Island County Profile



January 2021



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OVERVIEW

ISLAND COUNTY is a unique area, well known for its exceptional quality of life. Island residents and tourists alike marvel at the fantastic views of the snow-covered Cascade and Olympic mountains as they relax in this pastoral setting. The islands comprising Island County are Whidbey, Camano, Ben Ure, Smith, Deception, Strawberry, Baby, Minor and Kalamut.

The two settled islands, Whidbey and Camano, are favorite destinations for weekend visitors with easy access via State Route 20 over Deception Pass, State Route 532 to Camano, and the State Ferry System routes accessed off-island at Mukilteo and Port Townsend.

Whidbey Island is the 5th longest island in the contiguous U.S.—45 miles long with 148 miles of shoreline. Camano is 16 miles long and has 52 miles of shoreline. Whidbey Island is located 27 miles north of Seattle and 50 miles south of the Canadian border. Island County has a total land area of 208 square miles.

The islands were first settled by the Lower Skagit, Swinomish, Suquamish, Snohomish, Kikiallus, and other Native American tribes, who called the area Tscha-kole-chy (Whidbey) and Kol-lut-chen (Camano). European settlements were established in the early 1850s in the Penn Cove-Coupeville area. Today, the small communities along these sheltered shorelines are highly regarded locations for permanent homes and summer residences, as well as small, but successful, businesses.



Island County and surrounding area

Island County has four geographic areas:

North Whidbey Central Whidbey South Whidbey Camano Island **SNAPSHOT**

Total population

85,530

(WA State OFM, April 1, 2020 population estimates.) There are three incorporated locations in Island County, all on Whidbey Island:

Oak Harbor Coupeville Langley

CLIMATE

Island County enjoys the moderating effects of water and sheltering mountains to provide a mild, temperate climate. Camano Island and, more so, Whidbey Island both benefit from the Olympic Mountains' "rain shadow" effect. Rainfall averages from about 35" per year in South Whidbey and South Camano to less than 18" on Central Whidbey. This contrasts with the yearly average of approximately 40" in Seattle. Freezes are usually light and rarely continue past February.



Because of the rain shadow, Central Whidbey receives markedly less rain than the rest of Whidbey Island









GEOGRAPHY

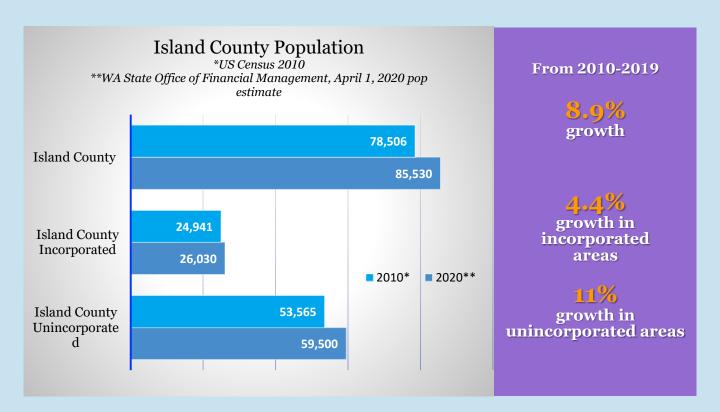
The terrain of Island County is largely rolling with elevations from sea level to 580 feet. More than 50% of the land area is undeveloped and features trees, prairie areas of agricultural lands, marshes, open bays and a generally rural environment.

