

# Local Cluster Definitions



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Project SLE3

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**Cluster Overview of Local Cluster Definitions***16 Local Clusters; 310 Industries (6-digit NAICS, 2007 codes)*

<b>Cluster Code</b>	<b>Cluster Name</b>	<b>No. of Industries</b>	<b>% of Local Employment (2009)</b>
101	Local Food and Beverage Processing and Distribution	22	0.054
102	Local Personal Services (Non-Medical)	22	0.033
103	Local Health Services	35	0.215
104	Local Utilities	10	0.021
105	Local Logistical Services	17	0.028
106	Local Household Goods and Services	15	0.021
107	Local Financial Services	6	0.041
108	Local Motor Vehicle Products and Services	26	0.053
109	Local Retailing of Clothing and General Merchandise	15	0.063
110	Local Entertainment and Media	15	0.023
111	Local Hospitality Establishments	12	0.147
112	Local Commercial Services	33	0.102
113	Local Education and Training	5	0.018
114	Local Community and Civic Organizations	19	0.056
115	Local Real Estate, Construction, and Development	52	0.117
116	Local Industrial Products and Services	6	0.007

All definitions taken from the U.S. Cluster Mapping Project(<http://clustermapping.us>).

## Summary of Local Cluster Descriptions

Cluster Code	Cluster Name	Description
101	Local Food and Beverage Processing and Distribution	This cluster contains firms that sell food and beverages at the wholesale and retail levels. Products sold include meat, seafood, fruit and vegetables, general groceries, tobacco, alcoholic beverages, and specialty foods. The cluster also includes related distribution methods such as vending and direct selling.
102	Local Personal Services (Non-Medical)	Establishments in this cluster provide local personal services including self-service laundry, hair care, photofinishing, repair services, and child care. This cluster also contains pet stores and retail stores for certain personal merchandise such as cosmetics.
103	Local Health Services	Firms in this cluster include local health care establishments and services such as hospitals, medical laboratories, home and residential care, and funeral services and crematories. This cluster also includes pharmacies and optical goods retail stores.
104	Local Utilities	Establishments in this cluster provide local communications services, energy distribution, as well as sanitary services for sewage and waste treatment.
105	Local Logistical Services	This cluster primarily contains establishments that offer local passenger transportation and local transportation of freight and goods, including moving companies and couriers. This cluster also includes local storage facilities, truck and RV leasing, and passenger car rental services.
106	Local Household Goods and Services	This cluster contains local establishments and services designed to support individual households such as landscape services, electronics repair, as well as retail stores for appliances, hardware, gardening, and furniture.
107	Local Financial Services	This cluster contains local establishments that facilitate financial transactions for both businesses and individuals, such as deposit-taking institutions, third-party administrative services for pension and welfare funds, insurance agencies, tax preparation services, and payment collection agencies.
108	Local Motor Vehicle Products and Services	Establishments in this cluster consist of local motor vehicle wholesalers and dealers, as well as auto repair services, gas stations, parking lots, car washes, and vehicle towing.
109	Local Retailing of Clothing and General Merchandise	This cluster consists of local retail stores, department stores, and warehouse clubs that sell apparel, jewelry, luggage, sewing supplies, and general merchandise.
110	Local Entertainment and Media	Establishments in this cluster primarily sell or otherwise distribute various media locally. The cluster includes newspaper publishers, radio and TV broadcasting stations, and movie theaters. It also contains local retail establishments that sell or rent books, music, movies, sport and hobby goods, and electronics.
111	Local Hospitality Establishments	Establishments in this cluster primarily consist of local hospitality establishments that serve food and beverages (alcoholic and non-alcoholic), as well as recreational facilities including country clubs, fitness clubs, and bowling centers. This cluster also contains gift and souvenir retail stores.
112	Local Commercial Services	This cluster contains local professional establishments that provide legal services, accounting services, temporary help, and office administrative activities. This cluster also contains building support and security services, commercial printing and signmaking, professional laundry services (including drycleaning), testing laboratories, and office supply stores.
113	Local Education and Training	Establishments in this cluster include local educational institutions. These include schools for elementary and secondary education, technical and vocational training, fine arts instruction, as well as automobile driving.
114	Local Community and Civic Organizations	Establishments in this cluster primarily consist of local social service organizations such as community food and housing services and advocacy organizations. This cluster also contains grantmaking foundations, business associations, and political and religious organizations.
115	Local Real Estate, Construction, and Development	Establishments in this cluster primarily provide local real estate services, general contracting, and specialty contracting for the building, purchasing, and renting of homes and related local infrastructure. This cluster also contain firms that support land development, concrete manufacturing, highway and street construction, as well as building equipment distribution.

