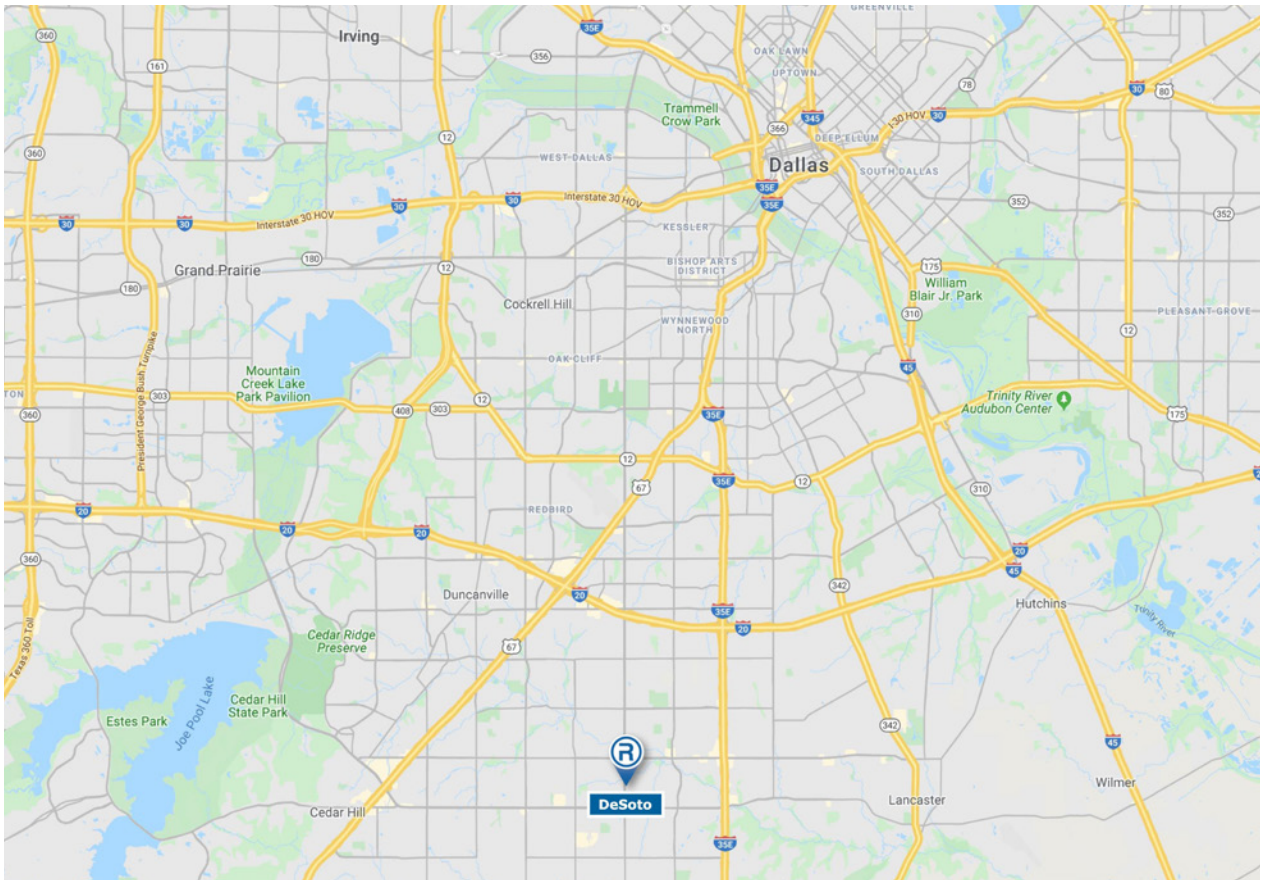
DESOTO, TEXAS

COMMUNITY WORKPLACE POPULATION

TheRetailCoach.

800.851.0962 | INFO@THERETAILCOACH.NET | THERETAILCOACH.NET | AUSTIN, TEXAS • TUPELO, MISSISSIPPI

CONTACT INFORMATION



DeSoto Economic Development Corporation
Joe D. Newman
Chief Executive Officer

211 East Pleasant Run Road
DeSoto, Texas 75115

Office 972.230.9611
Cell 512.581.2332

JNewman@dedc.org
www.dedc.org

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 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	**1,933**	**14,570**	**8**
11: Agriculture, Forestry, Fishing and Hunting	**4**	**10**	**3**
111: Crop Production	1	3	3
112: Animal Production and Aquaculture	0	0	0
113: Forestry and Logging	0	0	0
114: Fishing, Hunting and Trapping	1	3	3
115: Support Activities for Agriculture and Forestry	2	4	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	**1**	**5**	**5**
221: Utilities	1	5	5
23: Construction	**101**	**820**	**8**
236: Construction of Buildings	40	258	6
237: Heavy and Civil Engineering Construction	2	53	27
238: Specialty Trade Contractors	59	509	9
31: Manufacturing	**11**	**174**	**16**
311: Food Manufacturing	10	132	13
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	1	42	42
316: Leather and Allied Product Manufacturing	0	0	0
32: Manufacturing	**8**	**112**	**14**
321: Wood Product Manufacturing	0	0	0
322: Paper Manufacturing	1	4	4
323: Printing and Related Support Activities	3	14	5
324: Petroleum and Coal Products Manufacturing	0	0	0
325: Chemical Manufacturing	1	6	6
326: Plastics and Rubber Products Manufacturing	1	75	75
327: Nonmetallic Mineral Product Manufacturing	2	13	7

