



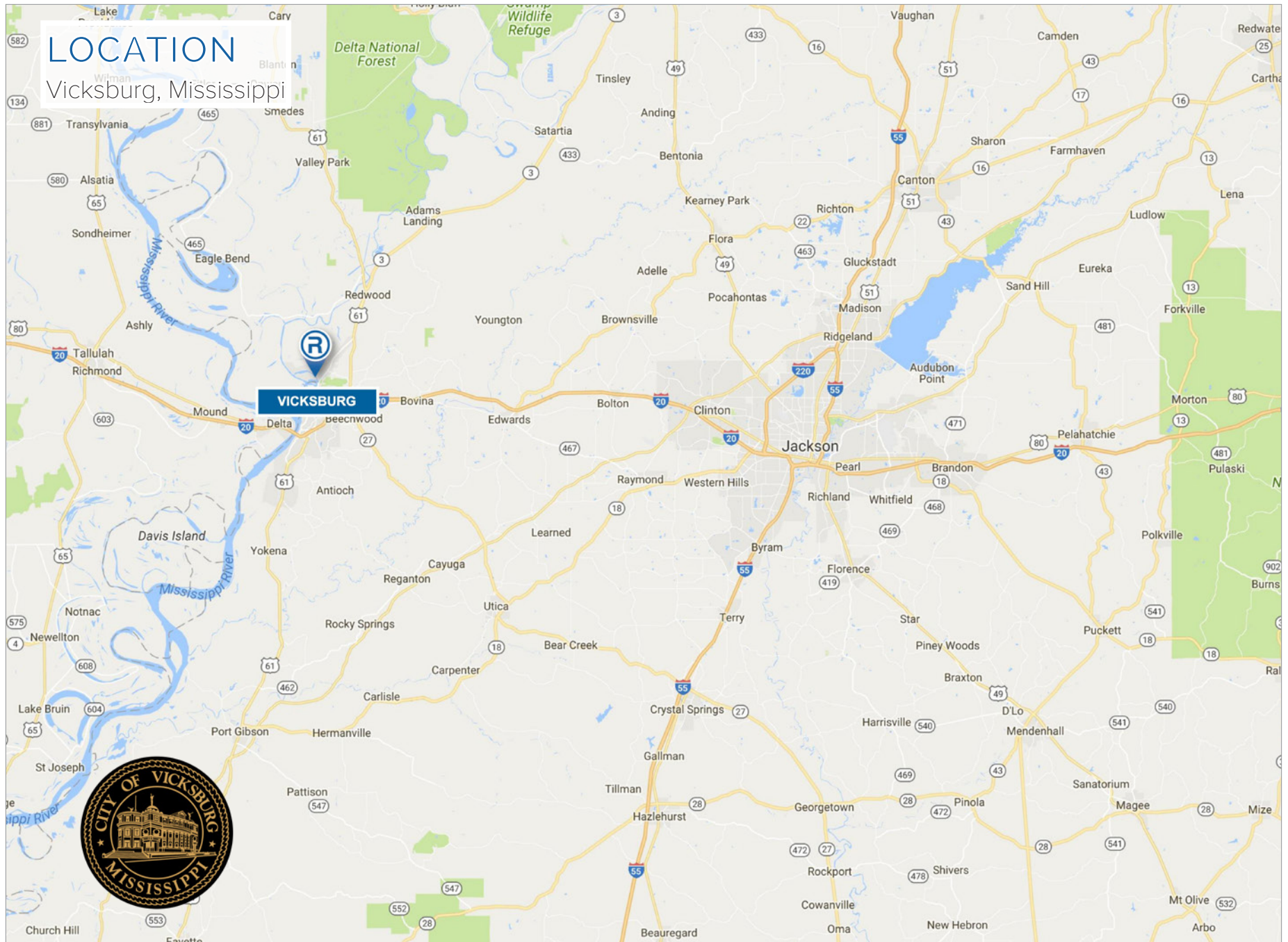
TheRetailCoach®

# COMMUNITY WORKPLACE POPULATION

Vicksburg, Mississippi

Prepared for  
City of Vicksburg  
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# COMMUNITY • WORKPLACE POPULATION

