



TheRetailCoach®

COMMUNITY WORKPLACE POPULATION

Wylie, Texas

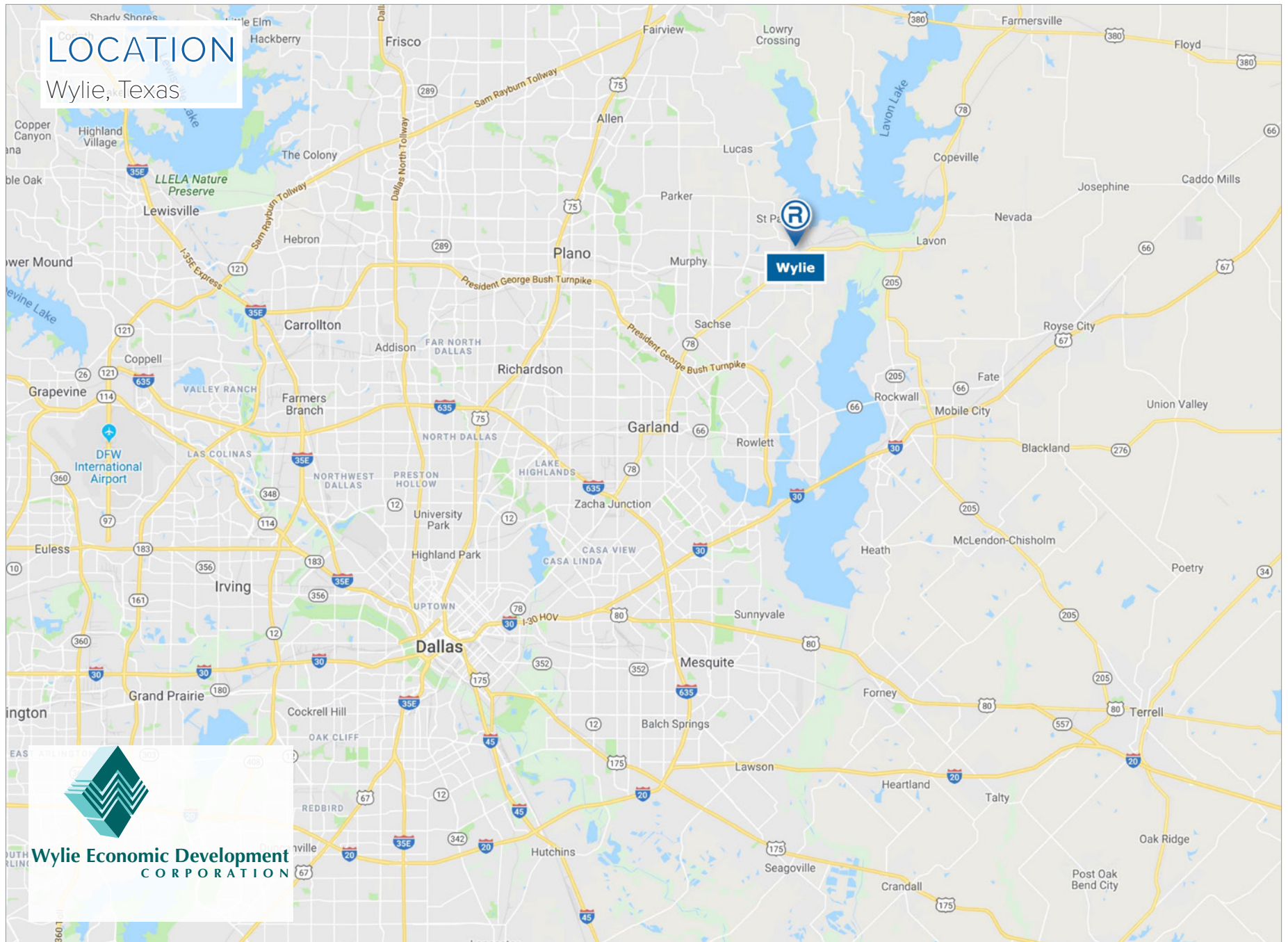
Prepared for
Wylie Economic Development Corporation
March 2019



Wylie Economic Development
CORPORATION

LOCATION

Wylie, Texas



**Wylie Economic Development
CORPORATION**

CONTACT

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COMMUNITY • WORKPLACE POPULATION

