

# Allegheny County SWOT Analysis



Strength

Weakness

Opportunity

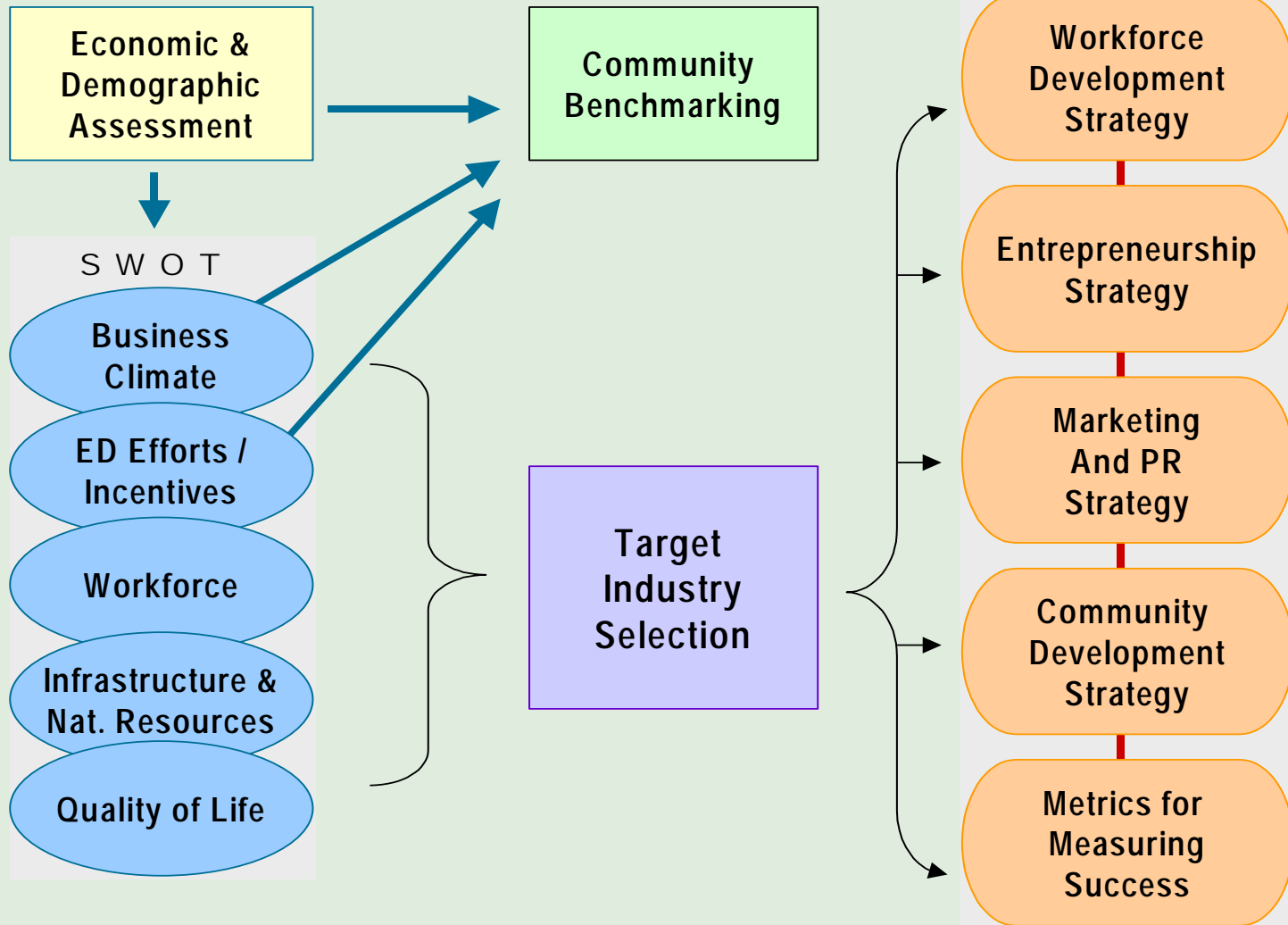
Threat

# Outline

- Introduction
- Survey Results
- Key Findings
  - Business Climate
  - Workforce and Education
  - Infrastructure
  - Quality of Life
  - Economic Development Efforts
- Next Steps

