



WASHINGTON STATE
TRANSPORTATION
COMMISSION

OCEAN SHORES

2021

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

County Economic Profile



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.



Resident vs. tourism



Fourteen-year trend of increasing lodging tax revenue



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



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



Ocean Shores lodging tax revenue grew by 2.2%

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



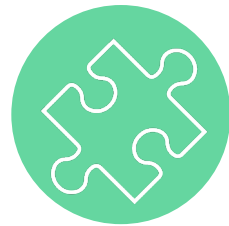
Marketing



Connectivity



Growth



Alignment



Regionalism



Thank you!
Questions?