

Chapter 3: Local Economic Profile

The economic characteristics of Rockaway Beach are defined by the number and types of business establishments and the specialization and skills of the local workforce. The North American Industry Classification System (NAICS) was developed as the standard for use by federal statistical agencies in classifying business establishments for the collection, analysis and publication of information related to the business economy of the United States. NAICS classifications are useful to compare industry and employment data across different geographies and identify basic economic sectors and workforce characteristics in specific locations. This type of analysis can be particularly helpful in formulating strategies for improving the economic well being of the residents of Rockaway Beach.

Business Characteristics

Table 3-1 lists business establishments by industrial sector with a Rockaway Beach address in 2010. This information was gathered from the ReferenceUSA® business database containing verified data that is updated monthly.

Table 3-1: Rockaway Beach Business Establishments, 2010

Industry	Number of Establishments
Utilities	2
Construction	4
Retail Trade	6
Transportation and Warehousing	2
Information	2
Finance and Insurance	1
Real Estate, Rental, and Leasing	7
Administrative, Support, Waste Management, and Remediation Services	2
Health Care and Social Services	1
Accommodation and Food Services	13
Other Services	10
Public Administration	5
Total	55

Source: ReferenceUSA®

The ReferenceUSA database was accessed electronically through the Greene County, Missouri library website on September 14, 2010. Although all listings are not within the city limits of Rockaway Beach and may not reflect the actual number of business licenses issued in the City, they are very nearby and are consistent with the historical development of Rockaway Beach as a tourism and recreation destination. The largest sector in Rockaway Beach is Accommodation and Food Services, accounting for nearly 25% of all of those establishments. Other significant sectors include Retail Trade and Real Estate, Rental, and Leasing. Accommodation and Food Services combined with Retail Trade and Real Estate make up 47% of the local economy in Rockaway Beach. These sectors reflect Rockaway Beach's significant reliance on recreation and tourism for income.

Local Workforce Characteristics

Another component of the local economy is the specialization and skill of the resident workforce. Table 3-2 and Figure 3-1 provide information from the 2000 census concerning the industrial sectors in which the working population of Rockaway Beach was employed in 2000. Not surprisingly, the largest numbers of people were employed in Arts, Entertainment, Recreation, Accommodation and Food Services accounting for 35% of all employment. The predominance of tourism related business sectors and employment is not surprising considering the history of the community and the city's proximity to prominent tourist destinations in Taney County.

Figure 3-1 graphically compares the percentage of local industrial sector employment in Rockaway Beach to that of Taney County at the time of the 2000 census. The graph illustrates the difference between employment sectors for Rockaway Beach and regional employment characteristics. In 2000, the percentage of the workforce in Rockaway Beach that was employed in Arts, Entertainment, Recreation, Accommodation and Food Services was 35%, whereas employment in this sector in Taney County was only 29%. This indicates that the workforce in Rockaway Beach is largely made up of employees working in the tourism related service sectors within the Branson/Lakes area. Employment in Finance, Insurance and Real Estate was also significantly higher in Rockaway Beach than Taney County at 10.2% compared to 6.1% respectively. This reflects the presence of a group of stakeholders focused on growth and development within the community.

The job sectors where employment was less in Rockaway Beach than in Taney County were Educational, Health and Social Services, Professional, Scientific, Management, Administrative, and Waste Management Services and Information. Although there was

not a large amount of employment in these sectors throughout the region, there was even less in Rockaway Beach. The lower employment in these sectors and number of tourism sector employees describes a low skill, low wage workforce limited in educational attainment in 2000.

According to the Missouri Economic Research and Information Center (MERIC), average weekly wages in 2009 in Arts, Entertainment and Recreation was \$507 for Taney County. Within this category, Accommodation and Food Services average weekly wage was \$370 and the average Retail Trade wage was \$376. Average weekly wages were somewhat higher for Educational, Health and Social Services, Professional, Scientific, Management, Administrative, and Waste Management Services and Information sectors where Rockaway Beach employment was less than Taney County.

