



The**Retail**Coach.®

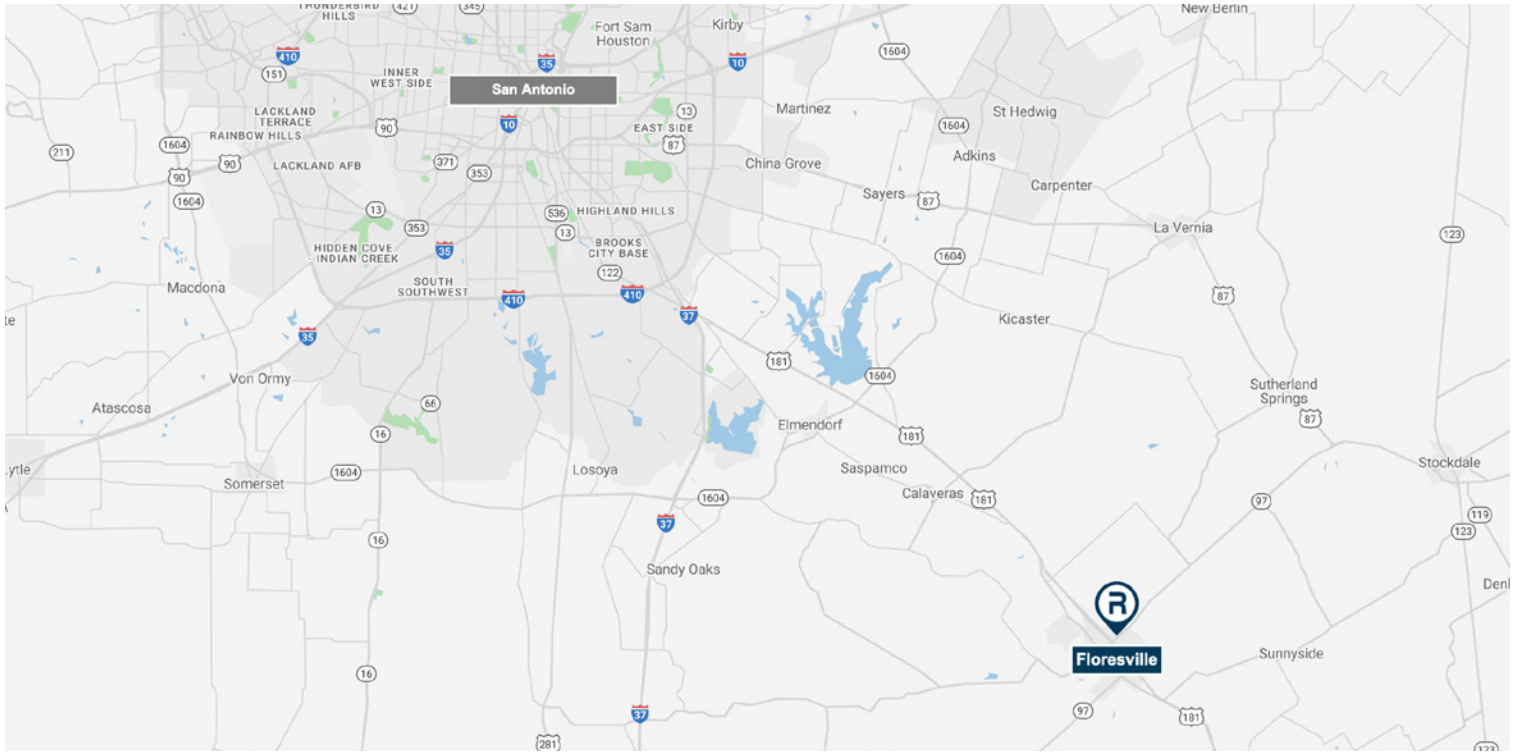
Community Workplace Population

FLORESVILLE, TEXAS

Prepared for Floresville Economic Development Corporation
March 2024

Community • Demographic Snapshot

Floresville, Texas



Population

2020	7,203
2023	7,645
2028	8,174

Educational Attainment (%)