# Introduction

# Introduction



**Research/Input**

**Benchmarking**

**Recommendations**

# Introduction

- SWOT:
  - Focus Group Input
  - Survey Feedback
  - Economic & Demographic Assessment
  - Consultant Observation  
*(Site Selection Perspective)*
  - Review of Reports, Studies

# Survey Results

## Allegheny County Companies' Survey Summary

*Top 5 Issues Ranked within Each Category*

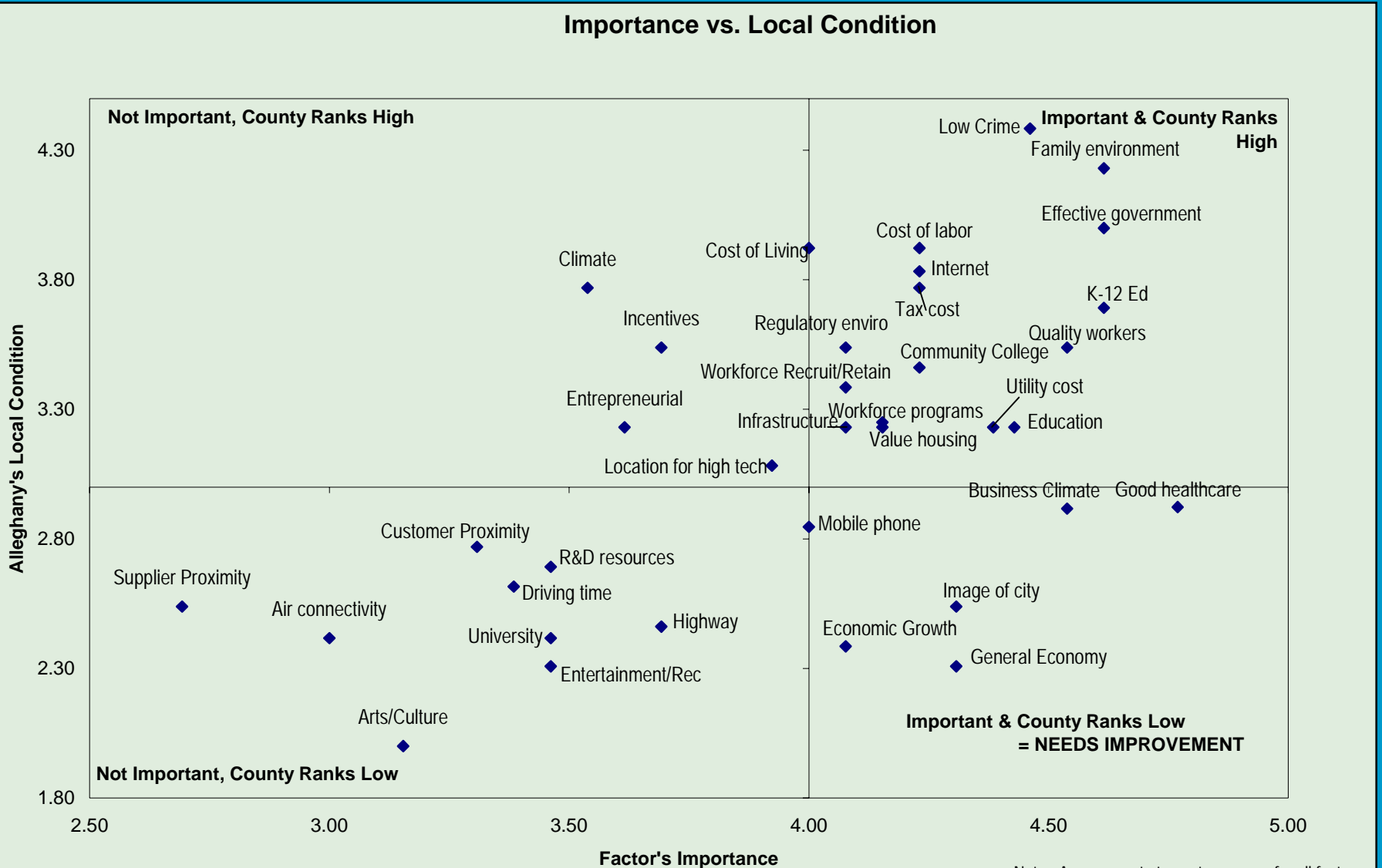
<b>Important Criteria for a Business Location</b>	<b>Criteria in which County is Successful</b>	<b>Criteria in which County Needs Improvement</b>
1 <i>Good Healthcare</i>	<i>Low Crime</i>	<i>Arts / Culture</i>
2 <i>K-12 Education</i>	<i>Family environment</i>	<i>Entertainment / Recreation</i>
3 <i>Family Environment</i>	<i>Effective Government Leadership</i>	<i>General Economy</i>
4 <i>Effective Government Leadership</i>	<i>Cost of Labor</i>	<i>Strong Economic Growth</i>
5 <i>Business Climate</i>	<i>Cost of Living</i>	<i>University</i>

