



TheRetailCoach®

# COMMUNITY WORKPLACE POPULATION

Chelsea, Alabama

Prepared for  
City of Chelsea  
May 2019



## LOCATION

Chelsea, Alabama



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# COMMUNITY • WORKPLACE POPULATION

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>Grand Total</b>	<b>352</b>	<b>2,251</b>	<b>6</b>
<b>11: Agriculture, Forestry, Fishing and Hunting</b>	<b>1</b>	<b>3</b>	<b>3</b>
111: Crop Production			
112: Animal Production and Aquaculture			
113: Forestry and Logging			
114: Fishing, Hunting and Trapping			
115: Support Activities for Agriculture and Forestry	1	3	3
<b>21: Mining, Quarrying, and Oil and Gas Extraction</b>	<b>1</b>	<b>14</b>	<b>14</b>
211: Oil and Gas Extraction			
212: Mining (except Oil and Gas)	1	14	14
213: Support Activities for Mining			
<b>22: Utilities</b>			
221: Utilities			
<b>23: Construction</b>	<b>25</b>	<b>91</b>	<b>3</b>
236: Construction of Buildings	8	16	2
237: Heavy and Civil Engineering Construction			
238: Specialty Trade Contractors	17	75	4
<b>31: Manufacturing</b>	<b>2</b>	<b>6</b>	<b>3</b>
311: Food Manufacturing	2	6	3
312: Beverage and Tobacco Product Manufacturing			
313: Textile Mills			
314: Textile Product Mills			
315: Apparel Manufacturing			
316: Leather and Allied Product Manufacturing			

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<b>32: Manufacturing</b>	<b>1</b>	<b>4</b>	<b>4</b>
321: Wood Product Manufacturing	1	4	4
322: Paper Manufacturing			
323: Printing and Related Support Activities			
324: Petroleum and Coal Products Manufacturing			
325: Chemical Manufacturing			
326: Plastics and Rubber Products Manufacturing			
327: Nonmetallic Mineral Product Manufacturing			
<b>33: Manufacturing</b>	<b>3</b>	<b>8</b>	<b>2</b>
331: Primary Metal Manufacturing			
332: Fabricated Metal Product Manufacturing	1	3	3
333: Machinery Manufacturing			
334: Computer and Electronic Product Manufacturing	1	3	3
335: Electrical Equipment, Appliance, and Component Manufacturing			
336: Transportation Equipment Manufacturing			
337: Furniture and Related Product Manufacturing			
339: Miscellaneous Manufacturing	1	2	2
<b>42: Wholesale Trade</b>	<b>11</b>	<b>50</b>	<b>4</b>
423: Merchant Wholesalers, Durable Goods	10	48	4
424: Merchant Wholesalers, Nondurable Goods			
425: Wholesale Electronic Markets and Agents and Brokers	1	2	2

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<b>44: Retail Trade</b>	<b>36</b>	<b>384</b>	<b>10</b>
441: Motor Vehicle and Parts Dealers	3	26	8
442: Furniture and Home Furnishings Stores	2	5	2
443: Electronics and Appliance Stores	2	14	7
444: Building Material and Garden Equipment and Supplies Dealers	4	37	9
445: Food and Beverage Stores	7	207	29
446: Health and Personal Care Stores	6	51	8
447: Gasoline Stations	2	12	6
448: Clothing and Clothing Accessories Stores	10	32	3
<b>45: Retail Trade</b>	<b>8</b>	<b>45</b>	<b>5</b>
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores			
452: General Merchandise Stores	2	14	7
453: Miscellaneous Store Retailers	5	14	2
454: Nonstore Retailers	1	17	17
<b>48: Transportation and Warehousing</b>	<b>8</b>	<b>49</b>	<b>6</b>
481: Air Transportation			
482: Rail Transportation	1	12	12
483: Water Transportation			
484: Truck Transportation	4	23	5
485: Transit and Ground Passenger Transportation			
486: Pipeline Transportation			
487: Scenic and Sightseeing Transportation			
488: Support Activities for Transportation	3	14	4

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<b>49: Transportation and Warehousing</b>	<b>2</b>	<b>22</b>	<b>11</b>
491: Postal Service	1	12	12
492: Couriers and Messengers	1	10	10
493: Warehousing and Storage			
<b>51: Information</b>	<b>9</b>	<b>42</b>	<b>4</b>
511: Publishing Industries (except Internet)	2	24	12
512: Motion Picture and Sound Recording Industries			
515: Broadcasting (except Internet)			
517: Telecommunications	5	16	3
518: Data Processing, Hosting, and Related Services	1	1	1
519: Other Information Services	1	1	1
<b>52: Finance and Insurance</b>	<b>32</b>	<b>82</b>	<b>2</b>
521: Monetary Authorities-Central Bank			
522: Credit Intermediation and Related Activities	16	35	2
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	5	18	3
524: Insurance Carriers and Related Activities	11	29	2
525: Funds, Trusts, and Other Financial Vehicles			
<b>53: Real Estate and Rental and Leasing</b>	<b>16</b>	<b>39</b>	<b>2</b>
531: Real Estate	11	34	3
532: Rental and Leasing Services	5	5	1
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)			
<b>54: Professional, Scientific, and Technical Services</b>	<b>30</b>	<b>100</b>	<b>3</b>
541: Professional, Scientific, and Technical Services	30	100	3

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>55: Management of Companies and Enterprises</b>	<b>2</b>	<b>4</b>	<b>2</b>
551: Management of Companies and Enterprises	2	4	2
<b>56: Administrative and Support and Waste Management and Remediation Services</b>	<b>18</b>	<b>64</b>	<b>3</b>
561: Administrative and Support Services	17	60	3
562: Waste Management and Remediation Services	1	4	4
<b>61: Educational Services</b>	<b>4</b>	<b>177</b>	<b>44</b>
611: Educational Services	4	177	44
<b>62: Health Care and Social Assistance</b>	<b>56</b>	<b>426</b>	<b>7</b>
621: Ambulatory Health Care Services	43	185	4
622: Hospitals			
623: Nursing and Residential Care Facilities	6	182	30
624: Social Assistance	7	59	8
<b>71: Arts, Entertainment, and Recreation</b>	<b>8</b>	<b>24</b>	<b>3</b>
711: Performing Arts, Spectator Sports, and Related Industries	4	11	2
712: Museums, Historical Sites, and Similar Institutions			
713: Amusement, Gambling, and Recreation Industries	4	13	3
<b>72: Accommodation and Food Services</b>	<b>24</b>	<b>367</b>	<b>15</b>
721: Accommodation			
<b>722: Food Services and Drinking Places</b>	<b>24</b>	<b>367</b>	<b>15</b>

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<b>81: Other Services (except Public Administration)</b>	<b>40</b>	<b>180</b>	<b>4</b>
811: Repair and Maintenance	10	42	4
812: Personal and Laundry Services	16	62	3
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	14	76	5
<b>92: Public Administration</b>	<b>5</b>	<b>60</b>	<b>12</b>
921: Executive, Legislative, and Other General Government Support	3	24	8
922: Justice, Public Order, and Safety Activities	2	36	18
923: Administration of Human Resource Programs			
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			
<b>99: Unassigned</b>	<b>10</b>	<b>10</b>	<b>1</b>
999: Unassigned	10	10	1



# 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 Analytics, ESRI, 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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