



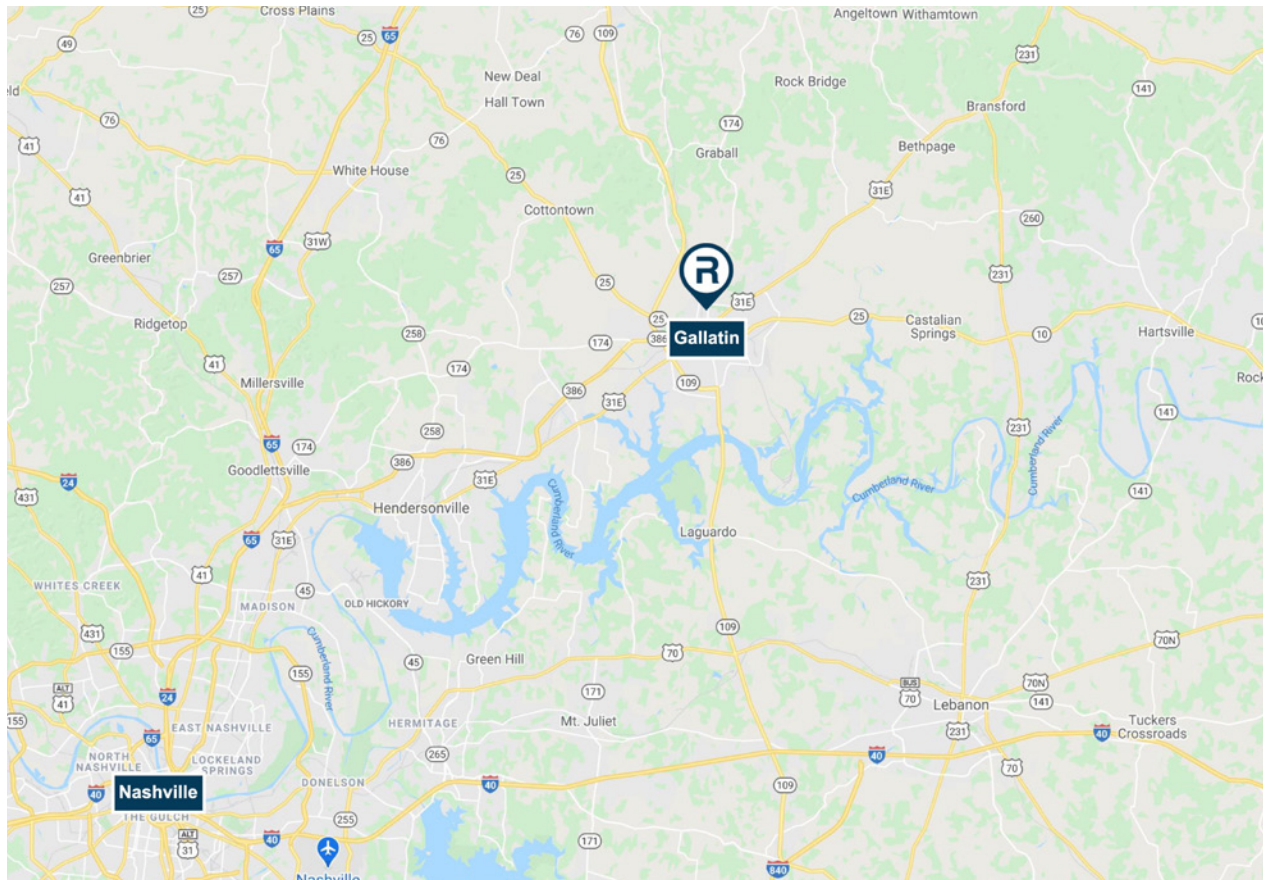
GALLATIN, TENNESSEE

# Community Workplace Population

 The**Retail**Coach.

