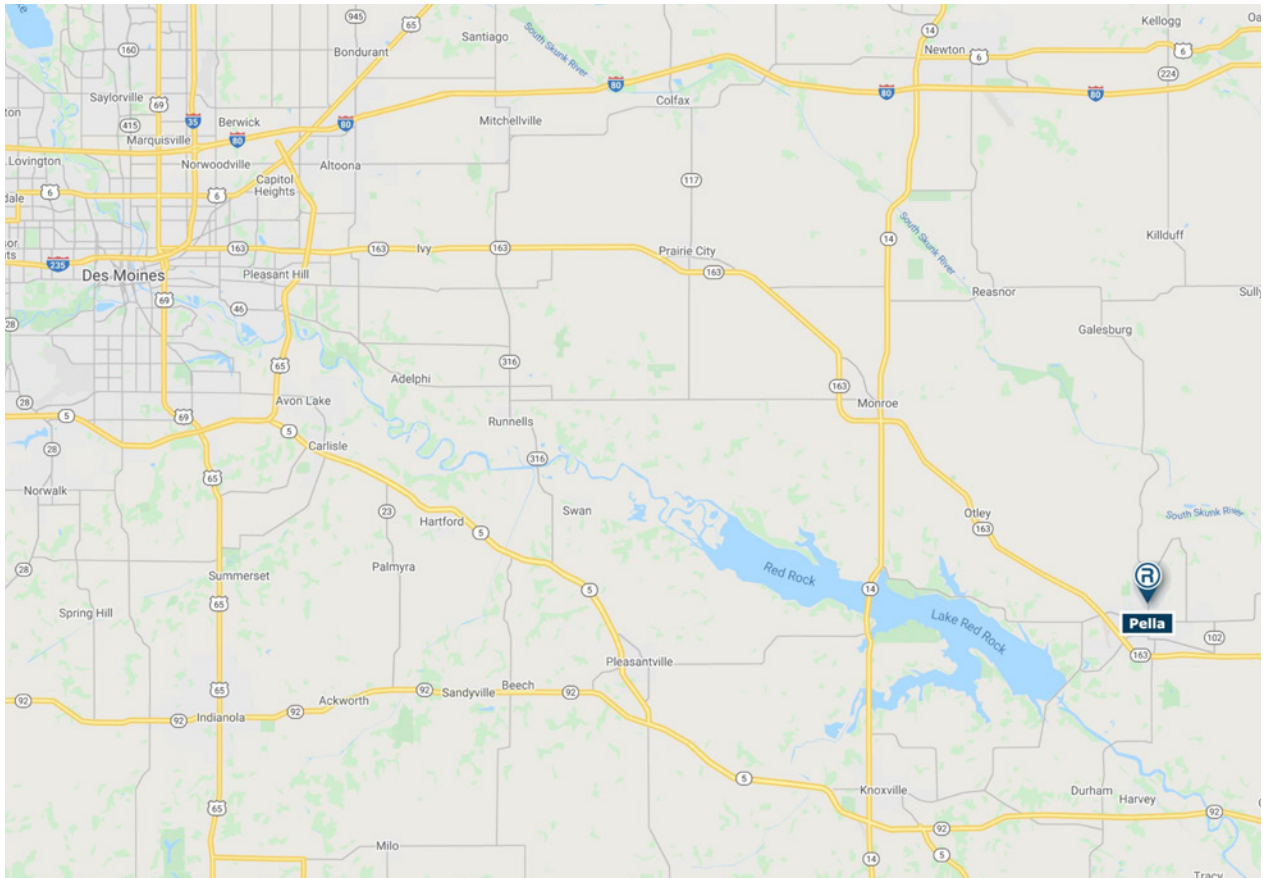


PELLA, IOWA

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.