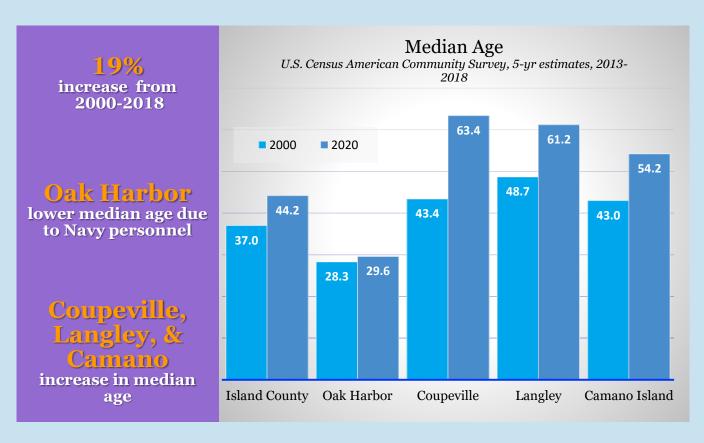






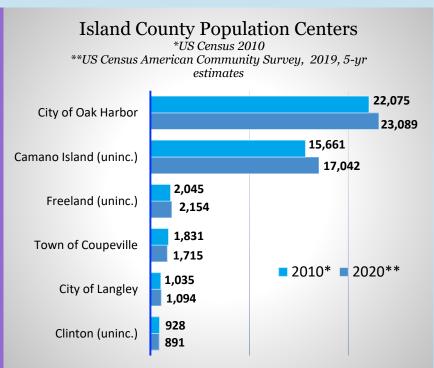
POPULATION AND DEMOGRAPHICS

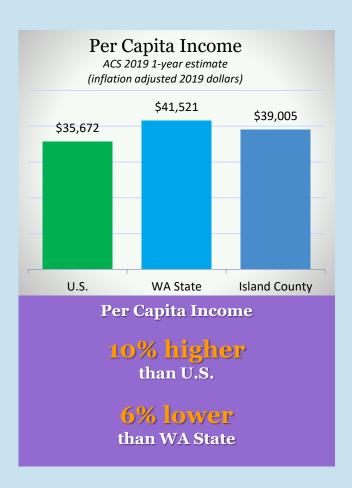


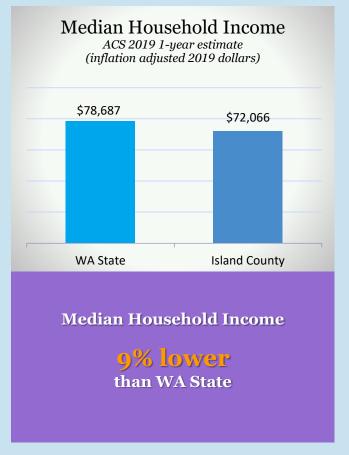


POPULATION AND DEMOGRAPHICS









POPULATION AND DEMOGRAPHICS

County's Workforce Commuting Destinations

Census On The Map Commuting Destinations



out of County commuters from Whidbey and Camano Islands

280% increase in commuters from 2016 to 2017

976 of those commuters come from Camano Island

Whatcom County 395

Skagit County 850

Snohomish County

1,119

Kitsap County 204

King County 579

Pierce County 280



336 new jobs over 2019

Bureau of Labor Statistics

+2% in total employment

Largest employer in Island County and four surrounding Counties

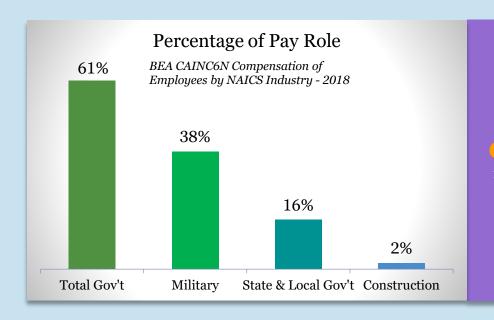
Naval Air Station Whidbey Island

\$701M Payroll for 10,500 personnel

> 8,400 military 2,100

civilian and contractors





According the Bureau of Economic Analysis

Government

is the largest employer $\,$

Navy

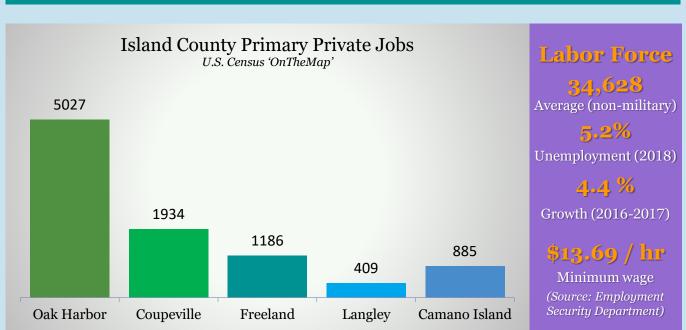
is the single largest employer

Major Employers (100+ employees)

