



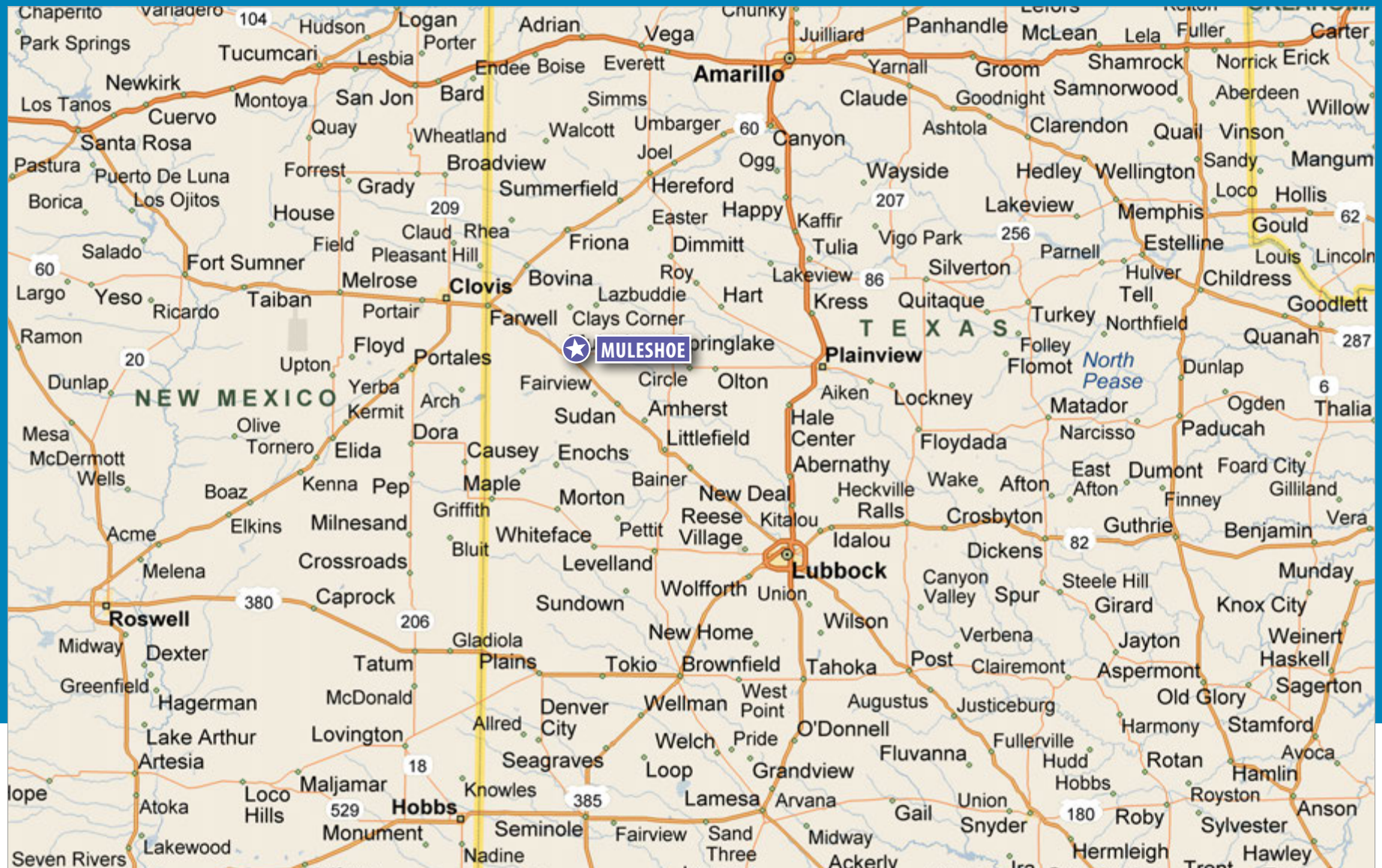
WORKPLACE POPULATION

Muleshoe, Texas

Prepared for
Muleshoe Economic Development Corporation
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Location Muleshoe, Texas



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Workplace Population

Muleshoe, Texas

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Total Business	331	2,590	8
Private Sector	295	2,414	8
Public Administration	36	176	5
Agriculture, Forestry, Fishing and Hunting	10	73	7
Mining, Quarrying, and Oil and Gas Extraction	1	7	7
Utilities	6	56	9
Construction	9	46	5
Manufacturing	11	217	20
Wholesale Trade	20	135	7
Transportation and Warehousing	13	54	4
Information	4	49	12
Real Estate and Rental and Leasing	11	21	2
Professional, Scientific, and Technical Services	18	49	3
Management of Companies and Enterprises	1	21	21
Administrative, Support, Waste Mgmt Remediation Services	5	14	3
Educational Services	9	470	52
Healthcare and Social Assistance	30	344	11
Arts, Entertainment, and Recreation	4	19	5

Workplace Population

Muleshoe, Texas

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Retail Trade	44	220	5
Motor Vehicle and Parts Dealers	7	53	8
Furniture and Home Furnishing Stores	0	0	
Electronics and Appliance Stores	5	14	3
Building Material and Garden Equipment and Supplies De	5	15	3
Food and Beverage Stores	6	57	10
Health and Personal Care Stores	2	13	7
Gasoline Stations	1	9	9
Clothing and Accessories Stores	3	5	2
Sporting Goods, Hobby, Book and Music Stores	3	6	2
General Merchandise Stores	3	27	9
Miscellaneous Store Retailers	9	21	2
Nonstore Retailers	0	0	
Finance and Insurance	28	105	4
Monetary Authorities-Central Bank	0	0	
Credit Intermediation and Related Activities	7	54	8
Securities, Commercial Contracts, Financial Investment and Related Activities	4	12	3
Insurance Carriers and Related Activities	17	39	2
Funds, Trusts and Other Financial Vehicles	0	0	
Accommodation and Food Services	20	263	13
Accommodation	5	20	4
Food Services and Drinking Places	15	243	16
Other Services (except Public Administration)	51	251	5
Repair and Maintenance	13	94	7
Personal and Laundry Services	12	30	3
Religious, Grant Making, Civic, Professional, Similar Organizations	26	127	5



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

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 Retail:360 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” 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 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 Retail Coach -
It’s not about data. It’s about your success.**

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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.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2015/2016, ESRI 2015, 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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.