Community • Workplace Population

Pella, Iowa

| BUSINESS DESCRIPTION | TOTAL ESTABLISHMENTS | TOTAL EMPLOYEES | EMPLOYEES PER ESTABLISHMENT |
|----------------------------------------------------------|----------------------|-----------------|-----------------------------|
| Grand Total | 684 | 10,709 | 16 |
| 11: Agriculture, Forestry, Fishing and Hunting | 7 | 56 | 8 |
| 111: Crop Production | 7 | 56 | 8 |
| 112: Animal Production and Aquaculture | 0 | 0 | 0 |
| 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 |
| 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 | 3 | 44 | 15 |
| 221: Utilities | 3 | 44 | 15 |
| 23: Construction | 29 | 293 | 10 |
| 236: Construction of Buildings | 8 | 77 | 10 |
| 237: Heavy and Civil Engineering Construction | 1 | 4 | 4 |
| 238: Specialty Trade Contractors | 20 | 212 | 11 |
| 31: Manufacturing | 8 | 87 | 11 |
| 311: Food Manufacturing | 7 | 68 | 10 |
| 312: Beverage and Tobacco Product Manufacturing | 0 | 0 | 0 |
| 313: Textile Mills | 1 | 19 | 19 |
| 314: Textile Product Mills | 0 | 0 | 0 |
| 315: Apparel Manufacturing | 0 | 0 | 0 |
| 316: Leather and Allied Product Manufacturing | 0 | 0 | 0 |
| 32: Manufacturing | 7 | 73 | 10 |
| 321: Wood Product Manufacturing | 3 | 21 | 7 |
| 322: Paper Manufacturing | 0 | 0 | 0 |
| 323: Printing and Related Support Activities | 4 | 52 | 13 |
| 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 |

Community • Workplace Population

Pella, Iowa

| BUSINESS DESCRIPTION | TOTAL ESTABLISHMENTS | TOTAL EMPLOYEES | EMPLOYEES PER ESTABLISHMENT |
|-------------------------------------------------------------------|----------------------|-----------------|-----------------------------|
| 33: Manufacturing | 12 | 296 | 25 |
| 331: Primary Metal Manufacturing | 0 | 0 | 0 |
| 332: Fabricated Metal Product Manufacturing | 1 | 8 | 8 |
| 333: Machinery Manufacturing | 3 | 216 | 72 |
| 334: Computer and Electronic Product Manufacturing | 0 | 0 | 0 |
| 335: Electrical Equipment, Appliance, and Component Manufacturing | 0 | 0 | 0 |
| 336: Transportation Equipment Manufacturing | 0 | 0 | 0 |
| 337: Furniture and Related Product Manufacturing | 3 | 8 | 3 |
| 339: Miscellaneous Manufacturing | 5 | 64 | 13 |
| 42: Wholesale Trade | 20 | 291 | 15 |
| 423: Merchant Wholesalers, Durable Goods | 15 | 244 | 16 |
| 424: Merchant Wholesalers, Nondurable Goods | 5 | 47 | 9 |
| 425: Wholesale Electronic Markets and Agents and Brokers | 0 | 0 | 0 |
| 44: Retail Trade | 59 | 4,827 | 82 |
| 441: Motor Vehicle and Parts Dealers | 11 | 109 | 10 |
| 442: Furniture and Home Furnishings Stores | 0 | 0 | 0 |
| 443: Electronics and Appliance Stores | 1 | 12 | 12 |
| 444: Building Material and Garden Equipment and Supplies Dealers | 18 | 4158 | 231 |
| 445: Food and Beverage Stores | 10 | 333 | 33 |
| 446: Health and Personal Care Stores | 10 | 177 | 18 |
| 447: Gasoline Stations | 0 | 0 | 0 |
| 448: Clothing and Clothing Accessories Stores | 9 | 38 | 4 |
| 45: Retail Trade | 30 | 205 | 7 |
| 451: Sporting Goods, Hobby, Musical Instrument, and Book Stores | 5 | 25 | 5 |
| 452: General Merchandise Stores | 5 | 90 | 18 |
| 453: Miscellaneous Store Retailers | 18 | 72 | 4 |
| 454: Nonstore Retailers | 2 | 18 | 9 |
| 48: Transportation and Warehousing | 8 | 85 | 11 |
| 481: Air Transportation | 0 | 0 | 0 |
| 482: Rail Transportation | 0 | 0 | 0 |
| 483: Water Transportation | 2 | 8 | 4 |
| 484: Truck Transportation | 5 | 33 | 7 |
| 485: Transit and Ground Passenger Transportation | 0 | 0 | 0 |
| 486: Pipeline Transportation | 0 | 0 | 0 |
| 487: Scenic and Sightseeing Transportation | 0 | 0 | 0 |
| 488: Support Activities for Transportation | 1 | 44 | 44 |
| 49: Transportation and Warehousing | 1 | 20 | 20 |
| 491: Postal Service | 1 | 20 | 20 |
| 492: Couriers and Messengers | 0 | 0 | 0 |
| 493: Warehousing and Storage | 0 | 0 | 0 |

