



TheRetailCoach®

COMMUNITY WORKPLACE POPULATION

Weston, Wisconsin

Prepared for
Village of Weston
September 2018



COMMUNITY • WORKPLACE POPULATION

Weston, Wisconsin

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Grand Total	860	9,951	11
11: Agriculture, Forestry, Fishing and Hunting	5	30	6
111: Crop Production	2	8	4
112: Animal Production and Aquaculture			
113: Forestry and Logging			
114: Fishing, Hunting and Trapping			
115: Support Activities for Agriculture and Forestry	3	22	7
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			
221: Utilities			
23: Construction	52	489	9
236: Construction of Buildings	12	50	4
237: Heavy and Civil Engineering Construction	4	24	6
238: Specialty Trade Contractors	36	415	11
31: Manufacturing	6	115	19
311: Food Manufacturing	1	8	8
312: Beverage and Tobacco Product Manufacturing	4	91	22
313: Textile Mills			
314: Textile Product Mills	1	16	16
315: Apparel Manufacturing			
316: Leather and Allied Product Manufacturing			

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
32: Manufacturing	7	135	19
321: Wood Product Manufacturing			
322: Paper Manufacturing			
323: Printing and Related Support Activities	2	6	3
324: Petroleum and Coal Products Manufacturing			
325: Chemical Manufacturing			
326: Plastics and Rubber Products Manufacturing	2	45	22
327: Nonmetallic Mineral Product Manufacturing	3	84	28
33: Manufacturing	29	509	17
331: Primary Metal Manufacturing			
332: Fabricated Metal Product Manufacturing	6	177	29
333: Machinery Manufacturing	3	22	7
334: Computer and Electronic Product Manufacturing			
335: Electrical Equipment, Appliance, and Component Manufacturing	3	14	4
336: Transportation Equipment Manufacturing	4	144	36
337: Furniture and Related Product Manufacturing	4	46	11
339: Miscellaneous Manufacturing	9	106	11
42: Wholesale Trade	43	1745	40
423: Merchant Wholesalers, Durable Goods	39	1648	42
424: Merchant Wholesalers, Nondurable Goods	4	97	24
425: Wholesale Electronic Markets and Agents and Brokers			

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
44: Retail Trade	45	938	20
441: Motor Vehicle and Parts Dealers	11	73	6
442: Furniture and Home Furnishings Stores	2	12	6
443: Electronics and Appliance Stores	5	86	17
444: Building Material and Garden Equipment and Supplies Dealers	11	303	27
445: Food and Beverage Stores	6	379	63
446: Health and Personal Care Stores	6	43	7
447: Gasoline Stations	4	42	10
448: Clothing and Clothing Accessories Stores			
45: Retail Trade	18	300	16
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	4	15	3
452: General Merchandise Stores	6	233	38
453: Miscellaneous Store Retailers	8	52	6
454: Nonstore Retailers			
48: Transportation and Warehousing	9	181	20
481: Air Transportation	1	2	2
482: Rail Transportation			
483: Water Transportation			
484: Truck Transportation	3	66	22
485: Transit and Ground Passenger Transportation	3	109	36
486: Pipeline Transportation			
487: Scenic and Sightseeing Transportation			
488: Support Activities for Transportation	2	4	2

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49: Transportation and Warehousing	4	26	6
491: Postal Service	1	21	21
492: Couriers and Messengers			
493: Warehousing and Storage	3	5	1
51: Information	6	31	5
511: Publishing Industries (except Internet)			
512: Motion Picture and Sound Recording Industries	3	13	4
515: Broadcasting (except Internet)	2	14	7
517: Telecommunications	1	4	4
518: Data Processing, Hosting, and Related Services			
519: Other Information Services			
52: Finance and Insurance	85	237	2
521: Monetary Authorities-Central Bank			
522: Credit Intermediation and Related Activities	46	124	2
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	10	29	2
524: Insurance Carriers and Related Activities	27	75	2
525: Funds, Trusts, and Other Financial Vehicles	2	9	4
53: Real Estate and Rental and Leasing	33	143	4
531: Real Estate	19	69	3
532: Rental and Leasing Services	14	74	5
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)			
54: Professional, Scientific, and Technical Services	36	264	7
541: Professional, Scientific, and Technical Services	36	264	7

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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	19	226	11
561: Administrative and Support Services	16	144	9
562: Waste Management and Remediation Services	3	82	27
61: Educational Services	11	645	58
611: Educational Services	11	645	58
62: Health Care and Social Assistance	273	2,426	8
621: Ambulatory Health Care Services	244	1,498	6
622: Hospitals	2	433	216
623: Nursing and Residential Care Facilities	14	219	15
624: Social Assistance	13	276	21
71: Arts, Entertainment, and Recreation	15	174	11
711: Performing Arts, Spectator Sports, and Related Industries			
712: Museums, Historical Sites, and Similar Institutions			
713: Amusement, Gambling, and Recreation Industries	15	174	11
72: Accommodation and Food Services	45	742	16
721: Accommodation	4	110	27
722: Food Services and Drinking Places	41	632	15

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81: Other Services (except Public Administration)	70	365	5
811: Repair and Maintenance	27	143	5
812: Personal and Laundry Services	27	126	4
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	16	96	6
92: Public Administration	15	230	15
921: Executive, Legislative, and Other General Government Support	12	129	10
922: Justice, Public Order, and Safety Activities	3	101	33
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	34	0	0
999: Unassigned	34	0	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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