

Economic Vitality Series – Sector Definitions

Mad River Valley businesses have been clustered into the following ten categories for the purposes of group identification, discussion, and measures. These categories are based on the [North American Industry Classification System](#) (NAICS), which serves to code business activity collected in the [Quarterly Census of Employment & Wages](#) (QCEW). The data and information includes business and worker information for all businesses that pay into state unemployment insurance, also known as UI Covered Employment. This information provides a quantitative economic picture for individual towns and the Mad River Valley as a whole¹.

The Economic Vitality Series is comprised of 10 discussions, each surrounding a specific economic sector. Numerous NAICS sectors are included in these 10 categories. Please note that all data collected in the QCEW is anonymous - we do not know what businesses have been counted as well as what sectors business are being counted in.

1. The **Dining and Lodging** includes establishments that engage in [Accommodation and Food Services](#), providing customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption. In 2013 there were 42 Accommodation and Food Services businesses identified in the MRV.
2. The **Retail Trade** sector comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. In 2013 there were 41 retail businesses identified in the MRV.
3. **Agriculture and Food Production** sector comprises of [Agriculture, Forestry, Fishing and Mining](#) (establishments primarily engaged in growing crops, raising animals, harvesting timber, and harvesting fish and other animals from a farm, ranch, or their natural habitats) as well as [Food Manufacturing](#) (a subset of manufacturing that transforms livestock and agricultural products into products for intermediate or final consumption). In 2013 there were 13 Agriculture and Food Production businesses identified in the MRV.
4. **Homeowner Services** includes the [Construction](#) sector that is primarily engaged in the construction of buildings or engineering projects, and the [Administrative and Support and Waste Management Services](#) sector that is engaged in performing routine support activities for the day-to-day

¹ From 1997 until 2014 the VT Department of Labor grouped MRV business activity into what was known as the Waitsfield-Warren Labor Market Area (LMA). This LMA consisted of Waitsfield, Warren, Fayston & Moretown. [The VT LMAs were redefined in 2015 to reflect population estimates from the most recent US Census](#). As such, the LMA serving the MRV now includes Northfield and has been renamed the Northfield-Waitsfield LMA. The MRVPD is working on addressing the resultant data challenges. Please note that all data presented at the Economic Vitality Series includes the historic Waitsfield-Warren LMA. 2014 Northfield-Waitsfield LMA data is available [here](#).

operations of other organizations. In 2013 there were 64 Construction businesses and 24 Administrative and Support and Waste Management Services identified in the MRV.

5. The **[Professional, Scientific, and Technical Services](#)** sector comprises establishments that specialize in performing professional, scientific, and technical activities for others. Activities performed include: legal advice and representation; accounting, bookkeeping, and payroll services; architectural, engineering, and specialized design services; computer services; consulting services; research services; advertising services; photographic services; translation and interpretation services; veterinary services; and other professional, scientific, and technical services. In 2013 there were 61 businesses identified in the MRV's Professional, Scientific, and Technical Services sector.
6. The **Finance, Insurance, Real Estate and Information** sector comprises establishments primarily engaged in financial transactions (transactions involving the creation, liquidation, or change in ownership of financial assets) and/or in facilitating financial transactions. This includes establishments engaged in producing, distributing, transmitting and processing information. Specifically, this includes the following sectors: [Finance and Insurance](#), [Real Estate](#), and [Information](#). 2013 there were 44 Finance, Insurance, Real Estate and Information businesses identified in the MRV.
7. The **[Arts, Entertainment, and Recreation](#)** sector includes a wide range of establishments that operate facilities or provide services to meet varied cultural, entertainment, and recreational interests of their patrons. In 2013 there were 7 Arts, Entertainment, and Recreation businesses identified in the MRV.
8. **Health Care & Wellness** includes the [Health Care and Social Assistance](#) sector, comprising of establishments that provide health care, social assistance and wellness for individuals. In 2013 there were 13 Health Care, Social Assistance and Wellness businesses in the MRV LMA.
9. The **[Manufacturing](#)** sector comprises establishments engaged in the mechanical, physical, or chemical transformation of materials, substances, or components into new products. The assembling of component parts of manufactured products is considered manufacturing. Food Manufacturing has been grouped with Agriculture. In 2013 there were 11 Manufacturing businesses identified in the MRV.
10. The **[Educational Services](#)** sector comprises establishments that provide instruction and training in a wide variety of subjects by specialized establishments, such as schools colleges, universities, and training centers. In 2013 there were 7 Educational Services businesses identified in the MRV.