**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** |
| 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 |
|  | ED - Entry Level / Soft Skills Training |
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| **Opportunities** | **Threats** |
| Intermodal Transportation (Rail) | Right to Work |
| Exploiting Highway 70 Access | P&Z (either too much or too little) |
| Local fiscally responsible local government | Lack of infrastructure funding |
| Incubator for business | Limited Tax base |
| Ag Economy | Comp. w/larger cities that have better retail areas |
| Logistics |  |
| Land availability |  |
| Tax incentives |  |
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