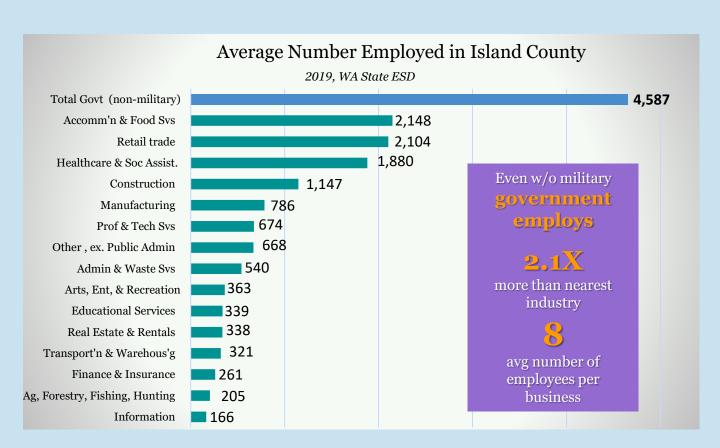
Employer reported data

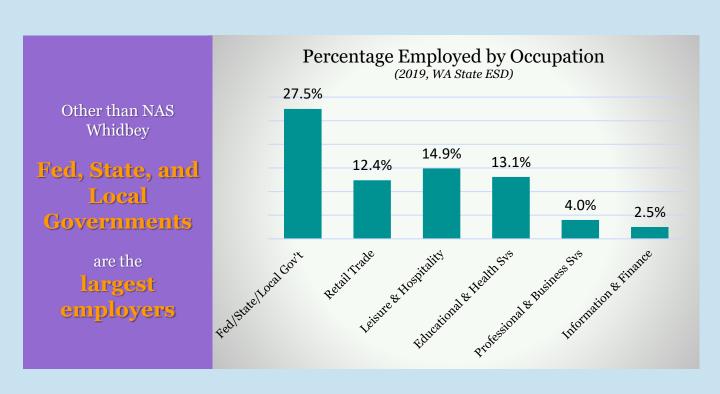
Groceries/Food

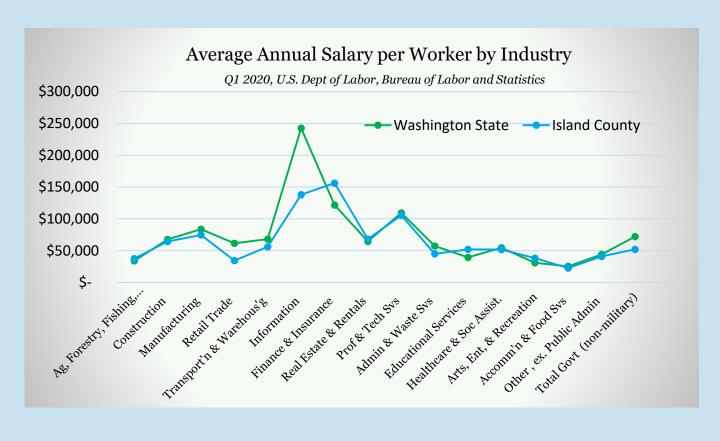
NAS Whidbey Island Federal Government	Wal-Mart Retail	Whidbey Telecom Technical Services
rederal Government	Ketan	Technical Services
Boeing	Navy Commissary	New Leaf
(commuters from Island County) Manufacturing	Federal Government	Non-profit
	Safeway	Payless Foods
WhidbeyHealth Hospital Healthcare	Retail	Groceries/Food
	IDEX Corp	Coupeville School
Oak Harbor School	Manufacturing	District
District		Education
Education	Nichols Brothers Boat	
	Builders Inc.	Technical Services, Inc.
Island County	Manufacturing	Manufacturing
Government		
Local Government	City of Oak Harbor	Regency on Whidbey
37 77 1	Local Government	Healthcare
Navy Exchange		
Federal Government	Whidbey Island Bank	Penn Cove Shellfish
Gl	Financial	Food services
Skagit Valley College,		
Whidbey Campus	Regency Coupeville	Home Depot
Education	Healthcare	Retail
South Whidbey School District	Island Transit Transportation	Haggen's Food & Pharmacy

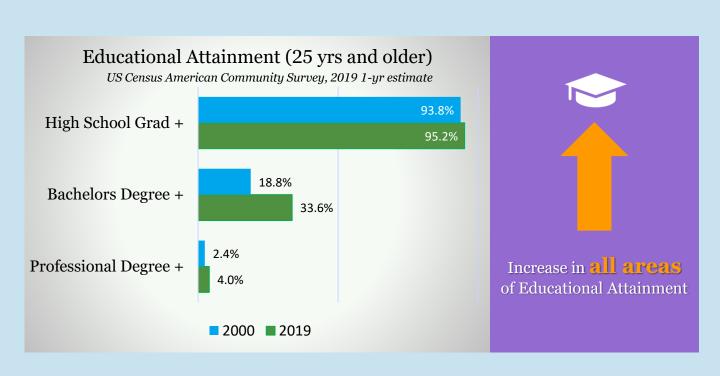


Education







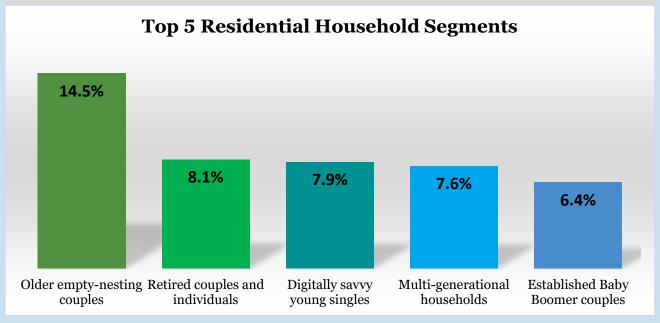


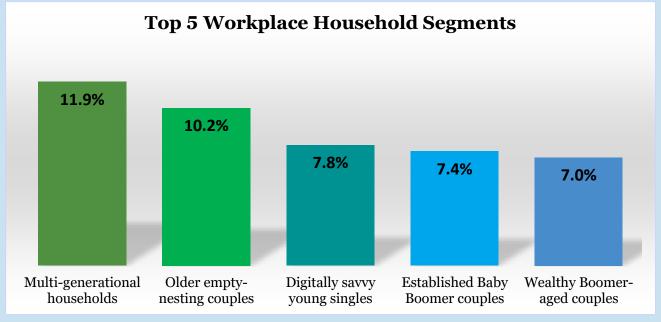
SEGMENTATION

Segmentation is dividing a population into groups defined by individual characteristics. It can be as simple as separating male and female residents, or by something more complex.

Mosaic, by Experian, which the EDC has access to through the use of the Buxton Analytics Platform, divides the U.S. population into 19 groups and 71 more detailed sub-groups, or segments. It paints a unique picture of the U.S. population based on their demographic characteristics, lifestyles, and behavior.