800.851.0962 | [INFO@THERETAILCOACH.NET](mailto:INFO@THERETAILCOACH.NET) | [THERETAILCOACH.NET](http://THERETAILCOACH.NET) | AUSTIN, TEXAS • TUPELO, MISSISSIPPI

# Contact Information



## Gallatin Economic Development Agency

James Fenton  
Executive Director

132 West Main Street, Suite 210  
Gallatin, Tennessee 37066

Phone 615.428.8179  
james.fenton@gallatin-tn.gov  
www.gallatingetsit.com



# 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.



# Community • Workplace Population

Gallatin, Tennessee

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>Grand Total</b>	<b>2,078</b>	<b>19,689</b>	<b>9</b>
<b>11: Agriculture, Forestry, Fishing and Hunting</b>	<b>2</b>	<b>4</b>	<b>2</b>
111: Crop Production	1	2	2
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
<b>21: Mining, Quarrying, and Oil and Gas Extraction</b>	<b>2</b>	<b>14</b>	<b>7</b>
211: Oil and Gas Extraction	1	4	4
212: Mining (except Oil and Gas)	1	10	10
213: Support Activities for Mining	0	0	0
<b>22: Utilities</b>	<b>1</b>	<b>7</b>	<b>7</b>
221: Utilities	1	7	7
<b>23: Construction</b>	<b>93</b>	<b>731</b>	<b>8</b>
236: Construction of Buildings	47	367	8
237: Heavy and Civil Engineering Construction	4	111	28
238: Specialty Trade Contractors	42	253	6
<b>31: Manufacturing</b>	<b>5</b>	<b>129</b>	<b>26</b>
311: Food Manufacturing	4	29	7
312: Beverage and Tobacco Product Manufacturing	1	100	100
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
<b>32: Manufacturing</b>	<b>21</b>	<b>943</b>	<b>45</b>
321: Wood Product Manufacturing	3	44	15
322: Paper Manufacturing	3	148	49
323: Printing and Related Support Activities	6	21	4
324: Petroleum and Coal Products Manufacturing	1	5	5
325: Chemical Manufacturing	3	25	8
326: Plastics and Rubber Products Manufacturing	5	700	140
327: Nonmetallic Mineral Product Manufacturing	0	0	0

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<b>33: Manufacturing</b>	<b>39</b>	<b>1188</b>	<b>30</b>
331: Primary Metal Manufacturing	2	91	46
332: Fabricated Metal Product Manufacturing	17	751	44
333: Machinery Manufacturing	9	111	12
334: Computer and Electronic Product Manufacturing	0	0	0
335: Electrical Equipment, Appliance, and Component Manufacturing	0	0	0
336: Transportation Equipment Manufacturing	4	148	37
337: Furniture and Related Product Manufacturing	3	35	12
339: Miscellaneous Manufacturing	4	52	13
<b>42: Wholesale Trade</b>	<b>59</b>	<b>910</b>	<b>15</b>
423: Merchant Wholesalers, Durable Goods	47	683	15
424: Merchant Wholesalers, Nondurable Goods	12	227	19
425: Wholesale Electronic Markets and Agents and Brokers	0	0	0
<b>44: Retail Trade</b>	<b>194</b>	<b>1,992</b>	<b>10</b>
441: Motor Vehicle and Parts Dealers	44	442	10
442: Furniture and Home Furnishings Stores	14	150	11
443: Electronics and Appliance Stores	7	40	6
444: Building Material and Garden Equipment and Supplies Dealers	26	451	17
445: Food and Beverage Stores	43	566	13
446: Health and Personal Care Stores	29	204	7
447: Gasoline Stations	18	54	3
448: Clothing and Clothing Accessories Stores	13	85	7
<b>45: Retail Trade</b>	<b>88</b>	<b>890</b>	<b>10</b>
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	13	66	5
452: General Merchandise Stores	17	548	32
453: Miscellaneous Store Retailers	33	193	6
454: Nonstore Retailers	25	83	3
<b>48: Transportation and Warehousing</b>	<b>20</b>	<b>104</b>	<b>5</b>
481: Air Transportation	1	6	6
482: Rail Transportation	0	0	0
483: Water Transportation	0	0	0
484: Truck Transportation	11	77	7
485: Transit and Ground Passenger Transportation	2	6	3
486: Pipeline Transportation	0	0	0
487: Scenic and Sightseeing Transportation	0	0	0
488: Support Activities for Transportation	6	15	3
<b>49: Transportation and Warehousing</b>	<b>4</b>	<b>18</b>	<b>5</b>
491: Postal Service	1	4	4
492: Couriers and Messengers	0	0	0
493: Warehousing and Storage	3	14	5