Wylie, Texas

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Grand Total	1,182	11,637	9
11: Agriculture, Forestry, Fishing and Hunting	4	73	18
111: Crop Production	1	60	60
112: Animal Production and Aquaculture	2	10	5
113: Forestry and Logging			
114: Fishing, Hunting and Trapping	1	3	3
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	5	373	74
221: Utilities	5	373	74
23: Construction	122	839	6
236: Construction of Buildings	50	362	7
237: Heavy and Civil Engineering Construction	4	20	5
238: Specialty Trade Contractors	68	457	6
31: Manufacturing	8	43	5
311: Food Manufacturing	5	30	6
312: Beverage and Tobacco Product Manufacturing	2	8	4
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	4	43	10
321: Wood Product Manufacturing			
322: Paper Manufacturing			
323: Printing and Related Support Activities	3	33	11
324: Petroleum and Coal Products Manufacturing			
325: Chemical Manufacturing			
326: Plastics and Rubber Products Manufacturing	1	10	10
327: Nonmetallic Mineral Product Manufacturing			
33: Manufacturing	31	1672	53
331: Primary Metal Manufacturing	1	10	10
332: Fabricated Metal Product Manufacturing	10	242	24
333: Machinery Manufacturing	3	932	310
334: Computer and Electronic Product Manufacturing	3	140	46
335: Electrical Equipment, Appliance, and Component Manufacturing			
336: Transportation Equipment Manufacturing	1	129	129
337: Furniture and Related Product Manufacturing	1	4	4
339: Miscellaneous Manufacturing	12	215	17
42: Wholesale Trade	32	248	7
423: Merchant Wholesalers, Durable Goods	23	209	9
424: Merchant Wholesalers, Nondurable Goods	6	29	4
425: Wholesale Electronic Markets and Agents and Brokers	3	10	3

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
44: Retail Trade	98	1,014	10
441: Motor Vehicle and Parts Dealers	21	156	7
442: Furniture and Home Furnishings Stores	6	48	8
443: Electronics and Appliance Stores	7	36	5
444: Building Material and Garden Equipment and Supplies Dealers	15	207	13
445: Food and Beverage Stores	15	377	25
446: Health and Personal Care Stores	18	129	7
447: Gasoline Stations	2	8	4
448: Clothing and Clothing Accessories Stores	14	53	3
45: Retail Trade	40	811	20
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	4	12	3
452: General Merchandise Stores	13	686	52
453: Miscellaneous Store Retailers	16	78	4
454: Nonstore Retailers	7	35	5
48: Transportation and Warehousing	16	72	4
481: Air Transportation			
482: Rail Transportation			
483: Water Transportation			
484: Truck Transportation	11	48	4
485: Transit and Ground Passenger Transportation	2	8	4
486: Pipeline Transportation			
487: Scenic and Sightseeing Transportation			
488: Support Activities for Transportation	3	16	5

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
49: Transportation and Warehousing	3	159	53
491: Postal Service	2	34	17
492: Couriers and Messengers			
493: Warehousing and Storage	1	125	125
51: Information	23	180	7
511: Publishing Industries (except Internet)	4	25	6
512: Motion Picture and Sound Recording Industries	3	35	11
515: Broadcasting (except Internet)			
517: Telecommunications	14	104	7
518: Data Processing, Hosting, and Related Services			
519: Other Information Services	2	16	8
52: Finance and Insurance	56	186	3
521: Monetary Authorities-Central Bank			
522: Credit Intermediation and Related Activities	27	104	3
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	10	27	2
524: Insurance Carriers and Related Activities	19	55	2
525: Funds, Trusts, and Other Financial Vehicles			
53: Real Estate and Rental and Leasing	53	206	3
531: Real Estate	38	186	4
532: Rental and Leasing Services	15	20	1
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)			
54: Professional, Scientific, and Technical Services	78	317	4
541: Professional, Scientific, and Technical Services	78	317	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	40	269	6
561: Administrative and Support Services	39	255	6
562: Waste Management and Remediation Services	1	14	14
61: Educational Services	30	1,471	49
611: Educational Services	30	1,471	49
62: Health Care and Social Assistance	214	1,247	5
621: Ambulatory Health Care Services	182	689	3
622: Hospitals	3	50	16
623: Nursing and Residential Care Facilities	2	190	95
624: Social Assistance	27	318	11
71: Arts, Entertainment, and Recreation	22	138	6
711: Performing Arts, Spectator Sports, and Related Industries	8	33	4
712: Museums, Historical Sites, and Similar Institutions	3	48	16
713: Amusement, Gambling, and Recreation Industries	11	57	5
72: Accommodation and Food Services	80	1,373	17
721: Accommodation	4	45	11
722: Food Services and Drinking Places	76	1,328	17

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
81: Other Services (except Public Administration)	114	592	5
811: Repair and Maintenance	51	316	6
812: Personal and Laundry Services	33	149	4
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	30	127	4
92: Public Administration	23	288	12
921: Executive, Legislative, and Other General Government Support	18	239	13
922: Justice, Public Order, and Safety Activities	5	49	9
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			
99: Unassigned	86	23	1
999: Unassigned	86	23	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 2019, ESRI 2019, 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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