

# SWOT ANALYSIS

## Developing an Economic Development Plan for Ashe County, North Carolina

# Agenda

- Introductions
- Project Overview
- A first look at Ashe County
- Focus Group Exercises

# Who is AngelouEconomics?

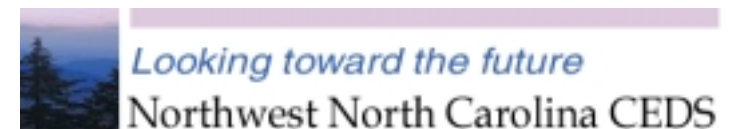


# Selected Clients

## Private Sector

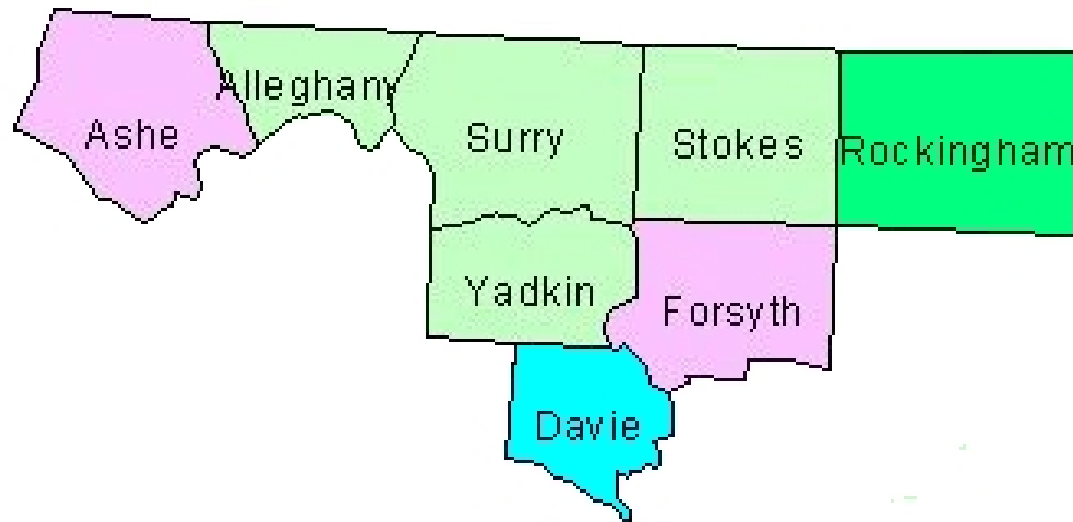


## Public Sector



# A Quick Look at the NWNCR Region and Ashe County

# The NWNC CEDS Counties

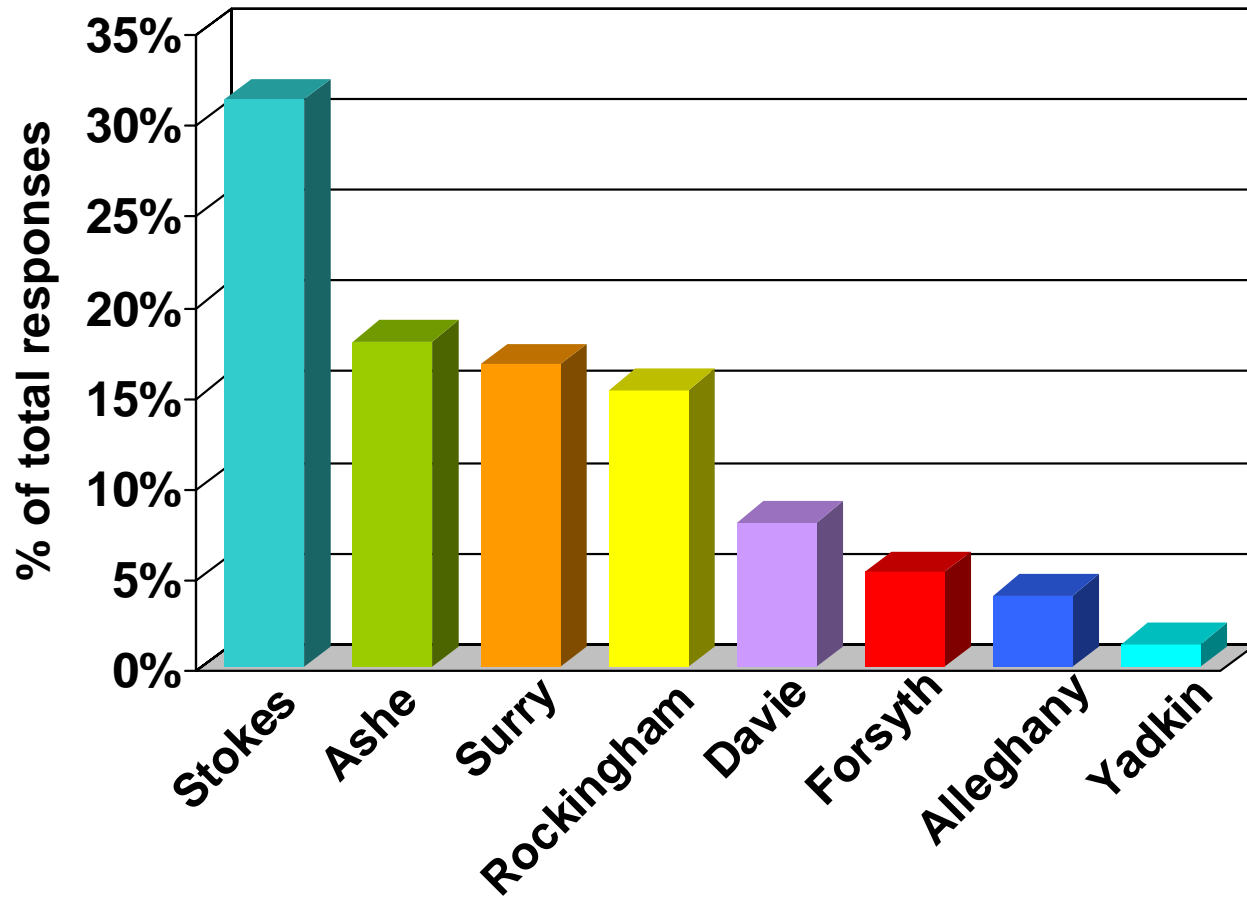


# Survey Results

# Survey Response Summary

- ❖ 238 Total Respondents
  - 88 Companies
  - 150 Residents
- ❖ Company Respondent Summary:
  - 27% Services
  - 23.6% Government
  - 14.6% Construction