Graduate or Professional Degree	2.61%
Bachelors Degree	12.63%
Associate Degree	3.85%
Some College	20.97%
High School Graduate (GED)	42.15%
Some High School, No Degree	8.66%
Less than 9th Grade	9.12%

Income

Average HH	\$76,087
Median HH	\$58,952
Per Capita	\$27,590

Age

0 - 9 Years	13.81%
10 - 17 Years	11.85%
18 - 24 Years	8.79%
25 - 34 Years	11.41%
35 - 44 Years	14.53%
45 - 54 Years	10.92%
55 - 64 Years	11.08%
65 and Older	17.61%
Median Age	37.91
Average Age	39.10

Race Distribution (%)

White	57.37%
Black/African American	1.54%
American Indian/Alaskan	1.10%
Asian	0.84%
Native Hawaiian/Islander	0.05%
Other Race	13.64%
Two or More Races	25.45%
Hispanic	61.79%



Charlotte Ximenez-Nelson
 Floresville Economic Development Corporation
 Assistant Executive Director

1120 D Street
 Floresville, Texas 78114

Office 830.393.1238
 Cell 830.581.8238
 Assistant@FloresvilleEDCTX.gov
 www.FloresvilleEDC.org

Aaron Farmer
 The Retail Coach, LLC
 President

Office 662.844.2155
 Cell 662.231.0608
 AFarmer@theretailcoach.net
 www.TheRetailCoach.net



Community • Workplace Population

Floresville, Texas

DESCRIPTION	BUSINESS COUNT	EMPLOYMENT FOR THIS LOCATION	EMPLOYEES PER ESTABLISHMENT
Grand Total	610	4,414	7
11: Agriculture, Forestry, Fishing and Hunting	1	2	2
111: Crop Production	0	0	0
112: Animal Production and Aquaculture	1	2	2
113: Forestry and Logging	0	0	0
114: Fishing, Hunting and Trapping	0	0	0
115: Support Activities for Agriculture and Forestry	0	0	0
21: Mining, Quarrying, and Oil and Gas Extraction	2	18	9
211: Oil and Gas Extraction	1	4	4
212: Mining (except Oil and Gas)	0	0	0
213: Support Activities for Mining	1	14	14
22: Utilities	0	0	0
221: Utilities	0	0	0
23: Construction	26	236	9
236: Construction of Buildings	10	29	3
237: Heavy and Civil Engineering Construction	3	16	5
238: Specialty Trade Contractors	13	191	15
31: Manufacturing	2	10	5
311: Food Manufacturing	2	10	5
312: Beverage and Tobacco Product Manufacturing	0	0	0
313: Textile Mills	0	0	0
314: Textile Product Mills	0	0	0
315: Apparel Manufacturing	0	0	0
316: Leather and Allied Product Manufacturing	0	0	0
32: Manufacturing	3	13	4
321: Wood Product Manufacturing	1	1	1
322: Paper Manufacturing	0	0	0
323: Printing and Related Support Activities	0	0	0
324: Petroleum and Coal Products Manufacturing	0	0	0
325: Chemical Manufacturing	0	0	0
326: Plastics and Rubber Products Manufacturing	1	7	7
327: Nonmetallic Mineral Product Manufacturing	1	5	5

