

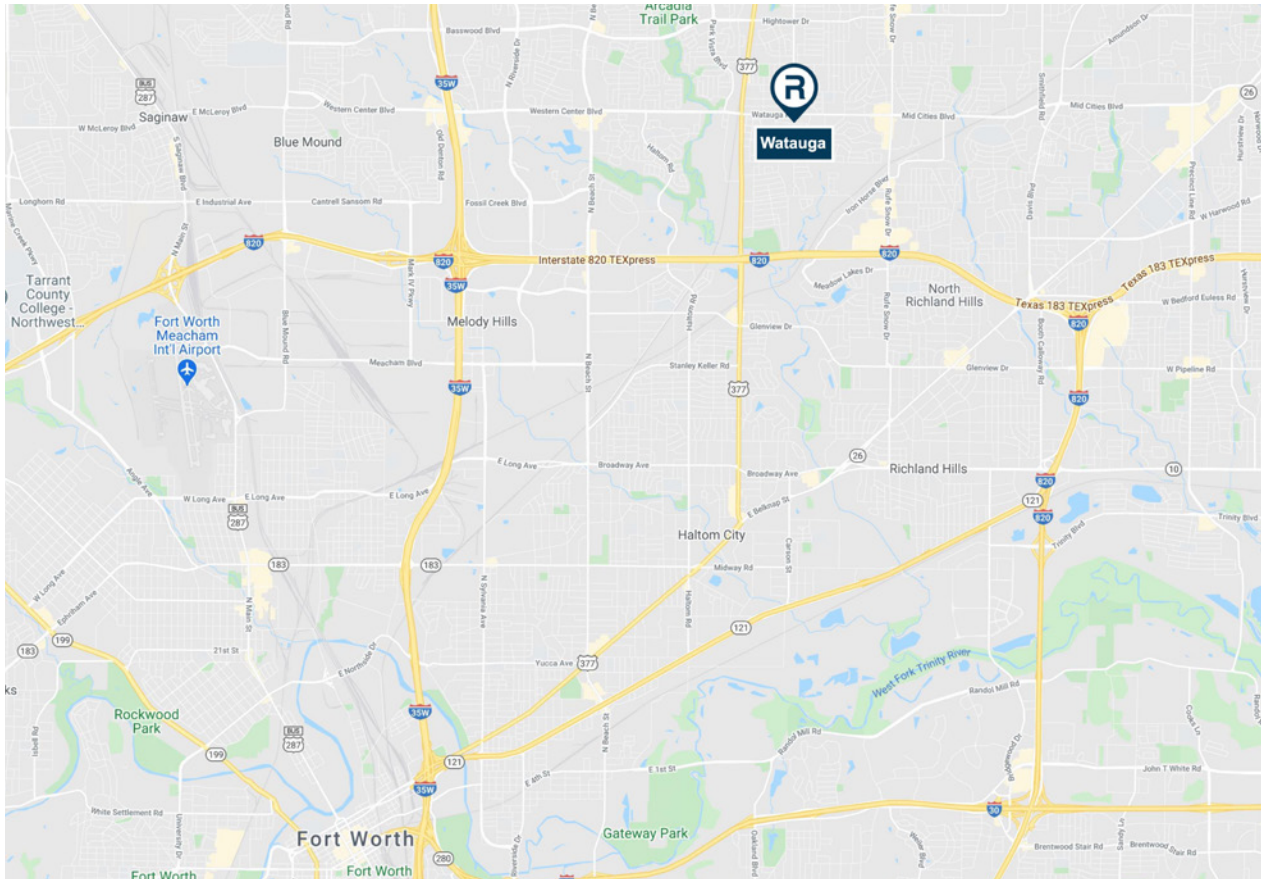


WATAUGA, TEXAS

Community Workplace Population



Community



Prepared for:



Watauga Economic Development Corporation

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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	666	5,123	8
11: Agriculture, Forestry, Fishing and Hunting	1	3	3
111: Crop Production	1	3	3
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	1	3	3
221: Utilities	1	3	3
23: Construction	51	236	5
236: Construction of Buildings	14	64	5
237: Heavy and Civil Engineering Construction	0	0	0
238: Specialty Trade Contractors	37	172	5
31: Manufacturing	5	18	4
311: Food Manufacturing	3	13	4
312: Beverage and Tobacco Product Manufacturing	0	0	0
313: Textile Mills	1	3	3
314: Textile Product Mills	0	0	0
315: Apparel Manufacturing	0	0	0
316: Leather and Allied Product Manufacturing	1	2	2
32: Manufacturing	1	2	2
321: Wood Product Manufacturing	0	0	0
322: Paper Manufacturing	0	0	0
323: Printing and Related Support Activities	0	0	0
324: Petroleum and Coal Products Manufacturing	0	0	0
325: Chemical Manufacturing	0	0	0
326: Plastics and Rubber Products Manufacturing	1	2	2
327: Nonmetallic Mineral Product Manufacturing	0	0	0