## Allegheny County Residents' Survey Summary

*Top 5 Issues Ranked within Each Category*

<b>Important Criteria for a Place to Live</b>	<b>Criteria in which County is Successful</b>	<b>Criteria in which County Needs Improvement</b>
1 <i>K-12 Education</i>	<i>Low Crime</i>	<i>High Paying Jobs</i>
2 <i>Good Healthcare</i>	<i>Climate</i>	<i>Career Advancement Opportunities</i>
3 <i>Low Crime</i>	<i>Family Environment</i>	<i>Job Availability</i>
4 <i>Effective Government Leadership</i>	<i>K-12 Education</i>	<i>Strong Business Growth</i>
5 <i>Cost of Living</i>	<i>Community College</i>	<i>Arts / Culture</i>

# Survey Results



# Key Findings

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- Excellent Workforce Development
- Weak Transportation Infrastructure
- Fragile Natural Resource Assets

# Business Climate

# Business Climate

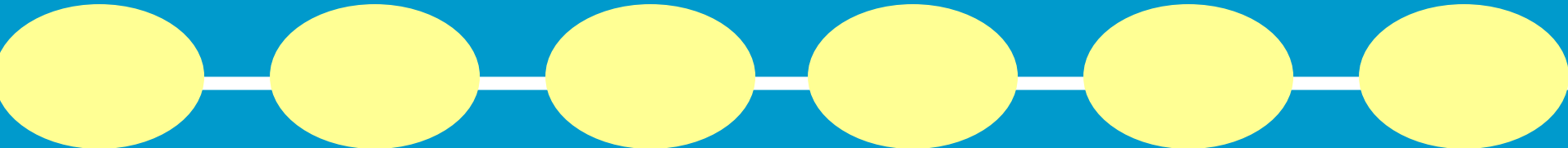
## Business Climate & Entrepreneurship

*"High" = Strong; "Moderate" = Adequate; "Low" = Requires improvement*

Topic	Rating
<i>Tax rates</i>	Moderate
<i>Regulatory climate</i>	Moderate
<i>Industry growth</i>	Low
<i>Location</i>	Low
<i>Communication and Collaboration</i>	High
<i>Entrepreneurial environment</i>	High
<i>Incentive policy</i>	Moderate

# Business Climate

- To Zone or not to Zone?
- Martin Marietta
- Good Entrepreneur Environment
- Tier 1 Status



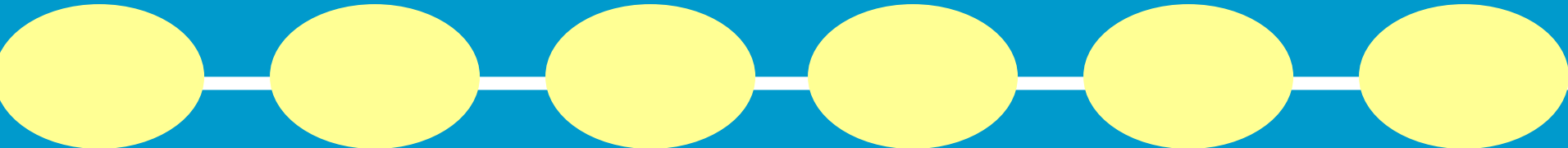
# Workforce and Education

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## Workforce & Education

*"High" = Strong; "Moderate" = Adequate; "Low" = Requires improvement*

Topic	Rating
<i>K-12 Education</i>	High
<i>Higher education</i>	Moderate
<i>Workforce Development</i>	High
<i>Labor pool</i>	Moderate
<i>Educational attainment levels</i>	High

