



WORKPLACE POPULATION

Sheboygan, Wisconsin

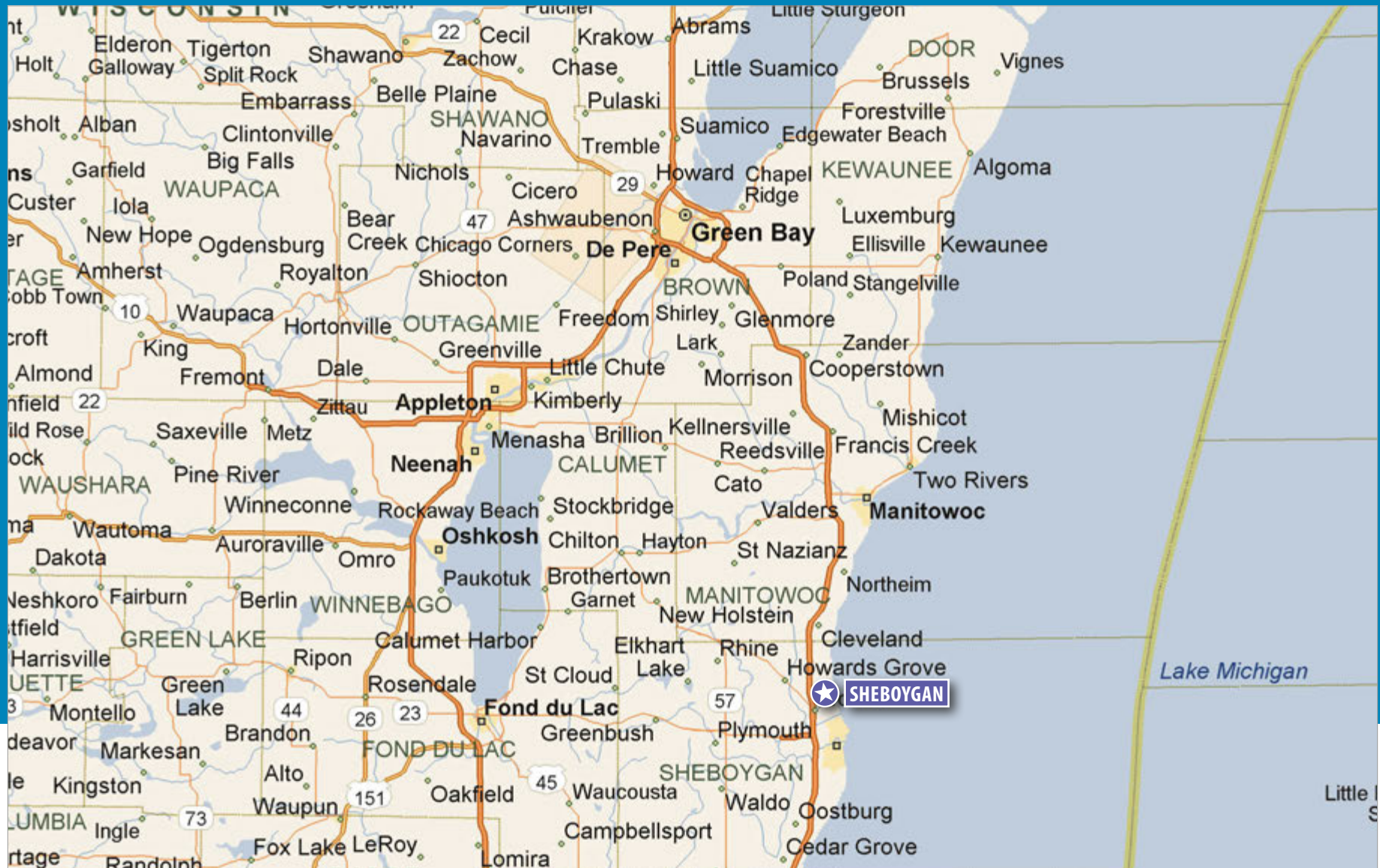


Prepared for
Sheboygan County Economic Development Corporation
May 2016



Map

Sheboygan, Wisconsin



SHEBOYGAN COUNTY
ECONOMIC DEVELOPMENT
CORPORATION
DO MORE.

Contact Information

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www.someplacebetter.org

Workplace Population

Sheboygan, Wisconsin

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Total Business	337	3,699	11
Private Sector	318	3,517	11
Public Administration	19	182	10
Agriculture, Forestry, Fishing and Hunting	0	0	
Mining, Quarrying, and Oil and Gas Extraction	1	3	3
Utilities	1	3	3
Construction	27	168	6
Manufacturing	9	177	20
Wholesale Trade	13	149	11
Transportation and Warehousing	8	177	22
Information	7	105	15
Real Estate and Rental and Leasing	22	68	3
Professional, Scientific, and Technical Services	26	199	8
Management of Companies and Enterprises	1	2	2
Administrative, Support, Waste Mgmt Remediation Services	15	120	8
Educational Services	11	186	17
Healthcare and Social Assistance	33	258	8
Arts, Entertainment, and Recreation	9	112	12

