CITY OF SANTA ROSA

DRAFT BUSINESS RECRUITMENT PLAN: TARGET INDUSTRIES- 2026

PREFACE AND METHODOLOGY

The City of Santa Rosa Economic Development Strategic Plan (adopted April 2024) establishes goals for business recruitment and attraction:

1. Increase the number of medium and large businesses in key industries
2. Create a business retention and expansion strategy for existing industry,
3. create a comprehensive outreach and marketing plan to attract identified key industries
4. Align efforts with Sonoma County to create a tandem approach to attraction efforts

Sections E.3 and E.9 of the Santa Rosa Economic Development Strategy Implementation Plan layout strategies for these goals including:

> E.3. Conduct a Business Gap Analysis, Existing Cluster Industry Analysis, and Key Emerging Industry Sectors Analysis
>
> E.9. Create a Comprehensive Outreach and Marketing Plan (aka “Business Recruitment Plan”.) to Attract Identified Key Industries

For determining which industries to attract, grow and recruit to Santa Rosa staff evaluated conditions related to gaps and opportunities in the market and analyzed data related but not limited to existing industry and sector strengths and weaknesses, current and projected labor market trends, education and degree attainment/issuance, state and regional economic goals and target industries.

This data was gathered and reviewed at the Metropolitan Statistical Area (MSA) level using the State of California Employment Development Department (EDD) for calculating MSA’s.

On July 21, 2023, the Office of Management and Budget (OMB) announced an update to statistical area delineations based on the application of the new standards to data from the 2020 Census. Micropolitan Statistical Areas have at least one urban cluster of at least 10,000 but less than 50,000 population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.

The City of Santa Rosa falls into the “Santa Rosa-Petaluma MSA” statistical area.

DRAFT

TOP INDUSTRY SECTORS BY NUMBER OF EMPLOYED - Santa Rosa-Petaluma MSA

The Current Employment Statistics (CES) program is a Federal-State cooperative effort in which monthly surveys are conducted to provide estimates of employment, hours, and earnings based on payroll records of business establishments. The CES survey is based on approximately 119,000 businesses and government agencies representing approximately 629,000 individual worksites throughout the United States.

Non-Government Top Industry Categories by Number of Employees (over 10,000)

- Trade, Transportation, and Utilities
- Private Education and Health Services
- Health Care and Social Assistance
- Retail Trade
- Leisure and Hospitality (Tourism)
- Manufacturing
- Accommodation and Food Services
- Food Services and Drinking Places
- Local Government excluding Education
- Mining, Logging and Construction

Latest EDD Update July 2, 2025
LMI for Santa Rosa-Petaluma MSA, California

CAREERS EXPECTED TO GROW BY MORE THAN 25% OVER THE NEXT TEN (10) YEARS - Santa Rosa-Petaluma MSA

- Nurse Practitioners
- Physician Assistants
- Solar Photovoltaic Installers
- Medical and Health Services Managers
- Home Health and Personal Care Aides
- Personal Financial Advisors
- Home Health and Personal Care Aides; and Nursing Assistants, Orderlies, and Psychiatric Aides
- Counselors, All Other
- Diagnostic Medical Sonographers
- Physical Therapist Assistants
- Healthcare Support Occupations
- Medical Assistants
- Shuttle Drivers and Chauffeurs

DRAFT

- Food Servers, Nonrestaurant
- Concierges
- Substance Abuse, Behavioral Disorder, and Mental Health Counselors
- Information Security Analysts
- Clinical and Counseling Psychologists
- Health Education Specialists
- Cooks, Institution and Cafeteria
- Control and Valve Installers and Repairers, Except Mechanical Door
- Cooks, Restaurant
- Radiologic Technologists and Technicians
- Veterinary Technologists and Technicians
- Mental Health and Substance Abuse Social Workers
- Clinical Laboratory Technologists and Technicians
- Licensed Practical and Licensed Vocational Nurses
- Veterinary Assistants and Laboratory Animal Caretakers
- Nursing Assistants
- Data Scientists
- Veterinarians
- Occupational Therapy and Physical Therapist Assistants and Aides

Latest EDD Update July 2, 2025
LMI for Santa Rosa-Petaluma MSA, California

UNEMPLOYMENT - Santa Rosa-Petaluma MSA

Non-Government Industries Experiencing Greater Than Average Unemployment (Higher than 4%)

