



TheRetailCoach®

# COMMUNITY WORKPLACE POPULATION

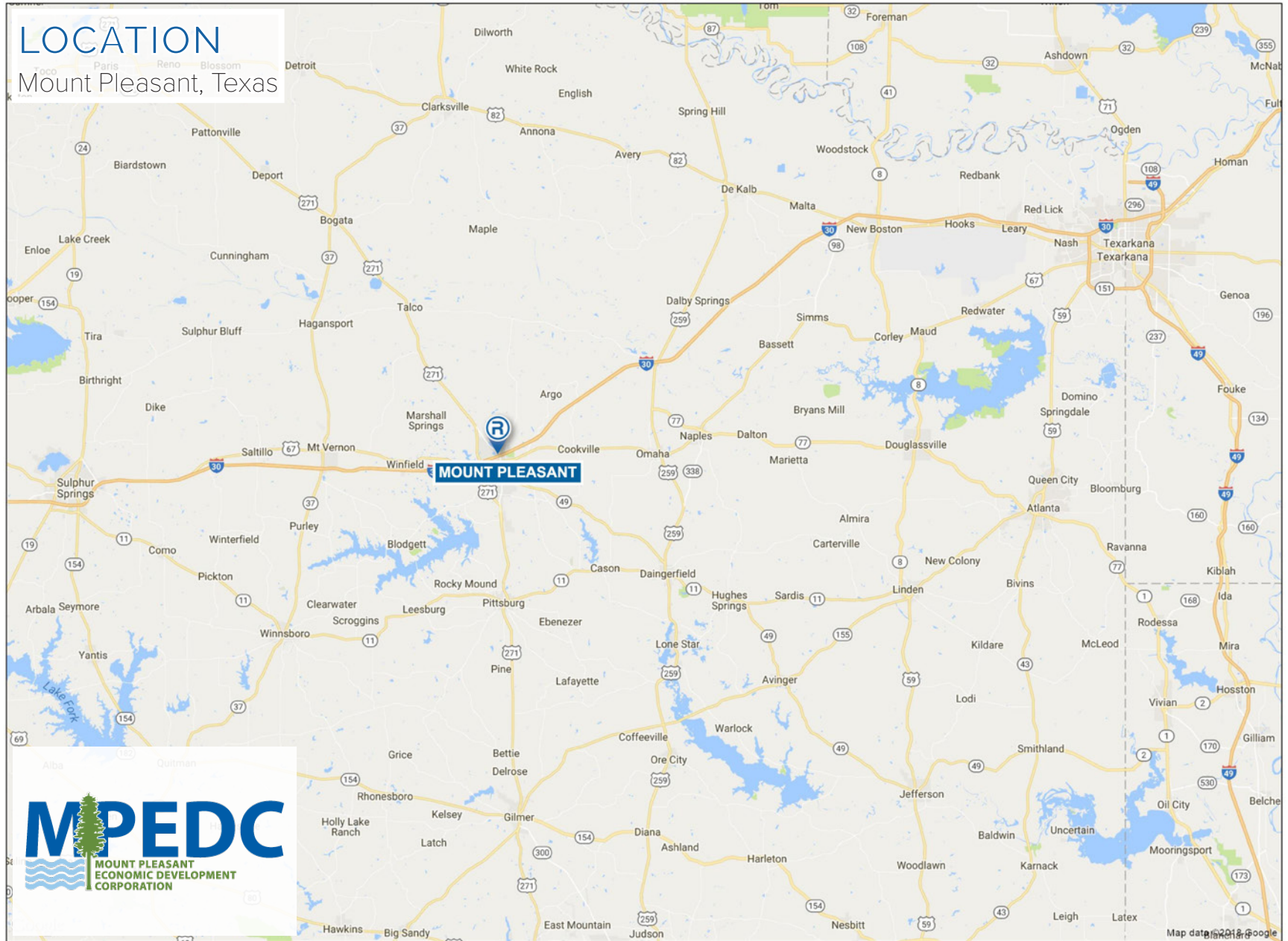
Mount Pleasant, Texas

Prepared for  
City of Mount Pleasant  
May 2018



## LOCATION

Mount Pleasant, Texas



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# COMMUNITY • WORKPLACE POPULATION

