

# U.S. Virgin Islands Marine Economy Statistics Workshop

## Overview and Objectives

The virtual workshop for Marine Economy Data in the U.S. Virgin Islands (USVI) was held on December 1st 2-5pm AST (1-4pm EST). This workshop is part of a larger project by the National Oceanic and Atmospheric Administration (NOAA) Office for Coastal Management (OCM) to expand the Economics: National Ocean Watch (ENOW) dataset to Puerto Rico, U.S. Virgin Islands, Commonwealth of Northern Mariana Islands, Guam and American Samoa. Before the workshop convened, the project team, which includes NOAA OCM and contractors from ERG, Tetra Tech, and Middlebury's Center for the Blue Economy, compiled a comprehensive list of data sources for potential use in developing the ENOW dataset for each of the five jurisdictions. The project team also sought contacts who could speak to either the statistical resources available within the jurisdictions or to the state of the economy in each of the jurisdictions, either broadly or specifically for certain ocean-related sectors. The project team held multiple one-on-one conversations with some of these contacts and also invited some people to two previous bimonthly meetings, split between the Caribbean and Pacific, to gather more insight about potentially useful data sources and other contacts that could help with the development of the ENOW dataset. The project team sent out read-ahead materials to attendees, which provided background information on the current ENOW datasets, a preliminary list of other industries to consider, a list of sources relevant to the USVI ocean economy already collected, preliminary data collected from the Bureau of Labor Statistics (BLS) Quarterly Census of Employment and Wages (QCEW), and a summary of data gaps.

The goals of the workshop were to:

- Get feedback on how to define the ocean economy in the region to develop a dataset that is most valuable. (I.e., should we modify the traditional ENOW definition?)
- Get feedback on whether we have the best available data.
- Continue to develop relationships throughout the territories to achieve community involvement and guide the development of a valuable dataset.

## High-Level Outcomes

This 3-hour workshop provided the project team with essential information from local and regional experts and potential ENOW data users. Specifically we achieved the following outcomes:

- Seven additional contacts to discuss data sources and closing data gaps with.
- Eight additional data sources that could inform the dataset.
- Additional industries to incorporate into the USVI ENOW definition, including freight trucking and transportation, surveying and mapping, air transportation, and all other travel accommodation, arrangement, and reservation businesses. Additionally, inland water transportation should be added as we believe businesses are misclassifying into that NAICS.

- Developed an improved understanding of how stakeholders could use ENOW data.

The discussions also revealed gaps and limitations on data gathering in USVI:

- The value of the cargo being brought in is not typically captured in marine transportation. But the value added from transported goods via the ocean for islands is going to be high since almost all goods will come in via ship.
- There are only 3 establishments in the marine construction sector. One attendee suggested that chandleries should be considered part of this sector. There are a few on each island. At these chandleries, people can buy replacement fenders and lines for boats and other types of equipment. There might be a better name for these establishment types, but these should probably be included.

## Attendees

Table 1 provides a list of workshop attendees (not including the project team) by organization and jurisdiction. The project team invited more people beyond this list of attendees. The project team gathered this list of prospective attendees while searching for data resources and through connections already made during one-on-one meetings and two previous bimonthly meetings for the Pacific and Caribbean jurisdictions.

**Table 1. List of Workshop Attendees**

Name	Organization	Position
Amy Filipek	Bureau of Economic Analysis	Economist
Biko McMillan	Bureau of Economic Research	Senior Policy Analyst
Franelle Gerard	Crucian Heritage and Nature Tourism, Inc.	Executive Director
Hilary Lohmann	USVI Department of Planning & Natural Resources-CZM	Coastal Resilience Coordinator
Jean-Pierre Oriol	Department of Planning & Natural Resources	Commissioner
Jennifer Valiulis	St. Croix Environmental Association	Executive Director
Juan Agar	NOAA	Economist
Lauritz Mills	Bureau of Economic Research	Economist
Leslie Henderson	NOAA OCM	USVI Management Liaison

Matthew Warham	USVI Department of Planning & Natural Resources-CZM	Coral Reef Initiative Coordinator
Mindy Solivan	University of the Virgin Islands	Director, Office of Sponsored Programs
Nico Galimberti	U.S. Department of the Treasury	Policy Advisor
Sandra Rey	DOL-Bureau of Labor Statistics	Sr. Research Analyst
Silene Prentice	Bureau of Economic Research	Data Analysis
Walter Keithly	Caribbean Fishery Management Council	Consultant

## Workshop Agenda

The workshop agenda is presented below, along with the discussion questions posed in each of the main workshop sections.