- Professional and Business Services
- Scientific, and Technical Services
- Management of Companies and Enterprises
- Administrative and Support and Waste Management
- Administrative and Support Services

Latest EDD Update June 20, 2025
LMI for Santa Rosa-Petaluma MSA, California

DRAFT

June 20, 2025
Employment Development Department
Labor Market Information Division
(916) 262-2162

Santa Rosa-Petaluma MSA
(Sonoma County)
Industry Employment & Labor Force
March 2024 Benchmark

Data Not Seasonally Adjusted

	May 24	Mar 25	Apr 25 Revised	May 25 Prelim	Percent Change Month	Year
Civilian Labor Force (1)	245,400	250,600	249,500	250,200	0.3%	2.0%
Civilian Employment	236,900	240,000	239,500	240,700	0.5%	1.6%
Civilian Unemployment	8,500	10,600	10,000	9,500	-5.0%	11.8%
Civilian Unemployment Rate	3.5%	4.2%	4.0%	3.8%		
(CA Unemployment Rate)	4.7%	5.3%	5.0%	4.9%		
(U.S. Unemployment Rate)	3.7%	4.2%	3.9%	4.0%		
Professional and Business Services	24,600	23,200	23,400	23,400	0.0%	-4.9%
Professional, Scientific, and Technical Service	8,800	8,300	8,400	8,300	-1.2%	-5.7%
Management of Companies and Enterprises	2,400	2,300	2,300	2,300	0.0%	-4.2%
Administrative and Support and Waste Manag	13,400	12,600	12,700	12,800	0.8%	-4.5%
Administrative and Support Services	12,300	11,500	11,700	11,700	0.0%	-4.9%
Private Education and Health Services	37,300	38,700	39,100	39,200	0.3%	5.1%
Health Care and Social Assistance	35,000	36,200	36,500	36,600	0.3%	4.6%
Leisure and Hospitality	25,900	25,100	25,500	25,800	1.2%	-0.4%
Accommodation and Food Services	21,500	20,600	21,000	21,200	1.0%	-1.4%

VACANT SPACE INVENTORY - Santa Rosa-Petaluma MSA

For Lease: Available property types currently on the market over 25,000 SF

- Manufacturing
- Retail – Department Store
- Retail – Community Center
- Retail – Free Standing
- Food processing
- Warehouse
- Office

For Sale: Available property types currently on the market over 25,000 SF

- Manufacturing
- Warehouse
- Food Processing
- Distribution
- Retail

Latest CoStar Update July 15, 2025
https://product.costar.com/search/all-properties

DRAFT

Category	For Lease	For Sale
Manufacturing	✅ Available	✅ Available
Warehouse	✅ Available	✅ Available
Food Processing	✅ Available	✅ Available
Retail – Dept Store	✅ Available	✅ —
Retail – Community Center	✅ Available	✅ —
Retail – Free-Standing Store	✅ Available	✅ —
Office	✅ Available	✅ —
Distribution	—	✅ Available

STATE BUSINESS RECRUITMENT AND ATTRACTION GOALS

California is the nation's top state for new business starts, access to venture capital funding, and manufacturing, high-tech, and agriculture.

The California Jobs First Economic Blueprint guides the state's investments in key sectors to drive sustainable economic growth, innovation, and access to good-paying jobs over the next decade. Made up of ten strategic industry sectors, this framework will help streamline the state's economic, business, and workforce development programs to create more jobs, faster.

California's economy has industries at all stages of advancement and growth. They are categorized as follows within the Economic Blueprint:

- *Strengthen: Sectors where California has an established competitive position and/or significant employment, but where there is leveling growth or wages*
- *Accelerate: Sectors with moderate to high projected growth that are ready for expansion, where additional investments (e.g., capital, infrastructure) could "bend the curve" to generate growth*
- *Bet: Emerging sectors with significant investment or high strategic importance to the innovation ecosystem*

DRAFT

- *Anchor: Regional anchors that are critical for attracting and supporting industry activities while also providing quality, good-paying jobs within local communities*

State Sectors Identified

Strengthen
These are sectors with a strong existing foundation that California seeks to reinforce:
- Creative Economy
  - Film, TV, & the Arts
- Tourism & Outdoor Recreation
- Manufacturing
- Financial & Professional Services
- Transport & Logistics
- Working Lands & Water
  - Agricultural Production
  - Food Processing

Accelerate
These sectors are growth engines that California is actively promoting and scaling:
- Aerospace & Defense
  - Aircraft
  - Space, Defense & Satellites
- Clean Economy
  - Batteries
  - Onshore Wind
  - Solar
  - ZEVs (Zero Emission Vehicles)
- Life Sciences
  - Medtech
  - Pharma / Biotech
- High-Tech
  - Hardware
  - Semiconductors & Microelectronics
  - Software & Services
- Working Lands & Water
  - Agtech & Farm Equipment

Note: "Advanced & Precision Manufacturing" plays a major role across many of these.

