



The**Retail**Coach®

COMMUNITY BUSINESS PROFILES MAJOR SECTORS

DAYTON, TEXAS

DAYTON ECONOMIC DEVELOPMENT CORPORATION
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BUSINESS PROFILES – MAJOR SECTORS

SECTOR (NAICS)	COUNT	EMPLOYMENT	EMPLOYEES PER ESTABLISHMENT	100+ EMPLOYEES	SALES FROM LOCATION
Grand Total	619	4,866	8	7	\$1,412,191,834
11: Agriculture, Forestry, Fishing and Hunting	1	3	3	0	\$253,000
111: Crop Production	1	3	3	0	\$253,000
112: Animal Production and Aquaculture	0	0	0	0	\$0
113: Forestry and Logging	0	0	0	0	\$0
114: Fishing, Hunting and Trapping	0	0	0	0	\$0
115: Support Activities for Agriculture and Forestry	0	0	0	0	\$0
21: Mining, Quarrying, and Oil and Gas Extraction	1	8	8	0	\$328,000
211: Oil and Gas Extraction	1	8	8	0	\$328,000
212: Mining (except Oil and Gas)	0	0	0	0	\$0
213: Support Activities for Mining	0	0	0	0	\$0
22: Utilities	3	156	52	1	\$210,842,000
221: Utilities	3	156	52	1	\$210,842,000
23: Construction	44	263	6	0	\$61,683,000
236: Construction of Buildings	22	134	6	0	\$44,533,000
237: Heavy and Civil Engineering Construction	2	7	4	0	\$1,589,000
238: Specialty Trade Contractors	20	122	6	0	\$15,561,000
31: Manufacturing	2	4	2	0	\$661,000
311: Food Manufacturing	1	2	2	0	\$97,000
312: Beverage and Tobacco Product Manufacturing	1	2	2	0	\$564,000
313: Textile Mills	0	0	0	0	\$0
314: Textile Product Mills	0	0	0	0	\$0
315: Apparel Manufacturing	0	0	0	0	\$0
316: Leather and Allied Product Manufacturing	0	0	0	0	\$0
32: Manufacturing	5	71	14	0	\$374,571,000
321: Wood Product Manufacturing	0	0	0	0	\$0
322: Paper Manufacturing	0	0	0	0	\$0
323: Printing and Related Support Activities	1	2	2	0	\$138,000
324: Petroleum and Coal Products Manufacturing	2	27	14	0	\$354,860,000
325: Chemical Manufacturing	1	32	32	0	\$16,232,000
326: Plastics and Rubber Products Manufacturing	0	0	0	0	\$0
327: Nonmetallic Mineral Product Manufacturing	1	10	10	0	\$3,341,000
33: Manufacturing	5	29	6	0	\$11,876,000
331: Primary Metal Manufacturing	2	17	9	0	\$8,938,000
332: Fabricated Metal Product Manufacturing	1	4	4	0	\$797,000
333: Machinery Manufacturing	1	5	5	0	\$1,612,000
334: Computer and Electronic Product Manufacturing	0	0	0	0	\$0
335: Electrical Equipment, Appliance, and Component Manufacturing	0	0	0	0	\$0
336: Transportation Equipment Manufacturing	0	0	0	0	\$0
337: Furniture and Related Product Manufacturing	1	3	3	0	\$529,000
339: Miscellaneous Manufacturing	0	0	0	0	\$0

