



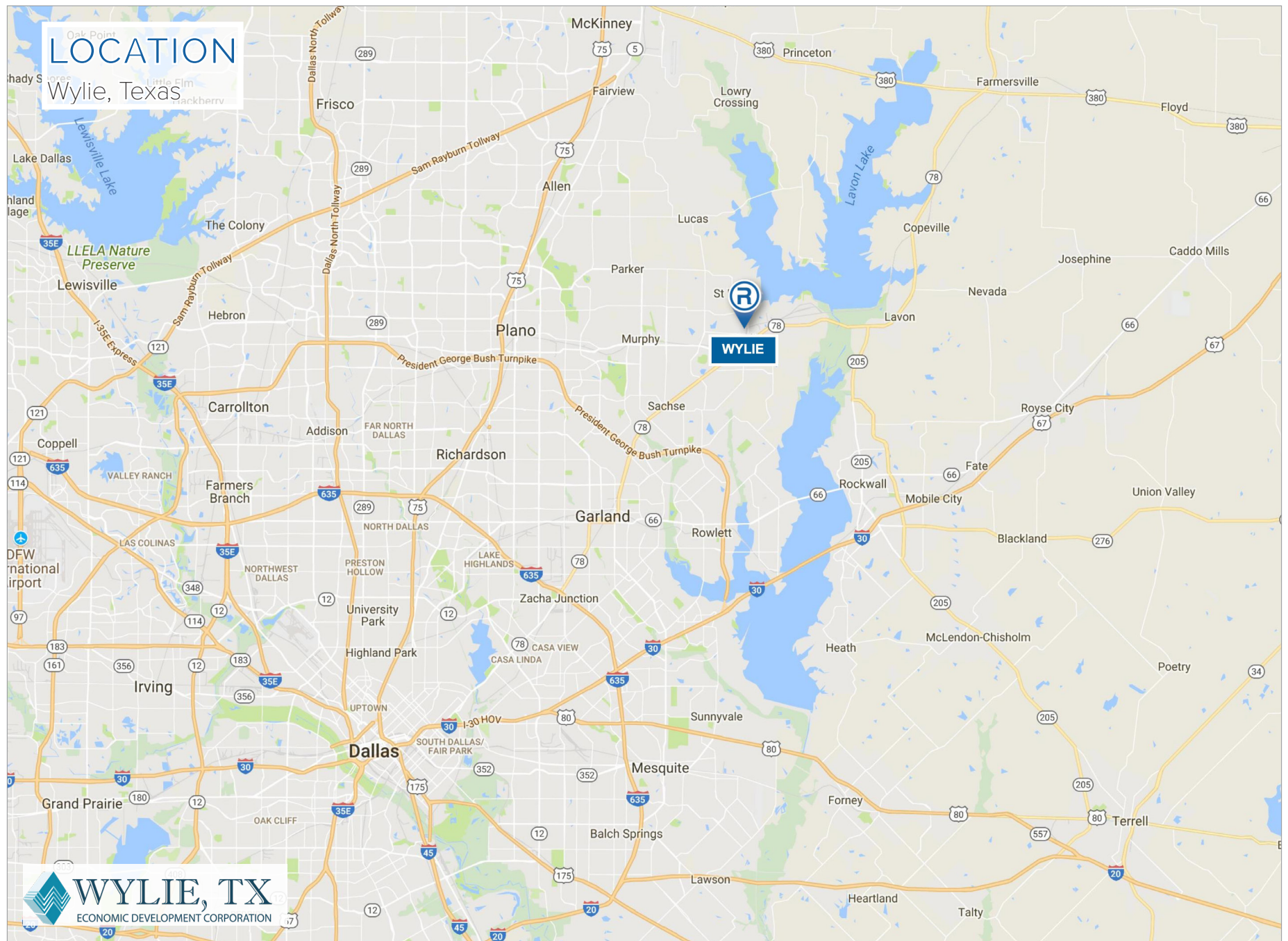
TheRetailCoach®

COMMUNITY WORKPLACE POPULATION

Wylie, Texas

Prepared for
Wylie Economic Development Corporation
September 2018





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COMMUNITY • WORKPLACE POPULATION

Wylie, Texas

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Grand Total	1,063	12,201	11
11: Agriculture, Forestry, Fishing and Hunting	1	60	60
111: Crop Production	1	60	60
112: Animal Production and Aquaculture			
113: Forestry and Logging			
114: Fishing, Hunting and Trapping			
115: Support Activities for Agriculture and Forestry			
21: Mining, Quarrying, and Oil and Gas Extraction			
211: Oil and Gas Extraction			
212: Mining (except Oil and Gas)			
213: Support Activities for Mining			
22: Utilities	8	381	47
221: Utilities	8	381	47
23: Construction	110	737	6
236: Construction of Buildings	44	284	6
237: Heavy and Civil Engineering Construction	5	47	9
238: Specialty Trade Contractors	61	406	6
31: Manufacturing	6	22	3
311: Food Manufacturing	5	17	3
312: Beverage and Tobacco Product Manufacturing			
313: Textile Mills			
314: Textile Product Mills	1	5	5
315: Apparel Manufacturing			
316: Leather and Allied Product Manufacturing			

