



TheRetailCoach®

# COMMUNITY WORKPLACE POPULATION

Eureka, Missouri

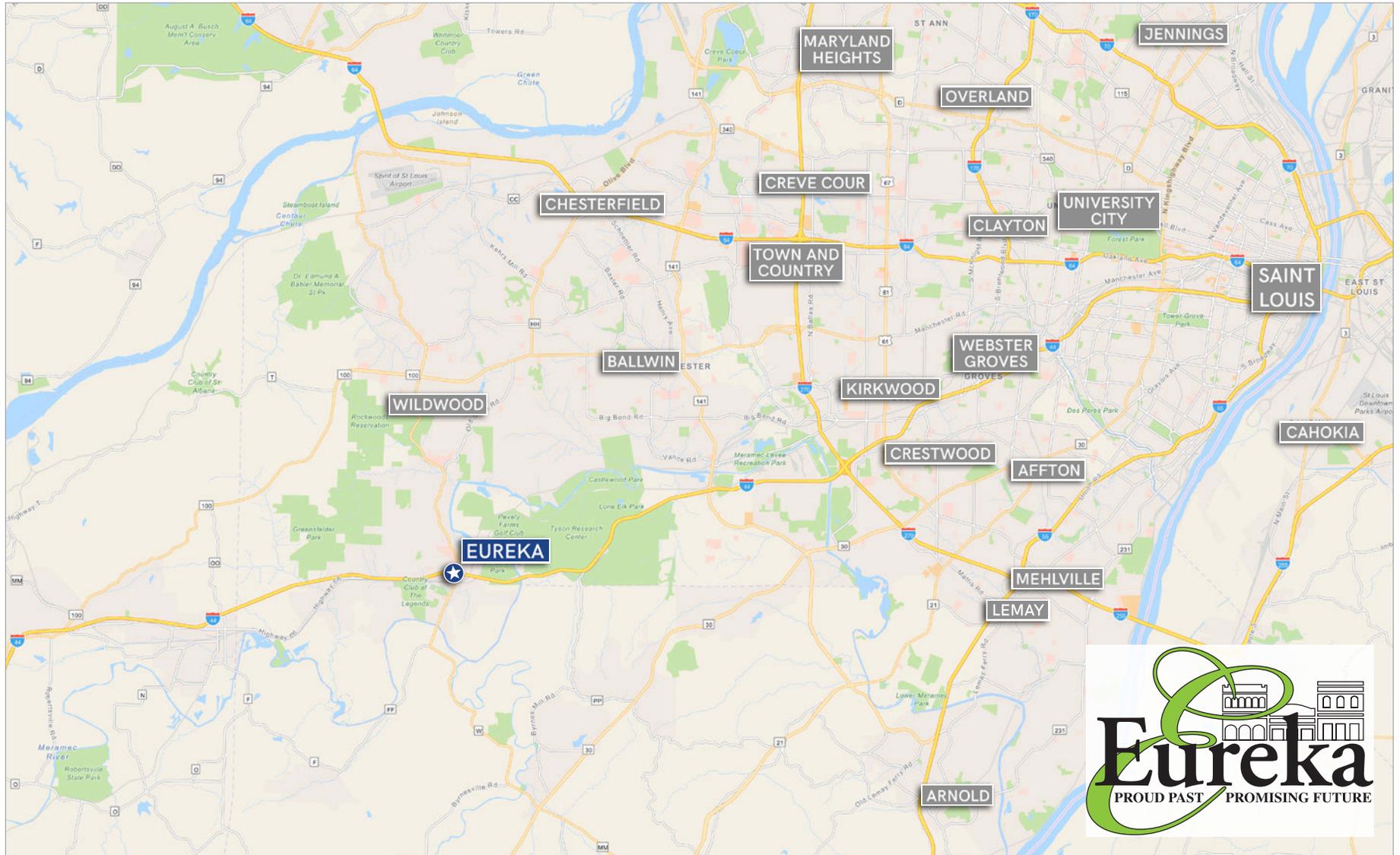
Prepared for  
City of Eureka  
April 2017





# LOCATION

Eureka, Missouri



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# COMMUNITY • WORKPLACE POPULATION

Eureka, Missouri

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>Total Business</b>	584	6,357	11
Private Sector	570	6,059	11
Public Administration	14	298	21
Agriculture, Forestry, Fishing and Hunting	2	5	3
Mining, Quarrying, and Oil and Gas Extraction	1	5	5
Utilities	0	0	
Construction	61	674	11
Manufacturing	17	698	41
Wholesale Trade	18	79	4
Transportation and Warehousing	9	126	14
Information	9	50	6
Real Estate and Rental and Leasing	25	86	3
Professional, Scientific, and Technical Services	52	502	10
Management of Companies and Enterprises	1	40	40
Administrative, Support, Waste Mgmt Remediation Services	22	86	4
Educational Services	13	284	22
Healthcare and Social Assistance	88	795	9
Arts, Entertainment, and Recreation	11	344	31



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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>Retail Trade</b>	75	935	12
Motor Vehicle and Parts Dealers	12	66	6
Furniture and Home Furnishing Stores	2	10	5
Electronics and Appliance Stores	5	26	5
Building Material and Garden Equipment and Supplies De	7	70	10
Food and Beverage Stores	6	147	25
Health and Personal Care Stores	8	61	8
Gasoline Stations	4	24	6
Clothing and Accessories Stores	4	13	3
Sporting Goods, Hobby, Book and Music Stores	11	61	6
General Merchandise Stores	4	429	107
Miscellaneous Store Retailers	11	28	3
Nonstore Retailers	1	0	
<b>Finance and Insurance</b>	64	181	3
Monetary Authorities-Central Bank	0	0	
Credit Intermediation and Related Activities	36	106	3
Securities, Commercial Contracts, Financial Investment and Related Activities	4	11	3
Insurance Carriers and Related Activities	24	64	3
Funds, Trusts and Other Financial Vehicles	0	0	
<b>Accommodation and Food Services</b>	44	863	20
Accommodation	8	164	21
Food Services and Drinking Places	36	699	19
<b>Other Services (except Public Administration)</b>	58	306	5
Repair and Maintenance	16	94	6
Personal and Laundry Services	25	118	5
Religious, Grant Making, Civic, Professional, Similar Organizations	17	94	6



# 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, Nielsen 2016/2017, ESRI 2016, 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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