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42: Wholesale Trade	19	250	13	1	\$395,613,000
423: Merchant Wholesalers, Durable Goods	16	237	15	1	\$350,378,000
424: Merchant Wholesalers, Nondurable Goods	3	13	4	0	\$45,235,000
425: Wholesale Electronic Markets and Agents and Brokers	0	0	0	0	\$0
44: Retail Trade	42	363	9	0	\$77,496,000
441: Motor Vehicle and Parts Dealers	10	51	5	0	\$13,718,000
444: Building Material and Garden Equipment and Supplies Dealers	10	99	10	0	\$27,888,000
445: Food and Beverage Stores	22	213	10	0	\$35,890,000
449: Home Décor and Appliance Retailers	0	0	0	0	\$0
45: Retail Trade	57	160	3	0	\$66,661,000
455: Warehouse Clubs, Supercenters, General Merchandise and Department Stores	7	26	4	0	\$5,222,000
456: Health and Wellness	3	26	9	0	\$8,020,000
457: Fuel Stations and Dealers	25	55	2	0	\$43,432,000
458: Clothing and Accessories	7	15	2	0	\$1,568,000
459: Recreation Retailers	15	38	3	0	\$8,419,000
48: Transportation and Warehousing	14	120	9	0	\$23,419,000
481: Air Transportation	0	0	0	0	\$0
482: Rail Transportation	2	10	5	0	\$2,182,000
483: Water Transportation	1	3	3	0	\$1,115,000
484: Truck Transportation	3	23	8	0	\$2,830,000
485: Transit and Ground Passenger Transportation	1	60	60	0	\$2,327,000
486: Pipeline Transportation	4	18	5	0	\$14,473,000
487: Scenic and Sightseeing Transportation	0	0	0	0	\$0
488: Support Activities for Transportation	3	6	2	0	\$492,000
49: Transportation and Warehousing	1	24	24	0	\$328,000
491: Postal Service	1	24	24	0	\$328,000
492: Couriers and Messengers	0	0	0	0	\$0
493: Warehousing and Storage	0	0	0	0	\$0
51: Information	5	23	5	0	\$15,302,000
512: Motion Picture and Sound Recording Industries	0	0	0	0	\$0
513: Print Media	1	2	2	0	\$461,000
516: Broadcasting and content providers	1	10	10	0	\$10,785,000
517: Telecommunications	2	5	3	0	\$3,728,000
518: Data Processing, Hosting, and Related Services	0	0	0	0	\$0
519: Other Information Services	1	6	6	0	\$328,000
52: Finance and Insurance	54	116	2	0	\$30,144,000
521: Monetary Authorities-Central Bank	0	0	0	0	\$0
522: Credit Intermediation and Related Activities	28	44	2	0	\$13,042,000
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	11	31	3	0	\$11,816,000
524: Insurance Carriers and Related Activities	15	41	3	0	\$5,286,000
525: Funds, Trusts, and Other Financial Vehicles	0	0	0	0	\$0

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SECTOR (NAICS)	COUNT	EMPLOYMENT	EMPLOYEES PER ESTABLISHMENT	100+ EMPLOYEES	SALES FROM LOCATION
53: Real Estate and Rental and Leasing	25	169	7	0	\$19,973,667
531: Real Estate	21	153	7	0	\$16,522,667
532: Rental and Leasing Services	4	16	4	0	\$3,451,000
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0	0	\$0
54: Professional, Scientific, and Technical Services	31	162	5	0	\$17,890,000
541: Professional, Scientific, and Technical Services	31	162	5	0	\$17,890,000
55: Management of Companies and Enterprises	0	0	0	0	\$0
551: Management of Companies and Enterprises	0	0	0	0	\$0
56: Administrative and Support and Waste Management and Remediation Services	12	37	3	0	\$3,699,000
561: Administrative and Support Services	11	34	3	0	\$2,829,000
562: Waste Management and Remediation Services	1	3	3	0	\$870,000
61: Educational Services	12	659	55	3	\$3,416,250
611: Educational Services	12	659	55	3	\$3,416,250
62: Health Care and Social Assistance	88	357	4	0	\$27,639,000
621: Ambulatory Health Care Services	72	174	2	0	\$19,908,000
622: Hospitals	1	31	31	0	\$4,355,000
623: Nursing and Residential Care Facilities	1	32	32	0	\$1,789,000
624: Social Assistance	14	120	9	0	\$1,587,000
71: Arts, Entertainment, and Recreation	6	21	4	0	\$1,050,000
711: Performing Arts, Spectator Sports, and Related Industries	1	2	2	0	\$135,000
712: Museums, Historical Sites, and Similar Institutions	1	3	3	0	\$162,000
713: Amusement, Gambling, and Recreation Industries	4	16	4	0	\$753,000
72: Accommodation and Food Services	64	637	10	0	\$45,054,000
721: Accommodation	8	65	8	0	\$6,127,000
722: Food Services and Drinking Places	56	572	10	0	\$38,927,000
81: Other Services (except Public Administration)	72	277	4	0	\$19,755,750
811: Repair and Maintenance	18	81	5	0	\$5,776,000
812: Personal and Laundry Services	23	89	4	0	\$5,439,000
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	31	107	3	0	\$8,540,750

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92: Public Administration	17	957	56	2	\$4,537,167
921: Executive, Legislative, and Other General Government Support	8	853	107	2	\$2,485,333
922: Justice, Public Order, and Safety Activities	6	90	15	0	\$1,259,334
923: Administration of Human Resource Programs	1	8	8	0	\$328,000
924: Administration of Environmental Quality Programs	0	0	0	0	\$0
925: Administration of Housing Programs, Urban Planning, and Community Development	1	3	3	0	\$136,500
926: Administration of Economic Programs	1	3	3	0	\$328,000
927: Space Research and Technology	0	0	0	0	\$0
928: National Security and International Affairs	0	0	0	0	\$0
99: Unassigned	39	0	0	0	\$0
999: Unassigned	39	0	0	0	\$0

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.

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" 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 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.



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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, Claritas, ESRI, U.S. Census Bureau, Economy.com, Unacast, 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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