  - 14.6% Other
  - 9% Retail
  - 7.9% Manufacturing
  - 3.4% Agriculture

# Responses by County



# Ashe Corporate Findings

## Top Areas of Importance

- Family Environment
- Good healthcare
- General Economy
- K-12 Education
- Strong economic growth

## Top Areas to Improve

- Good healthcare
- R&D Resources
- State & Local incentives
- General Economy

# Ashe Individual Findings

## Top Areas of Importance

- Good healthcare
- Low crime
- Job availability
- K-12 education
- Effective government leadership

## Top Areas to Improve

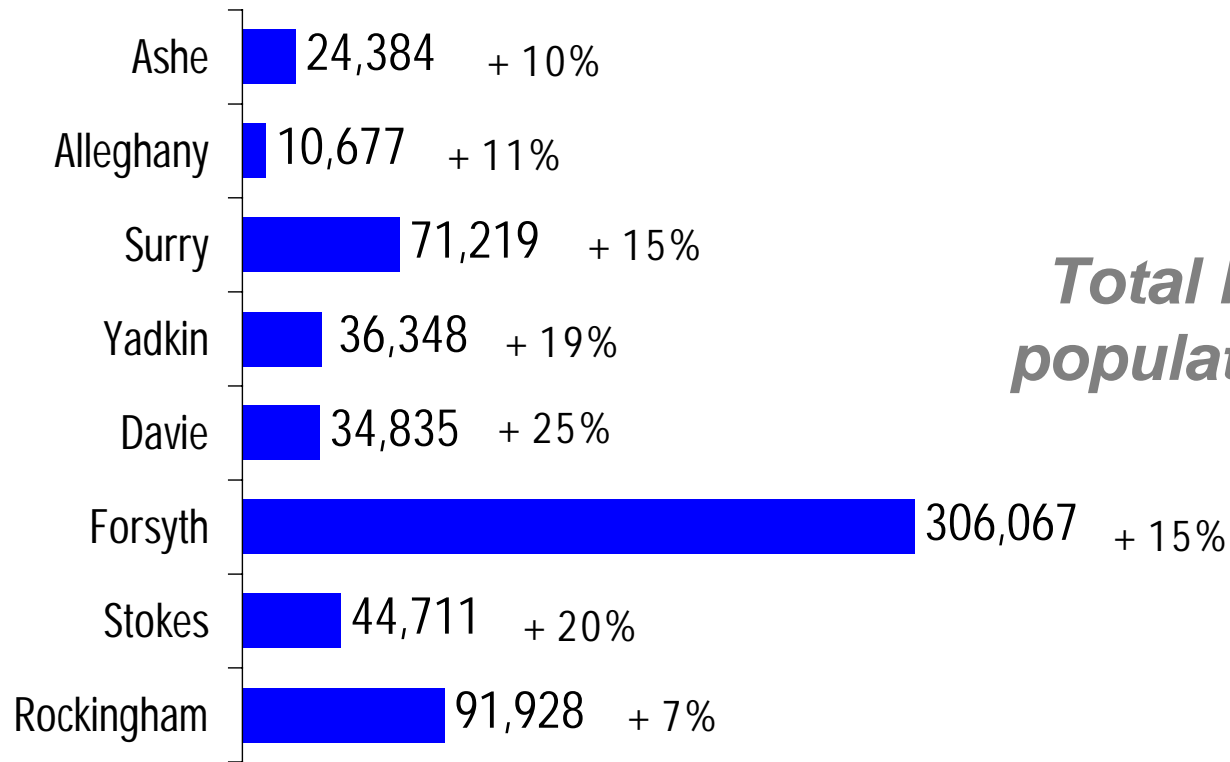
- High paying jobs
- Career advancement opportunities
- Job availability
- University
- Strong business growth

