

Virginia's Waterfronts at Work



Jeff Adkins and Danielle Molnar
February 26, 2014



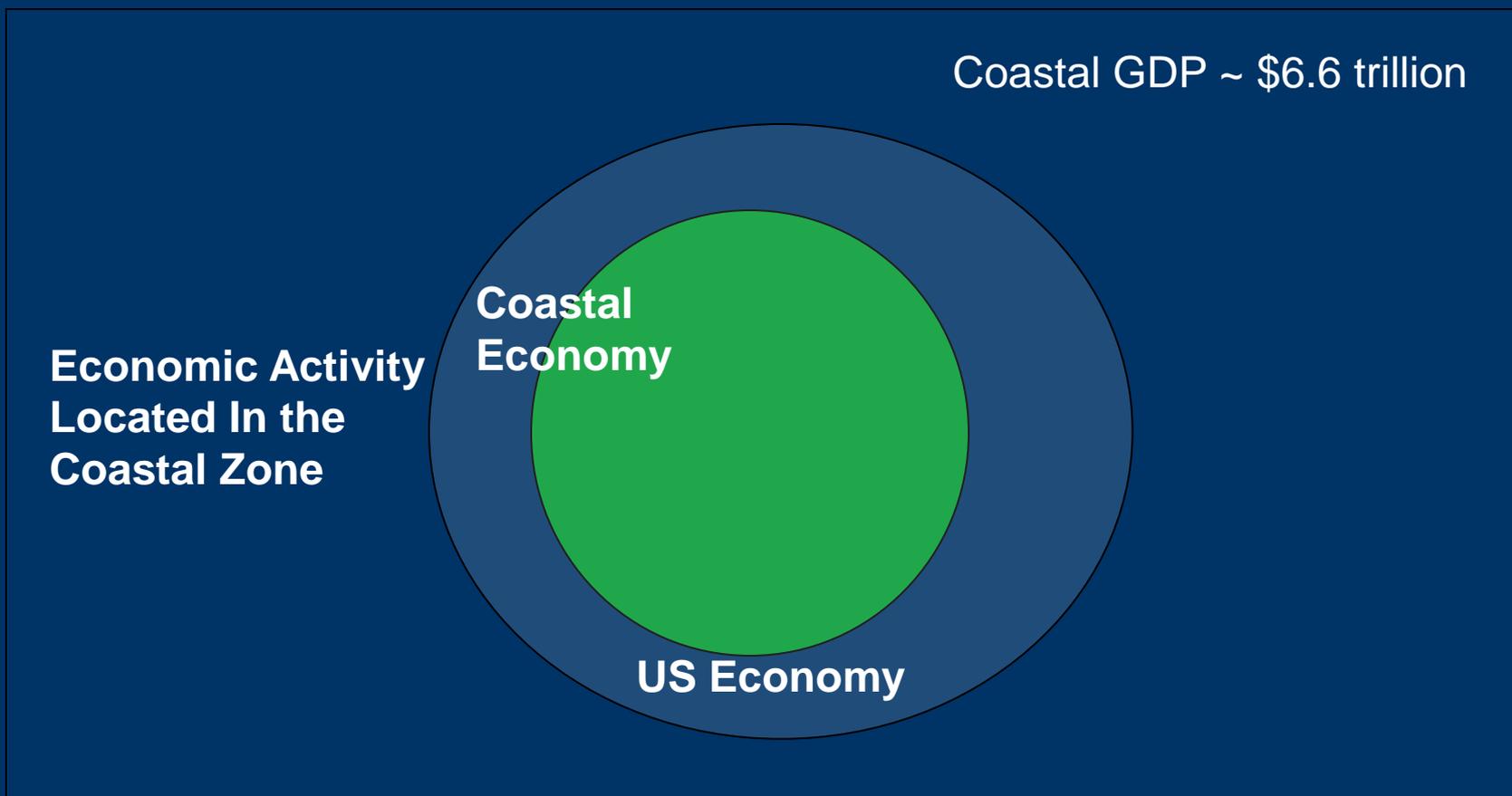
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The Coastal and Ocean Economies Compared to the U.S. Economy

