Greater Grays Harbor, Inc.

- Encourage Favorable Business Climate
- Support Small Business
- Encourage Workforce Training
- Attract and Assist Relocation of New Business
- Address Issues Hindering Business Expansion
- Encourage Tourism
Consistent population growth

Increased median home value (16.7%)

Increased median household income

Commute times increasing

Decreased unemployment

Civilian labor force is trending up
City of Ocean Shores Economic Profile

- 20% population growth since 2010
- 2.5% B&O Tax revenue increase in 2020
- Business retention
- 200 single-family housing starts in 2020
- Over 40% pop in civilian workforce
- Commute times over 30 minutes
Tourism Economic Snapshot

Tourism/Hospitality is 4th largest employment industry in county.

County-wide lodging tax 2021 YTD outperforming 2020 year-end by 32%

County-area lodging tax 2021 YTD outperforming 2020 year-end by 34%

Fourteen-year trend of increasing lodging tax revenue

Ocean Shores lodging tax revenue grew by 2.2%

Resident vs. tourism
Tourism Economic & Lifestyle Impact

- High demand for workforce
- High demand for workforce housing
- Taxable sales up 10%
- Record setting traffic counts
- Non-vehicular vs. vehicular conflicts
- Multi-modal transportation demand.
Considerations

- Signage and Wayfinding
- Marketing
- Connectivity
- Growth
- Alignment
- Regionalism
Thank you!
Questions?