PALM BEACH COUNTY, Fla. - When you don't have a job, every purchase becomes a calculation.

"It's hard to pass a gas station and know the gas station is right there, but I won't put gas in there because the money is kind of low right now," said Shanetta Martin, a job-seeker who lives in West Palm Beach.

Martin, 23, has applied for 10 jobs in the last week, mostly at retail outlets like Walmart and Target.

She wasn't in line on Tuesday, but a lot of people hoping for steady paychecks filed into a Walmart hiring center in Palm Springs.

The attraction? A promise of more than 200 job opening at its new location on 10th Avenue North.

Aldi's, a discount grocery chain, won tax incentives from Palm Beach County Tuesday to open up a regional distribution center near Royal Palm Beach.

A hundred jobs could be created there.

"This is the first time we have seen trade come back," said Dr. William Stronge, an economics professor at Florida Atlantic University.

Stronge says Palm Beach County's rebound in the retail sector has lagged well-behind that of Broward and Miami-Dade.

"I would have thought that as our tourist industry came back, we would have seen more retail employment, but we have not," said Stronge.

He also says Tuesday's announcements by Aldi's and Walmart - that jobs are coming - are further proof that discount chains will lead this particular retail recovery.

But it is only a start, and a very small one. Martin has learned the hard way that there are far more job hunters than job openings.

"It kind of gives you hope, but when you go there and don't get the job, then you feel sad anyway," said Martin.