



TheRetailCoach®

COMMUNITY WORKPLACE POPULATION

Madras, Oregon

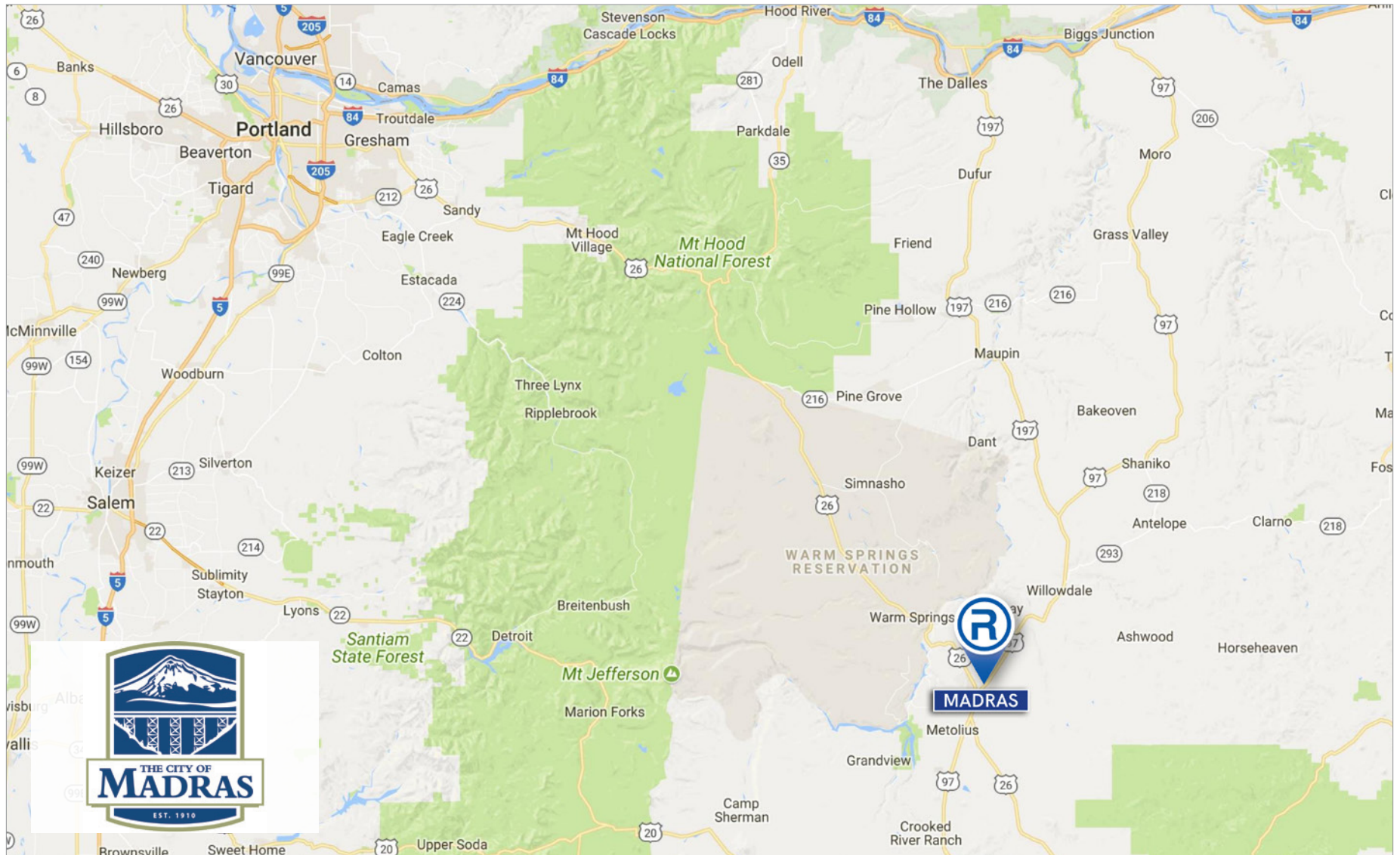
Prepared for
City of Madras
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LOCATION

Madras, Oregon



CONTACT

NICHOLAS S. SNEAD, AICP, COMMUNITY DEVELOPMENT DIRECTOR

City of Madras | 125 Southwest E Street | Madras, Oregon 97741 | 541.323.2916
nsnead@ci.madras.or.us | www.ci.madras.or.us



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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Grand Total	552	5,153	9
11: Agriculture, Forestry, Fishing and Hunting	6	77	12
111: Crop Production	2	23	11
112: Animal Production and Aquaculture			
113: Forestry and Logging			
114: Fishing, Hunting and Trapping			
115: Support Activities for Agriculture and Forestry	4	54	13
21: Mining, Quarrying, and Oil and Gas Extraction	1	6	6
211: Oil and Gas Extraction	1	6	6
212: Mining (except Oil and Gas)			
213: Support Activities for Mining			
22: Utilities	4	25	6
221: Utilities	4	25	6
23: Construction	22	64	2
236: Construction of Buildings	7	17	2
237: Heavy and Civil Engineering Construction			
238: Specialty Trade Contractors	15	47	3
31: Manufacturing	1	35	35
311: Food Manufacturing	1	35	35
312: Beverage and Tobacco Product Manufacturing			
313: Textile Mills			
314: Textile Product Mills			
315: Apparel Manufacturing			
316: Leather and Allied Product Manufacturing			



