

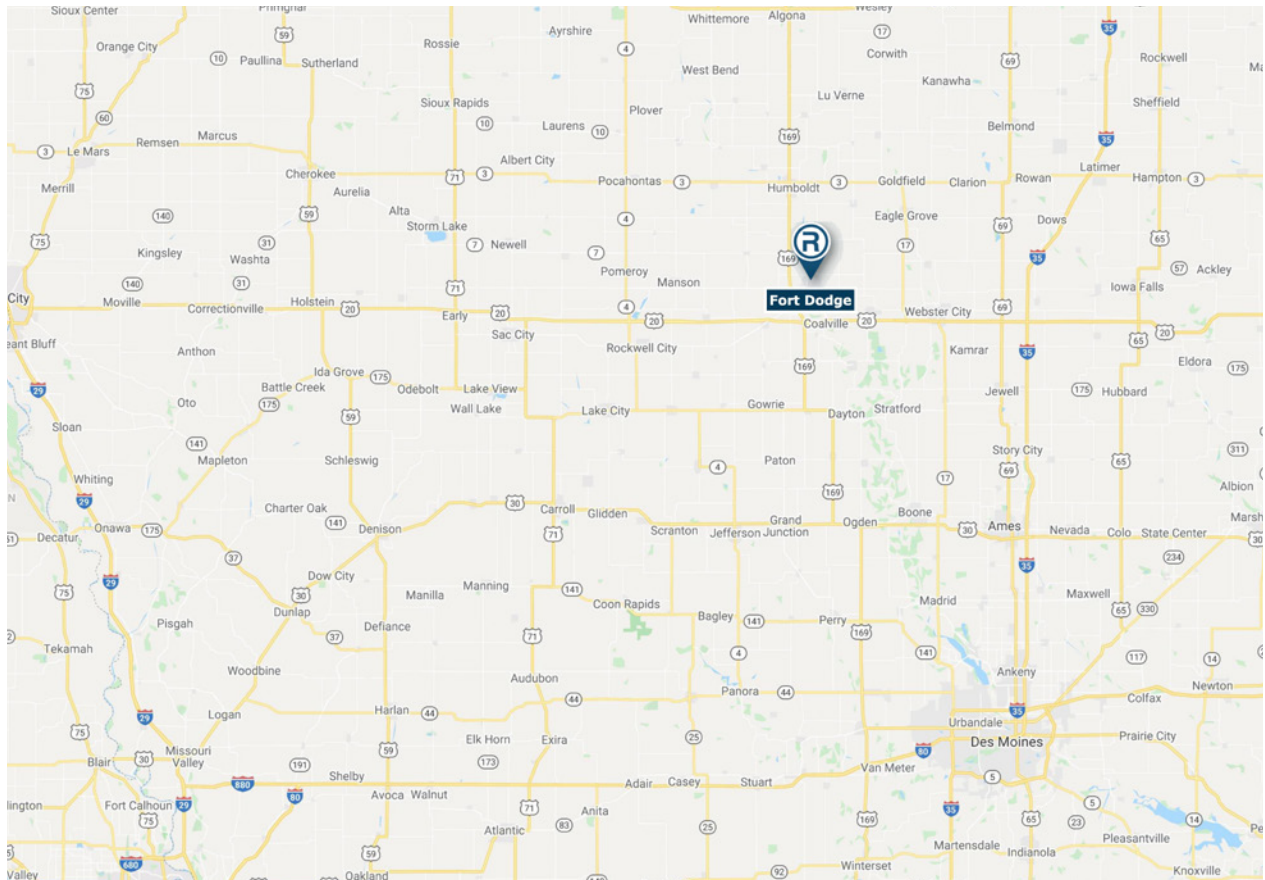


FORT DODGE, IOWA

Community Workplace Population



Contact Information



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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	1,706	16,066	9
11: Agriculture, Forestry, Fishing and Hunting	12	48	4
111: Crop Production	7	35	5
112: Animal Production and Aquaculture	2	4	2
113: Forestry and Logging	0	0	0
114: Fishing, Hunting and Trapping	0	0	0
115: Support Activities for Agriculture and Forestry	3	9	3
21: Mining, Quarrying, and Oil and Gas Extraction	1	5	5
211: Oil and Gas Extraction	1	5	5
212: Mining (except Oil and Gas)	0	0	0
213: Support Activities for Mining	0	0	0
22: Utilities	3	105	35
221: Utilities	3	105	35
23: Construction	96	565	6
236: Construction of Buildings	40	202	5
237: Heavy and Civil Engineering Construction	3	66	22
238: Specialty Trade Contractors	53	297	6
31: Manufacturing	8	286	36
311: Food Manufacturing	5	257	51
312: Beverage and Tobacco Product Manufacturing	2	22	11
313: Textile Mills	1	7	7
314: Textile Product Mills	0	0	0
315: Apparel Manufacturing	0	0	0
316: Leather and Allied Product Manufacturing	0	0	0
32: Manufacturing	9	202	22
321: Wood Product Manufacturing	0	0	0
322: Paper Manufacturing	0	0	0
323: Printing and Related Support Activities	4	31	8
324: Petroleum and Coal Products Manufacturing	0	0	0
325: Chemical Manufacturing	1	57	57
326: Plastics and Rubber Products Manufacturing	1	6	6
327: Nonmetallic Mineral Product Manufacturing	3	108	36