Mount Pleasant, Texas

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>Grand Total</b>	<b>1,196</b>	<b>16,196</b>	<b>13</b>
<b>11: Agriculture, Forestry, Fishing and Hunting</b>	<b>6</b>	<b>22</b>	<b>3</b>
111: Crop Production	4	18	4
112: Animal Production and Aquaculture	2	4	2
113: Forestry and Logging			
114: Fishing, Hunting and Trapping			
115: Support Activities for Agriculture and Forestry			
<b>21: Mining, Quarrying, and Oil and Gas Extraction</b>	<b>1</b>	<b>28</b>	<b>28</b>
211: Oil and Gas Extraction			
212: Mining (except Oil and Gas)	1	28	28
213: Support Activities for Mining			
<b>22: Utilities</b>	<b>6</b>	<b>46</b>	<b>7</b>
221: Utilities	6	46	7
<b>23: Construction</b>	<b>41</b>	<b>852</b>	<b>20</b>
236: Construction of Buildings	11	48	4
237: Heavy and Civil Engineering Construction	2	17	8
238: Specialty Trade Contractors	28	787	28
<b>31: Manufacturing</b>	<b>15</b>	<b>5111</b>	<b>340</b>
311: Food Manufacturing	15	5111	340
312: Beverage and Tobacco Product Manufacturing	1	100	100
313: Textile Mills			
314: Textile Product Mills			
315: Apparel Manufacturing			
316: Leather and Allied Product Manufacturing			

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<b>32: Manufacturing</b>	<b>3</b>	<b>20</b>	<b>6</b>
321: Wood Product Manufacturing	1	12	12
322: Paper Manufacturing	2	65	32
323: Printing and Related Support Activities	1	3	3
324: Petroleum and Coal Products Manufacturing	1	5	5
325: Chemical Manufacturing	2	22	11
326: Plastics and Rubber Products Manufacturing	4	570	142
327: Nonmetallic Mineral Product Manufacturing	1	30	30
<b>33: Manufacturing</b>	<b>17</b>	<b>1038</b>	<b>61</b>
331: Primary Metal Manufacturing	3	111	37
332: Fabricated Metal Product Manufacturing	4	68	17
333: Machinery Manufacturing	3	507	169
334: Computer and Electronic Product Manufacturing	1	2	2
335: Electrical Equipment, Appliance, and Component Manufacturing	1	2	2
336: Transportation Equipment Manufacturing	6	451	75
337: Furniture and Related Product Manufacturing	2	30	15
339: Miscellaneous Manufacturing	2	8	4
<b>42: Wholesale Trade</b>	<b>42</b>	<b>259</b>	<b>6</b>
423: Merchant Wholesalers, Durable Goods	30	179	5
424: Merchant Wholesalers, Nondurable Goods	10	70	7
425: Wholesale Electronic Markets and Agents and Brokers	2	10	5

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<b>44: Retail Trade</b>	<b>125</b>	<b>1,232</b>	<b>9</b>
441: Motor Vehicle and Parts Dealers	40	386	9
442: Furniture and Home Furnishings Stores	8	62	7
443: Electronics and Appliance Stores	7	28	4
444: Building Material and Garden Equipment and Supplies Dealers	15	298	19
445: Food and Beverage Stores	14	218	15
446: Health and Personal Care Stores	13	98	7
447: Gasoline Stations	16	97	6
448: Clothing and Clothing Accessories Stores	12	45	3
<b>45: Retail Trade</b>	<b>50</b>	<b>661</b>	<b>13</b>
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	5	45	9
452: General Merchandise Stores	16	506	31
453: Miscellaneous Store Retailers	24	109	4
454: Nonstore Retailers	5	1	0
<b>48: Transportation and Warehousing</b>	<b>17</b>	<b>60</b>	<b>3</b>
481: Air Transportation	1	6	6
482: Rail Transportation	1	2	2
483: Water Transportation			
484: Truck Transportation	9	24	2
485: Transit and Ground Passenger Transportation	1	1	1
486: Pipeline Transportation			
487: Scenic and Sightseeing Transportation			
488: Support Activities for Transportation	6	33	5



