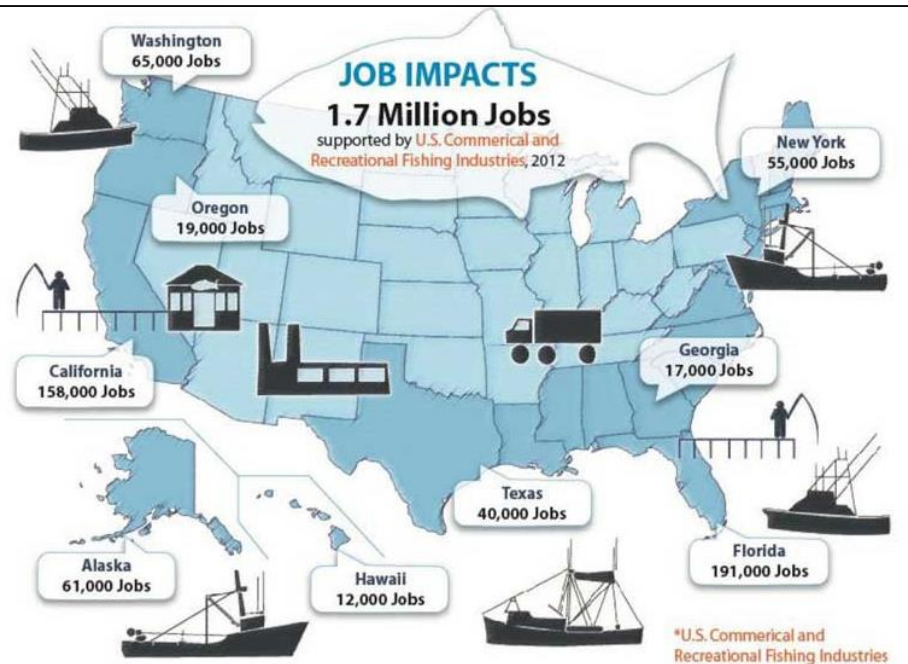
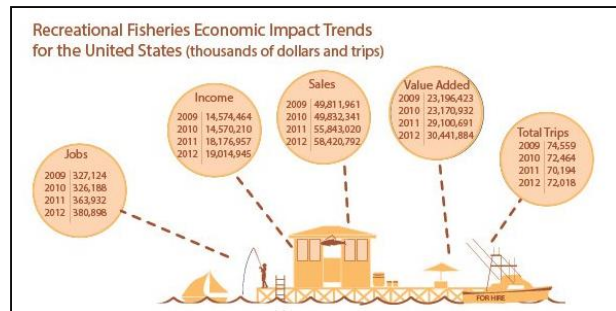
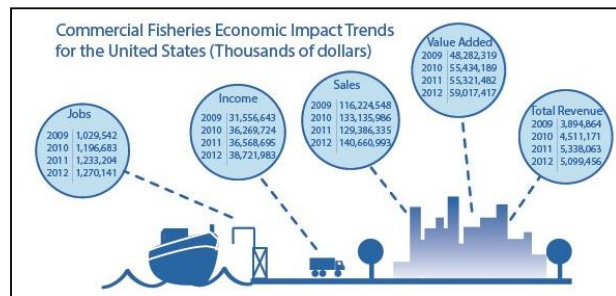


## Messaging with local elected officials?





## Elected officials will ask:

- What's the economic impact of:
  - Oyster Industry
  - Blue Crab
  - Commercial Fish
  - Charter Boat
  - Tourism



Figure out some way  
of answering the  
question ????????



# Then we stumbled on this?

## Bonus: County Level Data!

The screenshot displays the DigitalCoast Data Registry interface. At the top, the DigitalCoast logo and navigation menu (Data, Tools, Training, Stories, Topics, GeoZone Blog) are visible. A search bar is located in the top right. Below the navigation, there are filters for 'VIEW BY' (Collection, Dataset) and 'My Map'. The main content area is titled 'Explore the Data Registry' and includes a search bar for datasets, collections, or keywords. Below this, a grid of dataset cards is shown, each with a thumbnail image and a title. The 'Economic' data type is selected in the left sidebar.