Vicksburg, Mississippi

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>Grand Total</b>	<b>1,823</b>	<b>22,569</b>	<b>12</b>
<b>11: Agriculture, Forestry, Fishing and Hunting</b>	<b>3</b>	<b>15</b>	<b>5</b>
111: Crop Production	0	0	0
112: Animal Production and Aquaculture	0	0	0
113: Forestry and Logging	1	3	3
114: Fishing, Hunting and Trapping	1	10	10
115: Support Activities for Agriculture and Forestry	1	2	2
<b>21: Mining, Quarrying, and Oil and Gas Extraction</b>	<b>2</b>	<b>138</b>	<b>69</b>
211: Oil and Gas Extraction	1	8	8
212: Mining (except Oil and Gas)	0	0	0
213: Support Activities for Mining	1	130	130
<b>22: Utilities</b>	<b>3</b>	<b>12</b>	<b>4</b>
221: Utilities	3	12	4
<b>23: Construction</b>	<b>74</b>	<b>422</b>	<b>5</b>
236: Construction of Buildings	21	140	6
237: Heavy and Civil Engineering Construction	5	50	10
238: Specialty Trade Contractors	48	232	4
<b>31: Manufacturing</b>	<b>2</b>	<b>7</b>	<b>3</b>
311: Food Manufacturing	1	4	4
312: Beverage and Tobacco Product Manufacturing	1	3	3
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			



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<b>32: Manufacturing</b>	<b>16</b>	<b>781</b>	<b>48</b>
321: Wood Product Manufacturing	3	190	63
322: Paper Manufacturing	1	107	107
323: Printing and Related Support Activities	1	3	3
324: Petroleum and Coal Products Manufacturing	4	167	41
325: Chemical Manufacturing	1	8	8
326: Plastics and Rubber Products Manufacturing	2	84	42
327: Nonmetallic Mineral Product Manufacturing	4	222	55
<b>33: Manufacturing</b>	<b>18</b>	<b>1063</b>	<b>59</b>
331: Primary Metal Manufacturing	2	65	32
332: Fabricated Metal Product Manufacturing	3	22	7
333: Machinery Manufacturing	5	41	8
334: Computer and Electronic Product Manufacturing	1	3	3
335: Electrical Equipment, Appliance, and Component Manufacturing	1	650	650
336: Transportation Equipment Manufacturing	1	40	40
337: Furniture and Related Product Manufacturing	0	0	0
339: Miscellaneous Manufacturing	5	242	48
<b>42: Wholesale Trade</b>	<b>35</b>	<b>288</b>	<b>8</b>
423: Merchant Wholesalers, Durable Goods	24	115	4
424: Merchant Wholesalers, Nondurable Goods	8	119	14
425: Wholesale Electronic Markets and Agents and Brokers	3	54	18

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<b>44: Retail Trade</b>	<b>177</b>	<b>3,976</b>	<b>22</b>
441: Motor Vehicle and Parts Dealers	35	410	11
442: Furniture and Home Furnishings Stores	11	44	4
443: Electronics and Appliance Stores	9	40	4
444: Building Material and Garden Equipment and Supplies Dealers	12	436	36
445: Food and Beverage Stores	41	367	8
446: Health and Personal Care Stores	25	169	6
447: Gasoline Stations	16	65	4
448: Clothing and Clothing Accessories Stores	28	2445	87
<b>45: Retail Trade</b>	<b>82</b>	<b>1118</b>	<b>13</b>
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	19	124	6
452: General Merchandise Stores	17	777	45
453: Miscellaneous Store Retailers	45	217	4
454: Nonstore Retailers	1	0	0
<b>48: Transportation and Warehousing</b>	<b>28</b>	<b>414</b>	<b>14</b>
481: Air Transportation	0	0	0
482: Rail Transportation	1	18	18
483: Water Transportation	0	0	0
484: Truck Transportation	9	102	11
485: Transit and Ground Passenger Transportation	6	36	6
486: Pipeline Transportation	0	0	0
487: Scenic and Sightseeing Transportation	2	8	4
488: Support Activities for Transportation	10	250	25