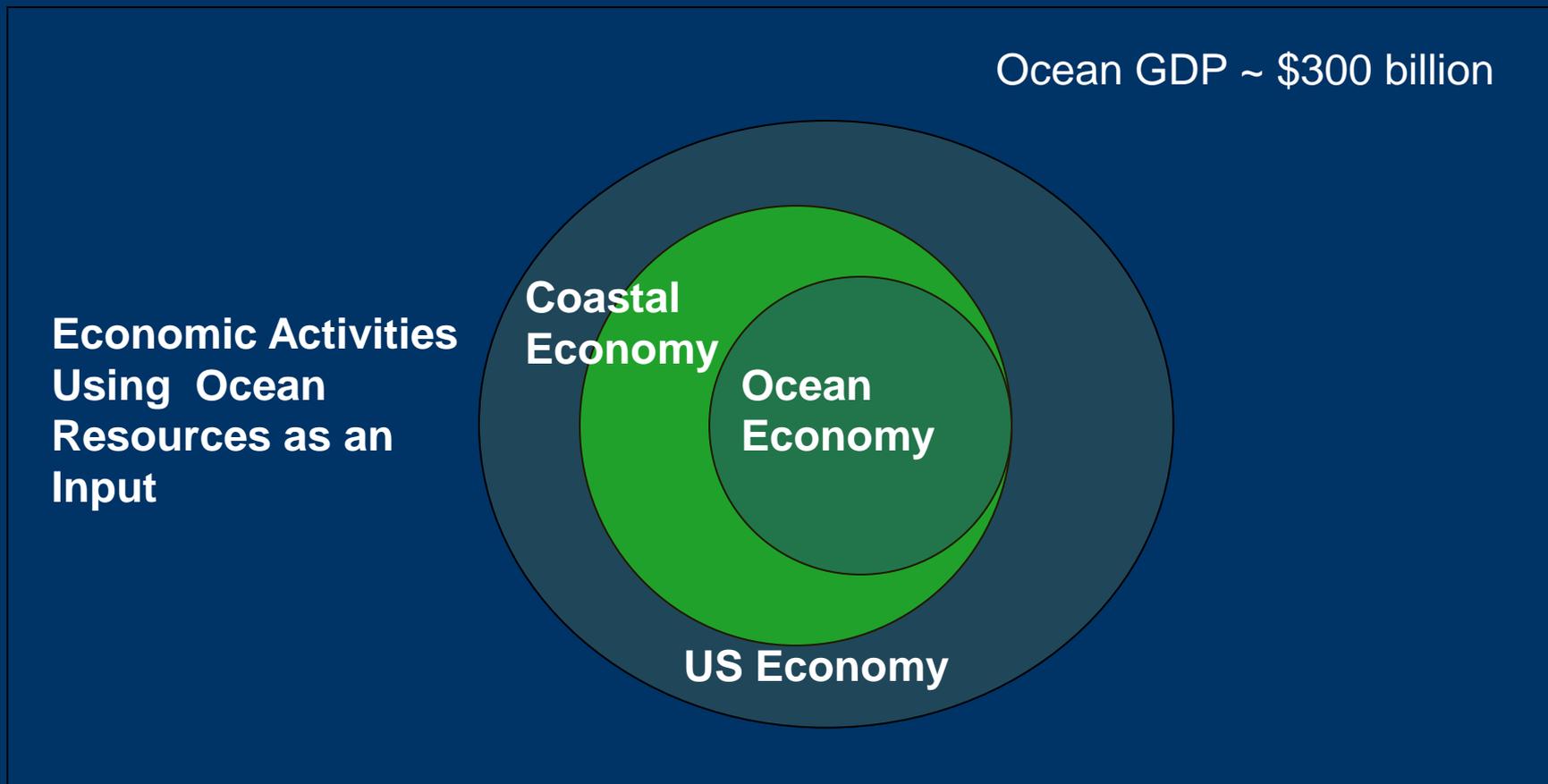
National GDP > \$14 trillion



The Coastal and Ocean Economies Compared to the U.S. Economy



The Coastal and Ocean Economies Compared to the U.S. Economy



Understand Your Working Waterfront Economy

- **“The Now”**
 - Industries (sectors)
 - Employment and wages
- **Local, Regional, and National trends**
- **The “Big Picture”**



Economics: National Ocean Watch (ENOW)