Bet
These are emerging or speculative sectors that hold long-term potential and innovation:
- Clean Economy
  - Carbon Management
  - Critical Minerals
  - Hydrogen
  - Offshore Wind
- High-Tech
  - Artificial Intelligence (AI)
  - Quantum

DRAFT

    - Robotics
- Working Lands & Water
    - Bioeconomy
    - Blue Economy / Tech

Anchor
Foundational systems and services that support all economic activity:

- Childcare
- Education & Skilled Workforce
- Healthcare
- Housing
- Infrastructure
    - Broadband
    - Transmission & Distribution
    - Transportation Infrastructure
    - Water

From Feb 27, 2025 | Press Release
California Jobs First » All Home

REGIONAL PLANS (inclusive of the geographical area which is the Santa Rosa-Petaluma MSA)

Governor Newsom released a new economic vision for California's future with a bold plan, realized locally. Governor Newsom released the new California Jobs First Economic Blueprint, a statewide plan built with input from 13 regional plans to drive sustainable economic growth, innovation, and access to good-paying jobs over the next decade.

The Bay Area Jobs First Collaborative (BAJFC) Regional Plan is one of these thirteen regions which is inclusive of the Santa Rosa-Petaluma MSA. Part II of this plan outlines target sectors and strategies for the Bay Area Region. *"The process to define target sectors leveraged the many hundreds of stakeholders involved in the planning process over the last year and a half. These discussions led to the identification of sectors where there was energy and excitement to develop collaborative strategies that meet the goals of the BAJFC. This iterative process resulted in the identification of six target sectors."*

(BAJFC) Target Sectors

- **ARTS AND CULTURE**
- **CHILD CARE AND EARLY CHILDHOOD EDUCATION**
- **CONSTRUCTION**
- **HEALTHCARE**

DRAFT

- **MANUFACTURING**
- **SUSTAINABLE ENVIRONMENTAL MANAGEMENT**

From Feb 27, 2025 | Press Release
California Jobs First » All Home

TOP DEGREE ISSUANCES FROM SSU AND SRJC - Santa Rosa-Petaluma MSA

SSU Degrees awarded by Major 2019 to Present

- Business Administration
- Psychology
- Sociology
- Early Childhood studies
- Kinesiology
- Communication Studies
- Liberal Studies
- English
- Criminal Justice Studies
- Computer science

SRJC Degrees awarded by Major 2023

- Liberal Arts & Humanities
- General Social Sciences
- Biological & Physical Sciences
- General Business Administration & Management
- Protective Services

Staff Research July 2025
https://datausa.io/profile/university/santa-rosa-junior-college
Degrees Awarded | Institutional Effectiveness at Sonoma State University

---

TARGET INDUSTRIES FOR RECRUITMENT AND ATTRACTION

City of Santa Rosa Recommended Target Industries for Recruitment & Attraction (2026)

1. Healthcare and Health Services
2. Advanced and Sustainable Manufacturing

DRAFT

3. Clean Energy and Climate Technology
4. Information Security, Software, and Data Science
5. Behavioral and Community Health Services
6. Childcare and Early Childhood Education
7. Tourism, Culinary Arts, and Experience Economy
8. Professional and Financial Services
9. Retail (entertainment focused)
10. Food and Beverage Production

Rationales and NAICS Associations

1. Healthcare and Health Services

- Rationale:
  - Strong existing employment base (Health Care & Social Assistance is a top sector)
  - Multiple healthcare careers are projected to grow 25%+ in the next decade (e.g., Nurse Practitioners, Diagnostic Medical Sonographers)
  - Degrees issued in Psychology, Health Sciences, Early Childhood, etc. from SSU and SRJC
  - State designation: Anchor Sector
- Relevant NAICS:
  - 621 (Ambulatory Health Care Services)
  - 622 (Hospitals)
  - 623 (Nursing and Residential Care Facilities)