### **Introduction and background**

#### **How you define the ocean economy**

- A. *Jamboard Question: How would you define the ocean related economy in USVI?*
- B. *Jamboard Question: What types of jobs are in the ocean economy? (We asked this for a number of sectors, e.g., tourism and recreation, boat building/repair, living resources, marine transportation, marine construction, offshore oil, research and education, energy, government, and other)*

#### **Overview of ENOW, data collected, and gaps**

- C. *Discussion Question: Are we missing any economic data streams (annual or better) that could inform the size of the ocean economy?*
- D. *Discussion Question: Are we missing any economic data (e.g., reports or data that could inform what percent of an industry is ocean dependent) that could help us create our dataset?*
- E. *Discussion Question: Do you have any recommendations for how we can fill any of our gaps?*

\*\*\*\*\*Break \*\*\*\*\*

#### **Potential additions to the Ocean Economy**

- F. *Jamboard Question: Which candidate industries should be included in USVI's ocean economy?*
- G. *Discussion Question: How does the nature of recreation change as one moves inland?*

#### **Presentation and critique of data**

- H. *Jamboard Question: How have you used some of these data in the past? If you haven't before, how could you use this dataset if made available?*
- I. *Discussion Question: What geographic level of data would be useful to you? Would that depend?*
- J. *Jamboard Question: Do these data reflect your understanding of the economy? What ocean economy sectors have high levels of self employment?*

#### **Wrap up**

# Workshop Discussions

## How you define the Ocean Economy

For this section of the workshop, we asked participants to brainstorm what they thought defined the ocean economy in the USVI. Workshop participants used sticky notes and a Google Jamboard to share their thoughts. Participants listed activities from many ENOW sectors. Tourism, transportation, fisheries and recreational activities were listed multiple times. The ocean economy also provides vital resources to research and education, including underwater archeology and coral research.

After the broad brainstorm, we asked participants what types of jobs were in the ocean economy related to the following sectors: Living Resources, Tourism and Recreation, Ship and Boat Building, Marine Construction, Marine Transportation, Offshore Mineral Resources, Energy, Government, Research and Education, and Other<sup>1</sup>.

Participants shared jobs and activities for all sectors. Offshore Mineral Resources had the fewest suggestions, while there were numerous businesses suggested for Tourism and Recreation and Living Resources. They did list many government-related agencies, including resource management and planning, the Coast Guard, water treatment, the Department of Homeland Security, and federal coastline infrastructure grants. Research and Education also had numerous suggestions, including federal and local government, as well as non-profits. To see all the responses from this Jamboard, see [Appendix B](#).

## Overview of ENOW

For this section, we presented a summary of the current ENOW dataset, described the data sources currently available for the USVI, and discussed data gaps. During the presentation we asked participants to provide any data streams, or other related data reports or sources, that could help inform the ENOW dataset for USVI.

Participants recommended we look into the following sources and/or data points:

- USA Spending provides any federal funding obligations, not just Defense funding
- USVI Department of Planning and Natural Resources data on registered fishers, including commercial, and a number of the charter companies
- USVI Department of Licensing & Consumer Affairs data on registrations of business activities, location, and names.
- Oil imports and exports
- Energy Information Administration (EIA) electricity production and consumption data
- Bureau of Labor Statistics occupation level data
- University of North Carolina at Chapel Hill National Establishment Time-Series
- Bureau of Transportation Statistics data

Participants also shared a few contacts for fisheries and energy data.

---

<sup>1</sup> There are six existing ENOW sectors: Living Resources, Tourism and Recreation, Ship and Boat Building, Marine Construction, Marine Transportation, and Offshore Mineral Resources. Energy, Government, and Research and Education are proposed additions.