Community • Workplace Population

Floresville, Texas

DESCRIPTION	BUSINESS COUNT	EMPLOYMENT FOR THIS LOCATION	EMPLOYEES PER ESTABLISHMENT
33: Manufacturing	4	57	14
331: Primary Metal Manufacturing	1	50	50
332: Fabricated Metal Product Manufacturing	1	3	3
333: Machinery Manufacturing	1	2	2
334: Computer and Electronic Product Manufacturing	0	0	0
335: Electrical Equipment, Appliance, and Component Manufacturing	0	0	0
336: Transportation Equipment Manufacturing	0	0	0
337: Furniture and Related Product Manufacturing	0	0	0
339: Miscellaneous Manufacturing	1	2	2
42: Wholesale Trade	9	58	6
423: Merchant Wholesalers, Durable Goods	4	27	7
424: Merchant Wholesalers, Nondurable Goods	5	31	6
425: Wholesale Electronic Markets and Agents and Brokers	0	0	0
44: Retail Trade	29	425	15
441: Motor Vehicle and Parts Dealers	10	155	16
444: Building Material and Garden Equipment and Supplies Dealers	6	46	8
445: Food and Beverage Stores	10	205	21
449: Home Décor and Appliance Retailers	3	19	6
45: Retail Trade	32	247	8
455: Warehouse Clubs, Supercenters, General Merchandise and Department Stores	3	118	39
456: Health and Wellness	5	41	8
457: Fuel Stations and Dealers	13	49	4
458: Clothing and Accessories	3	20	7
459: Recreation Retailers	8	19	2
48: Transportation and Warehousing	2	6	3
481: Air Transportation	0	0	0
482: Rail Transportation	0	0	0
483: Water Transportation	0	0	0
484: Truck Transportation	1	4	4
485: Transit and Ground Passenger Transportation	0	0	0
486: Pipeline Transportation	0	0	0
487: Scenic and Sightseeing Transportation	0	0	0
488: Support Activities for Transportation	1	2	2
49: Transportation and Warehousing	2	26	13
491: Postal Service	1	20	20
492: Couriers and Messengers	1	6	6
493: Warehousing and Storage	0	0	0
51: Information	8	43	5
512: Motion Picture and Sound Recording Industries	1	7	7
513: Print Media	1	6	6
516: Broadcasting and content providers	1	10	10
517: Telecommunications	4	16	4
518: Data Processing, Hosting, and Related Services	0	0	0
519: Other Information Services	1	4	4

Community • Workplace Population

Floresville, Texas

DESCRIPTION	BUSINESS COUNT	EMPLOYMENT FOR THIS LOCATION	EMPLOYEES PER ESTABLISHMENT
52: Finance and Insurance	50	159	3
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	29	68	2
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	9	48	5
524: Insurance Carriers and Related Activities	12	43	4
525: Funds, Trusts, and Other Financial Vehicles	0	0	0
53: Real Estate and Rental and Leasing	29	85	3
531: Real Estate	20	70	4
532: Rental and Leasing Services	9	15	2
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0
54: Professional, Scientific, and Technical Services	45	304	7
541: Professional, Scientific, and Technical Services	45	304	7
55: Management of Companies and Enterprises	0	0	0
551: Management of Companies and Enterprises	0	0	0
56: Administrative and Support and Waste Management and Remediation Services	12	49	4
561: Administrative and Support Services	12	49	4
562: Waste Management and Remediation Services	0	0	0
61: Educational Services	14	394	28
611: Educational Services	14	394	28
62: Health Care and Social Assistance	170	1,146	7
621: Ambulatory Health Care Services	141	458	3
622: Hospitals	6	269	45
623: Nursing and Residential Care Facilities	4	28	7
624: Social Assistance	19	391	21
71: Arts, Entertainment, and Recreation	7	26	4
711: Performing Arts, Spectator Sports, and Related Industries	1	1	1
712: Museums, Historical Sites, and Similar Institutions	1	3	3
713: Amusement, Gambling, and Recreation Industries	5	22	4
72: Accommodation and Food Services	47	489	10
721: Accommodation	9	55	6
722: Food Services and Drinking Places	38	434	11
81: Other Services (except Public Administration)	56	261	5
811: Repair and Maintenance	17	106	6
812: Personal and Laundry Services	23	73	3
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	16	82	5

Community • Workplace Population

Floresville, Texas

DESCRIPTION	BUSINESS COUNT	EMPLOYMENT FOR THIS LOCATION	EMPLOYEES PER ESTABLISHMENT
92: Public Administration	39	353	9
921: Executive, Legislative, and Other General Government Support	24	174	7
922: Justice, Public Order, and Safety Activities	7	132	19
923: Administration of Human Resource Programs	3	18	6
924: Administration of Environmental Quality Programs	1	7	7
925: Administration of Housing Programs, Urban Planning, and Community Development	0	0	0
926: Administration of Economic Programs	4	22	6
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	0	0	0
99: Unassigned	21	7	0
999: Unassigned	21	7	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.



The**RetailCoach**.®

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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

* Compound annual growth rate (CAGR) is the geometric progression ratio that provides a constant rate of return over the time period. CAGR dampens the effect of volatility of periodic growth.