Indicators

- **Employment Statistics**
 - Business Establishments
 - Number of Employees
 - Wages Paid to Employees
 - Gross Domestic Product
- **Statistics for Self-Employed workers**
 - Number of Self-Employed Workers
 - Gross Receipts of Self-Employed workers

Data Sources

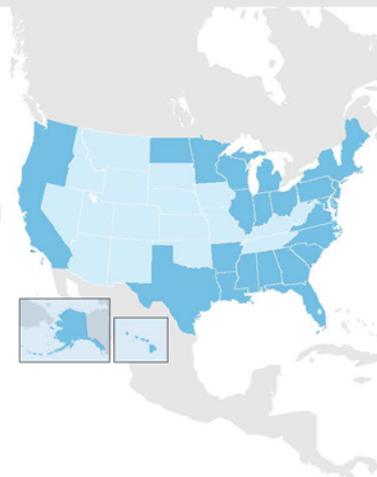
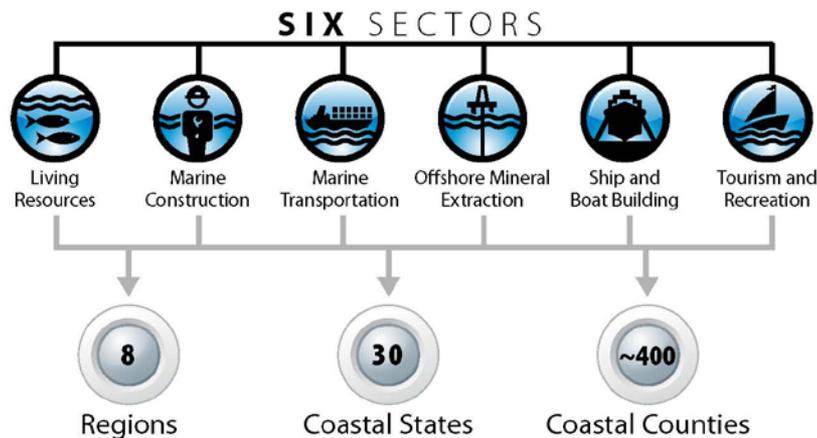
- Bureau of Labor Statistics
- Bureau of Economic Analysis
- Bureau of the Census



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Economics: National Ocean Watch (ENOW)

What is the Ocean and Great Lakes Economy?



