



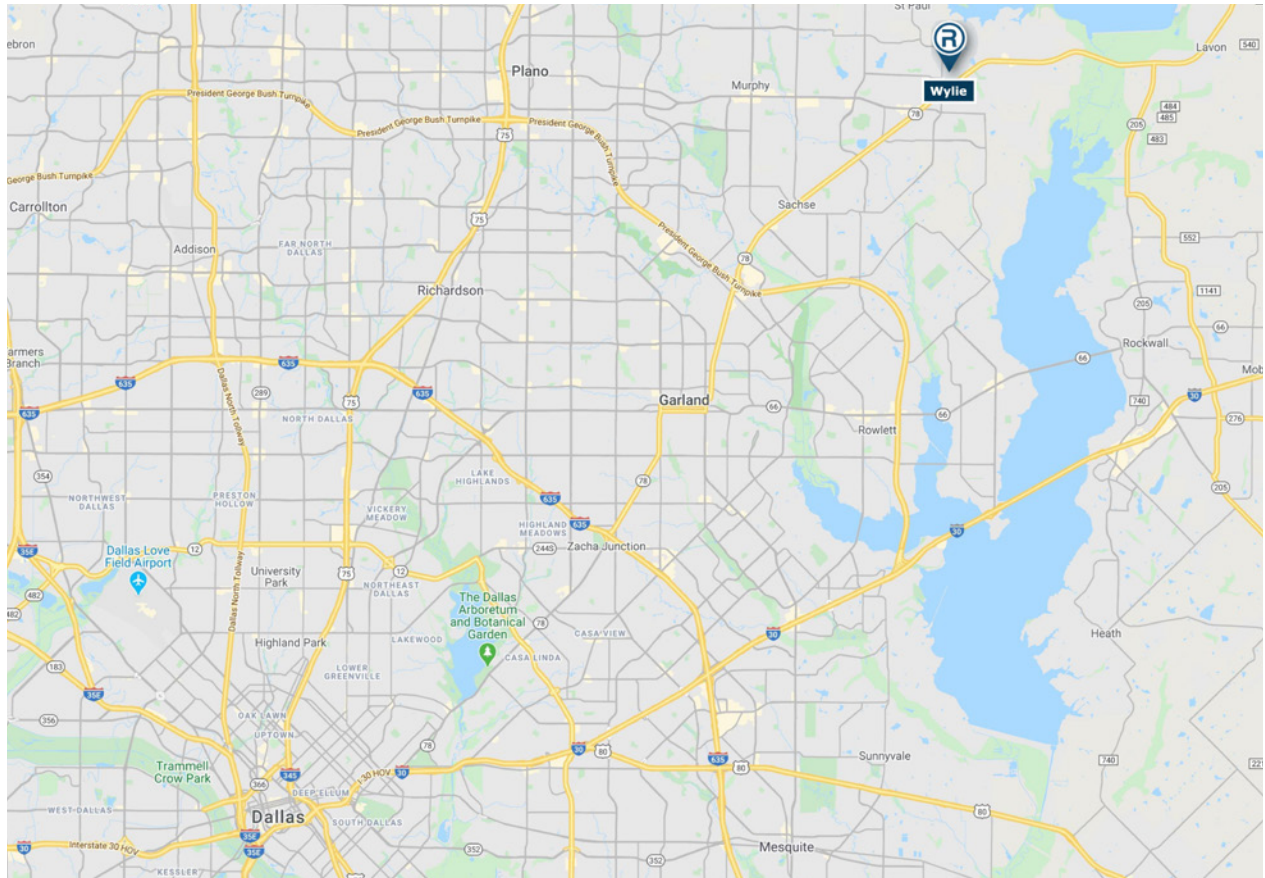
WYLIE, TEXAS

Community Workplace Population



800.851.0962 | INFO@THERETAILCOACH.NET | THERETAILCOACH.NET | AUSTIN, TEXAS • TUPELO, MISSISSIPPI

Community



Prepared for:

WYLIE, TX

ECONOMIC DEVELOPMENT CORPORATION

Wylie Economic Development Corporation

Jason Greiner
Executive Director

250 South Highway 78
Wylie, Texas 75098

Phone 972.442.7181
Jason@Wylieedc.com
www.wylieedc.com



About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

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.

Retail360® 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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted 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.



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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Grand Total	1,401	12,500	9
11: Agriculture, Forestry, Fishing and Hunting	3	10	3
111: Crop Production	0	0	0
112: Animal Production and Aquaculture	1	5	5
113: Forestry and Logging	0	0	0
114: Fishing, Hunting and Trapping	1	3	3
115: Support Activities for Agriculture and Forestry	1	2	2
21: Mining, Quarrying, and Oil and Gas Extraction	0	0	0
211: Oil and Gas Extraction	0	0	0
212: Mining (except Oil and Gas)	0	0	0
213: Support Activities for Mining	0	0	0
22: Utilities	6	369	62
221: Utilities	6	369	62
23: Construction	123	707	6
236: Construction of Buildings	45	282	6
237: Heavy and Civil Engineering Construction	6	38	6
238: Specialty Trade Contractors	72	387	5
31: Manufacturing	9	55	6
311: Food Manufacturing	5	30	6
312: Beverage and Tobacco Product Manufacturing	2	8	4
313: Textile Mills	0	0	0
314: Textile Product Mills	1	5	5
315: Apparel Manufacturing	0	0	0
316: Leather and Allied Product Manufacturing	1	12	12
32: Manufacturing	6	60	10
321: Wood Product Manufacturing	0	0	0
322: Paper Manufacturing	0	0	0
323: Printing and Related Support Activities	3	33	11
324: Petroleum and Coal Products Manufacturing	0	0	0
325: Chemical Manufacturing	0	0	0
326: Plastics and Rubber Products Manufacturing	2	17	9
327: Nonmetallic Mineral Product Manufacturing	1	10	10