# Ashe Industry Demographics

- Government- 13%
- Construction- 20%
- Other- 17%
- Services- 30%
- Manufacturing- 7%
- Retail- 10%
- Agriculture- 3%

# Preliminary Research Findings

## Population Comparison, 2000 *By County*

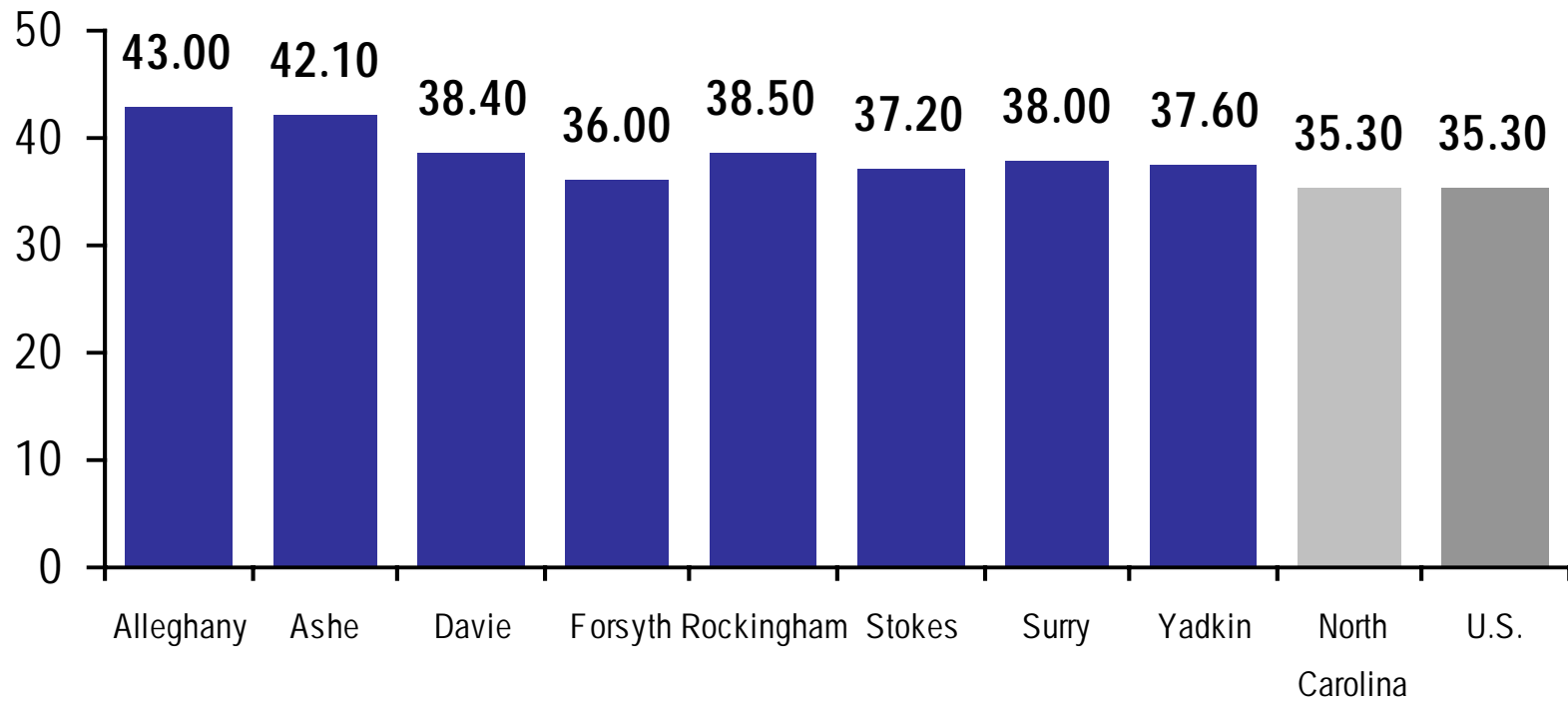


***Total Northwest NC  
population = 620,170***