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
33: Manufacturing	**23**	**356**	**15**
331: Primary Metal Manufacturing	0	0	0
332: Fabricated Metal Product Manufacturing	2	22	11
333: Machinery Manufacturing	5	33	7
334: Computer and Electronic Product Manufacturing	1	10	10
335: Electrical Equipment, Appliance, and Component Manufacturing	1	100	100
336: Transportation Equipment Manufacturing	4	69	17
337: Furniture and Related Product Manufacturing	1	2	2
339: Miscellaneous Manufacturing	9	120	13
42: Wholesale Trade	**32**	**406**	**13**
423: Merchant Wholesalers, Durable Goods	27	379	14
424: Merchant Wholesalers, Nondurable Goods	3	14	5
425: Wholesale Electronic Markets and Agents and Brokers	2	13	7
44: Retail Trade	**150**	**1,639**	**11**
441: Motor Vehicle and Parts Dealers	29	332	11
442: Furniture and Home Furnishings Stores	9	52	6
443: Electronics and Appliance Stores	5	33	7
444: Building Material and Garden Equipment and Supplies Dealers	20	557	28
445: Food and Beverage Stores	28	404	14
446: Health and Personal Care Stores	27	149	6
447: Gasoline Stations	5	18	4
448: Clothing and Clothing Accessories Stores	27	94	3
45: Retail Trade	**61**	**807**	**13**
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	5	16	3
452: General Merchandise Stores	19	507	27
453: Miscellaneous Store Retailers	24	96	4
454: Nonstore Retailers	13	188	14
48: Transportation and Warehousing	**53**	**238**	**4**
481: Air Transportation	0	0	0
482: Rail Transportation	0	0	0
483: Water Transportation	0	0	0
484: Truck Transportation	35	146	4
485: Transit and Ground Passenger Transportation	6	31	5
486: Pipeline Transportation	0	0	0
487: Scenic and Sightseeing Transportation	0	0	0
488: Support Activities for Transportation	12	61	5
49: Transportation and Warehousing	**0**	**0**	**0**
491: Postal Service	0	0	0
492: Couriers and Messengers	0	0	0
493: Warehousing and Storage	0	0	0

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
51: Information	**22**	**164**	**7**
511: Publishing Industries (except Internet)	4	12	3
512: Motion Picture and Sound Recording Industries	1	6	6
515: Broadcasting (except Internet)	0	0	0
517: Telecommunications	15	77	5
518: Data Processing, Hosting, and Related Services	1	60	60
519: Other Information Services	1	9	9
52: Finance and Insurance	**124**	**746**	**6**
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	56	229	4
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	23	388	17
524: Insurance Carriers and Related Activities	45	129	3
525: Funds, Trusts, and Other Financial Vehicles	0	0	0
53: Real Estate and Rental and Leasing	**94**	**447**	**5**
531: Real Estate	69	383	6
532: Rental and Leasing Services	25	64	3
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0
54: Professional, Scientific, and Technical Services	**129**	**558**	**4**
541: Professional, Scientific, and Technical Services	129	558	4
55: Management of Companies and Enterprises	**3**	**9**	**3**
551: Management of Companies and Enterprises	3	9	3
56: Administrative and Support and Waste Management and Remediation Services	**45**	**263**	**6**
561: Administrative and Support Services	45	263	6
562: Waste Management and Remediation Services	0	0	0
61: Educational Services	**40**	**1,157**	**29**
611: Educational Services	40	1,157	29
62: Health Care and Social Assistance	**403**	**2,695**	**7**
621: Ambulatory Health Care Services	311	1,398	4
622: Hospitals	8	418	52
623: Nursing and Residential Care Facilities	19	455	24
624: Social Assistance	65	424	7
71: Arts, Entertainment, and Recreation	**19**	**208**	**11**
711: Performing Arts, Spectator Sports, and Related Industries	6	30	5
712: Museums, Historical Sites, and Similar Institutions	1	18	18
713: Amusement, Gambling, and Recreation Industries	12	160	13

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
72: Accommodation and Food Services	**105**	**1,896**	**18**
721: Accommodation	12	149	12
722: Food Services and Drinking Places	**93**	**1,747**	**19**
81: Other Services (except Public Administration)	**250**	**1,069**	**4**
811: Repair and Maintenance	60	298	5
812: Personal and Laundry Services	80	324	4
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	110	447	4
92: Public Administration	**30**	**690**	**23**
921: Executive, Legislative, and Other General Government Support	24	487	20
922: Justice, Public Order, and Safety Activities	4	197	49
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	6	3
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	0	0	0
99: Unassigned	**225**	**101**	**0**
999: Unassigned	225	101	0

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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