www.csc.noaa.gov/enow

2005 – 2011

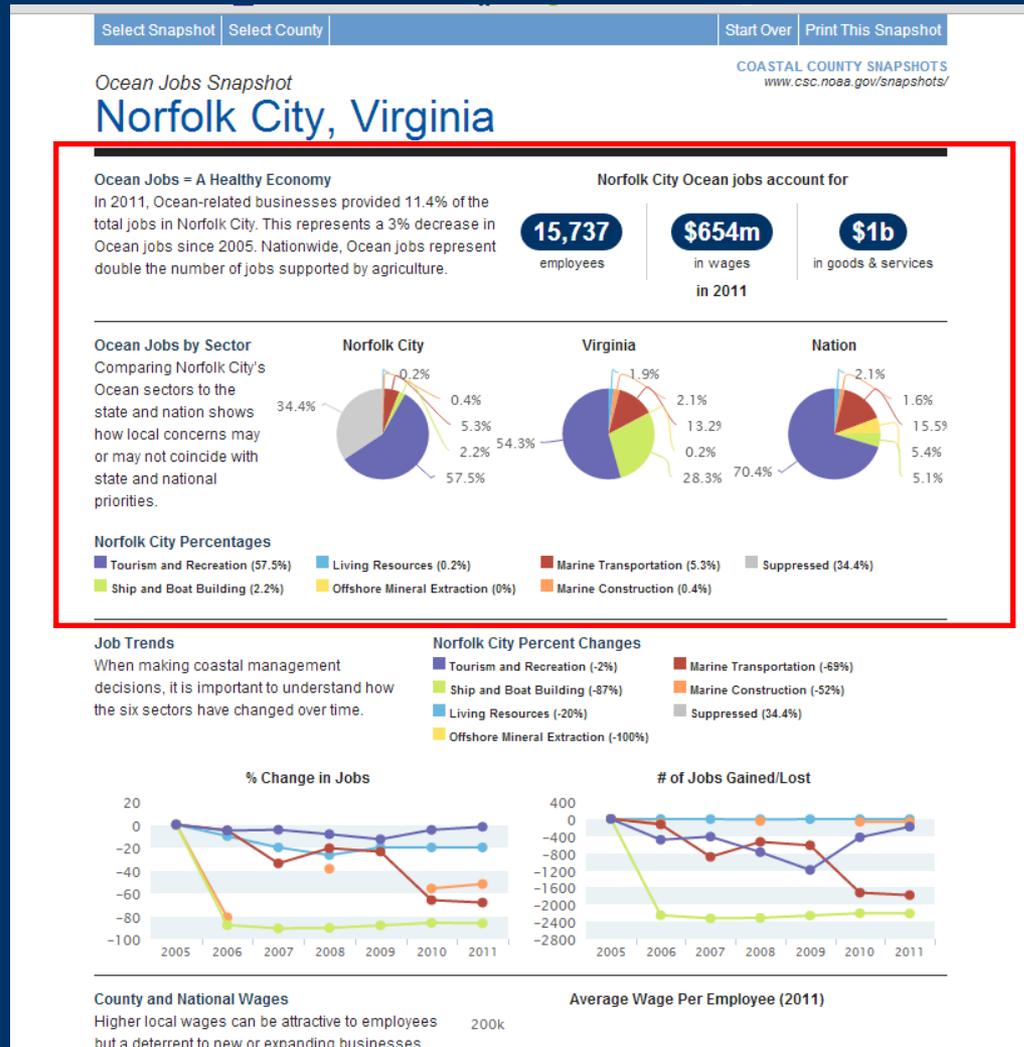


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Understand "the Now"



Tourism and Recreation as a Percent of the Maritime Economy (Employment)

County	T&R Employment as a Percent of Maritime Economy Total
U.S.	70.4%
Virginia	54.3%
Poquoson City	100%
Hampton City	99.6%
Gloucester County	94.6%
Norfolk City	57.5%
Portsmouth City	19.7%



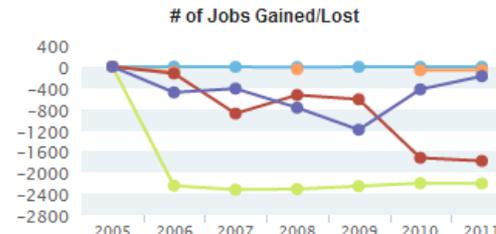
Understand Employment and Wages

Job Trends

When making coastal management decisions, it is important to understand how the six sectors have changed over time.

Norfolk City Percent Changes

- Tourism and Recreation (-2%)
- Ship and Boat Building (-87%)
- Living Resources (-20%)
- Offshore Mineral Extraction (-100%)
- Marine Transportation (-69%)
- Marine Construction (-52%)
- Suppressed (34.4%)



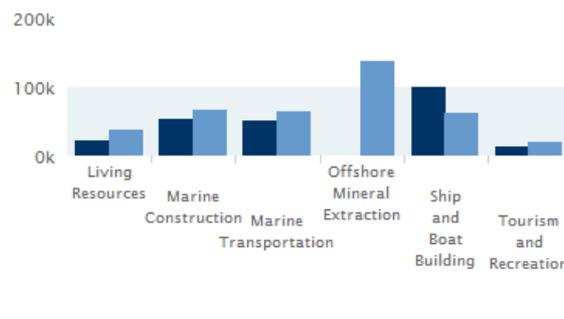
County and National Wages

Higher local wages can be attractive to employees but a deterrent to new or expanding businesses. Managers should consider cost of living rates when making this comparison.

Impact of Part-time Workers

Average tourism wages can be smaller due to the high percentage of part-time workers, but total tourism wages are often among the highest because of the large number of people employed.