Community • Workplace Population

Pella, Iowa

| BUSINESS DESCRIPTION | TOTAL ESTABLISHMENTS | TOTAL EMPLOYEES | EMPLOYEES PER ESTABLISHMENT |
|----------------------------------------------------------------------------------------------|----------------------|-----------------|-----------------------------|
| 51: Information | 16 | 134 | 8 |
| 511: Publishing Industries (except Internet) | 4 | 26 | 7 |
| 512: Motion Picture and Sound Recording Industries | 1 | 8 | 8 |
| 515: Broadcasting (except Internet) | 5 | 55 | 11 |
| 517: Telecommunications | 3 | 13 | 4 |
| 518: Data Processing, Hosting, and Related Services | 1 | 20 | 20 |
| 519: Other Information Services | 2 | 12 | 6 |
| 52: Finance and Insurance | 54 | 233 | 4 |
| 521: Monetary Authorities-Central Bank | 0 | 0 | 0 |
| 522: Credit Intermediation and Related Activities | 18 | 127 | 7 |
| 523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities | 17 | 31 | 2 |
| 524: Insurance Carriers and Related Activities | 19 | 75 | 4 |
| 525: Funds, Trusts, and Other Financial Vehicles | 0 | 0 | 0 |
| 53: Real Estate and Rental and Leasing | 25 | 110 | 4 |
| 531: Real Estate | 17 | 74 | 4 |
| 532: Rental and Leasing Services | 8 | 36 | 5 |
| 533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works) | 0 | 0 | 0 |
| 54: Professional, Scientific, and Technical Services | 47 | 231 | 5 |
| 541: Professional, Scientific, and Technical Services | 47 | 231 | 5 |
| 55: Management of Companies and Enterprises | 0 | 0 | 0 |
| 551: Management of Companies and Enterprises | 0 | 0 | 0 |
| 56: Administrative and Support and Waste Management and Remediation Services | 8 | 37 | 5 |
| 561: Administrative and Support Services | 8 | 37 | 5 |
| 562: Waste Management and Remediation Services | 0 | 0 | 0 |
| 61: Educational Services | 14 | 428 | 31 |
| 611: Educational Services | 14 | 428 | 31 |
| 62: Health Care and Social Assistance | 164 | 1,961 | 12 |
| 621: Ambulatory Health Care Services | 140 | 549 | 4 |
| 622: Hospitals | 3 | 940 | 313 |
| 623: Nursing and Residential Care Facilities | 8 | 254 | 32 |
| 624: Social Assistance | 13 | 218 | 17 |
| 71: Arts, Entertainment, and Recreation | 21 | 170 | 8 |
| 711: Performing Arts, Spectator Sports, and Related Industries | 6 | 26 | 4 |
| 712: Museums, Historical Sites, and Similar Institutions | 8 | 70 | 9 |
| 713: Amusement, Gambling, and Recreation Industries | 7 | 74 | 11 |

Community • Workplace Population

Pella, Iowa

| BUSINESS DESCRIPTION | TOTAL ESTABLISHMENTS | TOTAL EMPLOYEES | EMPLOYEES PER ESTABLISHMENT |
|------------------------------------------------------------------------------------|----------------------|-----------------|-----------------------------|
| 72: Accommodation and Food Services | 37 | 621 | 17 |
| 721: Accommodation | 10 | 89 | 9 |
| 722: Food Services and Drinking Places | 27 | 532 | 20 |
| 81: Other Services (except Public Administration) | 69 | 324 | 5 |
| 811: Repair and Maintenance | 13 | 81 | 6 |
| 812: Personal and Laundry Services | 19 | 77 | 4 |
| 813: Religious, Grantmaking, Civic, Professional, and Similar Organizations | 37 | 166 | 4 |
| 92: Public Administration | 15 | 176 | 12 |
| 921: Executive, Legislative, and Other General Government Support | 12 | 129 | 11 |
| 922: Justice, Public Order, and Safety Activities | 2 | 43 | 22 |
| 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 | 1 | 4 | 4 |
| 927: Space Research and Technology | 0 | 0 | 0 |
| 928: National Security and International Affairs | 0 | 0 | 0 |
| 99: Unassigned | 30 | 7 | 0 |
| 999: Unassigned | 30 | 7 | 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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