**SWOT analysis:**

* **Strengths** are a region’s relative competitive advantages (e.g., extensive port and rail assets) and are often internal in nature;
* **Weaknesses** are a region’s relative competitive disadvantages (e.g., a risk-averse or change-resistant regional culture), also often internal in nature;
* **Opportunities** are chances or occasions for regional improvement or progress (e.g., expansion of a biosciences research lab in the region), often external in nature; and
* **Threats** are chances or occasions for negative impacts on the region or regional decline (e.g., several companies in the region considering moving to lower-cost areas of the state), also often external in nature.

This comprehensive economic development strategy is designed to build upon these strengths and take full advantage of opportunities, while addressing weaknesses and mitigating threats.

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| **Strengths** | **Weaknesses** |
| Good geographic location that allows growth | Schools |
| Cooperative regional economic development activities | Lack of water and sewer infrastructure |
| Proximity to Urban | Transportation for seniors, rural residents, and economically challenged people |
| Regional Economic Development Effort | Broad-based Infrastructure (broadband, H2O, Sewer, and readily available rail access |
| Geography Location | No Major Hub |
| Land Available for Residences | Workforce |
| Land Available for Access | Workforce |
| Access to Transportation | Satellite Campuses for Vo-Tech and >BA/BS |
| Public Safety | Out-Computing |
| Low Crime | ED - Entry Level / Soft Skills Training |
| Geography | High Sales Tax |
| Proximity to Urban | Activities for Young Professionals |
| Low Property Tax | Commute Times |
| Charitable Support | Convenience Shopping, Hospitals, Restaurants |
| Quiet | Housing Options |
| Great Place to Raise Kids | Public Transportation |
| Location | Lack of School and Industry Communications |
| Small Town Community | Lack of Retail Choice |
| Water / Air Quality | Access to High Speed Internet |
| Student – Teacher Ratio | Lack of Accessibility to Health Care |
| School Facilities | Transportation Safety |
| Progressive Schools | Connection of Parks (parks located near neighborhoods |
| Improving Health Care |  |

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| **Opportunities** | **Threats** |
| Create health care opportunities | Transportation infrastructure is a threat to future business and economic security |
| Intermodal Transportation (Rail) | Lack of Funding |
| Exploiting Highway 70 Access | Lack of revenue / limited tax base |
| Local fiscally responsible local government | Conducting business as usual |
| Incubator for business | Lack of thinking outside the box |
| Ag Economy | Over-regulation (EPA, DNR, etc.) |
| Logistics | Missouri not a Right to Work state |
| Land availability | Generate sufficient funds without over-taxing businesses |
| Tax incentives | Region’s image is negative |
| GM Plant | Resistance to change |
| CertainTeed | Aversion to outsiders |
| Providing services for aging population | Lack of cohesive vision or plan for economic growth |
| I-70 convenient access | Right to Work |
| Natural Beauty – Wineries | P&Z (either too much or too little) |
| Redevelop historic buildings | Lack of infrastructure funding |
| Availability of land | Limited Tax base |
| Agricultural Business | Comp. w/larger cities that have better retail areas |
| Development network of future business leaders | Improper utilization of land |
| Develop mentoring program for business / community involvement | Parental value of education |
| Use regulation for foster growth | Toll Roads |
|  | Aging population |
|  | I-70 falling apart |
|  | Lack of government cooperation |
|  | Drugs |
|  | Over regulation to impede growth |
|  | Fuel Prices |