In this next section we'll look at the top five (5) segments of those 71 that comprise Island County's **residential households**, and the top five segments of its **workplace households**.





OLDER EMPTY-NESTING COUPLES AND SINGLES



Fitness walking

Female Married with no kids Truck Age 51-65 Lived here 1 year or less College Front page of newspaper Homeowners' insurance Lottery tickets Visit foxnews.com Enjoy going to beach

Mid-range household income 1 person in household Home magazines
Satellite dish
Solution 1999+
Satellite dish
Solution 1999+
Solution 1999Solution 1999Soluti

Who They Are

Rural lifestyle Modest housing Outdoor recreation Near retirement Blue-collar jobs

live in single

family homes

80.4%

head of household is between 51-65 years old

30.4% household income is \$50,000-\$74,999

97.2% are homeowners household size of 1 person

ESTABLISHED MULTI-GENERATIONAL HOUSEHOLDS

Management occupation

Pav bills online MLB on TV Married with no kids

Mid-range property value Age 51-65 Fitness walking Mid-range household income Facebook Lived here 25+ years

Home built 1970-1979 Buy used car < 5 years old Own Xbox 360
Concert
Concert
Concert
College Video on Demand Homeowners' insurance

5+ people in household Gardening Donate to private foundations

live in single

family homes

are homeowners

Who They Are

Smart shoppers Tech apprentices Large households Social media fans

25.4% household income is \$75,000-\$99,999

49.2% head of household

is between 51-65 years old

24.4% household size of 5+ people

COMFORTABLY ESTABLISHED BABY BOOMER COUPLES



Who They Are

Price-conscious Do-It-Yourselfers Outdoor enthusiasts Domestic travelers

30.8% household income is

household income is \$50,000-\$74,999

Mid-range property value

Satellite dish 3 people in household Age 51-65

Fresh-water fishing Married with no kids Own a Ford

Mid-range household income Front page of newspaper

Homeowners' insurance Winter Olympics on TV Home magazines

Country music Lived here 25+ years Blue-collar occupation Prefer traveling in U.S. High school diploma

Gardening Home built 1990-1994 Donate to private foundations

98.7% live in single

live in single family homes

96.6%

are homeowners

91.3%

head of household is between 51-65 years old

33.6%

household size of 2 persons

RETIRED COUPLES AND INDIVIDUALS

Prefer traveling in U.S.

Front page of newspaper Age 76+

CUV 2 people in household Female Brokerage accounts

Low household income Retired Winter Olympics on TV
General editorial magazines Graduate's degree

Married with no kid

Lived here 25+ years Subscribe to cable TV Married with no kids

Contribute to charities Home built 1999+ Fitness walking Homeowners' insurance

90.8% are homeowners

88.5% live in single family homes

61.4% head of household Is 76+ years old Mho Thoy Ano

Who They Are

Retirees Established credit Cruise vacations Brand-loyal Traditional engagement

21.2% household income is \$35,000-\$49,999

35.1% household size of 2 persons

WEALTHY BOOMER-AGED COUPLES

Fitness walking

NFL on TV Homeowners' insurance Pinterest
Buy new car Graduate's degree Management occupation
Contribute to charities High household income Restaurants Male
Domestic travel for vacation Front page of newspaper Savings accounts

5+ people in household Married with no kids Lived here 25+ years
Own DVR with cable/satellite box Gardening
Age 51–65



99.4% live in single family homes

86.6% head of household is between 51-65 years old Who They Are
Affluent
Highly educated
Upscale housing
Nearing retirement
Philanthropic
Savvy investors

18.7% household income is \$125,000-149,999 97.4% are homeowners

33.6% household size of 5 persons

DIGITALLY SAVVY YOUNG SINGLES



Mid-range household income

1 person in household Low property value Digital magazine/newspapers Age 25–30 Female

Visit pandora.com Lived here 1 year or less Enjoy gourmet cooking College Debit cards

Single male with no kids Play board games Blue-collar occupation

Buy games and toys Video gamer Want to get to very top in career

Buy used car overnight camping trips First-time home buyer

Who They Are

Ambitious
Single adults
Eager to spend
Digitally savvy
9.6 % have children
under the age of 10

93.9% live in single family homes

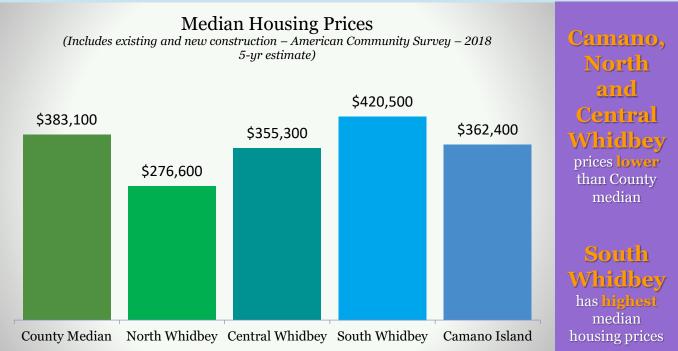
51.8% head of household is between 25-30 years old

22.3% are first-time home buyers

28.4% household income is \$50,000-\$74,999

69.8% household size of 1 person

REAL ESTATE & COMMERCIAL REALTY





COMMERCIAL CONSTRUCTION

\$250-\$350

per sq ft average for new construction for office and retail locations

COMMERCIAL RENTAL

\$10-\$18

sq ft /year average range

TAXES & GDP

Washington charges a gross income tax of 1.8% on your revenue after your first \$35,000 of gross receipts. Washington calls this a business and occupations tax, or better known in the state as a B & O tax. This is tracked by your Washington state UBI number (Unified Business Identifier number). There are basically no deductions. Washington State will deduct the money you made and paid taxes for in another state, which makes it a very attractive state in which to own a national company.