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
33: Manufacturing	27	1924	71
331: Primary Metal Manufacturing	1	400	400
332: Fabricated Metal Product Manufacturing	9	238	26
333: Machinery Manufacturing	2	891	446
334: Computer and Electronic Product Manufacturing	3	140	47
335: Electrical Equipment, Appliance, and Component Manufacturing	0	0	0
336: Transportation Equipment Manufacturing	1	129	129
337: Furniture and Related Product Manufacturing	1	4	4
339: Miscellaneous Manufacturing	10	122	12
42: Wholesale Trade	33	330	10
423: Merchant Wholesalers, Durable Goods	24	284	12
424: Merchant Wholesalers, Nondurable Goods	6	37	6
425: Wholesale Electronic Markets and Agents and Brokers	3	9	3
44: Retail Trade	128	1,184	9
441: Motor Vehicle and Parts Dealers	28	164	6
442: Furniture and Home Furnishings Stores	8	52	7
443: Electronics and Appliance Stores	7	28	4
444: Building Material and Garden Equipment and Supplies Dealers	16	244	15
445: Food and Beverage Stores	22	408	19
446: Health and Personal Care Stores	27	210	8
447: Gasoline Stations	4	21	5
448: Clothing and Clothing Accessories Stores	16	57	4
45: Retail Trade	57	861	15
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	6	16	3
452: General Merchandise Stores	15	690	46
453: Miscellaneous Store Retailers	21	93	4
454: Nonstore Retailers	15	62	4
48: Transportation and Warehousing	27	195	7
481: Air Transportation	0	0	0
482: Rail Transportation	0	0	0
483: Water Transportation	0	0	0
484: Truck Transportation	18	92	5
485: Transit and Ground Passenger Transportation	4	74	19
486: Pipeline Transportation	0	0	0
487: Scenic and Sightseeing Transportation	0	0	0
488: Support Activities for Transportation	5	29	6
49: Transportation and Warehousing	2	5	3
491: Postal Service	1	4	4
492: Couriers and Messengers	0	0	0
493: Warehousing and Storage	1	1	1

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
51: Information	29	300	10
511: Publishing Industries (except Internet)	8	116	15
512: Motion Picture and Sound Recording Industries	3	35	12
515: Broadcasting (except Internet)	0	0	0
517: Telecommunications	16	133	8
518: Data Processing, Hosting, and Related Services	0	0	0
519: Other Information Services	2	16	8
52: Finance and Insurance	73	221	3
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	39	127	3
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	13	38	3
524: Insurance Carriers and Related Activities	21	56	3
525: Funds, Trusts, and Other Financial Vehicles	0	0	0
53: Real Estate and Rental and Leasing	54	189	4
531: Real Estate	42	179	4
532: Rental and Leasing Services	12	10	1
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0
54: Professional, Scientific, and Technical Services	88	381	4
541: Professional, Scientific, and Technical Services	88	381	4
55: Management of Companies and Enterprises	2	8	4
551: Management of Companies and Enterprises	2	8	4
56: Administrative and Support and Waste Management and Remediation Services	43	255	6
561: Administrative and Support Services	43	255	6
562: Waste Management and Remediation Services	0	0	0
61: Educational Services	31	1,445	47
611: Educational Services	31	1,445	47
62: Health Care and Social Assistance	246	1,346	5
621: Ambulatory Health Care Services	213	777	4
622: Hospitals	2	30	15
623: Nursing and Residential Care Facilities	2	230	115
624: Social Assistance	29	309	11
71: Arts, Entertainment, and Recreation	26	157	6
711: Performing Arts, Spectator Sports, and Related Industries	9	40	4
712: Museums, Historical Sites, and Similar Institutions	5	54	11
713: Amusement, Gambling, and Recreation Industries	12	63	5

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
72: Accommodation and Food Services	94	1,456	15
721: Accommodation	4	67	17
722: Food Services and Drinking Places	90	1,389	15
81: Other Services (except Public Administration)	138	750	5
811: Repair and Maintenance	54	328	6
812: Personal and Laundry Services	47	209	4
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	37	213	6
92: Public Administration	18	237	13
921: Executive, Legislative, and Other General Government Support	13	204	16
922: Justice, Public Order, and Safety Activities	4	29	7
923: Administration of Human Resource Programs	0	0	0
924: Administration of Environmental Quality Programs	0	0	0
925: Administration of Housing Programs, Urban Planning, and Community Development	0	0	0
926: Administration of Economic Programs	1	4	4
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	0	0	0
99: Unassigned	138	55	0
999: Unassigned	138	55	0



ACKNOWLEDGMENTS

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 Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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