

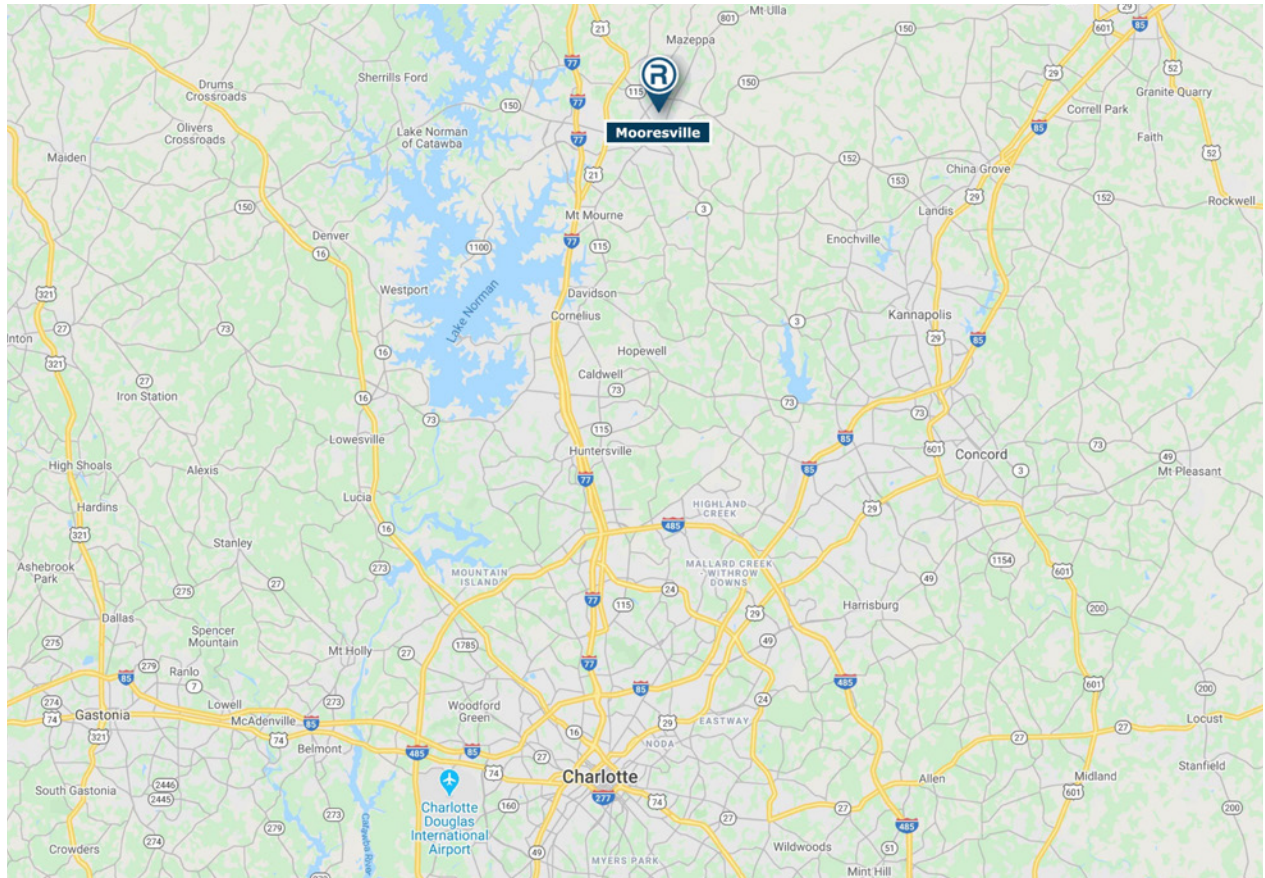


MOORESVILLE, NORTH CAROLINA

Community Workplace Population



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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	3,223	29,086	9
11: Agriculture, Forestry, Fishing and Hunting	11	33	3
111: Crop Production	4	11	3
112: Animal Production and Aquaculture	1	2	2
113: Forestry and Logging	0	0	0
114: Fishing, Hunting and Trapping	1	2	2
115: Support Activities for Agriculture and Forestry	5	18	4
21: Mining, Quarrying, and Oil and Gas Extraction	2	9	5
211: Oil and Gas Extraction	2	9	5
212: Mining (except Oil and Gas)	0	0	0
213: Support Activities for Mining	0	0	0
22: Utilities	3	225	75
221: Utilities	3	225	75
23: Construction	168	1032	6
236: Construction of Buildings	66	331	5
237: Heavy and Civil Engineering Construction	8	180	23
238: Specialty Trade Contractors	94	521	6
31: Manufacturing	13	430	33
311: Food Manufacturing	6	115	19
312: Beverage and Tobacco Product Manufacturing	4	306	77
313: Textile Mills	0	0	0
314: Textile Product Mills	2	5	3
315: Apparel Manufacturing	1	4	4
316: Leather and Allied Product Manufacturing	0	0	0
32: Manufacturing	23	779	34
321: Wood Product Manufacturing	5	32	6
322: Paper Manufacturing	2	385	193
323: Printing and Related Support Activities	5	22	4
324: Petroleum and Coal Products Manufacturing	0	0	0
325: Chemical Manufacturing	3	10	3
326: Plastics and Rubber Products Manufacturing	6	325	54
327: Nonmetallic Mineral Product Manufacturing	2	5	3