Island County Retail Sales Tax Rate = 8.7%

Island County has one of the lowest tax bases in Washington state.

Property Tax Rate:

www.islandcountywa.gov/assessors/

Unemployment Rates:

https://fortress.wa.gov/esd/employmentdata/

Business Personal Property Tax:

www.dor.wa.gov

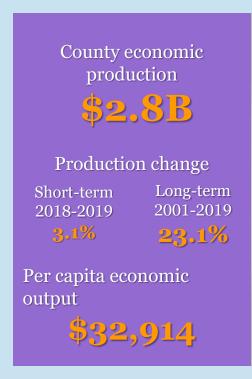
No State Personal Income Tax

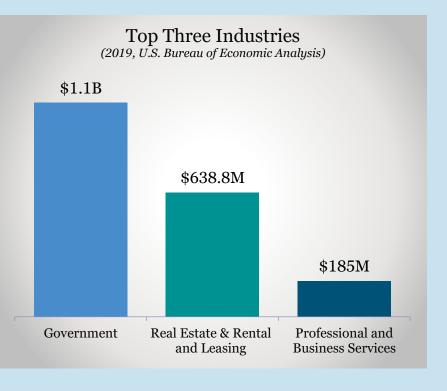
Industrial Insurance Rates:

www.lni.wa.gov

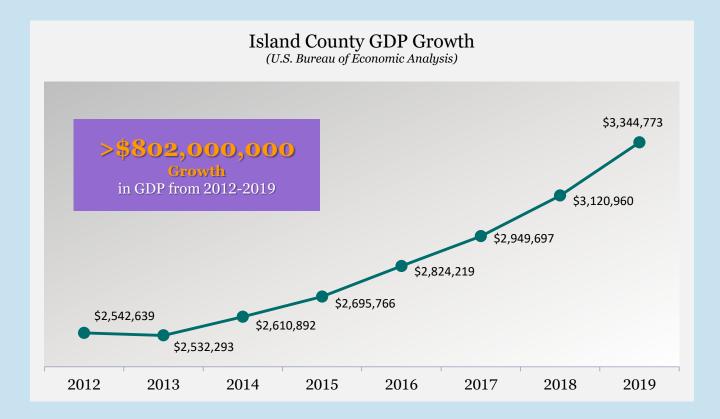
Business & Occupation Tax:

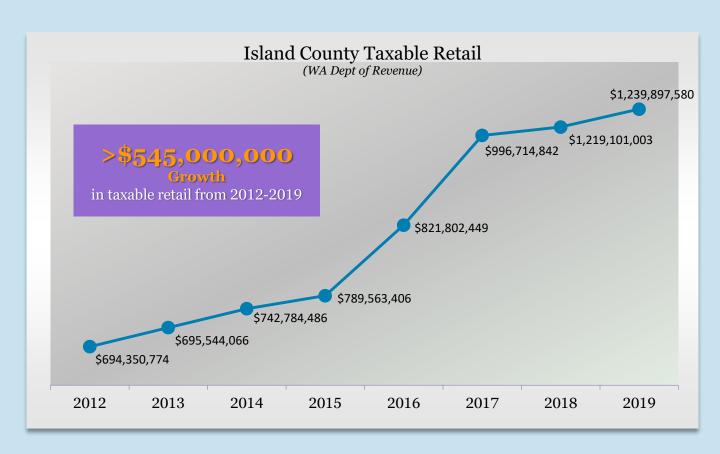
www.dor.wa.gov/





TAXES & GDP





SCHOOLS & EDUCATION

North Whidbey:

Oak Harbor Public Schools (360) 679-5800 www.ohsd.net

Central Whidbey:

Coupeville School District #204 (360) 678-4522 coupeville.k12.wa.us

South Whidbey:

South Whidbey School District #206 (360) 221-6100 www.sw.wednet.edu/

Camano Island:

Stanwood-Camano School District #401 (360) 629-1200 www.stanwood.wednet.edu



Whidbey Island also boasts an impressive public school system, with 95% graduation rates, as well as a plethora of private schooling options for families with children.