Note: Growth figures include annexations

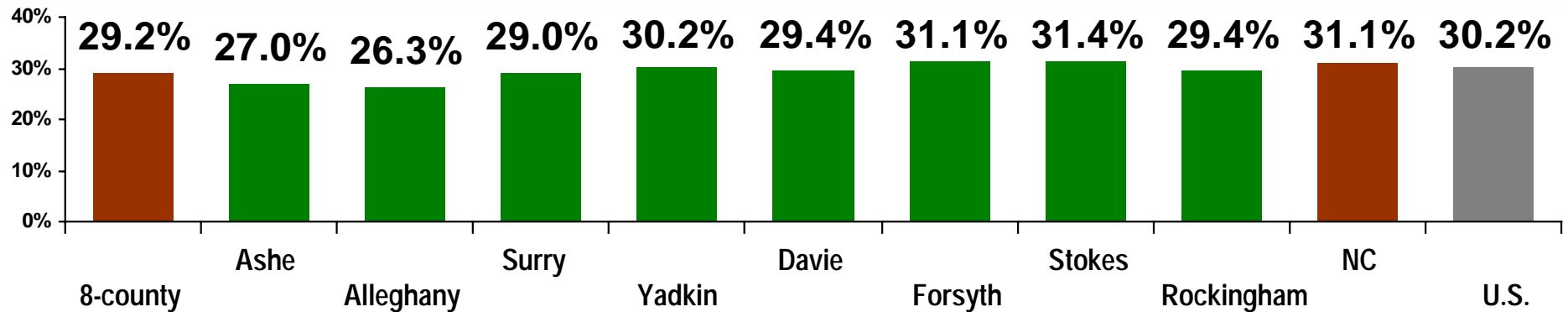
Source: U.S. Census Bureau

### Median Age, 2000



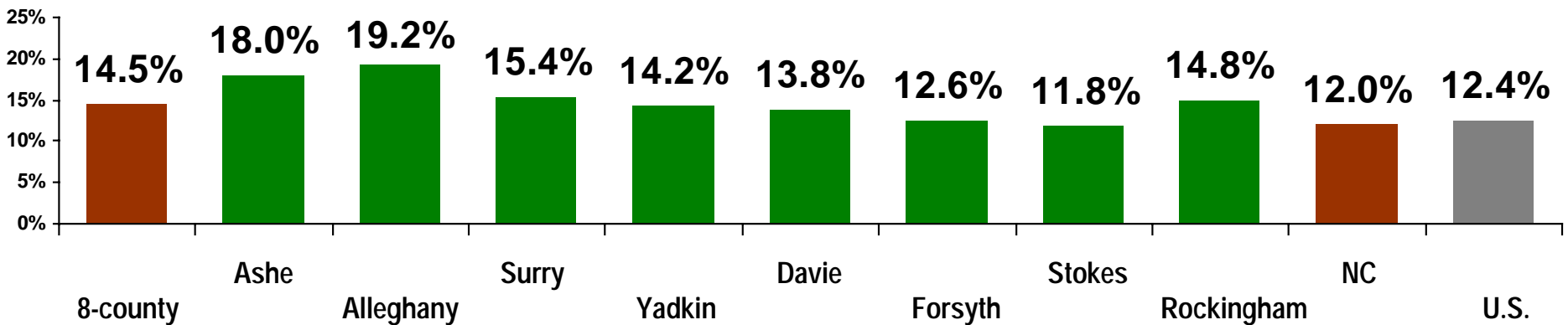
## % of Residents Aged 25-44 (2000)

By County



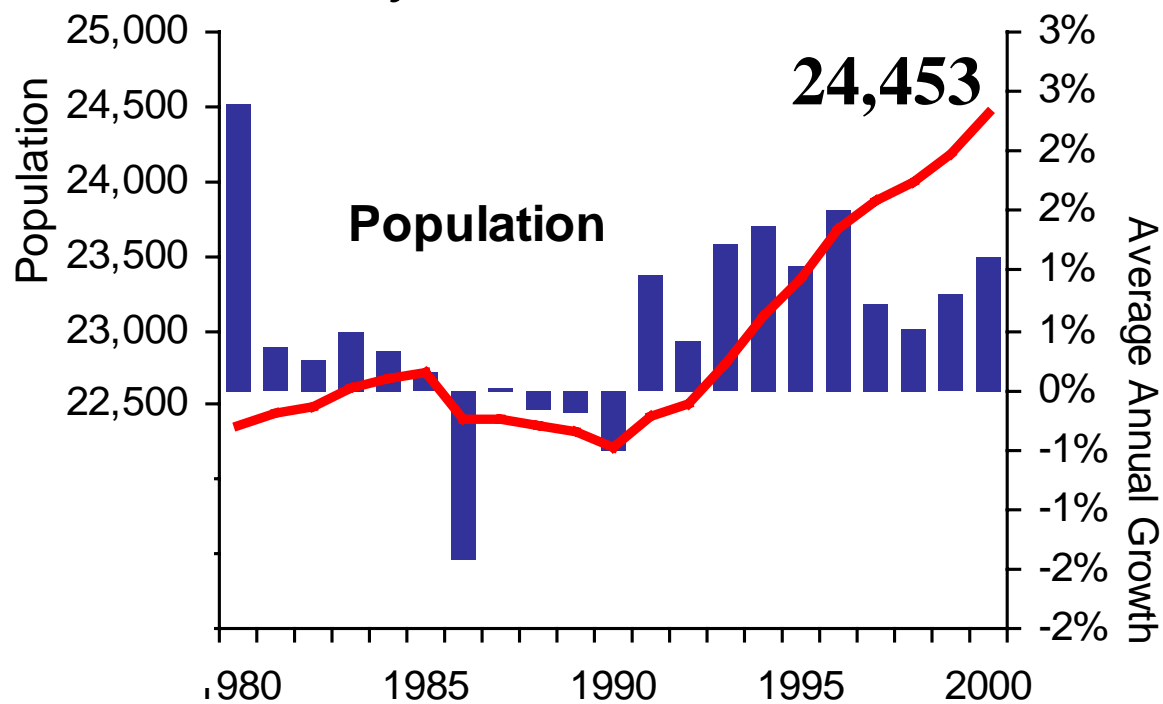
Source: U.S. Census Bureau; AngelouEconomics