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<b>49: Transportation and Warehousing</b>	<b>1</b>	<b>44</b>	<b>44</b>
491: Postal Service	1	44	44
492: Couriers and Messengers			
493: Warehousing and Storage	2	9	4
<b>51: Information</b>	<b>21</b>	<b>226</b>	<b>10</b>
511: Publishing Industries (except Internet)	3	53	17
512: Motion Picture and Sound Recording Industries	1	7	7
515: Broadcasting (except Internet)	6	94	15
517: Telecommunications	9	56	6
518: Data Processing, Hosting, and Related Services	1	12	12
519: Other Information Services	1	4	4
<b>52: Finance and Insurance</b>	<b>132</b>	<b>454</b>	<b>3</b>
521: Monetary Authorities-Central Bank			
522: Credit Intermediation and Related Activities	64	218	3
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	9	41	4
524: Insurance Carriers and Related Activities	59	195	3
525: Funds, Trusts, and Other Financial Vehicles			
<b>53: Real Estate and Rental and Leasing</b>	<b>43</b>	<b>145</b>	<b>3</b>
531: Real Estate	25	96	3
532: Rental and Leasing Services	18	49	2
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)			
<b>54: Professional, Scientific, and Technical Services</b>	<b>74</b>	<b>266</b>	<b>3</b>
541: Professional, Scientific, and Technical Services	74	266	3

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>55: Management of Companies and Enterprises</b>	<b>2</b>	<b>140</b>	<b>70</b>
551: Management of Companies and Enterprises	2	140	70
<b>56: Administrative and Support and Waste Management and Remediation Services</b>	<b>15</b>	<b>42</b>	<b>2</b>
561: Administrative and Support Services	13	35	2
562: Waste Management and Remediation Services	2	7	3
<b>61: Educational Services</b>	<b>27</b>	<b>1,036</b>	<b>38</b>
611: Educational Services	27	1,036	38
<b>62: Health Care and Social Assistance</b>	<b>230</b>	<b>2,235</b>	<b>9</b>
621: Ambulatory Health Care Services	191	940	4
622: Hospitals	5	539	107
623: Nursing and Residential Care Facilities	12	509	42
624: Social Assistance	22	247	11
<b>71: Arts, Entertainment, and Recreation</b>	<b>15</b>	<b>116</b>	<b>7</b>
711: Performing Arts, Spectator Sports, and Related Industries	3	14	4
712: Museums, Historical Sites, and Similar Institutions	4	53	13
713: Amusement, Gambling, and Recreation Industries	8	49	6
<b>72: Accommodation and Food Services</b>	<b>71</b>	<b>961</b>	<b>13</b>
721: Accommodation	17	145	8
<b>722: Food Services and Drinking Places</b>	<b>54</b>	<b>816</b>	<b>15</b>

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<b>81: Other Services (except Public Administration)</b>	<b>149</b>	<b>559</b>	<b>3</b>
811: Repair and Maintenance	37	126	3
812: Personal and Laundry Services	49	183	3
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	63	250	3
<b>92: Public Administration</b>	<b>76</b>	<b>618</b>	<b>8</b>
921: Executive, Legislative, and Other General Government Support	64	428	6
922: Justice, Public Order, and Safety Activities	6	141	23
923: Administration of Human Resource Programs	1	14	14
924: Administration of Environmental Quality Programs	1	7	7
925: Administration of Housing Programs, Urban Planning, and Community Development	2	5	2
926: Administration of Economic Programs	4	28	7
927: Space Research and Technology			
928: National Security and International Affairs	1	160	160
<b>99: Unassigned</b>	<b>17</b>	<b>25</b>	<b>1</b>
999: Unassigned	17	25	1





# 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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