Workplace Population

Sheboygan, Wisconsin

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Retail Trade	46	1,035	23
Motor Vehicle and Parts Dealers	5	84	17
Furniture and Home Furnishing Stores	3	39	13
Electronics and Appliance Stores	0	0	
Building Material and Garden Equipment and Supplies De	8	334	42
Food and Beverage Stores	2	48	24
Health and Personal Care Stores	5	37	7
Gasoline Stations	6	33	6
Clothing and Accessories Stores	2	10	5
Sporting Goods, Hobby, Book and Music Stores	6	89	15
General Merchandise Stores	4	323	81
Miscellaneous Store Retailers	5	38	8
Nonstore Retailers	0	0	
Finance and Insurance	29	100	3
Monetary Authorities-Central Bank	0	0	
Credit Intermediation and Related Activities	22	84	4
Securities, Commercial Contracts, Financial Investment and Related Activities	4	10	3
Insurance Carriers and Related Activities	3	6	2
Funds, Trusts and Other Financial Vehicles	0	0	
Accommodation and Food Services	19	483	25
Accommodation	1	15	15
Food Services and Drinking Places	18	468	26
Other Services (except Public Administration)	41	172	4
Repair and Maintenance	16	68	4
Personal and Laundry Services	12	30	3
Religious, Grant Making, Civic, Professional, Similar Organizations	13	74	6



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

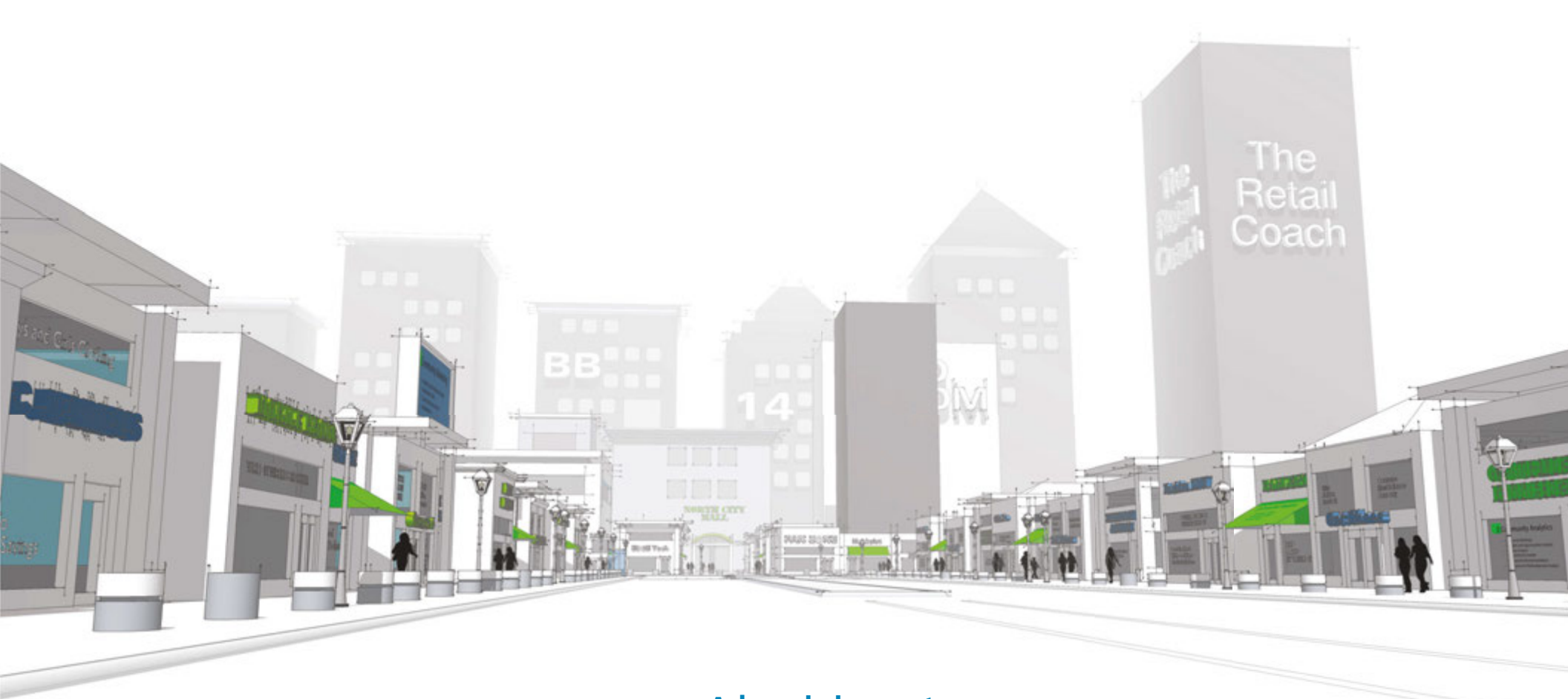
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through 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.