## % of Residents Aged 65+ (2000)



## Population Growth, 1980-2000

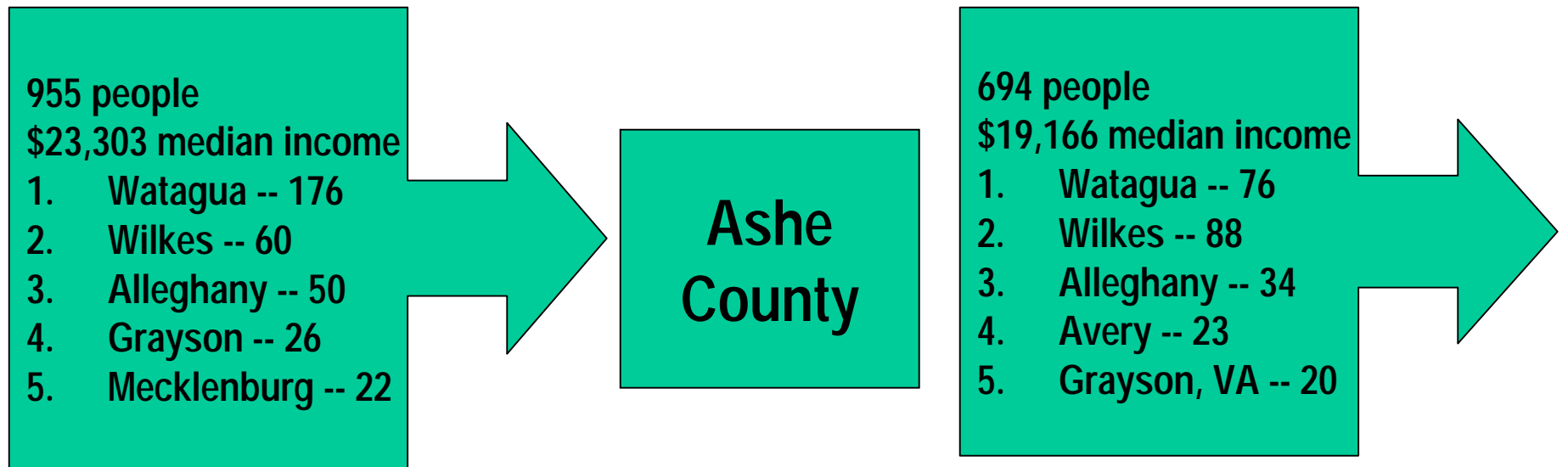
### *Ashe County*



Source: US Bureau of Economic Analysis

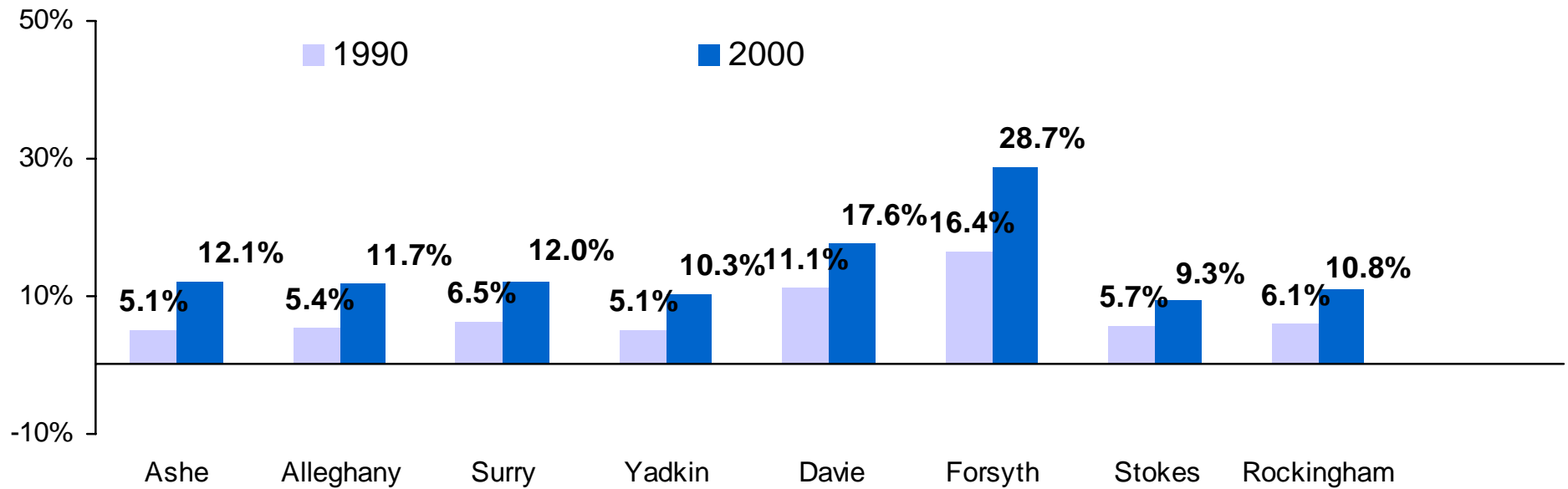
