



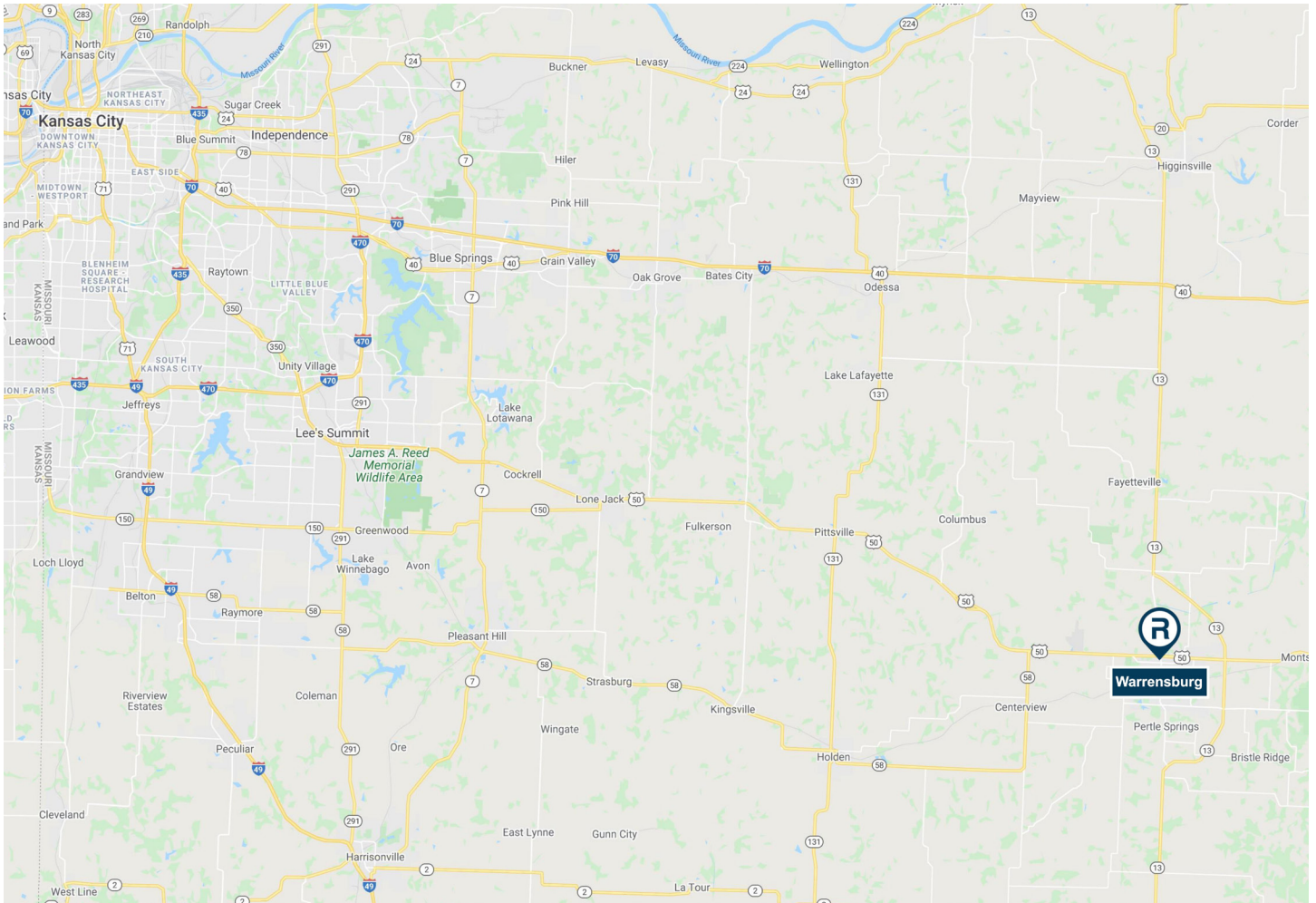
The**Retail**Coach®

Community Workplace Population

WARRENSBURG, MISSOURI

Prepared for City of Warrensburg, Missouri
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Community



Prepared for:



City of Warrensburg, Missouri

Danielle Dulin

City Manager

102 S. Holden Street

Warrensburg, Missouri 64093

Phone 660.262.4660

danielle.dulin@warrensburg-mo.com

www.warrensburg-mo.com



Community • Workplace Population

Warrensburg, Missouri

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Grand Total	1,080	10,555	10
11: Agriculture, Forestry, Fishing and Hunting	2	3	2
111: Crop Production	1	1	1
112: Animal Production and Aquaculture	0	0	0
113: Forestry and Logging	1	2	2
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	0	0	0
221: Utilities	0	0	0
23: Construction	43	140	3
236: Construction of Buildings	12	36	3
237: Heavy and Civil Engineering Construction	3	18	6
238: Specialty Trade Contractors	28	86	3
31: Manufacturing	4	18	5
311: Food Manufacturing	3	12	4
312: Beverage and Tobacco Product Manufacturing	1	6	6
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	1	8	8
321: Wood Product Manufacturing	0	0	0
322: Paper Manufacturing	0	0	0
323: Printing and Related Support Activities	1	8	8
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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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
33: Manufacturing	7	964	138
331: Primary Metal Manufacturing	1	50	50
332: Fabricated Metal Product Manufacturing	0	0	0
333: Machinery Manufacturing	1	300	300
334: Computer and Electronic Product Manufacturing	0	0	0
335: Electrical Equipment, Appliance, and Component Manufacturing	1	601	601
336: Transportation Equipment Manufacturing	1	7	7
337: Furniture and Related Product Manufacturing	1	2	2
339: Miscellaneous Manufacturing	2	4	2
42: Wholesale Trade	15	71	5
423: Merchant Wholesalers, Durable Goods	10	45	5
424: Merchant Wholesalers, Nondurable Goods	4	22	6
425: Wholesale Electronic Markets and Agents and Brokers	1	4	4
44: Retail Trade	82	799	10
441: Motor Vehicle and Parts Dealers	16	172	11
442: Furniture and Home Furnishings Stores	5	41	8
443: Electronics and Appliance Stores	6	13	2
444: Building Material and Garden Equipment and Supplies Dealers	14	178	13
445: Food and Beverage Stores	13	224	17
446: Health and Personal Care Stores	14	112	8
447: Gasoline Stations	6	24	4
448: Clothing and Clothing Accessories Stores	8	35	4
45: Retail Trade	41	527	13
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	13	83	6
452: General Merchandise Stores	6	96	16
453: Miscellaneous Store Retailers	12	44	4
454: Nonstore Retailers	10	304	30
48: Transportation and Warehousing	7	46	7
481: Air Transportation	0	0	0
482: Rail Transportation	0	0	0
483: Water Transportation	0	0	0
484: Truck Transportation	1	5	5
485: Transit and Ground Passenger Transportation	4	33	8
486: Pipeline Transportation	0	0	0
487: Scenic and Sightseeing Transportation	0	0	0
488: Support Activities for Transportation	2	8	4
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

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
51: Information	27	330	12
511: Publishing Industries (except Internet)	3	41	14
512: Motion Picture and Sound Recording Industries	1	50	50
515: Broadcasting (except Internet)	6	65	11
517: Telecommunications	11	61	6
518: Data Processing, Hosting, and Related Services	2	8	4
519: Other Information Services	4	105	26
52: Finance and Insurance	95	414	4
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	53	233	4
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	11	31	3
524: Insurance Carriers and Related Activities	31	150	5
525: Funds, Trusts, and Other Financial Vehicles	0	0	0
53: Real Estate and Rental and Leasing	64	264	4
531: Real Estate	50	209	4
532: Rental and Leasing Services	14	55	4
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0
54: Professional, Scientific, and Technical Services	56	218	4
541: Professional, Scientific, and Technical Services	56	218	4
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	27	88	3
561: Administrative and Support Services	26	86	3
562: Waste Management and Remediation Services	1	2	2
61: Educational Services	43	1,312	31
611: Educational Services	43	1,312	31
62: Health Care and Social Assistance	269	2,296	9
621: Ambulatory Health Care Services	219	1,057	5
622: Hospitals	8	580	73
623: Nursing and Residential Care Facilities	13	431	33
624: Social Assistance	29	228	8

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
71: Arts, Entertainment, and Recreation	16	176	11
711: Performing Arts, Spectator Sports, and Related Industries	6	48	8
712: Museums, Historical Sites, and Similar Institutions	3	35	12
713: Amusement, Gambling, and Recreation Industries	7	93	13
72: Accommodation and Food Services	69	1,413	20
721: Accommodation	11	108	10
722: Food Services and Drinking Places	58	1,305	23
81: Other Services (except Public Administration)	119	714	6
811: Repair and Maintenance	27	106	4
812: Personal and Laundry Services	39	150	4
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	53	458	9
92: Public Administration	55	706	13
921: Executive, Legislative, and Other General Government Support	39	458	12
922: Justice, Public Order, and Safety Activities	10	205	21
923: Administration of Human Resource Programs	1	15	15
924: Administration of Environmental Quality Programs	0	0	0
925: Administration of Housing Programs, Urban Planning, and Community Development	1	7	7
926: Administration of Economic Programs	1	6	6
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	3	15	5
99: Unassigned	37	28	1
999: Unassigned	37	28	1

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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