PRIVATE SCHOOLS

Oak Harbor

Oak Harbor Christian School PS-5 (360) 675-2831

North Whidbey Christian High School (360) 675-5352

Montessori K-4 (360) 675-4165

Seventh Day Adventist 1-8 (360) 675-4412

Lighthouse Christian Academy 1-12 (360) 679-3158

Langley

Island Christian Academy PreK-12 (360) 221-0919

Clinton

Whidbey Island Waldorf School PS-8 (360) 341-5686

Wellington Day School K-8 (360) 341-1252

SCHOOLS & EDUCATION

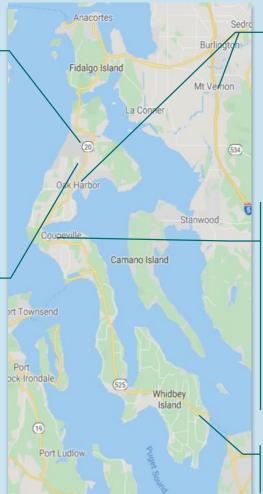
There is a broad range of options for adult and post-secondary education programs in Island County, from technical training to post-graduate programs.

Embry Riddle Aeronautical University

Located at the Naval Air Station, Embry offers 2 & 4year degree programs in Aeronautics Science, Aviation, Business Administration Management, and Technical Operations.

Brandman University

Located at the Naval Air Station, Brandman offers 4-year degree programs in Business Administration, Computer Science & Information Systems, Social Sciences, Psychology, and Criminal Justice as well as graduate degree programs for Human Resources and Organizational Leadership.



Skagit Valley College

Skagit Valley College provides an Associate Degree program transferable to a 4-year institution and occupational/ workplace training. Based in Mt. Vernon, with Whidbey Island campuses in Oak Harbor and Clinton.

Washington State University

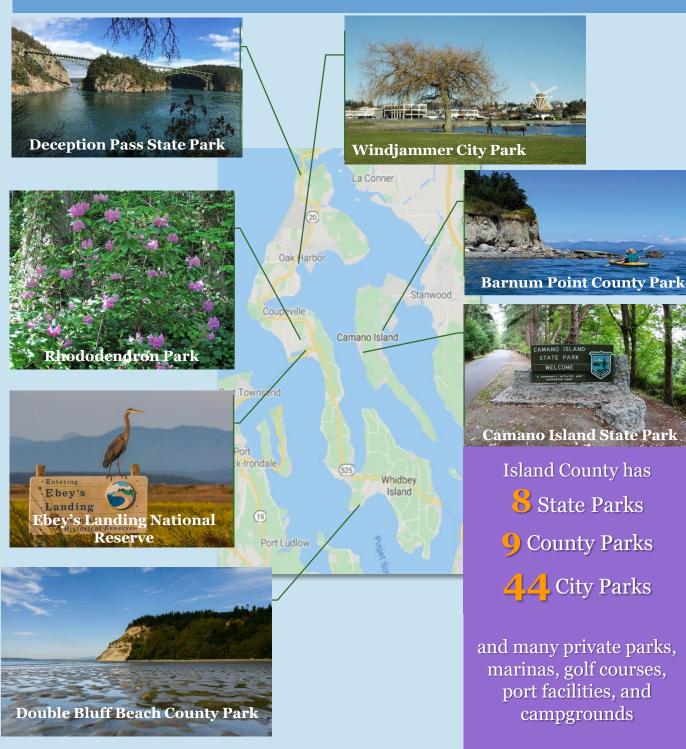
WSU offers continuing education and a number of degree and certificate programs through their Extended Degree Programs. Courses are delivered via internet, video, video conferencing, and correspondence.

Skagit Valley College, Clinton Branch



RECREATION AREAS AND FACILITIES

Island County features exceptional recreation opportunities. Boating, fishing, biking, bird watching, clamming, golfing and hiking are especially popular with residents and tourists alike. The county enjoys abundant wildlife and has developed a county-wide system of trails for hiking, biking, and equestrian use. Organized sports activities are offered by the county's recreation districts and cover a wide gamut of team and individual sports.



LODGING & FACILITIES











An abundance of lodging and RV/camping choices are available along with facilities for events or meetings.

Contact area Chambers of Commerce or https://whidbeycamanoislands.com for more information.

HISTORICAL SITES/MUSEUMS











HISTORICAL SITES

Deception Pass
Coupeville Waterfront
Fort Casey State Park
Admiralty Head Lighthouse
Fort Ebey State Park
Sunnyside Cemetery
Ebey's Landing National Historic Reserve
Cama Beach Resort & Archaeological Site
Utsalady Ladies Aid Building (Camano Island)

MUSEUMS

PBY Aircraft Museum - Oak Harbor Island County Historical Museum - Coupeville South Whidbey Museum – Langley

ART GALLERIES & THEATERS











Movie cinemas are located in Oak Harbor, NAS Whidbey, and Langley.

There are also live theaters in Oak Harbor and Langley, and a drive-in theater in Oak Harbor.

Art galleries abound on Whidbey and Camano, especially in Langley, Coupeville, and Camano.

Request a complete listing from the local Chambers of Commerce.



