



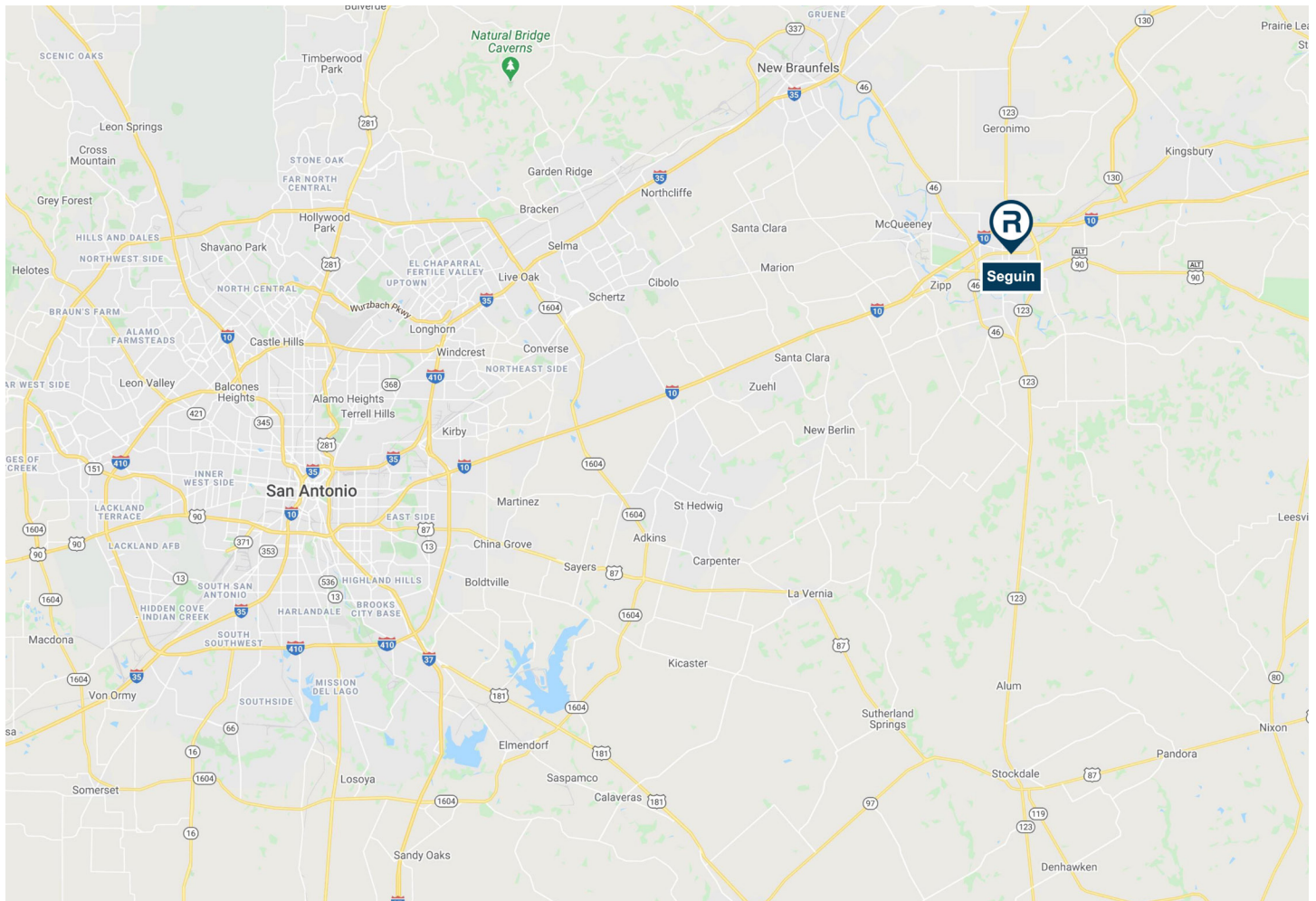
The**Retail**Coach.®

Community Workplace Population

SEGUIN, TEXAS

Prepared for Seguin Economic Development Corporation
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Community



Prepared for:



**ECONOMIC
DEVELOPMENT
CORPORATION**

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Community • Workplace Population

Seguin, Texas

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Grand Total	1,617	17,696	11
11: Agriculture, Forestry, Fishing and Hunting	3	11	4
111: Crop Production	1	6	6
112: Animal Production and Aquaculture	1	2	2
113: Forestry and Logging	0	0	0
114: Fishing, Hunting and Trapping	1	3	3
115: Support Activities for Agriculture and Forestry	0	0	0
21: Mining, Quarrying, and Oil and Gas Extraction	3	16	5
211: Oil and Gas Extraction	0	0	0
212: Mining (except Oil and Gas)	0	0	0
213: Support Activities for Mining	3	16	5
22: Utilities	9	422	47
221: Utilities	9	422	47
23: Construction	74	705	10
236: Construction of Buildings	22	351	16
237: Heavy and Civil Engineering Construction	4	68	17
238: Specialty Trade Contractors	48	286	6
31: Manufacturing	12	643	54
311: Food Manufacturing	10	632	63
312: Beverage and Tobacco Product Manufacturing	1	4	4
313: Textile Mills	0	0	0
314: Textile Product Mills	1	7	7
315: Apparel Manufacturing	0	0	0
316: Leather and Allied Product Manufacturing	0	0	0
32: Manufacturing	20	797	40
321: Wood Product Manufacturing	7	71	10
322: Paper Manufacturing	2	230	115
323: Printing and Related Support Activities	2	6	3
324: Petroleum and Coal Products Manufacturing	0	0	0
325: Chemical Manufacturing	4	311	78
326: Plastics and Rubber Products Manufacturing	1	6	6
327: Nonmetallic Mineral Product Manufacturing	4	173	43

