy and Civil Engineering Construction	3	20	7
238: Specialty Trade Contractors	57	715	13
31: Manufacturing	5	45	9
311: Food Manufacturing	4	20	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	0	0	0
316: Leather and Allied Product Manufacturing	1	25	25
32: Manufacturing	10	76	8
321: Wood Product Manufacturing	1	1	1
322: Paper Manufacturing	0	0	0
323: Printing and Related Support Activities	5	34	7
324: Petroleum and Coal Products Manufacturing	1	3	3
325: Chemical Manufacturing	1	6	6
326: Plastics and Rubber Products Manufacturing	1	12	12
327: Nonmetallic Mineral Product Manufacturing	1	20	20

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
33: Manufacturing	22	164	7
331: Primary Metal Manufacturing	0	0	0
332: Fabricated Metal Product Manufacturing	6	39	7
333: Machinery Manufacturing	2	14	7
334: Computer and Electronic Product Manufacturing	1	6	6
335: Electrical Equipment, Appliance, and Component Manufacturing	0	0	0
336: Transportation Equipment Manufacturing	1	5	5
337: Furniture and Related Product Manufacturing	6	69	12
339: Miscellaneous Manufacturing	6	31	5
42: Wholesale Trade	30	416	14
423: Merchant Wholesalers, Durable Goods	20	73	4
424: Merchant Wholesalers, Nondurable Goods	9	335	37
425: Wholesale Electronic Markets and Agents and Brokers	1	8	8
44: Retail Trade	117	1,148	10
441: Motor Vehicle and Parts Dealers	24	235	10
442: Furniture and Home Furnishings Stores	5	9	2
443: Electronics and Appliance Stores	5	55	11
444: Building Material and Garden Equipment and Supplies Dealers	14	240	17
445: Food and Beverage Stores	36	380	11
446: Health and Personal Care Stores	14	136	10
447: Gasoline Stations	11	47	4
448: Clothing and Clothing Accessories Stores	8	46	6
45: Retail Trade	42	619	15
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	4	27	7
452: General Merchandise Stores	12	457	38
453: Miscellaneous Store Retailers	19	112	6
454: Nonstore Retailers	7	23	3
48: Transportation and Warehousing	90	335	4
481: Air Transportation	0	0	0
482: Rail Transportation	0	0	0
483: Water Transportation	0	0	0
484: Truck Transportation	59	215	4
485: Transit and Ground Passenger Transportation	5	13	3
486: Pipeline Transportation	0	0	0
487: Scenic and Sightseeing Transportation	0	0	0
488: Support Activities for Transportation	26	107	4
49: Transportation and Warehousing	3	46	15
491: Postal Service	2	43	22
492: Couriers and Messengers	0	0	0
493: Warehousing and Storage	1	3	3

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
51: Information	22	130	6
511: Publishing Industries (except Internet)	2	20	10
512: Motion Picture and Sound Recording Industries	0	0	0
515: Broadcasting (except Internet)	2	16	8
517: Telecommunications	15	84	6
518: Data Processing, Hosting, and Related Services	2	4	2
519: Other Information Services	1	6	6
52: Finance and Insurance	94	306	3
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	49	150	3
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	7	20	3
524: Insurance Carriers and Related Activities	38	136	4
525: Funds, Trusts, and Other Financial Vehicles	0	0	0
53: Real Estate and Rental and Leasing	85	299	4
531: Real Estate	63	202	3
532: Rental and Leasing Services	22	97	4
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0
54: Professional, Scientific, and Technical Services	67	361	5
541: Professional, Scientific, and Technical Services	67	361	5
55: Management of Companies and Enterprises	0	0	0
551: Management of Companies and Enterprises	0	0	0
56: Administrative and Support and Waste Management and Remediation Services	37	245	7
561: Administrative and Support Services	36	243	7
562: Waste Management and Remediation Services	1	2	2
61: Educational Services	27	1,149	43
611: Educational Services	27	1,149	43
62: Health Care and Social Assistance	195	992	5
621: Ambulatory Health Care Services	143	457	3
622: Hospitals	2	50	25
623: Nursing and Residential Care Facilities	8	269	34
624: Social Assistance	42	216	5

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
71: Arts, Entertainment, and Recreation	16	182	11
711: Performing Arts, Spectator Sports, and Related Industries	7	20	3
712: Museums, Historical Sites, and Similar Institutions	1	7	7
713: Amusement, Gambling, and Recreation Industries	8	155	19
72: Accommodation and Food Services	100	1,236	12
721: Accommodation	4	42	11
722: Food Services and Drinking Places	96	1,194	12
81: Other Services (except Public Administration)	150	583	4
811: Repair and Maintenance	58	150	3
812: Personal and Laundry Services	50	174	3
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	42	259	6
92: Public Administration	32	513	16
921: Executive, Legislative, and Other General Government Support	22	220	10
922: Justice, Public Order, and Safety Activities	7	263	38
923: Administration of Human Resource Programs	1	20	20
924: Administration of Environmental Quality Programs	1	3	3
925: Administration of Housing Programs, Urban Planning, and Community Development	0	0	0
926: Administration of Economic Programs	1	7	7
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	0	0	0
99: Unassigned	92	16	0
999: Unassigned	92	16	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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