2. Advanced and Sustainable Manufacturing

- Rationale:
  - Existing employment concentration in Manufacturing
  - High regional vacancy in Manufacturing and Food Processing space (for lease/sale >25,000 SF)
  - State strategy includes Strengthen and Accelerate for food processing, precision manufacturing, and ag-tech
  - BAJFC priority sector
- Relevant NAICS:
  - 311 (Food Manufacturing)
  - 325 (Chemical Manufacturing – Clean Tech, Biomanufacturing)
  - 334 (Computer and Electronic Product Manufacturing)
  - 336 (Transportation Equipment Manufacturing)

3. Clean Energy & Climate Technology

- Rationale:
  - Strong growth projections for Solar PV Installers
  - Vacant space suitable for assembly, R&D, warehousing
  - California Jobs First: Emphasizes Clean Economy in both Accelerate and Bet categories (solar, ZEVs, offshore wind, hydrogen, etc.)
  - Alignment with local environmental goals

DRAFT

- Relevant NAICS:
  - 221114 (Solar Electric Power Generation)
  - 335 (Electrical Equipment and Component Manufacturing)
  - 541715 (Research and Development in Physical, Engineering, and Life Sciences)

4. Information Security, Software, and Data Science

- Rationale:
  - High-demand job growth (Information Security Analysts, Data Scientists)
  - High degree issuance from SSU in Computer Science
  - State strategy lists AI, software, and data infrastructure as Bet and Accelerate sectors
- Relevant NAICS:
  - 518 (Data Processing, Hosting, and Related Services)
  - 5415 (Computer Systems Design and Related Services)
  - 519 (Other Information Services)

5. Behavioral and Community Health Services

- Rationale:
  - High-growth occupations in substance abuse, counseling, and mental health support
  - Strong educational pipeline from SRJC (Protective Services) and SSU (Psychology, Sociology)
  - State strategy includes this as part of Anchor (Healthcare)
  - Supports equity and local community resilience goals
- Relevant NAICS:
  - 624190 (Other Individual and Family Services)
  - 621420 (Outpatient Mental Health and Substance Abuse Centers)

6. Childcare and Early Childhood Education

- Rationale:
  - Designated Anchor Sector by California and a BAJFC regional priority
  - Strong local degree attainment from SSU (Early Childhood Studies)
  - Direct impact on workforce participation (especially women)
- Relevant NAICS:
  - 624410 (Child Day Care Services)
  - 611110 (Elementary and Secondary Schools)

7. Tourism, Culinary Arts, and Experience Economy

- Rationale:
  - High employment in Leisure & Hospitality
  - Strong alignment with Santa Rosa's brand and infrastructure (vacant retail/restaurant/hospitality space)
  - State strategy: Strengthen sector under Tourism, Arts, Food & Ag
- Relevant NAICS:
  - 722 (Food Services and Drinking Places)
  - 713 (Amusement, Gambling, and Recreation Industries)
  - 721 (Accommodation)

8. Professional and Financial Services

- Rationale:
  - Strong degree output in Business Administration

DRAFT

    - Large existing employment base (though experiencing higher unemployment, suggesting talent availability)
    - State categorization: Strengthen Sector
- Relevant NAICS:
    - 541 (Professional, Scientific, and Technical Services)
    - 522 (Credit Intermediation and Related Activities)
    - 524 (Insurance Carriers and Related Activities)

9. Retail (Entertainment-Focused)

- Rationale:
    - Opportunity to revitalize underutilized commercial space, especially in Downtown and regional centers
    - Focus on “experiential” retail—restaurants, tasting rooms, taprooms, and boutique entertainment venues
    - Strong synergies with tourism, culinary sector, and Santa Rosa’s placemaking efforts
- Relevant NAICS:
    - 722 (Food Services and Drinking Places)
    - 445 (Food and Beverage Stores – for upscale grocers, wine shops)
    - 713 (Amusement and Recreation Industries)
    - 452 (General Merchandise Stores – entertainment retail focus)

10. Food and Beverage Production

- Rationale:
    - Regional legacy in wine, craft beer, artisan food, and organic agriculture
    - Available vacant space well-suited for food processing and packaging
    - California Jobs First identifies Food Processing as a “Strengthen” industry
    - Opportunity to attract next-generation CPG (consumer packaged goods) startups, co-packing facilities, and beverage distributors
- Relevant NAICS:
    - 311 (Food Manufacturing)
    - 312 (Beverage and Tobacco Product Manufacturing)
    - 4248 (Beer, Wine, and Distilled Alcoholic Beverage Wholesalers)