**Navigation and Search:**

- Logo: DigitalCoast OFFICE FOR COASTAL MANAGEMENT
- Menu: Data, Tools, Training, Stories, Topics, GeoZone Blog
- Search: Search
- Filters: VIEW BY Collection, Dataset; My Map

**Search and Results:**

- Section: Explore the Data Registry
- Search: Search by dataset, collection or keyword
- Results: 9 collections / 28 datasets

**Dataset Cards:**

- Economics: National Ocean Watch** (1 DATASET): Includes images of offshore oil rigs and a diver.
- Economics: National Ocean Watch for Self-Employed Workers** (1 DATASET): Includes an infographic showing 'Half of the fishing businesses sector's workforce is self-employed' and categories for 'Employed' and 'Self-Employed'.
- Gross Domestic Product by State** (1 DATASET): Includes a map of the United States with states colored by GDP.
- National Clearinghouse and Data Portals Collection** (3 DATASETS): Includes a map of the United States with state boundaries highlighted.
- Nonemployer Statistics** (1 DATASET): Includes an image of hands using a calculator.
- Quarterly Census of Employment and Wages** (1 DATASET): Includes an image of business professionals in suits.
- Regional Clearinghouse and Data** (2 DATASETS): Includes a map of the Gulf of Mexico region.
- State Clearinghouse and Data** (5 DATASETS): Includes a map of the Great Lakes region.
- Total Economy of Coastal Areas** (13 DATASETS): Includes an image of a coastal town.

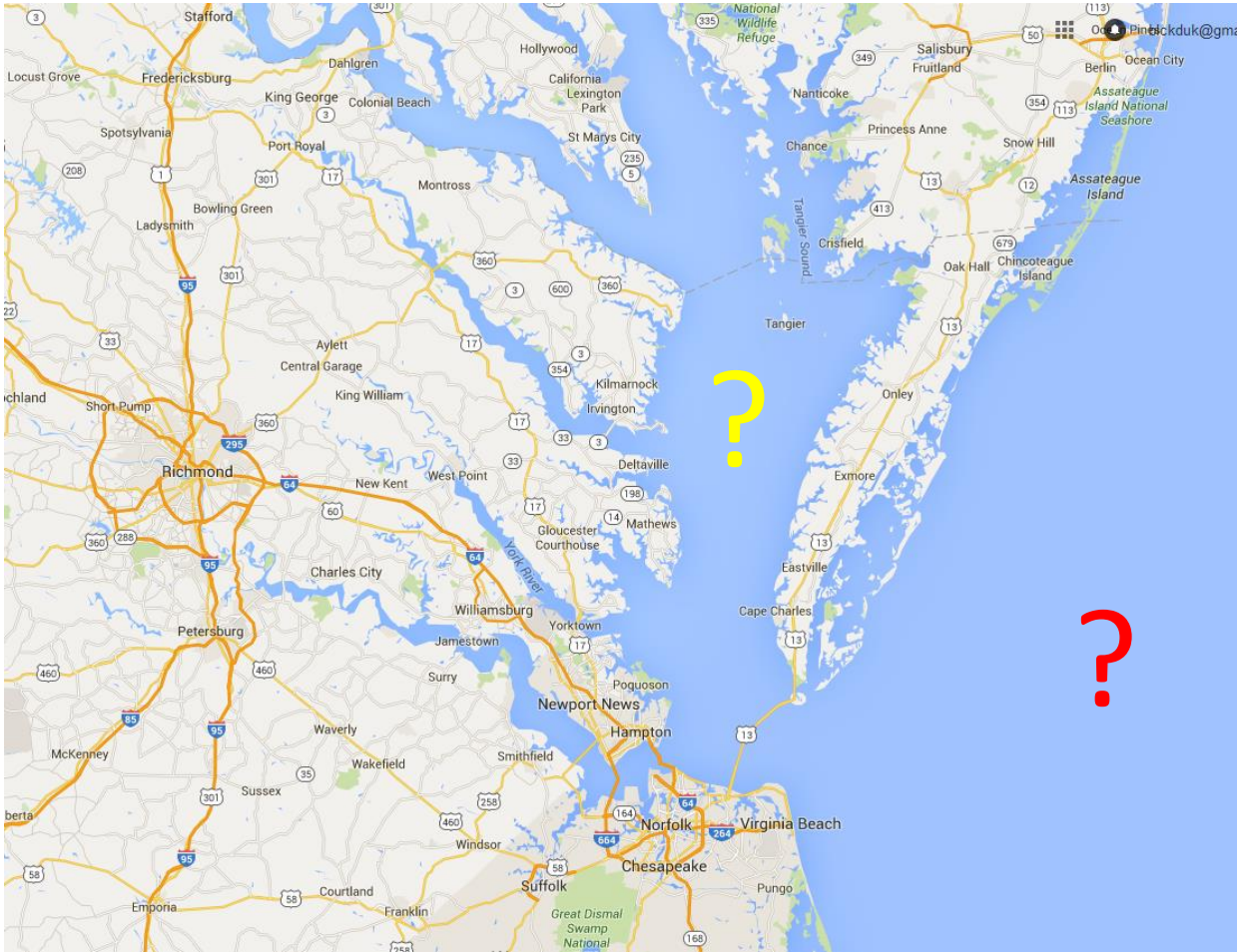
**Left Sidebar (Data Type 16):**

- Benthic
- Birds
- Corals
- Demographic
- Economic** (Selected)
- Elevation
- Federal GeoRegulations
- Hazards and Climate
- Imagery
- Jurisdictions and Boundaries
- Land Cover
- Marine Habitat
- Marine Mammals and Turtles
- Ocean Uses and Planning Areas
- Physical and Oceanographic
- Weather

