**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** |
| Low Crime | High Sales Tax |
| Geography | Activities for Young Professionals |
| Proximity to Urban | Commute Times |
| Low Property Tax | Convenience Shopping, Hospitals, Restaurants |
| Charitable Support | Housing Options |
| Quiet | Public Transportation |
| Great Place to Raise Kids | Lack of School and Industry Communications |
| Location | Lack of Retail Choice |
| Small Town Community | Access to High Speed Internet |
| Water / Air Quality | Lack of Accessibility to Health Care |
| Student – Teacher Ratio | Transportation Safety |
| School Facilities | Connection of Parks (parks located near neighborhoods |
| Progressive Schools |  |
| Improving Health Care |  |

|  |  |
| --- | --- |
| **Opportunities** | **Threats** |
| GM Plant | Improper utilization of land |
| CertainTeed | Parental value of education |
| Providing services for aging population | Toll Roads |
| I-70 convenient access | Aging population |
| Natural Beauty – Wineries | I-70 falling apart |
| Redevelop historic buildings | Lack of government cooperation |
| Availability of land | Drugs |
| Agricultural Business | Over regulation to impede growth |
| Development network of future business leaders | Fuel Prices |
| Develop mentoring program for business / community involvement |  |
| Use regulation for foster growth |  |