Average Wage Per Employee (2011)



Understanding Neighbors Makes a Region Stronger



Knowing how neighboring communities depend on Ocean resources can be important when it comes to developing

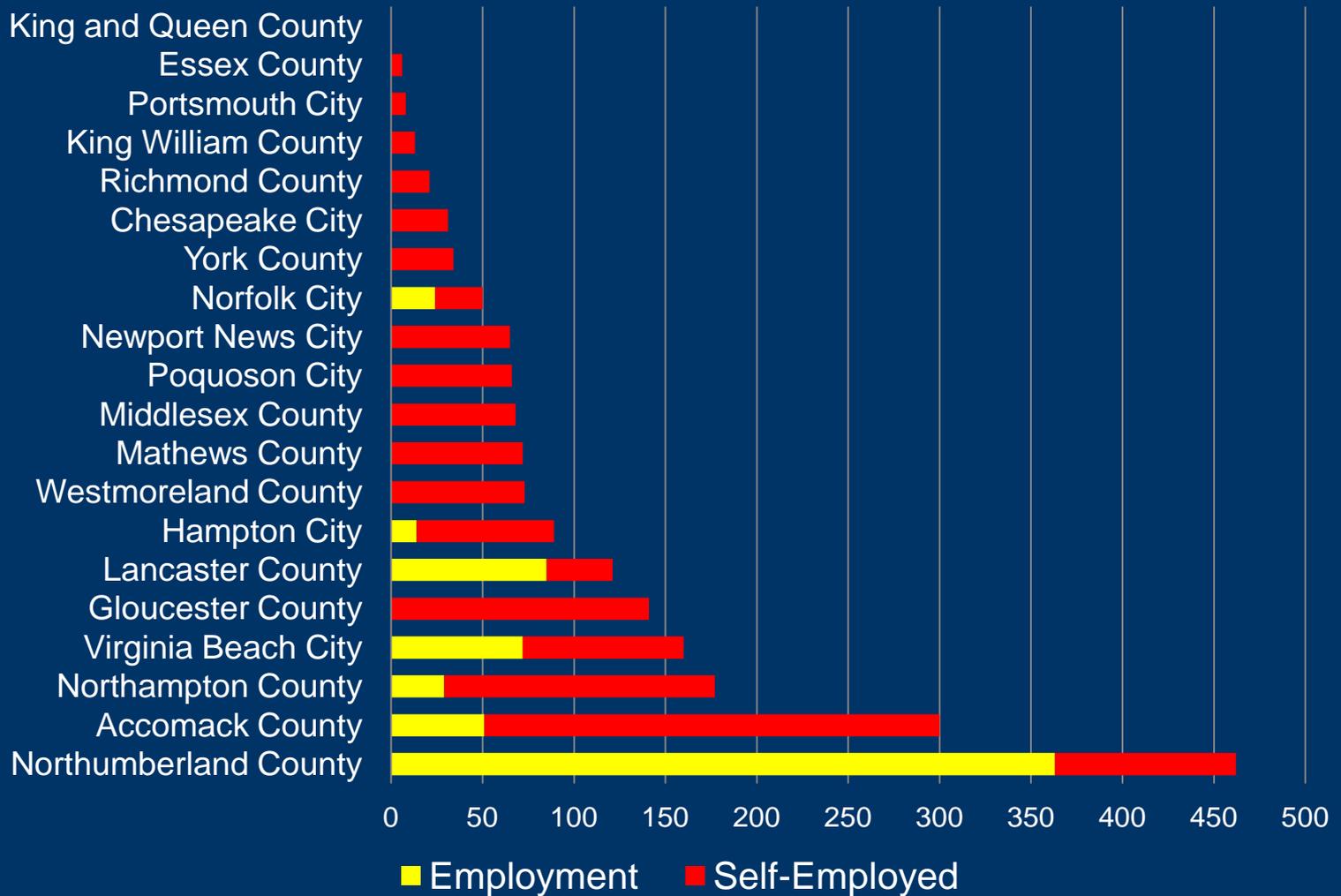


A Closer Look: Living Resources



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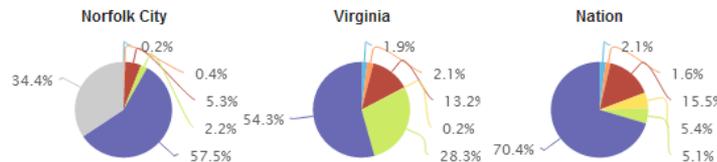
A Closer Look: Living Resources



Understand Your Trends

Ocean Jobs by Sector

Comparing Norfolk City's Ocean sectors to the state and nation shows how local concerns may or may not coincide with state and national priorities.