## Summary of Local Cluster Descriptions

Cluster Code	Cluster Name	Description
116	Local Industrial Products and Services	This cluster primarily consists of firms that provide maintenance, wholesaling, and distribution for local industrial goods and services. This cluster also includes consumer rental and leasing for electronics, appliances, and general equipment.

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**Cluster Name:**

**Local Financial Services**

**Cluster Code:**

**107**

**Description:**

This cluster contains local establishments that facilitate financial transactions for both businesses and individuals, such as deposit-taking institutions, third-party administrative services for pension and welfare funds, insurance agencies, tax preparation services, and payment collection agencies.

<i>Number of Industries</i> 6
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NAICS	NAICS Name
522110	Commercial Banking
522130	Credit Unions
524292	Third Party Administration of Insurance and Pension Funds
524210	Insurance Agencies and Brokerages
541213	Tax Preparation Services
561440	Collection Agencies

**Cluster Name:**

**Local Food and Beverage Processing and Distribution**

**Cluster Code:**

**101**

**Description:**

This cluster contains firms that sell food and beverages at the wholesale and retail levels. Products sold include meat, seafood, fruit and vegetables, general groceries, tobacco, alcoholic beverages, and specialty foods. The cluster also includes related distribution methods such as vending and direct selling.

*Number of Industries* 22

NAICS	NAICS Name
424410	General Line Grocery Merchant Wholesalers
424420	Packaged Frozen Food Merchant Wholesalers
424430	Dairy Product (except Dried or Canned) Merchant Wholesalers
424450	Confectionery Merchant Wholesalers
424490	Other Grocery and Related Products Merchant Wholesalers
311811	Retail Bakeries
311812	Commercial Bakeries
445110	Supermarkets and Other Grocery (except Convenience) Stores
445120	Convenience Stores
445210	Meat Markets
445220	Fish and Seafood Markets
445230	Fruit and Vegetable Markets
445291	Baked Goods Stores
445292	Confectionery and Nut Stores
445299	All Other Specialty Food Stores
446191	Food (Health) Supplement Stores
453991	Tobacco Stores
424810	Beer and Ale Merchant Wholesalers

NAICS	NAICS Name
445310	Beer, Wine, and Liquor Stores
454210	Vending Machine Operators
454390	Other Direct Selling Establishments
722330	Mobile Food Services

**Cluster Name:**

**Local Personal Services (Non-Medical)**

**Cluster Code:**

**102**

**Description:**

Establishments in this cluster provide local personal services including self-service laundry, hair care, photofinishing, repair services, and child care. This cluster also contains pet stores and retail stores for certain personal merchandise such as cosmetics.

*Number of Industries* 22

NAICS	NAICS Name
812310	Coin-Operated Laundries and Drycleaners
611511	Cosmetology and Barber Schools
812111	Barber Shops
812112	Beauty Salons
812113	Nail Salons
541921	Photography Studios, Portrait
812921	Photofinishing Laboratories (except One-Hour)
812922	One-Hour Photofinishing
811430	Footwear and Leather Goods Repair
811490	Other Personal and Household Goods Repair and Maintenance
624410	Child Day Care Services
532220	Formal Wear and Costume Rental
532299	All Other Consumer Goods Rental
541940	Veterinary Services
812191	Diet and Weight Reducing Centers
812199	Other Personal Care Services
812910	Pet Care (except Veterinary) Services
812990	All Other Personal Services



NAICS	NAICS Name
446120	Cosmetics, Beauty Supplies, and Perfume Stores
446199	All Other Health and Personal Care Stores
453910	Pet and Pet Supplies Stores
453998	All Other Miscellaneous Store Retailers (except Tobacco Stores)

**Cluster Name:**

**Local Health Services**

**Cluster Code:**

**103**

**Description:**

Firms in this cluster include local health care establishments and services such as hospitals, medical laboratories, home and residential care, and funeral services and crematories. This cluster also includes pharmacies and optical goods retail stores.

