

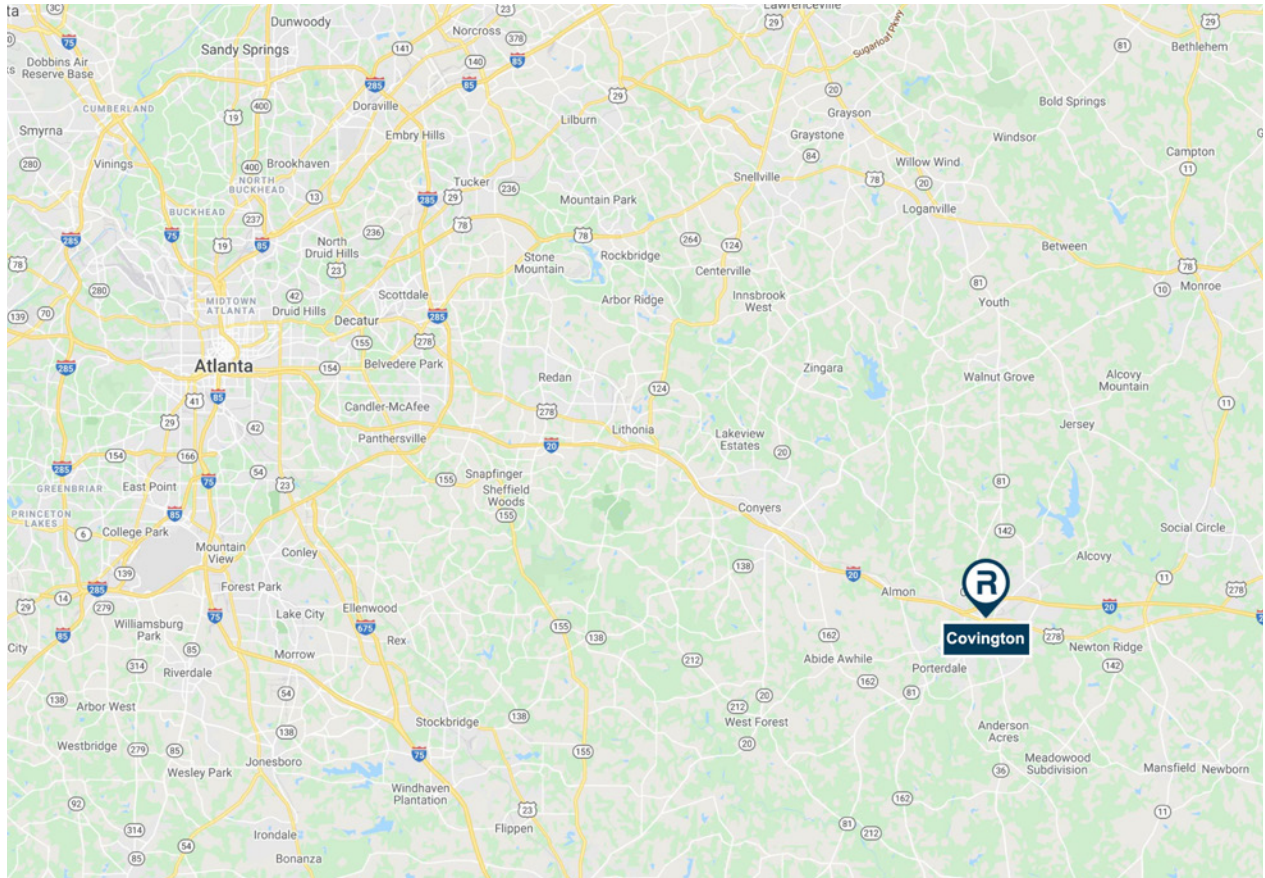


COVINGTON, GEORGIA

Community Workplace Population



Contact Information



NEWTON COUNTY

**INDUSTRIAL DEVELOPMENT
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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.

Retail360® 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 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.



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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Grand Total	1,499	15,405	10
11: Agriculture, Forestry, Fishing and Hunting	0	0	0
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	0	0	0
21: Mining, Quarrying, and Oil and Gas Extraction	1	1	1
211: Oil and Gas Extraction	1	1	1
212: Mining (except Oil and Gas)	0	0	0
213: Support Activities for Mining	0	0	0
22: Utilities	2	14	7
221: Utilities	2	14	7
23: Construction	84	523	6
236: Construction of Buildings	27	101	4
237: Heavy and Civil Engineering Construction	11	70	6
238: Specialty Trade Contractors	46	352	8
31: Manufacturing	4	61	15
311: Food Manufacturing	4	61	15
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	0	0	0
32: Manufacturing	18	842	47
321: Wood Product Manufacturing	2	17	9
322: Paper Manufacturing	9	323	36
323: Printing and Related Support Activities	1	7	7
324: Petroleum and Coal Products Manufacturing	0	0	0
325: Chemical Manufacturing	2	41	21
326: Plastics and Rubber Products Manufacturing	3	354	118
327: Nonmetallic Mineral Product Manufacturing	1	100	100

