**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 |
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| **Opportunities** | **Threats** |
| Create health care opportunities | Transportation infrastructure is a threat to future business and economic security |
|  | Lack of Funding |
|  | Lack of revenue / limited tax base |
|  | Conducting business as usual |
|  | Lack of thinking outside the box |
|  | Over-regulation (EPA, DNR, etc.) |
|  | Missouri not a Right to Work state |
|  | Generate sufficient funds without over-taxing businesses |
|  | Region’s image is negative |
|  | Resistance to change |
|  | Aversion to outsiders |
|  | Lack of cohesive vision or plan for economic growth |
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