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
33: Manufacturing	35	2540	73
331: Primary Metal Manufacturing	0	0	0
332: Fabricated Metal Product Manufacturing	13	328	25
333: Machinery Manufacturing	7	567	81
334: Computer and Electronic Product Manufacturing	0	0	0
335: Electrical Equipment, Appliance, and Component Manufacturing	1	25	25
336: Transportation Equipment Manufacturing	3	1511	504
337: Furniture and Related Product Manufacturing	3	18	6
339: Miscellaneous Manufacturing	8	91	11
42: Wholesale Trade	43	689	16
423: Merchant Wholesalers, Durable Goods	33	394	12
424: Merchant Wholesalers, Nondurable Goods	10	295	30
425: Wholesale Electronic Markets and Agents and Brokers	0	0	0
44: Retail Trade	132	1,407	11
441: Motor Vehicle and Parts Dealers	33	267	8
442: Furniture and Home Furnishings Stores	8	32	4
443: Electronics and Appliance Stores	6	22	4
444: Building Material and Garden Equipment and Supplies Dealers	11	212	19
445: Food and Beverage Stores	30	619	21
446: Health and Personal Care Stores	15	136	9
447: Gasoline Stations	12	36	3
448: Clothing and Clothing Accessories Stores	17	83	5
45: Retail Trade	69	737	11
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	12	42	4
452: General Merchandise Stores	13	520	40
453: Miscellaneous Store Retailers	22	106	5
454: Nonstore Retailers	22	69	3
48: Transportation and Warehousing	14	156	11
481: Air Transportation	0	0	0
482: Rail Transportation	0	0	0
483: Water Transportation	0	0	0
484: Truck Transportation	5	34	7
485: Transit and Ground Passenger Transportation	2	94	47
486: Pipeline Transportation	0	0	0
487: Scenic and Sightseeing Transportation	0	0	0
488: Support Activities for Transportation	7	28	4
49: Transportation and Warehousing	3	69	23
491: Postal Service	1	65	65
492: Couriers and Messengers	0	0	0
493: Warehousing and Storage	2	4	2

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
51: Information	20	162	8
511: Publishing Industries (except Internet)	4	55	14
512: Motion Picture and Sound Recording Industries	3	16	5
515: Broadcasting (except Internet)	0	0	0
517: Telecommunications	8	48	6
518: Data Processing, Hosting, and Related Services	3	24	8
519: Other Information Services	2	19	10
52: Finance and Insurance	157	455	3
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	93	226	2
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	16	42	3
524: Insurance Carriers and Related Activities	48	187	4
525: Funds, Trusts, and Other Financial Vehicles	0	0	0
53: Real Estate and Rental and Leasing	92	412	4
531: Real Estate	68	324	5
532: Rental and Leasing Services	24	88	4
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0
54: Professional, Scientific, and Technical Services	98	400	4
541: Professional, Scientific, and Technical Services	98	400	4
55: Management of Companies and Enterprises	4	30	8
551: Management of Companies and Enterprises	4	30	8
56: Administrative and Support and Waste Management and Remediation Services	26	127	5
561: Administrative and Support Services	23	100	4
562: Waste Management and Remediation Services	3	27	9
61: Educational Services	32	1,419	44
611: Educational Services	32	1,419	44
62: Health Care and Social Assistance	317	2,993	9
621: Ambulatory Health Care Services	272	1,526	6
622: Hospitals	6	637	106
623: Nursing and Residential Care Facilities	7	222	32
624: Social Assistance	32	608	19

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
71: Arts, Entertainment, and Recreation	29	157	5
711: Performing Arts, Spectator Sports, and Related Industries	6	47	8
712: Museums, Historical Sites, and Similar Institutions	8	33	4
713: Amusement, Gambling, and Recreation Industries	15	77	5
72: Accommodation and Food Services	98	1,429	15
721: Accommodation	13	147	11
722: Food Services and Drinking Places	85	1,282	15
81: Other Services (except Public Administration)	163	697	4
811: Repair and Maintenance	50	233	5
812: Personal and Laundry Services	52	230	4
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	61	234	4
92: Public Administration	87	1,211	14
921: Executive, Legislative, and Other General Government Support	62	904	15
922: Justice, Public Order, and Safety Activities	13	205	16
923: Administration of Human Resource Programs	3	24	8
924: Administration of Environmental Quality Programs	1	7	7
925: Administration of Housing Programs, Urban Planning, and Community Development	0	0	0
926: Administration of Economic Programs	8	71	9
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	0	0	0
99: Unassigned	77	12	0
999: Unassigned	77	12	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.



The**RetailCoach**.®

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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