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
33: Manufacturing	22	365	17
331: Primary Metal Manufacturing	0	0	0
332: Fabricated Metal Product Manufacturing	3	201	67
333: Machinery Manufacturing	6	71	12
334: Computer and Electronic Product Manufacturing	0	0	0
335: Electrical Equipment, Appliance, and Component Manufacturing	0	0	0
336: Transportation Equipment Manufacturing	1	20	20
337: Furniture and Related Product Manufacturing	4	18	5
339: Miscellaneous Manufacturing	8	55	7
42: Wholesale Trade	48	459	10
423: Merchant Wholesalers, Durable Goods	33	247	7
424: Merchant Wholesalers, Nondurable Goods	15	212	14
425: Wholesale Electronic Markets and Agents and Brokers	0	0	0
44: Retail Trade	128	1,468	11
441: Motor Vehicle and Parts Dealers	25	238	10
442: Furniture and Home Furnishings Stores	11	86	8
443: Electronics and Appliance Stores	5	17	3
444: Building Material and Garden Equipment and Supplies Dealers	10	174	17
445: Food and Beverage Stores	28	603	22
446: Health and Personal Care Stores	20	175	9
447: Gasoline Stations	6	46	8
448: Clothing and Clothing Accessories Stores	23	129	6
45: Retail Trade	54	817	15
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	12	71	6
452: General Merchandise Stores	7	555	79
453: Miscellaneous Store Retailers	29	136	5
454: Nonstore Retailers	6	55	9
48: Transportation and Warehousing	21	372	18
481: Air Transportation	0	0	0
482: Rail Transportation	0	0	0
483: Water Transportation	0	0	0
484: Truck Transportation	12	167	14
485: Transit and Ground Passenger Transportation	7	202	29
486: Pipeline Transportation	0	0	0
487: Scenic and Sightseeing Transportation	0	0	0
488: Support Activities for Transportation	2	3	2
49: Transportation and Warehousing	6	191	32
491: Postal Service	1	115	115
492: Couriers and Messengers	2	15	8
493: Warehousing and Storage	3	61	20

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
51: Information	45	877	19
511: Publishing Industries (except Internet)	24	469	20
512: Motion Picture and Sound Recording Industries	1	8	8
515: Broadcasting (except Internet)	8	215	27
517: Telecommunications	8	147	18
518: Data Processing, Hosting, and Related Services	2	8	4
519: Other Information Services	2	30	15
52: Finance and Insurance	142	508	4
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	63	281	4
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	24	81	3
524: Insurance Carriers and Related Activities	55	146	3
525: Funds, Trusts, and Other Financial Vehicles	0	0	0
53: Real Estate and Rental and Leasing	72	269	4
531: Real Estate	63	240	4
532: Rental and Leasing Services	9	29	3
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0
54: Professional, Scientific, and Technical Services	107	572	5
541: Professional, Scientific, and Technical Services	107	572	5
55: Management of Companies and Enterprises	1	75	75
551: Management of Companies and Enterprises	1	75	75
56: Administrative and Support and Waste Management and Remediation Services	63	398	6
561: Administrative and Support Services	58	363	6
562: Waste Management and Remediation Services	5	35	7
61: Educational Services	39	979	25
611: Educational Services	39	979	25
62: Health Care and Social Assistance	396	3,748	9
621: Ambulatory Health Care Services	314	1,683	5
622: Hospitals	15	957	64
623: Nursing and Residential Care Facilities	14	657	47
624: Social Assistance	53	451	9
71: Arts, Entertainment, and Recreation	20	97	5
711: Performing Arts, Spectator Sports, and Related Industries	8	35	4
712: Museums, Historical Sites, and Similar Institutions	3	27	9
713: Amusement, Gambling, and Recreation Industries	9	35	4

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72: Accommodation and Food Services	87	1,607	18
721: Accommodation	14	206	15
722: Food Services and Drinking Places	73	1,401	19
81: Other Services (except Public Administration)	198	1,044	5
811: Repair and Maintenance	57	300	5
812: Personal and Laundry Services	64	228	4
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	77	516	7
92: Public Administration	73	883	12
921: Executive, Legislative, and Other General Government Support	61	693	11
922: Justice, Public Order, and Safety Activities	7	149	21
923: Administration of Human Resource Programs	2	20	10
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	18	9
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	1	3	3
99: Unassigned	55	126	2
999: Unassigned	55	126	2



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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