*Number of Industries* 35

NAICS	NAICS Name
621111	Offices of Physicians (except Mental Health Specialists)
621112	Offices of Physicians, Mental Health Specialists
621210	Offices of Dentists
621310	Offices of Chiropractors
621320	Offices of Optometrists
621330	Offices of Mental Health Practitioners (except Physicians)
621340	Offices of Physical, Occupational and Speech Therapists, and Audiologists
621391	Offices of Podiatrists
621399	Offices of All Other Miscellaneous Health Practitioners
621410	Family Planning Centers
621420	Outpatient Mental Health and Substance Abuse Centers
621491	HMO Medical Centers
621492	Kidney Dialysis Centers
621493	Freestanding Ambulatory Surgical and Emergency Centers
621498	All Other Outpatient Care Centers
621991	Blood and Organ Banks
621999	All Other Miscellaneous Ambulatory Health Care Services
622110	General Medical and Surgical Hospitals

NAICS	NAICS Name
622210	Psychiatric and Substance Abuse Hospitals
622310	Specialty (except Psychiatric and Substance Abuse) Hospitals
339116	Dental Laboratories
621511	Medical Laboratories
621512	Diagnostic Imaging Centers
621610	Home Health Care Services
623110	Nursing Care Facilities
623210	Residential Mental Retardation Facilities
623220	Residential Mental Health and Substance Abuse Facilities
623311	Continuing Care Retirement Communities
623312	Homes for the Elderly
623990	Other Residential Care Facilities
812210	Funeral Homes and Funeral Services
812220	Cemeteries and Crematories
532291	Home Health Equipment Rental
446110	Pharmacies and Drug Stores
446130	Optical Goods Stores

**Cluster Name:**

**Local Utilities**

**Cluster Code:**

**104**

**Description:**

Establishments in this cluster provide local communications services, energy distribution, as well as sanitary services for sewage and waste treatment.

*Number of Industries* 10

NAICS	NAICS Name
517110	Wired Telecommunications Carriers
517911	Telecommunications Resellers
221122	Electric Power Distribution
221210	Natural Gas Distribution
454311	Heating Oil Dealers - Retail
454319	Other Fuel Dealers - Retail
454312	Liquefied Petroleum Gas (Bottled Gas) Dealers
221320	Sewage Treatment Facilities
562212	Solid Waste Landfill
562910	Remediation Services

**Cluster Name:**

**Local Logistical Services**

**Cluster Code:**

**105**

**Description:**

This cluster primarily contains establishments that offer local passenger transportation and local transportation of freight and goods, including moving companies and couriers. This cluster also includes local storage facilities, truck and RV leasing, and passenger car rental services.

*Number of Industries* 17

NAICS	NAICS Name
485111	Mixed Mode Transit Systems
485112	Commuter Rail Systems
485113	Bus and Other Motor Vehicle Transit Systems
485119	Other Urban Transit Systems
485410	School and Employee Bus Transportation
485991	Special Needs Transportation
621910	Ambulance Services
484110	General Freight Trucking, Local
484122	General Freight Trucking, Long-Distance, Less Than Truckload
484210	Used Household and Office Goods Moving
484220	Specialized Freight (except Used Goods) Trucking, Local
492110	Couriers
492210	Local Messengers and Local Delivery
562111	Solid Waste Collection
531130	Lessors of Miniwarehouses and Self-Storage Units
532120	Truck, Utility Trailer, and RV (Recreational Vehicle) Rental and Leasing
532111	Passenger Car Rental

**Cluster Name:**

**Local Household Goods and Services**

**Cluster Code:**

**106**

**Description:**

This cluster contains local establishments and services designed to support individual households such as landscape services, electronics repair, as well as retail stores for appliances, hardware, gardening, and furniture.