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
32: Manufacturing	6	55	9
321: Wood Product Manufacturing			
322: Paper Manufacturing			
323: Printing and Related Support Activities	4	35	8
324: Petroleum and Coal Products Manufacturing			
325: Chemical Manufacturing			
326: Plastics and Rubber Products Manufacturing	1	10	10
327: Nonmetallic Mineral Product Manufacturing	1	10	10
33: Manufacturing	26	1,890	72
331: Primary Metal Manufacturing	2	410	205
332: Fabricated Metal Product Manufacturing	8	232	29
333: Machinery Manufacturing	2	891	445
334: Computer and Electronic Product Manufacturing	2	125	62
335: Electrical Equipment, Appliance, and Component Manufacturing			
336: Transportation Equipment Manufacturing	2	133	66
337: Furniture and Related Product Manufacturing	1	4	4
339: Miscellaneous Manufacturing	9	95	10
42: Wholesale Trade	28	274	9
423: Merchant Wholesalers, Durable Goods	19	242	12
424: Merchant Wholesalers, Nondurable Goods	5	21	4
425: Wholesale Electronic Markets and Agents and Brokers	4	11	2

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
44: Retail Trade	91	1,186	13
441: Motor Vehicle and Parts Dealers	19	109	5
442: Furniture and Home Furnishings Stores	6	49	8
443: Electronics and Appliance Stores	8	37	4
444: Building Material and Garden Equipment and Supplies Dealers	15	275	18
445: Food and Beverage Stores	16	535	33
446: Health and Personal Care Stores	15	118	7
447: Gasoline Stations	4	19	4
448: Clothing and Clothing Accessories Stores	8	44	5
45: Retail Trade	38	831	21
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	4	13	3
452: General Merchandise Stores	12	734	61
453: Miscellaneous Store Retailers	13	68	5
454: Nonstore Retailers	9	16	1
48: Transportation and Warehousing	12	42	3
481: Air Transportation			
482: Rail Transportation			
483: Water Transportation			
484: Truck Transportation	10	32	3
485: Transit and Ground Passenger Transportation			
486: Pipeline Transportation			
487: Scenic and Sightseeing Transportation			
488: Support Activities for Transportation	2	10	5

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
49: Transportation and Warehousing	2	6	3
491: Postal Service	1	4	4
492: Couriers and Messengers	1	2	2
493: Warehousing and Storage			
51: Information	22	197	8
511: Publishing Industries (except Internet)	3	17	5
512: Motion Picture and Sound Recording Industries	3	38	12
515: Broadcasting (except Internet)	1	9	9
517: Telecommunications	10	90	9
518: Data Processing, Hosting, and Related Services	2	18	9
519: Other Information Services	3	25	8
52: Finance and Insurance	67	205	3
521: Monetary Authorities-Central Bank			
522: Credit Intermediation and Related Activities	38	111	2
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	9	28	3
524: Insurance Carriers and Related Activities	20	66	3
525: Funds, Trusts, and Other Financial Vehicles			
53: Real Estate and Rental and Leasing	41	166	4
531: Real Estate	29	151	5
532: Rental and Leasing Services	12	15	1
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)			
54: Professional, Scientific, and Technical Services	66	326	4
541: Professional, Scientific, and Technical Services	66	326	4

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
55: Management of Companies and Enterprises			
551: Management of Companies and Enterprises			
56: Administrative and Support and Waste Management and Remediation Services	34	245	7
561: Administrative and Support Services	33	231	7
562: Waste Management and Remediation Services	1	14	14
61: Educational Services	35	1,657	47
611: Educational Services	35	1,657	47
62: Health Care and Social Assistance	194	1,236	6
621: Ambulatory Health Care Services	165	701	4
622: Hospitals	3	50	16
623: Nursing and Residential Care Facilities	2	130	65
624: Social Assistance	24	355	14
71: Arts, Entertainment, and Recreation	21	138	6
711: Performing Arts, Spectator Sports, and Related Industries	9	35	3
712: Museums, Historical Sites, and Similar Institutions	2	45	22
713: Amusement, Gambling, and Recreation Industries	10	58	5
72: Accommodation and Food Services	68	1,125	16
721: Accommodation	2	23	11
722: Food Services and Drinking Places	66	1,102	16

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
81: Other Services (except Public Administration)	104	589	5
811: Repair and Maintenance	47	318	6
812: Personal and Laundry Services	31	149	4
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	26	122	4
92: Public Administration	32	818	25
921: Executive, Legislative, and Other General Government Support	23	257	11
922: Justice, Public Order, and Safety Activities	7	96	13
923: Administration of Human Resource Programs			
924: Administration of Environmental Quality Programs			
925: Administration of Housing Programs, Urban Planning, and Community Development			
926: Administration of Economic Programs			
927: Space Research and Technology			
928: National Security and International Affairs	2	465	232
99: Unassigned	51	15	0
999: Unassigned	51	15	0



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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