Industry Sector	Alignment Level	Key NAICS Codes
Healthcare & Health Services	Anchor, Local Demand	621, 622, 623
Advanced Manufacturing	Strengthen/Accelerate	311, 325, 334, 336
Clean Energy & Climate Tech	Bet/Accelerate	221114, 335, 541715
Software, Data & Information Security	Bet/Accelerate	518, 5415, 519
Behavioral Health & Social Services	Anchor	624190, 621420

DRAFT

Industry Sector	Alignment Level	Key NAICS Codes
Childcare & Early Childhood Education	Anchor	624410, 611110
Tourism & Culinary Experience Economy	Strengthen	722, 721, 713
Professional & Financial Services	Strengthen	541, 522, 524
Retail (Entertainment-Focused)	Strengthen (Experiential)	722, 445, 713, 452
Food & Beverage Manufacturing	Strengthen	311, 312, 4248

DRAFT

INDUSTRY SECTORS AND NAICS CODES REFERENCE GUIDE

The **Bureau of Labor Statistics** (BLS) is an agency of the United States Department of Labor. It is the principal fact-finding agency in the broad field of labor economics and statistics and serves as part of the U.S. Federal Statistical System. BLS collects, calculates, analyzes, and publishes data essential to the public, employers, researchers, and government organizations.

The BLS tracks and categorizes industries by Supersector and NAICS Code.

This list of industries included in Industries at a Glance is arranged in North American Industry Classification System (NAICS) code order. Each industry sector and subsector is placed into the appropriate group: Goods-Producing Industries or Service-Providing Industries.

These industries are also arranged in alphabetical order.

Goods-Producing Industries

- *Natural Resources and Mining*
- *Agriculture, Forestry, Fishing and Hunting (NAICS 11)*
- *Crop Production (NAICS 111)*
- *Animal Production (NAICS 112)*
- *Forestry and Logging (NAICS 113)*
- *Fishing, Hunting and Trapping (NAICS 114)*
- *Support Activities for Agriculture and Forestry (NAICS 115)*
- *Mining, Quarrying, and Oil and Gas Extraction (NAICS 21)*
- *Oil and Gas Extraction (NAICS 211)*
- *Mining (except Oil and Gas) (NAICS 212)*
- *Support Activities for Mining (NAICS 213)*
- *Construction*
- *Construction (NAICS 23)*
- *Construction of Buildings (NAICS 236)*
- *Heavy and Civil Engineering Construction (NAICS 237)*
- *Specialty Trade Contractors (NAICS 238)*
- *Manufacturing*
- *Manufacturing (NAICS 31-33)*
- *Food Manufacturing (NAICS 311)*
- *Beverage and Tobacco Product Manufacturing (NAICS 312)*
- *Textile Mills (NAICS 313)*
- *Textile Product Mills (NAICS 314)*
- *Apparel Manufacturing (NAICS 315)*
- *Leather and Allied Product Manufacturing (NAICS 316)*
- *Wood Product Manufacturing (NAICS 321)*
- *Paper Manufacturing (NAICS 322)*
- *Printing and Related Support Activities (NAICS 323)*
- *Petroleum and Coal Products Manufacturing (NAICS 324)*
- *Chemical Manufacturing (NAICS 325)*
- *Plastics and Rubber Products Manufacturing (NAICS 326)*
- *Nonmetallic Mineral Product Manufacturing (NAICS 327)*
- *Primary Metal Manufacturing (NAICS 331)*
- *Fabricated Metal Product Manufacturing (NAICS 332)*
- *Machinery Manufacturing (NAICS 333)*
- *Computer and Electronic Product Manufacturing (NAICS 334)*
- *Electrical Equipment, Appliance, and Component Manufacturing (NAICS 335)*
- *Transportation Equipment Manufacturing (NAICS 336)*
- *Furniture and Related Product Manufacturing (NAICS 337)*
- *Miscellaneous Manufacturing (NAICS 339)*

Service-Providing Industries

- *Trade, Transportation, and Utilities*
- *Wholesale Trade (NAICS 42)*
- *Merchant Wholesalers, Durable Goods (NAICS 423)*
- *Merchant Wholesalers, Nondurable Goods (NAICS 424)*
- *Wholesale Electronic Markets and Agents and Brokers (NAICS 425)*
- *Retail Trade (NAICS 44-45)*