*Number of Industries* 15

<b>NAICS</b>	<b>NAICS Name</b>
561730	Landscaping Services
811211	Consumer Electronics Repair and Maintenance
811213	Communication Equipment Repair and Maintenance
443111	Household Appliance Stores
423710	Hardware Merchant Wholesalers
444130	Hardware Stores
444210	Outdoor Power Equipment Stores
444220	Nursery, Garden Center, and Farm Supply Stores
453110	Florists
442110	Furniture Stores
442210	Floor Covering Stores
442291	Window Treatment Stores
442299	All Other Home Furnishings Stores
561740	Carpet and Upholstery Cleaning Services
811420	Reupholstery and Furniture Repair

**Cluster Name:**

**Local Motor Vehicle Products and Services**

**Cluster Code:**

**108**

**Description:**

Establishments in this cluster consist of local motor vehicle wholesalers and dealers, as well as auto repair services, gas stations, parking lots, car washes, and vehicle towing.

*Number of Industries* 26

NAICS	NAICS Name
423110	Automobile and Other Motor Vehicle Merchant Wholesalers
441110	New Car Dealers
441120	Used Car Dealers
441210	Recreational Vehicle Dealers
441221	Motorcycle Dealers
441222	Boat Dealers
441229	All Other Motor Vehicle Dealers
453930	Manufactured (Mobile) Home Dealers
811111	General Automotive Repair
811112	Automotive Exhaust System Repair
811113	Automotive Transmission Repair
811118	Other Automotive Mechanical and Electrical Repair and Maintenance
811121	Automotive Body, Paint, and Interior Repair and Maintenance
811122	Automotive Glass Replacement Shops
447110	Gasoline Stations with Convenience Stores
447190	Other Gasoline Stations
812930	Parking Lots and Garages
488410	Motor Vehicle Towing
811191	Automotive Oil Change and Lubrication Shops

NAICS	NAICS Name
811192	Car Washes
811198	All Other Automotive Repair and Maintenance
423120	Motor Vehicle Supplies and New Parts Merchant Wholesalers
423130	Tire and Tube Merchant Wholesalers
423140	Motor Vehicle Parts (Used) Merchant Wholesalers
441310	Automotive Parts and Accessories Stores
441320	Tire Dealers



**Cluster Name:**

**Local Retailing of Clothing and General Merchandise**

**Cluster Code:**

**109**

**Description:**

This cluster consists of local retail stores, department stores, and warehouse clubs that sell apparel, jewelry, luggage, sewing supplies, and general merchandise.

*Number of Industries* 15

NAICS	NAICS Name
448110	Men's Clothing Stores
448120	Women's Clothing Stores
448130	Children's and Infants' Clothing Stores
448140	Family Clothing Stores
448150	Clothing Accessories Stores
448190	Other Clothing Stores
448210	Shoe Stores
448310	Jewelry Stores
452111	Department Stores (except Discount Department Stores)
452112	Discount Department Stores
452910	Warehouse Clubs and Supercenters
452990	All Other General Merchandise Stores
453310	Used Merchandise Stores
451130	Sewing, Needlework, and Piece Goods Stores
448320	Luggage and Leather Goods Stores

**Cluster Name:**

**Local Entertainment and Media**

**Cluster Code:**

**110**

**Description:**

Establishments in this cluster primarily sell or otherwise distribute various media locally. The cluster includes newspaper publishers, radio and TV broadcasting stations, and movie theaters. It also contains local retail establishments that sell or rent books, music, movies, sport and hobby goods, and electronics.

