



The**Retail**Coach.®

Community Workplace Population

KINGSVILLE, TEXAS

Prepared for Kingsville Chamber of Commerce
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Community



Prepared for:



Kingsville Chamber of Commerce

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Grand Total	986	9,012	9
11: Agriculture, Forestry, Fishing and Hunting	13	123	9
111: Crop Production	1	8	8
112: Animal Production and Aquaculture	9	102	11
113: Forestry and Logging	0	0	0
114: Fishing, Hunting and Trapping	0	0	0
115: Support Activities for Agriculture and Forestry	3	13	4
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	4	53	13
221: Utilities	4	53	13
23: Construction	30	170	6
236: Construction of Buildings	7	53	8
237: Heavy and Civil Engineering Construction	3	26	9
238: Specialty Trade Contractors	20	91	5
31: Manufacturing	3	16	5
311: Food Manufacturing	3	16	5
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	3	35	12
321: Wood Product Manufacturing	1	25	25
322: Paper Manufacturing	0	0	0
323: Printing and Related Support Activities	2	10	5
324: Petroleum and Coal Products Manufacturing	0	0	0
325: Chemical Manufacturing	0	0	0
326: Plastics and Rubber Products Manufacturing	0	0	0
327: Nonmetallic Mineral Product Manufacturing	0	0	0

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33: Manufacturing	2	10	5
331: Primary Metal Manufacturing	0	0	0
332: Fabricated Metal Product Manufacturing	0	0	0
333: Machinery Manufacturing	0	0	0
334: Computer and Electronic Product Manufacturing	0	0	0
335: Electrical Equipment, Appliance, and Component Manufacturing	1	3	3
336: Transportation Equipment Manufacturing	0	0	0
337: Furniture and Related Product Manufacturing	0	0	0
339: Miscellaneous Manufacturing	1	7	7
42: Wholesale Trade	17	195	11
423: Merchant Wholesalers, Durable Goods	10	169	17
424: Merchant Wholesalers, Nondurable Goods	7	26	4
425: Wholesale Electronic Markets and Agents and Brokers	0	0	0
44: Retail Trade	81	1,115	14
441: Motor Vehicle and Parts Dealers	20	298	15
442: Furniture and Home Furnishings Stores	3	11	4
443: Electronics and Appliance Stores	3	56	19
444: Building Material and Garden Equipment and Supplies Dealers	10	94	9
445: Food and Beverage Stores	20	248	12
446: Health and Personal Care Stores	11	320	29
447: Gasoline Stations	3	45	15
448: Clothing and Clothing Accessories Stores	11	43	4
45: Retail Trade	41	545	13
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	9	68	8
452: General Merchandise Stores	7	375	54
453: Miscellaneous Store Retailers	15	72	5
454: Nonstore Retailers	10	30	3
48: Transportation and Warehousing	15	90	6
481: Air Transportation	0	0	0
482: Rail Transportation	0	0	0
483: Water Transportation	1	3	3
484: Truck Transportation	3	39	13
485: Transit and Ground Passenger Transportation	2	11	6
486: Pipeline Transportation	0	0	0
487: Scenic and Sightseeing Transportation	0	0	0
488: Support Activities for Transportation	9	37	4
49: Transportation and Warehousing	3	42	14
491: Postal Service	3	42	14
492: Couriers and Messengers	0	0	0
493: Warehousing and Storage	0	0	0

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51: Information	13	131	10
511: Publishing Industries (except Internet)	2	36	18
512: Motion Picture and Sound Recording Industries	1	16	16
515: Broadcasting (except Internet)	1	5	5
517: Telecommunications	7	33	5
518: Data Processing, Hosting, and Related Services	0	0	0
519: Other Information Services	2	41	21
52: Finance and Insurance	101	293	3
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	67	214	3
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	4	8	2
524: Insurance Carriers and Related Activities	30	71	2
525: Funds, Trusts, and Other Financial Vehicles	0	0	0
53: Real Estate and Rental and Leasing	66	215	3
531: Real Estate	54	187	3
532: Rental and Leasing Services	12	28	2
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0
54: Professional, Scientific, and Technical Services	46	254	6
541: Professional, Scientific, and Technical Services	46	254	6
55: Management of Companies and Enterprises	1	79	79
551: Management of Companies and Enterprises	1	79	79
56: Administrative and Support and Waste Management and Remediation Services	15	58	4
561: Administrative and Support Services	15	58	4
562: Waste Management and Remediation Services	0	0	0
61: Educational Services	32	1,783	56
611: Educational Services	32	1,783	56
62: Health Care and Social Assistance	143	1,135	8
621: Ambulatory Health Care Services	116	508	4
622: Hospitals	2	216	108
623: Nursing and Residential Care Facilities	4	194	49
624: Social Assistance	21	217	10

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71: Arts, Entertainment, and Recreation	23	134	6
711: Performing Arts, Spectator Sports, and Related Industries	7	41	6
712: Museums, Historical Sites, and Similar Institutions	6	43	7
713: Amusement, Gambling, and Recreation Industries	10	50	5
72: Accommodation and Food Services	96	1,338	14
721: Accommodation	19	162	9
722: Food Services and Drinking Places	77	1,176	15
81: Other Services (except Public Administration)	108	524	5
811: Repair and Maintenance	28	245	9
812: Personal and Laundry Services	37	140	4
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	43	139	3
92: Public Administration	72	658	9
921: Executive, Legislative, and Other General Government Support	58	452	8
922: Justice, Public Order, and Safety Activities	6	96	16
923: Administration of Human Resource Programs	2	48	24
924: Administration of Environmental Quality Programs	0	0	0
925: Administration of Housing Programs, Urban Planning, and Community Development	1	5	5
926: Administration of Economic Programs	3	45	15
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	2	12	6
99: Unassigned	58	16	0
999: Unassigned	58	16	0

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 Retail:360® 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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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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