HEALTH CARE PROVIDERS



Whidbey Island served by Whidbey Island District and NAS Whidbey Island

Camano Island served by
Skagit Valley Hospital in Mt Vernon
Arlington Hospital in Snohomish County
Providence Regional Medical Center in Everett



Trauma Centers

WhidbeyHealth Medical Center – Coupeville (level 3)
Harborview Medical Center – Seattle (level 1)

[1.5-hour drive; 20-minute air evac]

UTILITIES

ELECTRICITY

Whidbey Island:

Puget Sound Energy (888) 225-5773

www.pse.com/business

Camano Island:

Snohomish County PUD (877) 783-1000

www.snopud.com/business.ashx?p=1000



SOLID WASTE

Service is provided by each of the incorporated cities to its residents.

Resource:

https://www.islandcountywa.gov/PublicWorks/solidwaste/Pages/Home.aspx

Island Disposal (serving Whidbey):

(360) 678-5701

https://www.islanddisposalinc.com/commercial-service

Stanwood Camano Disposal (serving Camano):

(800) 592-9995

http://wmnorthwest.com/camano/commercial.html

Waste Management

(360) 757 4068

https://www.wm.com/



TELECOMMUNICATIONS

Comcast (800) 266-2278 www.comcast.com

Ziply Fiber (360) 707-4817 https://get.ziplyfiber.com/

Whidbey Telecom (S. Whidbey) (360) 321-1122

WAVE Cable (866) 928 3123

https://residential.wavebroadband.com/



NATURAL GAS

Oak Harbor:

Cascade Natural Gas

(360) 675-6641

https://www.cngc.com/rates-services/business-services/

WATER AND SEWAGE

City operated water & sewage systems in: Oak Harbor: (360) 279-4750

Coupeville: (360) 678-4461, ext 6 Langley: (360) 221-4246, ext 13

Public Water Districts operate in Freeland, Clinton and parts of Camano Island. There are also a number of privately owned water systems in the county. Private Sewage Systems are at Penn Cove, near Coupeville and Holmes Harbor in Freeland

The City of Oak Harbor is the largest water purveyor in Island County

3,700+

2.26 million gallons/day

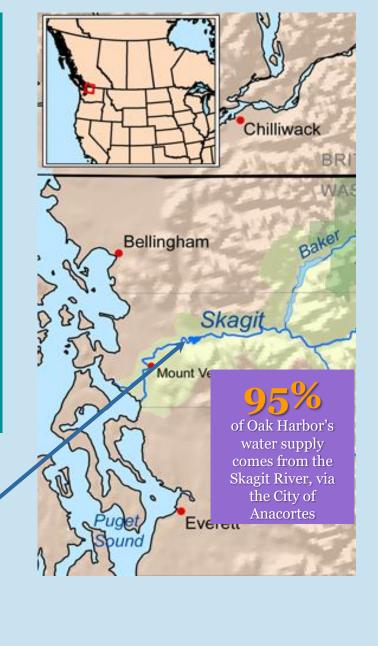
average daily demand

Anacortes obtains water from the Skagit River, the City of Anacortes holding this water right. **95%** of the water used by Oak Harbor is purchased wholesale from the City of Anacortes.

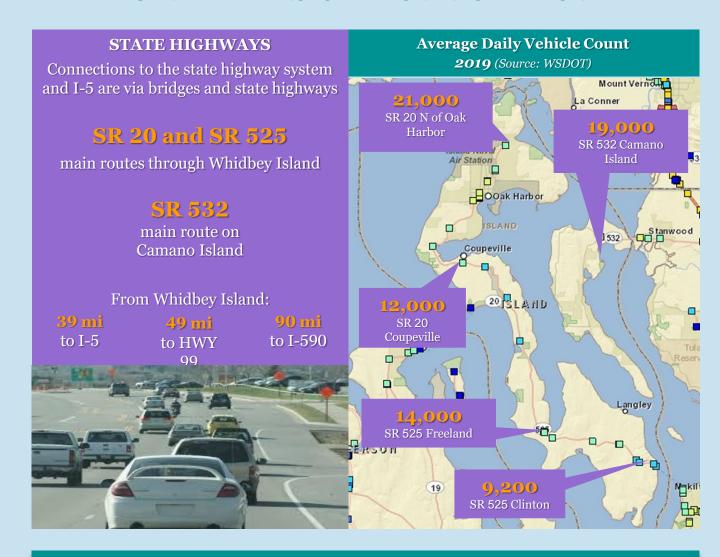
This imported water comprises 28% of the water used in Island County.

72%
of Island County's
water supply
comes from

28% Skagit River



GENERAL TRANSPORTATION INFORMATION



BUS SERVICE

Island County provides fare-free bus service throughout the county, on Whidbey Island from Deception Pass to Clinton, and to the ferries at Clinton-Mukilteo and Keystone-Port Townsend. Bus service is also available on Camano Island, connecting to Stanwood.