Table 3-2: Rockaway Beach Employment by Industry, 2000

Industry	Number Employed
Agriculture, Forestry, Fisheries, and Mining	0
Construction	17
Manufacturing	16
Wholesale Trade	7
Retail Trade	47
Transportation and Warehousing , and Utilities	6
Information	2
Finance, Insurance, and Real Estate	29
Professional, Scientific, Management, Administrative, and Waste Management Services	12
Educational, Health and Social Services	25
Arts, Entertainment, Recreation, Accommodation and Food Services	99
Other Service	14
Public Administration	9
Total	283

Source: 2000 US Census, Summary File 3

Although the workforce data is from the 2000 census, it is relatively consistent with the current business establishment information in Table 3-1 and current land uses in the City.

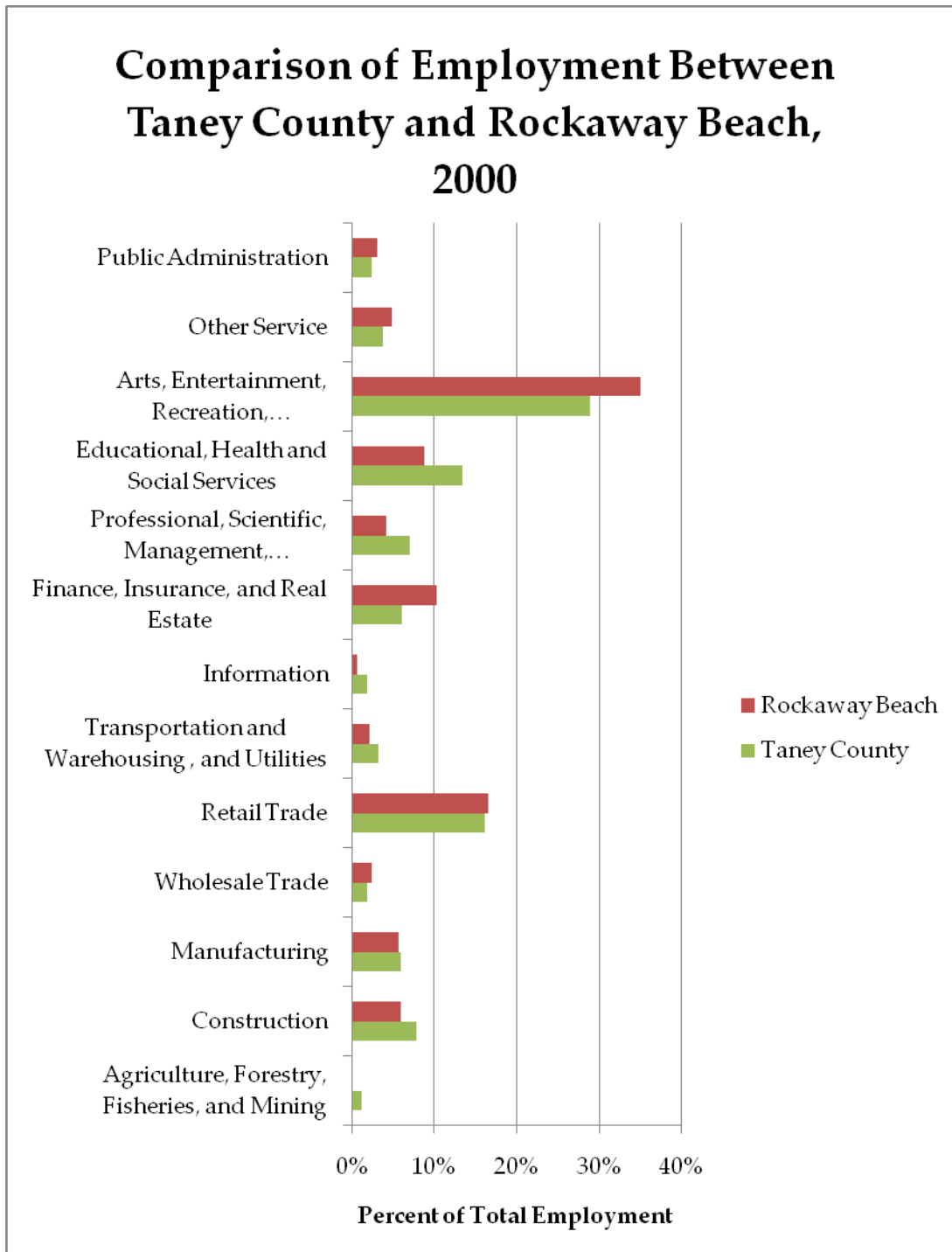


Figure 3-1: Comparison of Employment between Taney County and Rockaway Beach 2000