*Number of Industries* 15

NAICS	NAICS Name
511110	Newspaper Publishers
515111	Radio Networks
515112	Radio Stations
515120	Television Broadcasting
512131	Motion Picture Theaters (except Drive-Ins)
451211	Book Stores
451212	News Dealers and Newsstands
451140	Musical Instrument and Supplies Stores
451220	Prerecorded Tape, Compact Disc, and Record Stores
451110	Sporting Goods Stores
451120	Hobby, Toy, and Game Stores
532230	Video Tape and Disc Rental
443112	Radio, Television, and Other Electronics Stores
443120	Computer and Software Stores
443130	Camera and Photographic Supplies Stores

**Cluster Name:**

**Local Hospitality Establishments**

**Cluster Code:**

**111**

**Description:**

Establishments in this cluster primarily consist of local hospitality establishments that serve food and beverages (alcoholic and non-alcoholic), as well as recreational facilities including country clubs, fitness clubs, and bowling centers. This cluster also contains gift and souvenir retail stores.

*Number of Industries* 12

<b>NAICS</b>	<b>NAICS Name</b>
722110	Full-Service Restaurants
722211	Limited-Service Restaurants
722212	Cafeterias
722213	Snack and Nonalcoholic Beverage Bars
722310	Food Service Contractors
722320	Caterers
722410	Drinking Places (Alcoholic Beverages)
611620	Sports and Recreation Instruction
713910	Golf Courses and Country Clubs
713940	Fitness and Recreational Sports Centers
713950	Bowling Centers
453220	Gift, Novelty, and Souvenir Stores

**Cluster Name:**

**Local Commercial Services**

**Cluster Code:**

**112**

**Description:**

This cluster contains local professional establishments that provide legal services, accounting services, temporary help, and office administrative activities. This cluster also contains building support and security services, commercial printing and signmaking, professional laundry services (including drycleaning), testing laboratories, and office supply stores.

*Number of Industries* 33

NAICS	NAICS Name
541110	Offices of Lawyers
541211	Offices of Certified Public Accountants
541219	Other Accounting Services
541350	Building Inspection Services
541620	Environmental Consulting Services
561110	Office Administrative Services
561320	Temporary Help Services
561410	Document Preparation Services
561431	Private Mail Centers
561439	Other Business Service Centers (including Copy Shops)
561491	Repossession Services
561492	Court Reporting and Stenotype Services
561990	All Other Support Services
323114	Quick Printing
339950	Sign Manufacturing
541922	Commercial Photography
812320	Drycleaning and Laundry Services (except Coin-Operated)
812331	Linen Supply

NAICS	NAICS Name
812332	Industrial Launderers
561710	Exterminating and Pest Control Services
561720	Janitorial Services
561790	Other Services to Buildings and Dwellings
561622	Locksmiths
811212	Computer and Office Machine Repair and Maintenance
811310	Commercial and Industrial Machinery and Equipment (except Automotive and Electronic) Repair and Maintenance
811411	Home and Garden Equipment Repair and Maintenance
811412	Appliance Repair and Maintenance
561611	Investigation Services
561612	Security Guards and Patrol Services
561613	Armored Car Services
561621	Security Systems Services (except Locksmiths)
541380	Testing Laboratories
453210	Office Supplies and Stationery Stores

**Cluster Name:**

**Local Education and Training**

**Cluster Code:**

**113**

**Description:**

Establishments in this cluster include local educational institutions. These include schools for elementary and secondary education, technical and vocational training, fine arts instruction, as well as automobile driving.

<i>Number of Industries</i> 5
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NAICS	NAICS Name
611110	Elementary and Secondary Schools
611519	Other Technical and Trade Schools
624310	Vocational Rehabilitation Services
611610	Fine Arts Schools
611692	Automobile Driving Schools

**Cluster Name:**

**Local Community and Civic Organizations**

**Cluster Code:**

**114**

**Description:**

Establishments in this cluster primarily consist of local social service organizations such as community food and housing services and advocacy organizations. This cluster also contains grantmaking foundations, business associations, and political and religious organizations.