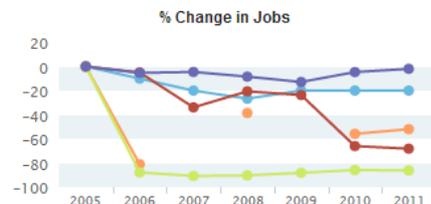
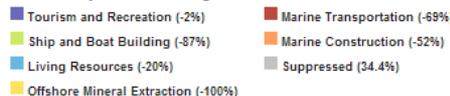
Norfolk City Percentages



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Norfolk City Percent Changes



County and National Wages

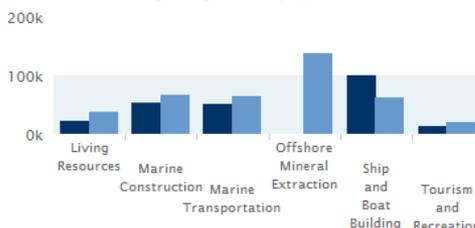
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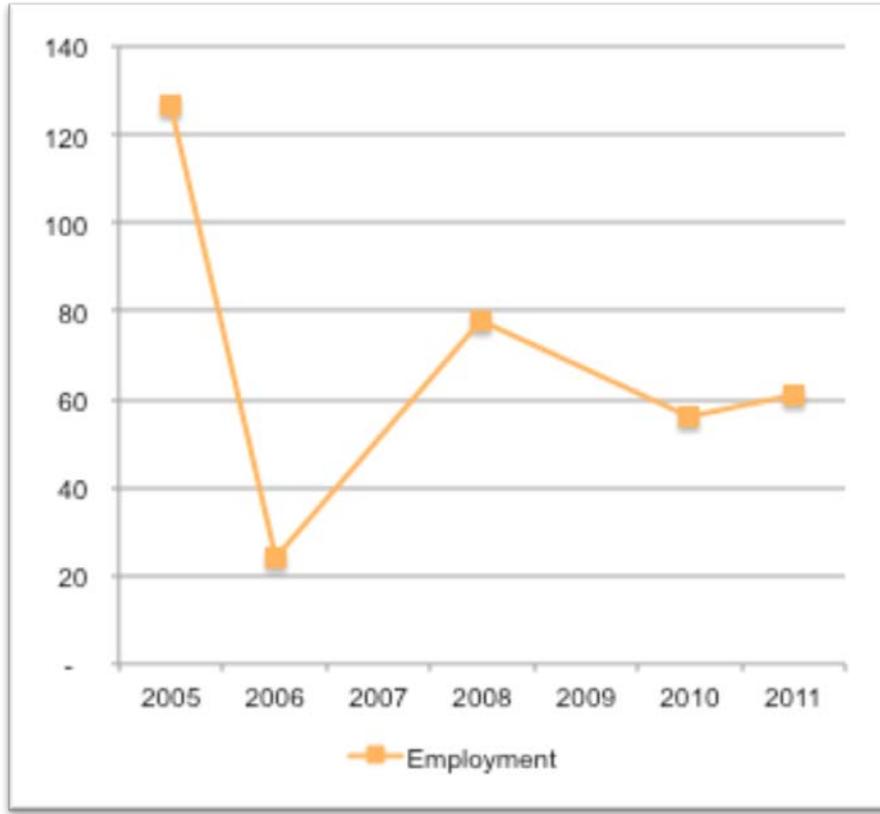
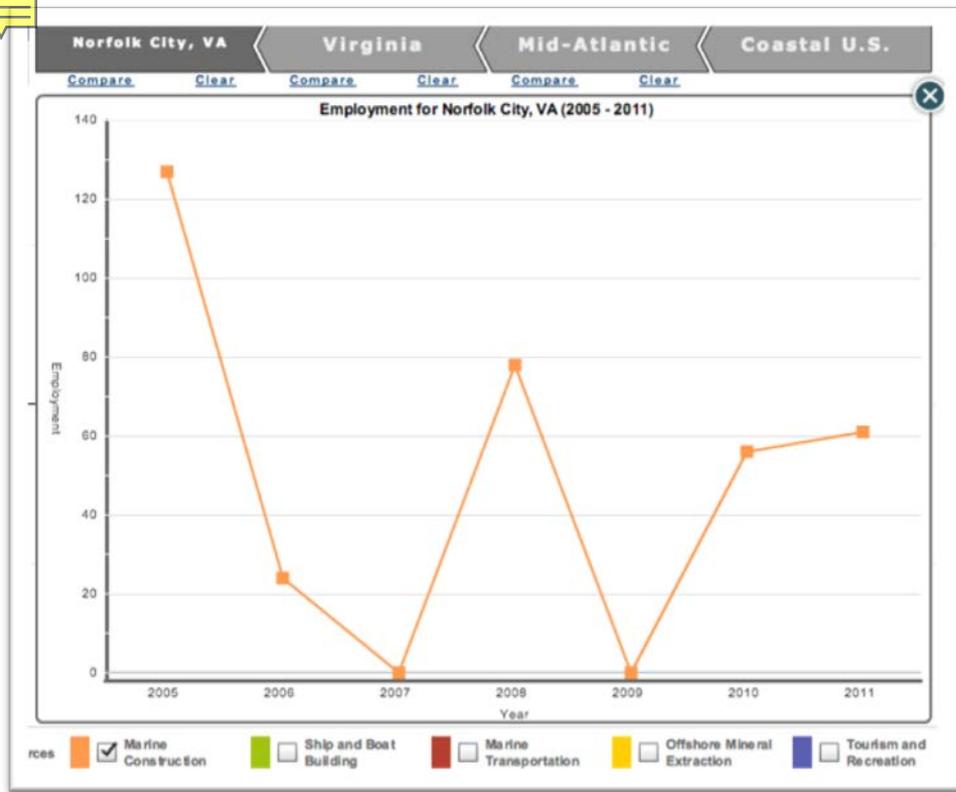
Impact of Part-time Workers