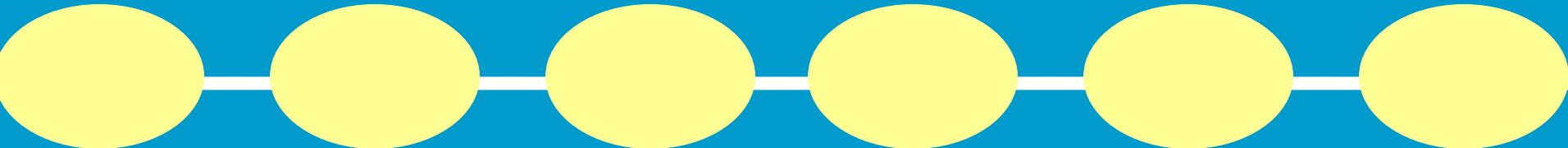


# Workforce and Education



## YOUR BEST ASSET:

- Blue Ridge Business Development Center
- Excellent K-12 Education



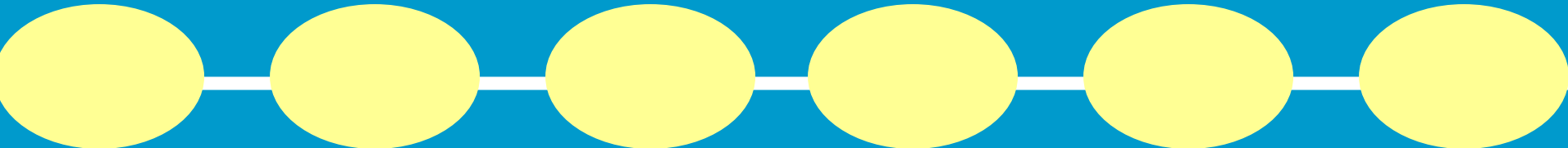
# Infrastructure

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## Infrastructure & Land Use

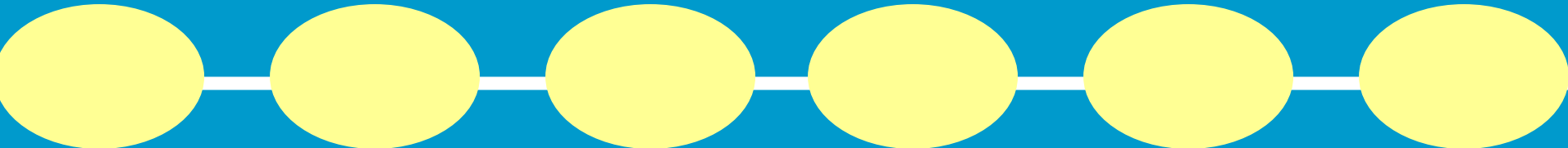
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Topic	Rating
<i>Land</i>	Moderate
<i>Transportation infrastructure</i>	Low
<i>Telecommunications</i>	Moderate
<i>Utilities</i>	Moderate
<i>Available buildings / sites</i>	Moderate



# Infrastructure

- Roads need widened/expanded
- Cell phone reception insufficient
- Identify Additional Industrial Site(s)



# Quality of Life

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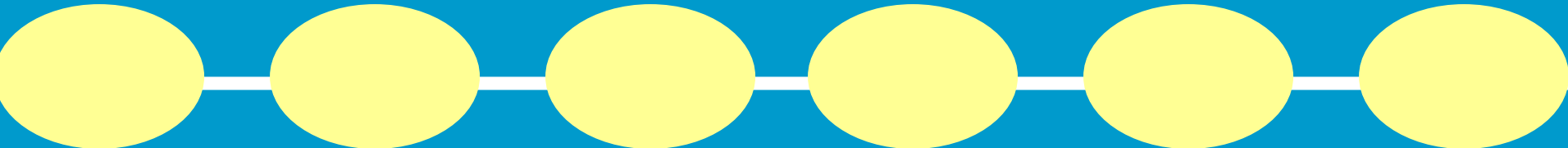
## Quality of Life