# Migration Patterns, 2000-2001

*Ashe County*



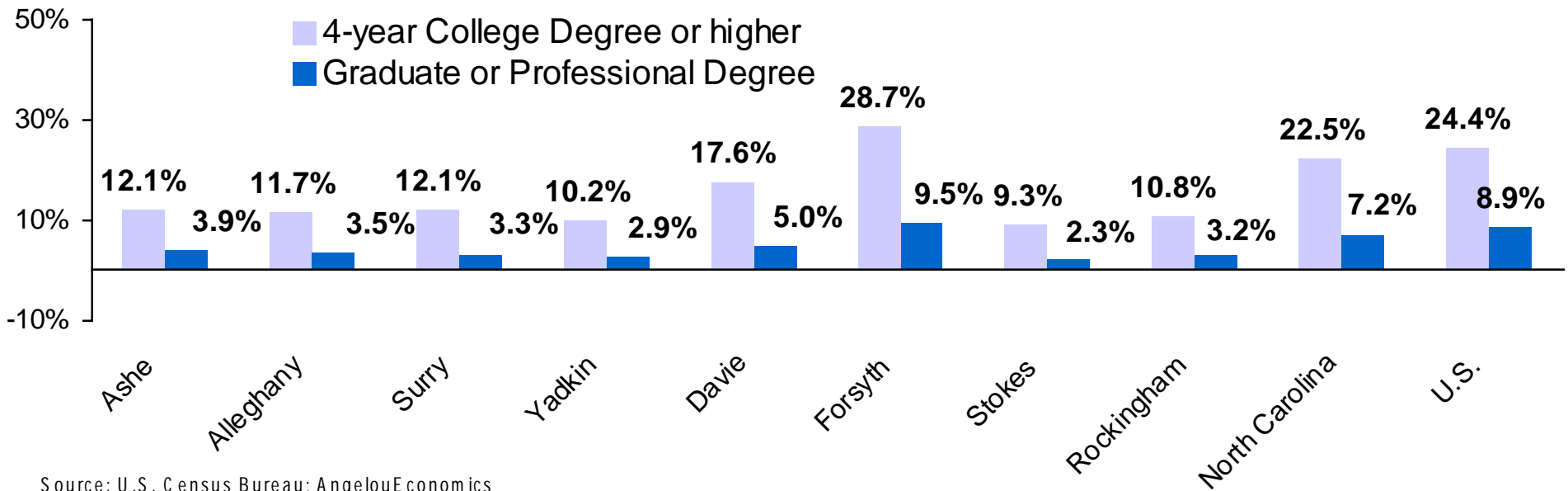
## Educational Attainment Comparison, 1990-2000

Adults 25 years or older (*Bachelors Degree or Higher*)