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<b>51: Information</b>	<b>22</b>	<b>164</b>	<b>7</b>
511: Publishing Industries (except Internet)	1	2	2
512: Motion Picture and Sound Recording Industries	3	9	3
515: Broadcasting (except Internet)	2	38	19
517: Telecommunications	14	95	7
518: Data Processing, Hosting, and Related Services	0	0	0
519: Other Information Services	2	20	10
<b>52: Finance and Insurance</b>	<b>199</b>	<b>656</b>	<b>3</b>
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	106	384	4
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	14	46	3
524: Insurance Carriers and Related Activities	79	226	3
525: Funds, Trusts, and Other Financial Vehicles	0	0	0
<b>53: Real Estate and Rental and Leasing</b>	<b>107</b>	<b>405</b>	<b>4</b>
531: Real Estate	82	305	4
532: Rental and Leasing Services	25	100	4
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0
<b>54: Professional, Scientific, and Technical Services</b>	<b>149</b>	<b>789</b>	<b>5</b>
541: Professional, Scientific, and Technical Services	149	789	5
<b>55: Management of Companies and Enterprises</b>	<b>0</b>	<b>0</b>	<b>0</b>
551: Management of Companies and Enterprises	0	0	0
<b>56: Administrative and Support and Waste Management and Remediation Services</b>	<b>48</b>	<b>289</b>	<b>6</b>
561: Administrative and Support Services	43	240	6
562: Waste Management and Remediation Services	5	49	10
<b>61: Educational Services</b>	<b>42</b>	<b>2,162</b>	<b>51</b>
611: Educational Services	42	2,162	51
<b>62: Health Care and Social Assistance</b>	<b>518</b>	<b>3,279</b>	<b>6</b>
621: Ambulatory Health Care Services	430	2,307	5
622: Hospitals	7	169	24
623: Nursing and Residential Care Facilities	11	242	22
624: Social Assistance	70	561	8
<b>71: Arts, Entertainment, and Recreation</b>	<b>23</b>	<b>203</b>	<b>9</b>
711: Performing Arts, Spectator Sports, and Related Industries	5	19	4
712: Museums, Historical Sites, and Similar Institutions	6	63	11
713: Amusement, Gambling, and Recreation Industries	12	121	10

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<b>72: Accommodation and Food Services</b>	<b>107</b>	<b>1,909</b>	<b>18</b>
721: Accommodation	8	114	14
<b>722: Food Services and Drinking Places</b>	<b>99</b>	<b>1,795</b>	<b>18</b>
<b>81: Other Services (except Public Administration)</b>	<b>199</b>	<b>915</b>	<b>5</b>
811: Repair and Maintenance	63	293	5
812: Personal and Laundry Services	51	251	5
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	85	371	4
<b>92: Public Administration</b>	<b>88</b>	<b>1,921</b>	<b>22</b>
921: Executive, Legislative, and Other General Government Support	66	1,310	20
922: Justice, Public Order, and Safety Activities	12	261	22
923: Administration of Human Resource Programs	2	40	20
924: Administration of Environmental Quality Programs	1	3	3
925: Administration of Housing Programs, Urban Planning, and Community Development	1	3	3
926: Administration of Economic Programs	4	300	75
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	2	4	2
<b>99: Unassigned</b>	<b>48</b>	<b>67</b>	<b>1</b>
999: Unassigned	48	67	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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