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
33: Manufacturing	40	1514	38
331: Primary Metal Manufacturing	0	0	0
332: Fabricated Metal Product Manufacturing	17	465	27
333: Machinery Manufacturing	3	42	14
334: Computer and Electronic Product Manufacturing	1	33	33
335: Electrical Equipment, Appliance, and Component Manufacturing	2	31	16
336: Transportation Equipment Manufacturing	1	16	16
337: Furniture and Related Product Manufacturing	5	135	27
339: Miscellaneous Manufacturing	11	792	72
42: Wholesale Trade	47	1087	23
423: Merchant Wholesalers, Durable Goods	34	318	9
424: Merchant Wholesalers, Nondurable Goods	9	458	51
425: Wholesale Electronic Markets and Agents and Brokers	4	311	78
44: Retail Trade	133	1,706	13
441: Motor Vehicle and Parts Dealers	31	479	15
442: Furniture and Home Furnishings Stores	12	53	4
443: Electronics and Appliance Stores	12	296	25
444: Building Material and Garden Equipment and Supplies Dealers	15	228	15
445: Food and Beverage Stores	21	444	21
446: Health and Personal Care Stores	20	121	6
447: Gasoline Stations	8	27	3
448: Clothing and Clothing Accessories Stores	14	58	4
45: Retail Trade	60	624	10
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	10	53	5
452: General Merchandise Stores	13	129	10
453: Miscellaneous Store Retailers	23	402	17
454: Nonstore Retailers	14	40	3
48: Transportation and Warehousing	19	74	4
481: Air Transportation	1	2	2
482: Rail Transportation	0	0	0
483: Water Transportation	0	0	0
484: Truck Transportation	6	33	6
485: Transit and Ground Passenger Transportation	2	8	4
486: Pipeline Transportation	0	0	0
487: Scenic and Sightseeing Transportation	0	0	0
488: Support Activities for Transportation	10	31	3
49: Transportation and Warehousing	3	7	2
491: Postal Service	1	4	4
492: Couriers and Messengers	0	0	0
493: Warehousing and Storage	2	3	2

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51: Information	24	178	7
511: Publishing Industries (except Internet)	2	28	14
512: Motion Picture and Sound Recording Industries	2	3	2
515: Broadcasting (except Internet)	2	13	7
517: Telecommunications	14	94	7
518: Data Processing, Hosting, and Related Services	2	9	5
519: Other Information Services	2	31	16
52: Finance and Insurance	115	450	4
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	69	320	5
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	10	21	2
524: Insurance Carriers and Related Activities	36	109	3
525: Funds, Trusts, and Other Financial Vehicles	0	0	0
53: Real Estate and Rental and Leasing	54	435	8
531: Real Estate	40	386	10
532: Rental and Leasing Services	14	49	4
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0
54: Professional, Scientific, and Technical Services	95	359	4
541: Professional, Scientific, and Technical Services	95	359	4
55: Management of Companies and Enterprises	6	57	10
551: Management of Companies and Enterprises	6	57	10
56: Administrative and Support and Waste Management and Remediation Services	36	222	6
561: Administrative and Support Services	35	218	6
562: Waste Management and Remediation Services	1	4	4
61: Educational Services	23	764	33
611: Educational Services	23	764	33
62: Health Care and Social Assistance	360	2,140	6
621: Ambulatory Health Care Services	324	1,577	5
622: Hospitals	7	133	19
623: Nursing and Residential Care Facilities	4	176	44
624: Social Assistance	25	254	10
71: Arts, Entertainment, and Recreation	13	77	6
711: Performing Arts, Spectator Sports, and Related Industries	4	27	7
712: Museums, Historical Sites, and Similar Institutions	2	5	3
713: Amusement, Gambling, and Recreation Industries	7	45	6

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72: Accommodation and Food Services	101	1,681	17
721: Accommodation	11	126	11
722: Food Services and Drinking Places	90	1,555	17
81: Other Services (except Public Administration)	154	624	4
811: Repair and Maintenance	37	151	4
812: Personal and Laundry Services	69	285	4
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	48	188	4
92: Public Administration	65	1,923	30
921: Executive, Legislative, and Other General Government Support	48	1,586	33
922: Justice, Public Order, and Safety Activities	11	264	24
923: Administration of Human Resource Programs	2	43	22
924: Administration of Environmental Quality Programs	2	14	7
925: Administration of Housing Programs, Urban Planning, and Community Development	0	0	0
926: Administration of Economic Programs	2	16	8
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	0	0	0
99: Unassigned	42	42	1
999: Unassigned	42	42	1



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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