**Service Type 8:**

# Geography Lesson?

## Red – V- Yellow



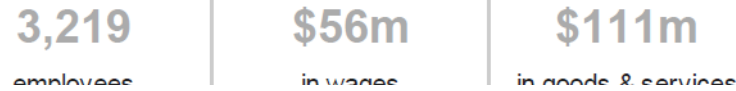
*Ocean Jobs Snapshot*

# Brunswick County, North Carolina

**Ocean Jobs = A Healthy Economy**

In 2012, ocean-related businesses provided 11.5% of the total jobs in Brunswick County. This represents a 8% increase in ocean jobs since 2005. Nationwide, ocean jobs represent 1.5% of the total jobs in the United States. Agriculture represents 1.7% of the total jobs in the United States.

Brunswick County ocean jobs account for



*Ocean Jobs Snapshot*

# Colleton County, South Carolina

**Ocean Jobs = A Healthy Economy**  
Comparing Colleton County's ocean jobs to the state and nation shows how local concerns may or may not coincide with national priorities.

**Ocean Jobs = A Healthy Economy**

In 2012, ocean-related businesses provided 1.5% of the total jobs in Colleton County. This represents a 27% increase in ocean jobs since 2005. Nationwide, ocean jobs represent 1.5% of the total jobs in the United States. Agriculture represents 1.7% of the total jobs in the United States.

Colleton County ocean jobs account for

*Ocean Jobs Snapshot*

# Pender County, North Carolina

**Ocean Jobs = A Healthy Economy**  
Comparing Pender County's ocean jobs to the state and nation shows how local concerns may or may not coincide with national priorities.

**Ocean Jobs = A Healthy Economy**

In 2012, ocean-related businesses provided 8% of the total jobs in Pender County. This represents a 13% increase in ocean jobs since 2005. Nationwide, ocean jobs represent 1.5% of the total jobs in the United States. Agriculture represents 1.7% of the total jobs in the United States.

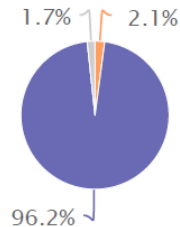
Pender County ocean jobs account for



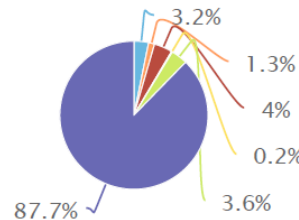
**Ocean Jobs by Sector**

Comparing Pender County's ocean sectors to the state and nation shows how local concerns may or may not coincide with state and national priorities.

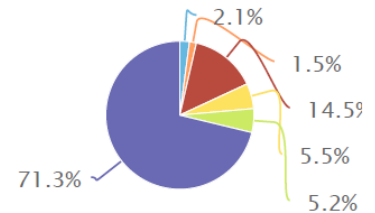
Pender County



North Carolina



Nation



# Culturally matched the message to the audience

Minimized some discrediting of facts

## Maritime Jobs Snapshot

COASTAL COUNTY SNAPSHOTS  
[www.coast.noaa.gov/snapshots/](http://www.coast.noaa.gov/snapshots/)

# Gloucester County, Virginia

### Maritime Jobs = A Healthy Economy

In 2012, maritime-related businesses provided 11.4% of the total jobs in Gloucester County. This represents a 76% increase in maritime jobs since 2005. Nationwide, maritime jobs represent double the number of jobs supported by agriculture.

Gloucester County maritime jobs account for

1,085  
employees

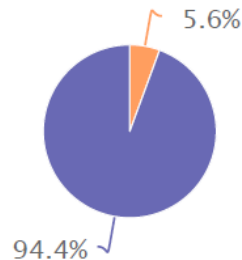
\$16m  
in wages  
in 2012

\$31m  
in goods & services

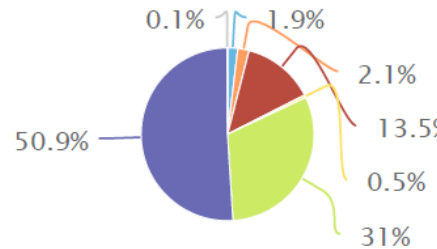
### Maritime Jobs by Sector

Comparing Gloucester County's maritime sectors to the state and nation shows how local concerns may or may not coincide with state and national priorities.

Gloucester County



Virginia



Nation