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
33: Manufacturing	5	29	6
331: Primary Metal Manufacturing	0	0	0
332: Fabricated Metal Product Manufacturing	0	0	0
333: Machinery Manufacturing	0	0	0
334: Computer and Electronic Product Manufacturing	0	0	0
335: Electrical Equipment, Appliance, and Component Manufacturing	1	9	9
336: Transportation Equipment Manufacturing	2	14	7
337: Furniture and Related Product Manufacturing	0	0	0
339: Miscellaneous Manufacturing	2	6	3
42: Wholesale Trade	9	37	4
423: Merchant Wholesalers, Durable Goods	8	32	4
424: Merchant Wholesalers, Nondurable Goods	1	5	5
425: Wholesale Electronic Markets and Agents and Brokers	0	0	0
44: Retail Trade	65	525	8
441: Motor Vehicle and Parts Dealers	12	89	7
442: Furniture and Home Furnishings Stores	5	81	16
443: Electronics and Appliance Stores	2	10	5
444: Building Material and Garden Equipment and Supplies Dealers	12	47	4
445: Food and Beverage Stores	12	165	14
446: Health and Personal Care Stores	10	93	9
447: Gasoline Stations	5	14	3
448: Clothing and Clothing Accessories Stores	7	26	4
45: Retail Trade	48	355	7
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	8	37	5
452: General Merchandise Stores	10	109	11
453: Miscellaneous Store Retailers	23	190	8
454: Nonstore Retailers	7	19	3
48: Transportation and Warehousing	15	110	7
481: Air Transportation	0	0	0
482: Rail Transportation	0	0	0
483: Water Transportation	0	0	0
484: Truck Transportation	9	70	8
485: Transit and Ground Passenger Transportation	1	4	4
486: Pipeline Transportation	0	0	0
487: Scenic and Sightseeing Transportation	0	0	0
488: Support Activities for Transportation	5	36	7
49: Transportation and Warehousing	2	7	4
491: Postal Service	1	5	5
492: Couriers and Messengers	0	0	0
493: Warehousing and Storage	1	2	2

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
51: Information	13	93	7
511: Publishing Industries (except Internet)	2	7	4
512: Motion Picture and Sound Recording Industries	0	0	0
515: Broadcasting (except Internet)	2	20	10
517: Telecommunications	8	46	6
518: Data Processing, Hosting, and Related Services	0	0	0
519: Other Information Services	1	20	20
52: Finance and Insurance	58	174	3
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	35	79	2
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	9	49	5
524: Insurance Carriers and Related Activities	13	39	3
525: Funds, Trusts, and Other Financial Vehicles	1	7	7
53: Real Estate and Rental and Leasing	12	31	3
531: Real Estate	7	21	3
532: Rental and Leasing Services	5	10	2
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0
54: Professional, Scientific, and Technical Services	31	172	6
541: Professional, Scientific, and Technical Services	31	172	6
55: Management of Companies and Enterprises	1	11	11
551: Management of Companies and Enterprises	1	11	11
56: Administrative and Support and Waste Management and Remediation Services	16	72	5
561: Administrative and Support Services	16	72	5
562: Waste Management and Remediation Services	0	0	0
61: Educational Services	22	506	23
611: Educational Services	22	506	23
62: Health Care and Social Assistance	70	465	7
621: Ambulatory Health Care Services	58	275	5
622: Hospitals	0	0	0
623: Nursing and Residential Care Facilities	1	15	15
624: Social Assistance	11	175	16
71: Arts, Entertainment, and Recreation	10	93	9
711: Performing Arts, Spectator Sports, and Related Industries	3	12	4
712: Museums, Historical Sites, and Similar Institutions	1	12	12
713: Amusement, Gambling, and Recreation Industries	6	69	12

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
72: Accommodation and Food Services	70	1,152	16
721: Accommodation	0	0	0
722: Food Services and Drinking Places	70	1,152	16
81: Other Services (except Public Administration)	104	560	5
811: Repair and Maintenance	37	252	7
812: Personal and Laundry Services	43	211	5
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	24	97	4
92: Public Administration	19	461	24
921: Executive, Legislative, and Other General Government Support	14	326	23
922: Justice, Public Order, and Safety Activities	5	135	27
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	0	0	0
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	0	0	0
99: Unassigned	37	8	0
999: Unassigned	37	8	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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