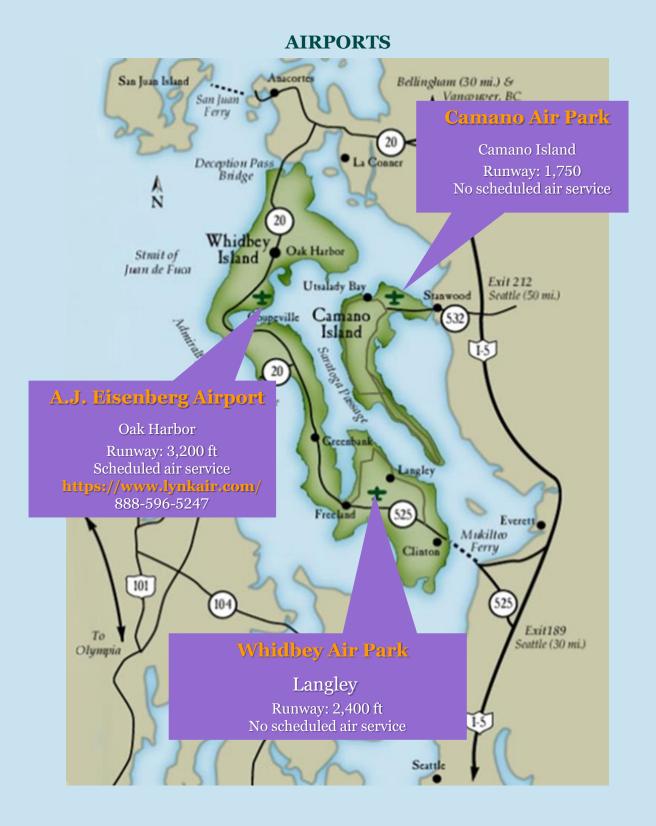
Island Transit (360) 678-7771 www.islandtransit.org

WHIDBEY-SEATAC SHUTTLE

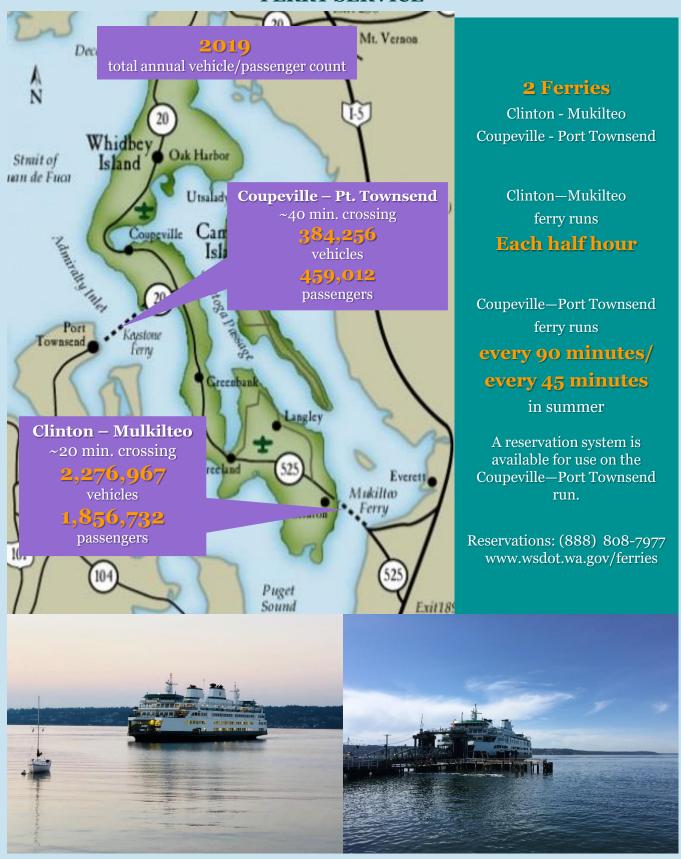
Airport shuttle service from Whidbey Island. 639 Industrial Ave Suite A, Oak Harbor, WA 98277

360-679-4003 877-679-4003 (Toll-free) http://www.seatacshuttle.com/

GENERAL TRANSPORTATION INFORMATION



FERRY SERVICE



RESOURCES



info@edcislandcounty.org

www.iscoedc.com

(360) 678-6889

The Economic Development Council for Island County (EDCIC) is a 501(c)6 non-profit dedicated to:

- ✓ Enhancing economic vitality of Island County
- ✓ Assisting local businesses find resources and connections
- ✓ Working to attract new businesses to our communities, and
- ✓ Engaging with community partners and leaders to enhance our collective prosperity and encourage our economic future

Membership in the EDCIC starts as low as \$70 for many businesses. Contact us for more information.

CHAMBERS OF COMMERCE

Greater Oak Harbor

(360) 675-3755 www.oakharborchamber.org

Coupeville

(360) 678-5434 www.coupevillechamber.com

Greater Freeland

(360) 331-1980 www.freelandchamber.org

Langley

(360) 221-6765 www.visitlangley.com

Clinton

(360) 331-3929 www.discoverclintonwa.com

Camano

(360) 629-7136 www.camanoisland.org

Tourism Information

www.whidbeycamanoislands.com



Island County

(360) 678-5111 (main number) www.islandcountywa.gov

GOVERNMENT

Town of Coupeville (360) 678-4461 townofcoupeville.org

City of Langley (360) 221-4246

City of Oak Harbor (360) 279-4500

Port of South Whidbey (360) 331-5494

portofsouthwhidbey.com

Port of Coupeville (360) 222-3151

https://portoc.org/