*"High" = Strong; "Moderate" = Adequate; "Low" = Requires improvement*

<b>Topic</b>	<b>Rating</b>
<i>Safety</i>	High
<i>Commute times</i>	Moderate
<i>Retail choice</i>	Low
<i>Health care</i>	High
<i>Community image</i>	Low
<i>Diversity of housing stock</i>	Low
<i>Recreation and Entertainment</i>	Moderate

# Quality of Life

- Family Environment (Safe, K-12)
- Improve Sparta Image
- Limited Recreation and Entertainment



# Economic Development Efforts

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## Economic Development Efforts

*"High" = Strong; "Moderate" = Adequate; "Low" = Requires improvement*

**Topic**

**Rating**

*External promotion*

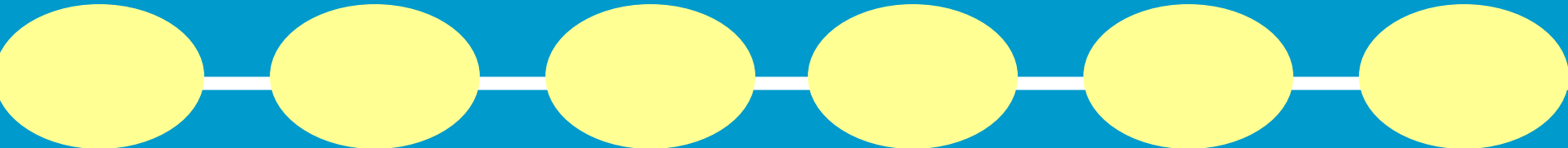
Moderate

*Internal promotion*

Moderate

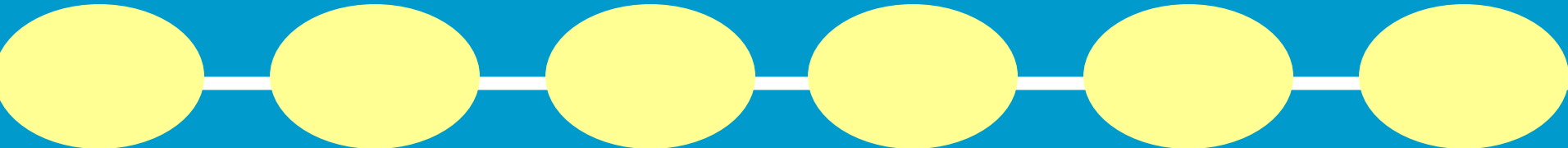
*Resource allocation*

Moderate



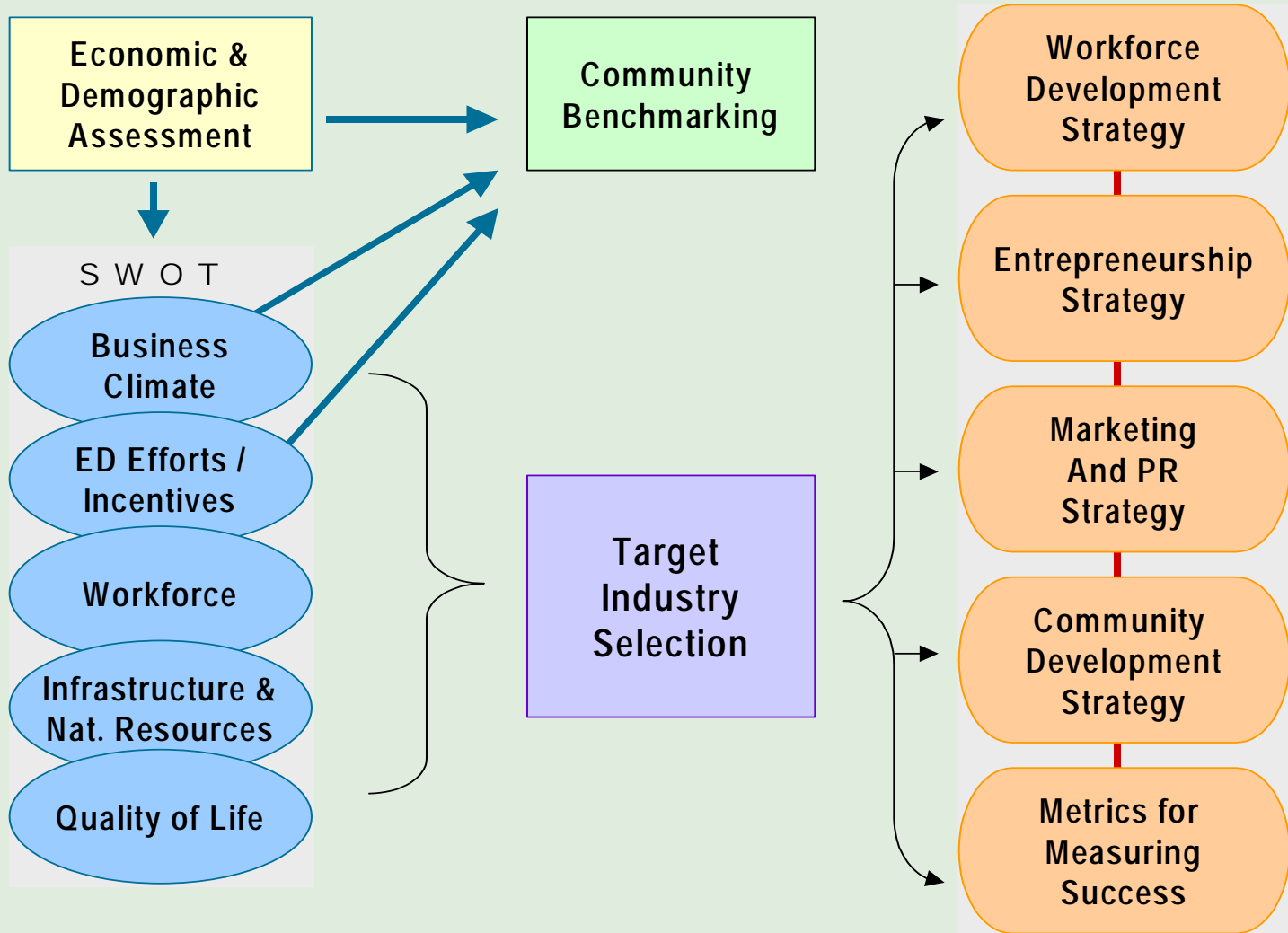
# Economic Development Efforts

- Effective Tourism Marketing Materials
- AdvantageWest/Blue Ridge E' are Assets
- Target Resources -> Image Improvements



Next Steps

# Next Steps



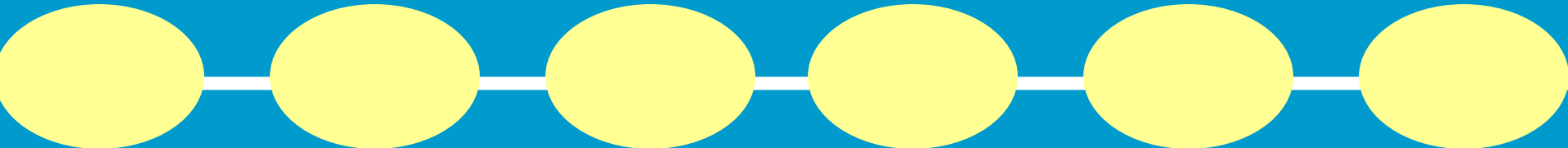
**Research/Input**

**Benchmarking**

**Recommendations**

# Next Steps

- SWOT Analysis Report Review
- August 11 – 15:
  - Target Industry
  - Benchmarking
  - Marketing Workshop



# Allegheny County SWOT Analysis



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