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■ County ■ National

Average Wage Per Employee (2011)





In 2007 and 2009, data for Marine Construction were suppressed, which is reflected on the chart on the left, above. The chart on the right, above, is probably more the trend.

Year	Establishments	Employment	Wages (millions of dollars)	GDP (millions of dollars)
2005	9	127	5	10
2006	10	24	1	2
2007	-9999	-9999	-9999	-9999
2008	6	78	4	7
2009	-9999	-9999	-9999	-9999
2010	5	56	3	5
2011	6	61	3	6

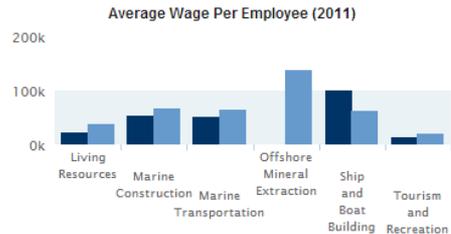
Where Do You Fit In?

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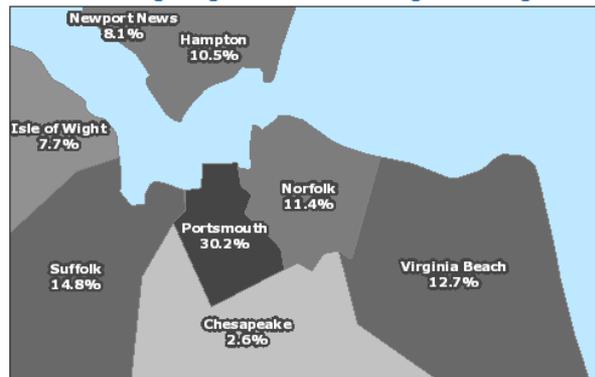
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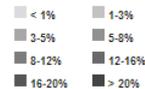
■ County ■ National

Understanding Neighbors Makes a Region Stronger



Knowing how neighboring communities depend on Ocean resources can be important when it comes to developing regional governance policies that benefit all. See the Coastal County Snapshots for nearby counties to better understand regional similarities and differences.

Ocean Jobs as % of Total Jobs (2011)



Digging Deeper

This snapshot provides a good starting point, but there are aspects of the Ocean economy that are not captured in this analysis. Information to help fill these gaps is listed below.

[Frequently Asked Questions](#)

Key Economic Sectors

Economic statistics that focus on employment, like those used in this snapshot, miss the contributions of the self-employed.



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- **“The Now”**
 - Industries (sectors)
 - Employment and wages
 - Local businesses and demographics**
 - Nonmarket values**
- **Local, Regional, and National trends**
- **The “Big Picture”**





For More Information

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or visit

www.csc.noaa.gov/enow



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