*Number of Industries* 19

NAICS	NAICS Name
813211	Grantmaking Foundations
624110	Child and Youth Services
624120	Services for the Elderly and Persons with Disabilities
624190	Other Individual and Family Services
624210	Community Food Services
624221	Temporary Shelters
624229	Other Community Housing Services
624230	Emergency and Other Relief Services
813212	Voluntary Health Organizations
813219	Other Grantmaking and Giving Services
813311	Human Rights Organizations
813312	Environment, Conservation and Wildlife Organizations
813319	Other Social Advocacy Organizations
813410	Civic and Social Organizations
813990	Other Similar Organizations (except Business, Professional, Labor, and Political Organizations)
813910	Business Associations
813930	Labor Unions and Similar Labor Organizations
813940	Political Organizations

NAICS	NAICS Name
813110	Religious Organizations



**Cluster Name:**

**Local Real Estate, Construction, and Development**

**Cluster Code:**

**115**

**Description:**

Establishments in this cluster primarily provide local real estate services, general contracting, and specialty contracting for the building, purchasing, and renting of homes and related local infrastructure. This cluster also contain firms that support land development, concrete manufacturing, highway and street construction, as well as building equipment distribution.

*Number of Industries* 52

NAICS	NAICS Name
531110	Lessors of Residential Buildings and Dwellings
531120	Lessors of Nonresidential Buildings (except Miniwarehouses)
531190	Lessors of Other Real Estate Property
531210	Offices of Real Estate Agents and Brokers
531311	Residential Property Managers
531312	Nonresidential Property Managers
531320	Offices of Real Estate Appraisers
531390	Other Activities Related to Real Estate
541191	Title Abstract and Settlement Offices
541370	Surveying and Mapping (except Geophysical) Services
236115	New Single-Family Housing Construction (except Operative Builders)
236116	New Multifamily Housing Construction (except Operative Builders)
236117	New Housing Operative Builders
236118	Residential Remodelers
236220	Commercial and Institutional Building Construction
237210	Land Subdivision
238110	Poured Concrete Foundation and Structure Contractors
238120	Structural Steel and Precast Concrete Contractors

NAICS	NAICS Name
238130	Framing Contractors
238140	Masonry Contractors
238150	Glass and Glazing Contractors
238160	Roofing Contractors
238170	Siding Contractors
238190	Other Foundation, Structure, and Building Exterior Contractors
238210	Electrical Contractors
238220	Plumbing, Heating, and Air-Conditioning Contractors
238290	Other Building Equipment Contractors
238310	Drywall and Insulation Contractors
238320	Painting and Wall Covering Contractors
238330	Flooring Contractors
238340	Tile and Terrazzo Contractors
238350	Finish Carpentry Contractors
238390	Other Building Finishing Contractors
238910	Site Preparation Contractors
238990	All Other Specialty Trade Contractors
332322	Sheet Metal Work Manufacturing
337212	Custom Architectural Woodwork and Millwork Manufacturing
562991	Septic Tank and Related Services
237310	Highway, Street, and Bridge Construction
237110	Water and Sewer Line and Related Structures Construction
327320	Ready-Mix Concrete Manufacturing

NAICS	NAICS Name
327390	Other Concrete Product Manufacturing
423310	Lumber, Plywood, Millwork, and Wood Panel Merchant Wholesalers
423320	Brick, Stone, and Related Construction Material Merchant Wholesalers
423330	Roofing, Siding, and Insulation Material Merchant Wholesalers
423390	Other Construction Material Merchant Wholesalers
444110	Home Centers
444120	Paint and Wallpaper Stores
444190	Other Building Material Dealers
423720	Plumbing and Heating Equipment and Supplies (Hydronics) Merchant Wholesalers
423730	Warm Air Heating and Air-Conditioning Equipment and Supplies Merchant Wholesalers
423740	Refrigeration Equipment and Supplies Merchant Wholesalers

**Cluster Name:**

**Local Industrial Products and Services**

**Cluster Code:**

**116**

**Description:**

This cluster primarily consists of firms that provide maintenance, wholesaling, and distribution for local industrial goods and services. This cluster also includes consumer rental and leasing for electronics, appliances, and general equipment.

<i>Number of Industries</i> 6
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<b>NAICS</b>	<b>NAICS Name</b>
811219	Other Electronic and Precision Equipment Repair and Maintenance
423930	Recyclable Material Merchant Wholesalers
423990	Other Miscellaneous Durable Goods Merchant Wholesalers
332710	Machine Shops
532210	Consumer Electronics and Appliances Rental
532310	General Rental Centers