# Educational Attainment Comparison, 2000

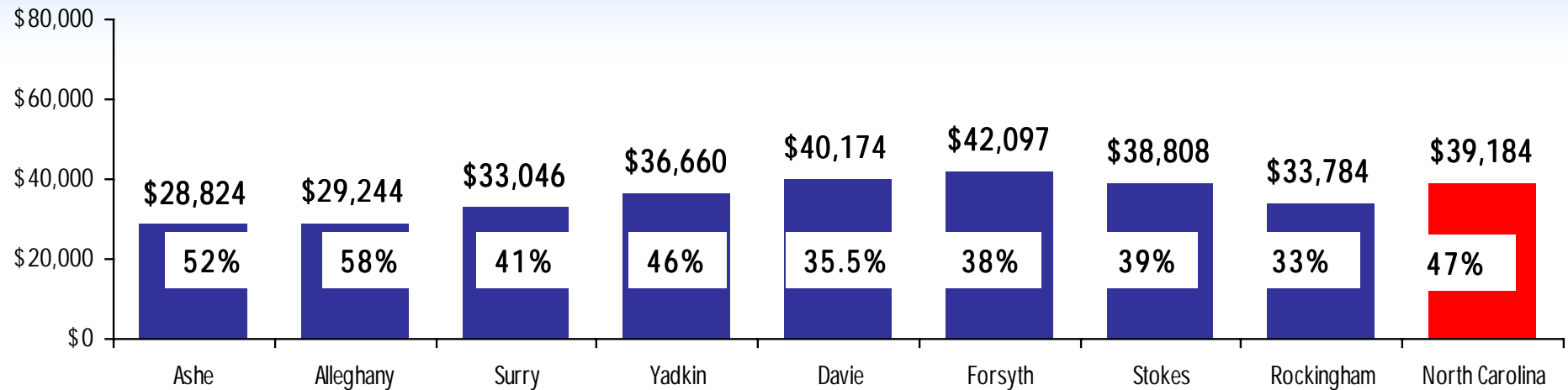
Adults 25 years or older



Source: U.S. Census Bureau; AngelouEconomics

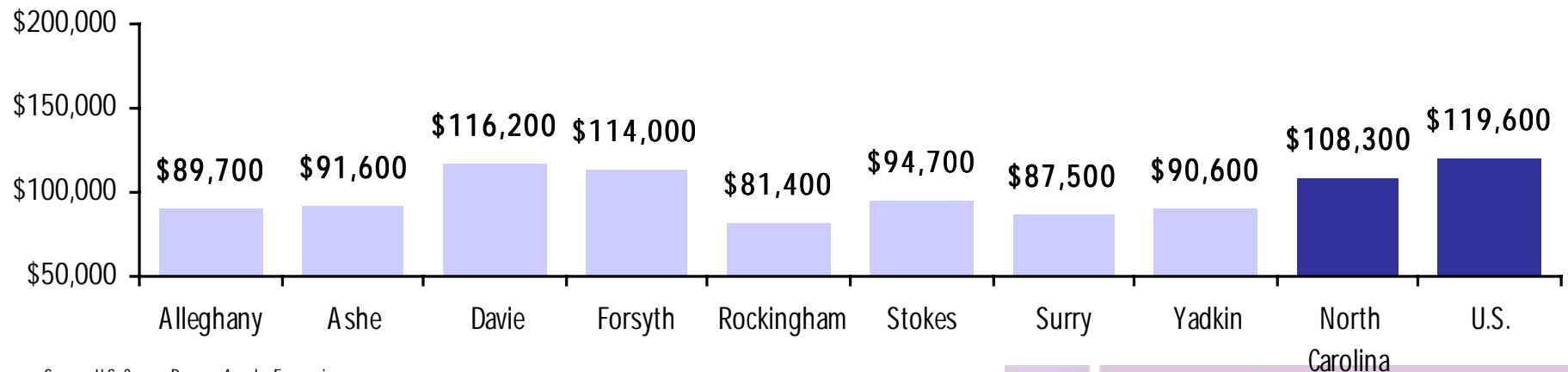
## Median Household Income, 2000

*With % Growth in the 1990's*