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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
32: Manufacturing	5	868	173
321: Wood Product Manufacturing	2	825	412
322: Paper Manufacturing			
323: Printing and Related Support Activities	1	4	4
324: Petroleum and Coal Products Manufacturing	1	4	4
325: Chemical Manufacturing	1	35	35
326: Plastics and Rubber Products Manufacturing			
327: Nonmetallic Mineral Product Manufacturing			
33: Manufacturing	5	173	34
331: Primary Metal Manufacturing			
332: Fabricated Metal Product Manufacturing	1	1	1
333: Machinery Manufacturing	2	170	85
334: Computer and Electronic Product Manufacturing			
335: Electrical Equipment, Appliance, and Component Manufacturing			
336: Transportation Equipment Manufacturing			
337: Furniture and Related Product Manufacturing	1	1	1
339: Miscellaneous Manufacturing	1	1	1
42: Wholesale Trade	17	105	6
423: Merchant Wholesalers, Durable Goods	10	63	6
424: Merchant Wholesalers, Nondurable Goods	7	42	6
425: Wholesale Electronic Markets and Agents and Brokers			



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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
44: Retail Trade	51	497	9
441: Motor Vehicle and Parts Dealers	14	124	8
442: Furniture and Home Furnishings Stores	4	10	2
443: Electronics and Appliance Stores	4	19	4
444: Building Material and Garden Equipment and Supplies Dealers	6	35	5
445: Food and Beverage Stores	7	212	30
446: Health and Personal Care Stores	4	18	4
447: Gasoline Stations	10	76	7
448: Clothing and Clothing Accessories Stores	2	3	1
45: Retail Trade	17	187	11
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	2	4	2
452: General Merchandise Stores	6	100	16
453: Miscellaneous Store Retailers	8	82	10
454: Nonstore Retailers	1	1	1
48: Transportation and Warehousing	12	72	6
481: Air Transportation			
482: Rail Transportation	1	4	4
483: Water Transportation			
484: Truck Transportation	4	11	2
485: Transit and Ground Passenger Transportation	1	2	2
486: Pipeline Transportation			
487: Scenic and Sightseeing Transportation			
488: Support Activities for Transportation	6	55	9



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49: Transportation and Warehousing	1	15	15
491: Postal Service	1	15	15
492: Couriers and Messengers			
493: Warehousing and Storage			
51: Information	8	45	5
511: Publishing Industries (except Internet)	1	6	6
512: Motion Picture and Sound Recording Industries	1	10	10
515: Broadcasting (except Internet)			
517: Telecommunications	2	7	3
518: Data Processing, Hosting, and Related Services	3	12	4
519: Other Information Services	1	10	10
52: Finance and Insurance	43	91	2
521: Monetary Authorities-Central Bank			
522: Credit Intermediation and Related Activities	33	55	1
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	2	3	1
524: Insurance Carriers and Related Activities	8	33	4
525: Funds, Trusts, and Other Financial Vehicles			
53: Real Estate and Rental and Leasing	27	74	2
531: Real Estate	19	52	2
532: Rental and Leasing Services	8	22	2
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)			
54: Professional/Scientific/Technical Services	32	103	3
541: Professional, Scientific, and Technical Services	32	103	3



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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	8	35	4
561: Administrative and Support Services	6	13	2
562: Waste Management and Remediation Services	2	22	11
61: Educational Services	15	549	36
611: Educational Services	15	549	36
62: Health Care and Social Assistance	106	904	8
621: Ambulatory Health Care Services	78	482	6
622: Hospitals	2	194	97
623: Nursing and Residential Care Facilities	4	74	18
624: Social Assistance	22	154	7
71: Arts, Entertainment, and Recreation	12	139	11
711: Performing Arts, Spectator Sports, and Related Industries	1	19	19
712: Museums, Historical Sites, and Similar Institutions	1	12	12
713: Amusement, Gambling, and Recreation Industries	10	108	10
72: Accommodation and Food Services	38	435	11
721: Accommodation	8	55	6
722: Food Services and Drinking Places	30	380	12



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81: Other Services (except Public Administration)	59	182	3
811: Repair and Maintenance	17	37	2
812: Personal and Laundry Services	18	51	2
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	24	94	3
92: Public Administration	54	440	8
921: Executive, Legislative, and Other General Government Support	48	376	7
922: Justice, Public Order, and Safety Activities	4	51	12
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	2	13	6
927: Space Research and Technology			
928: National Security and International Affairs			
99: Unassigned	8	32	4
999: Unassigned	8	32	4



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 2017, 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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