DRAFT

- *Motor Vehicle and Parts Dealers (NAICS 441)*
- *Furniture and Home Furnishings Stores (NAICS 442)*
- *Electronics and Appliance Stores (NAICS 443)*
- *Building Material and Garden Equipment and Supplies Dealers (NAICS 444)*
- *Food and Beverage Stores (NAICS 445)*
- *Health and Personal Care Stores (NAICS 446)*
- *Gasoline Stations (NAICS 447)*
- *Clothing and Clothing Accessories Stores (NAICS 448)*
- *Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)*
- *General Merchandise Stores (NAICS 452)*
- *Miscellaneous Store Retailers (NAICS 453)*
- *Nonstore Retailers (NAICS 454)*
- *Transportation and Warehousing (NAICS 48-49)*
- *Air Transportation (NAICS 481)*
- *Rail Transportation (NAICS 482)*
- *Water Transportation (NAICS 483)*
- *Truck Transportation (NAICS 484)*
- *Transit and Ground Passenger Transportation (NAICS 485)*
- *Pipeline Transportation (NAICS 486)*
- *Scenic and Sightseeing Transportation (NAICS 487)*
- *Support Activities for Transportation (NAICS 488)*
- *Postal Service (NAICS 491)*
- *Couriers and Messengers (NAICS 492)*
- *Warehousing and Storage (NAICS 493)*
- *Utilities (NAICS 22)*
- *Information*
- *Information (NAICS 51)*
- *Publishing Industries (except Internet) (NAICS 511)*
- *Motion Picture and Sound Recording Industries (NAICS 512)*
- *Broadcasting (except Internet) (NAICS 515)*
- *Internet Publishing and Broadcasting (NAICS 516)*
- *Telecommunications (NAICS 517)*
- *Data Processing, Hosting, and Related Services (NAICS 518)*
- *Other Information Services (NAICS 519)*
- *Financial Activities*
- *Finance and Insurance (NAICS 52)*
- *Monetary Authorities - Central Bank (NAICS 521)*
- *Credit Intermediation and Related Activities (NAICS 522)*
- *Securities, Commodity Contracts, Financial Investments and Related Activities (NAICS 523)*
- *Insurance Carriers and Related Activities (NAICS 524)*
- *Funds, Trusts, and Other Financial Vehicles (NAICS 525)*
- *Real Estate and Rental and Leasing (NAICS 53)*
- *Real Estate (NAICS 531)*
- *Rental and Leasing Services (NAICS 532)*
- *Lessors of Nonfinancial Intangible Assets (except Copyrighted Works) (NAICS 533)*
- *Professional and Business Services*
- *Professional, Scientific, and Technical Services (NAICS 54)*
- *Management of Companies and Enterprises (NAICS 55)*
- *Administrative and Support and Waste Management and Remediation Services (NAICS 56)*
- *Administrative and Support Services (NAICS 561)*

DRAFT

- *Waste Management and Remediation Services (NAICS 562)*
- *Education and Health Services*
- *Educational Services (NAICS 61)*
- *Health Care and Social Assistance (NAICS 62)*
- *Ambulatory Health Care Services (NAICS 621)*
- *Hospitals (NAICS 622)*
- *Nursing and Residential Care Facilities (NAICS 623)*
- *Social Assistance (NAICS 624)*
- *Leisure and Hospitality*
- *Arts, Entertainment, and Recreation (NAICS 71)*
- *Performing Arts, Spectator Sports, and Related Industries (NAICS 711)*
- *Museums, Historical Sites, and Similar Institutions (NAICS 712)*
- *Amusement, Gambling, and Recreation Industries (NAICS 713)*
- *Accommodation and Food Services (NAICS 72)*
- *Accommodation (NAICS 721)*
- *Food Services and Drinking Places (NAICS 722)*
- *Other Services (except Public Administration)*
- *Other Services (except Public Administration) (NAICS 81)*
- *Repair and Maintenance (NAICS 811)*
- *Personal and Laundry Services (NAICS 812)*
- *Religious, Grantmaking, Civic, Professional, and Similar Organizations (NAICS 813)*
- *Private Households (NAICS 814)*

Latest BLS Data from July 2025
Industries at a Glance

DRAFT