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<b>49: Transportation and Warehousing</b>	<b>4</b>	<b>136</b>	<b>34</b>
491: Postal Service	1	50	50
492: Couriers and Messengers	0	0	0
493: Warehousing and Storage	3	86	28
<b>51: Information</b>	<b>28</b>	<b>334</b>	<b>11</b>
511: Publishing Industries (except Internet)	4	125	31
512: Motion Picture and Sound Recording Industries	4	67	16
515: Broadcasting (except Internet)	4	18	4
517: Telecommunications	11	83	7
518: Data Processing, Hosting, and Related Services	2	12	6
519: Other Information Services	3	29	9
<b>52: Finance and Insurance</b>	<b>218</b>	<b>790</b>	<b>3</b>
521: Monetary Authorities-Central Bank			
522: Credit Intermediation and Related Activities	129	539	4
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	13	37	2
524: Insurance Carriers and Related Activities	76	214	2
525: Funds, Trusts, and Other Financial Vehicles	0	0	0
<b>53: Real Estate and Rental and Leasing</b>	<b>107</b>	<b>511</b>	<b>4</b>
531: Real Estate	79	415	5
532: Rental and Leasing Services	28	96	3
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)			
<b>54: Professional, Scientific, and Technical Services</b>	<b>118</b>	<b>514</b>	<b>4</b>
541: Professional, Scientific, and Technical Services	118	514	4

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<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>28</b>	<b>262</b>	<b>9</b>
561: Administrative and Support Services	27	239	8
562: Waste Management and Remediation Services	1	23	23
<b>61: Educational Services</b>	<b>18</b>	<b>542</b>	<b>30</b>
611: Educational Services	18	542	30
<b>62: Health Care and Social Assistance</b>	<b>317</b>	<b>2,566</b>	<b>8</b>
621: Ambulatory Health Care Services	212	1,509	7
622: Hospitals	3	207	69
623: Nursing and Residential Care Facilities	3	150	50
624: Social Assistance	99	700	7
<b>71: Arts, Entertainment, and Recreation</b>	<b>31</b>	<b>1248</b>	<b>40</b>
711: Performing Arts, Spectator Sports, and Related Industries	2	4	2
712: Museums, Historical Sites, and Similar Institutions	11	92	8
713: Amusement, Gambling, and Recreation Industries	18	1152	64
<b>72: Accommodation and Food Services</b>	<b>138</b>	<b>2,211</b>	<b>16</b>
721: Accommodation	37	990	26
<b>722: Food Services and Drinking Places</b>	<b>101</b>	<b>1,221</b>	<b>12</b>

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<b>81: Other Services (except Public Administration)</b>	<b>244</b>	<b>1,109</b>	<b>4</b>
811: Repair and Maintenance	53	204	3
812: Personal and Laundry Services	77	345	4
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	114	560	4
<b>92: Public Administration</b>	<b>101</b>	<b>4,106</b>	<b>40</b>
921: Executive, Legislative, and Other General Government Support	80	3,382	42
922: Justice, Public Order, and Safety Activities	17	678	39
923: Administration of Human Resource Programs	1	30	30
924: Administration of Environmental Quality Programs	1	4	4
925: Administration of Housing Programs, Urban Planning, and Community Development			
926: Administration of Economic Programs	1	9	9
927: Space Research and Technology			
928: National Security and International Affairs	1	3	3
<b>99: Unassigned</b>	<b>31</b>	<b>6</b>	<b>0</b>
999: Unassigned	31	6	0





# ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

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.



C. Kelly Cofer  
President & CEO  
The Retail Coach, LLC

## Retail360®

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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their 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.

### The Retail Coach –

*“It’s not about data. It’s about your success.”*



# ACKNOWLEDGEMENTS

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 Analytica 2018, ESRI 2017, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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