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33: Manufacturing	71	1303	18
331: Primary Metal Manufacturing	2	26	13
332: Fabricated Metal Product Manufacturing	18	414	23
333: Machinery Manufacturing	7	170	24
334: Computer and Electronic Product Manufacturing	9	369	41
335: Electrical Equipment, Appliance, and Component Manufacturing	2	55	28
336: Transportation Equipment Manufacturing	2	21	11
337: Furniture and Related Product Manufacturing	9	69	8
339: Miscellaneous Manufacturing	22	179	8
42: Wholesale Trade	93	1735	19
423: Merchant Wholesalers, Durable Goods	79	1504	19
424: Merchant Wholesalers, Nondurable Goods	14	231	17
425: Wholesale Electronic Markets and Agents and Brokers	0	0	0
44: Retail Trade	296	5,716	19
441: Motor Vehicle and Parts Dealers	90	930	10
442: Furniture and Home Furnishings Stores	34	272	8
443: Electronics and Appliance Stores	17	400	24
444: Building Material and Garden Equipment and Supplies Dealers	34	2563	75
445: Food and Beverage Stores	40	960	24
446: Health and Personal Care Stores	37	360	10
447: Gasoline Stations	12	40	3
448: Clothing and Clothing Accessories Stores	32	191	6
45: Retail Trade	140	1998	14
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	36	253	7
452: General Merchandise Stores	27	1165	43
453: Miscellaneous Store Retailers	51	220	4
454: Nonstore Retailers	26	360	14
48: Transportation and Warehousing	35	218	6
481: Air Transportation	1	2	2
482: Rail Transportation	0	0	0
483: Water Transportation	0	0	0
484: Truck Transportation	19	127	7
485: Transit and Ground Passenger Transportation	4	44	11
486: Pipeline Transportation	0	0	0
487: Scenic and Sightseeing Transportation	1	2	2
488: Support Activities for Transportation	10	43	4
49: Transportation and Warehousing	4	24	6
491: Postal Service	0	0	0
492: Couriers and Messengers	0	0	0
493: Warehousing and Storage	4	24	6

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51: Information	41	340	8
511: Publishing Industries (except Internet)	7	56	8
512: Motion Picture and Sound Recording Industries	6	76	13
515: Broadcasting (except Internet)	2	9	5
517: Telecommunications	20	123	6
518: Data Processing, Hosting, and Related Services	3	59	20
519: Other Information Services	3	17	6
52: Finance and Insurance	206	720	3
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	102	362	4
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	43	109	3
524: Insurance Carriers and Related Activities	61	249	4
525: Funds, Trusts, and Other Financial Vehicles	0	0	0
53: Real Estate and Rental and Leasing	170	1114	7
531: Real Estate	135	1022	8
532: Rental and Leasing Services	35	92	3
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0
54: Professional, Scientific, and Technical Services	233	1255	5
541: Professional, Scientific, and Technical Services	233	1255	5
55: Management of Companies and Enterprises	20	60	3
551: Management of Companies and Enterprises	20	60	3
56: Administrative and Support and Waste Management and Remediation Services	86	455	5
561: Administrative and Support Services	84	451	5
562: Waste Management and Remediation Services	2	4	2
61: Educational Services	52	1,269	24
611: Educational Services	52	1,269	24
62: Health Care and Social Assistance	664	4,041	6
621: Ambulatory Health Care Services	591	3,036	5
622: Hospitals	4	29	7
623: Nursing and Residential Care Facilities	8	269	34
624: Social Assistance	61	707	12
71: Arts, Entertainment, and Recreation	81	728	9
711: Performing Arts, Spectator Sports, and Related Industries	39	466	12
712: Museums, Historical Sites, and Similar Institutions	11	51	5
713: Amusement, Gambling, and Recreation Industries	31	211	7

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72: Accommodation and Food Services	184	3,588	20
721: Accommodation	17	290	17
722: Food Services and Drinking Places	167	3,298	20
81: Other Services (except Public Administration)	287	1,488	5
811: Repair and Maintenance	106	585	6
812: Personal and Laundry Services	118	522	4
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	63	381	6
92: Public Administration	27	430	16
921: Executive, Legislative, and Other General Government Support	17	209	12
922: Justice, Public Order, and Safety Activities	5	178	36
923: Administration of Human Resource Programs	1	2	2
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	3	15	5
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	1	26	26
99: Unassigned	313	96	0
999: Unassigned	313	96	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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