During this discussion, a participant shared that the value of the cargo being brought in is not typically captured by marine transportation. However, the value added from transported goods via the ocean for islands is going to be high since almost all goods will come in via ship.

When asked for recommendations on how to fill data gaps, participants did not provide any additional gaps or suggestions on how to fill them.

## Candidate Industries

During this section, we used Jamboard to show candidate industries to be included in ENOW. Participants were asked to vote on how much they thought the candidate industry was ocean dependent (almost entirely, partially, or not at all). For each candidate industry, we provided the number of establishments, employment and annual payroll, though some data was suppressed. Out of the twenty candidate industries, participants noted four candidates as highly ocean dependent: Freight Trucking/Transportation, Surveying and Mapping, Air Transportation and All Other Travel Accommodation, Arrangement and Reservation. Participants also identified two industries that were not ocean dependent: Meat Markets and Inland Water Passenger Transportation. The latter was suggested as a misclassification. Four candidate industries did not receive any comments: Engineering Services, Motion Picture and Video Production, Other Personal Care Services, and Temporary Help Services. The rest of the candidate industries were partially ocean dependent, with many participants noting that there was a divide between establishments that served cruise ships and tourists (which were ocean dependent) and establishments that aimed to serve locals (not ocean dependent). To see all the responses from this Jamboard, see [Appendix B](#).

After the jamboard activity, we opened up to a discussion on how the nature of recreation changes as one goes inland. Participants felt there was very little inland recreation that did not relate to the ocean.

## Dataset Critique

For our final discussion, we used a jamboard to ask participants how they would use ENOW data. Participants shared that they would use it to demonstrate benefits for projects and grant applications, quantify climate risks and in economic assessments and forecasts. We then polled participants on what level of granularity would be most useful to them (Territory-level, island-level, or more granular than island).

Participants were then asked to critique the data currently gathered for developing USVI ENOW data. The data (industry employment, payroll, and establishments) was presented in a jamboard, organized by ENOW category (Living Resources, Marine Construction, Marine Transportation, Offshore Mineral Resources, Ship and Boat Building, and Tourism and Recreation). Participants were asked to vote on whether the data gathered was a fair representation, not too far off, or a poor representation. They were also asked to note if the candidate industry might have substantial self-employment.

Participants noted that most sectors contained industries with substantial-self employment, and felt that the data was not very representative. There were no comments offered for the Marine Construction and Marine Transportation sectors. Participants provided the three official fish markets, which were not all included in the data. They also shared that private boat charters needed to be included in the Tourism and Recreation sector. To see all the responses from this Jamboard, see [Appendix B](#).

## Appendix A: Slides

[This link](#) provides access to a pdf of the slide deck.<sup>2</sup>

(<https://docs.google.com/presentation/d/14cy7g7Aq9SifOBQ1CZ9XEY1SJtlnUe5JK4RhX1L2bM/edit?usp=sharing>)

## Appendix B: Jamboards

The workshop used four separate Jamboards to collect participant feedback:

- B1. [Defining the Ocean Economy](#)
- B2. [Candidate Industries](#)
- B3. [Data Use](#)
- B4. [Data Set Critique](#)

## Appendix C: Post-Workshop Survey Results

Below are the results of the post-workshop survey. There were a total of 2 responses.

**1. I feel like my voice was heard in today's workshop**

Strongly Agree - 1

Agree - 1

Neutral - 0

Disagree - 0

Strongly Disagree - 0

**2. How might you use ENOW data developed for your jurisdiction? (Short answer)**

- Economic development planning and more in-depth economic reviews.
- Grant applications - accessible data is important

**3. Are there other folks we should engage about this effort who might inform our process or be interested in using the data?**

- N/A
- Dr. Mills at UVI is critical - he was on the call but should be actively engaged

**4. Are there any improvements we could make to the workshop format?**

- No, it was well done and jamboard is a really neat tool.
- Shorter time frame.

---

<sup>2</sup> The workshop was recorded for note-taking purposes.