Source: U.S. Census Bureau; AngelouEconomics

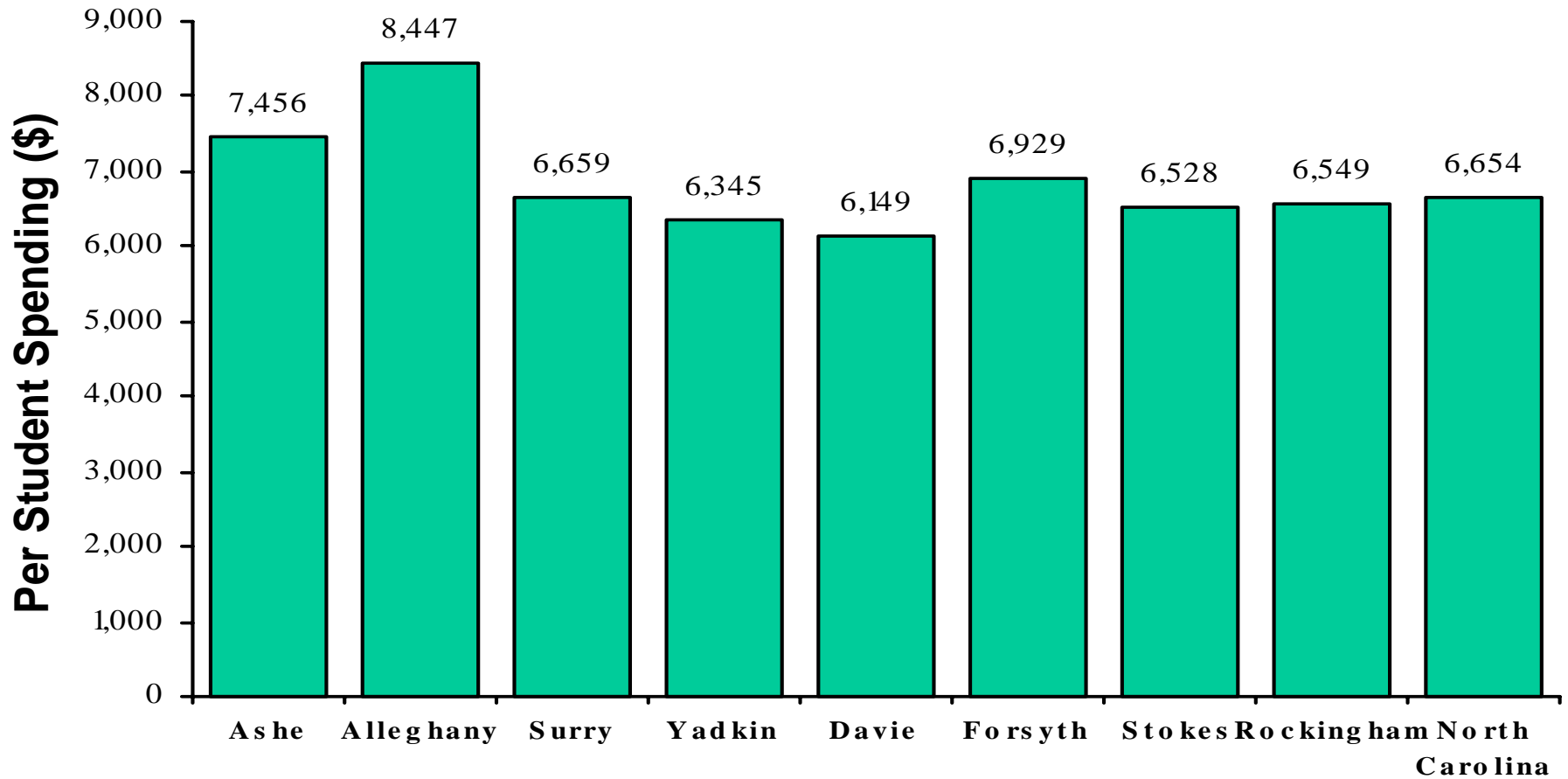
## Median Home Value, 2000



Source: U.S. Census Bureau; AngelouEconomics

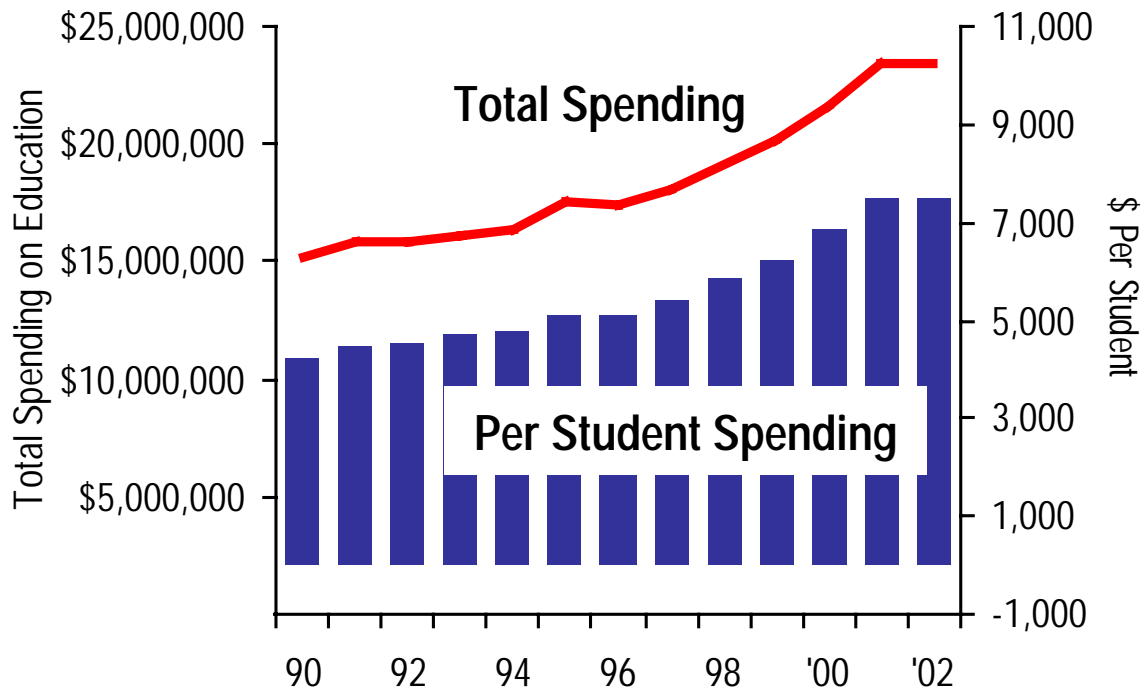
# Spending on Education, 2001

*By county*



## Spending on Education, 1990 - 2002

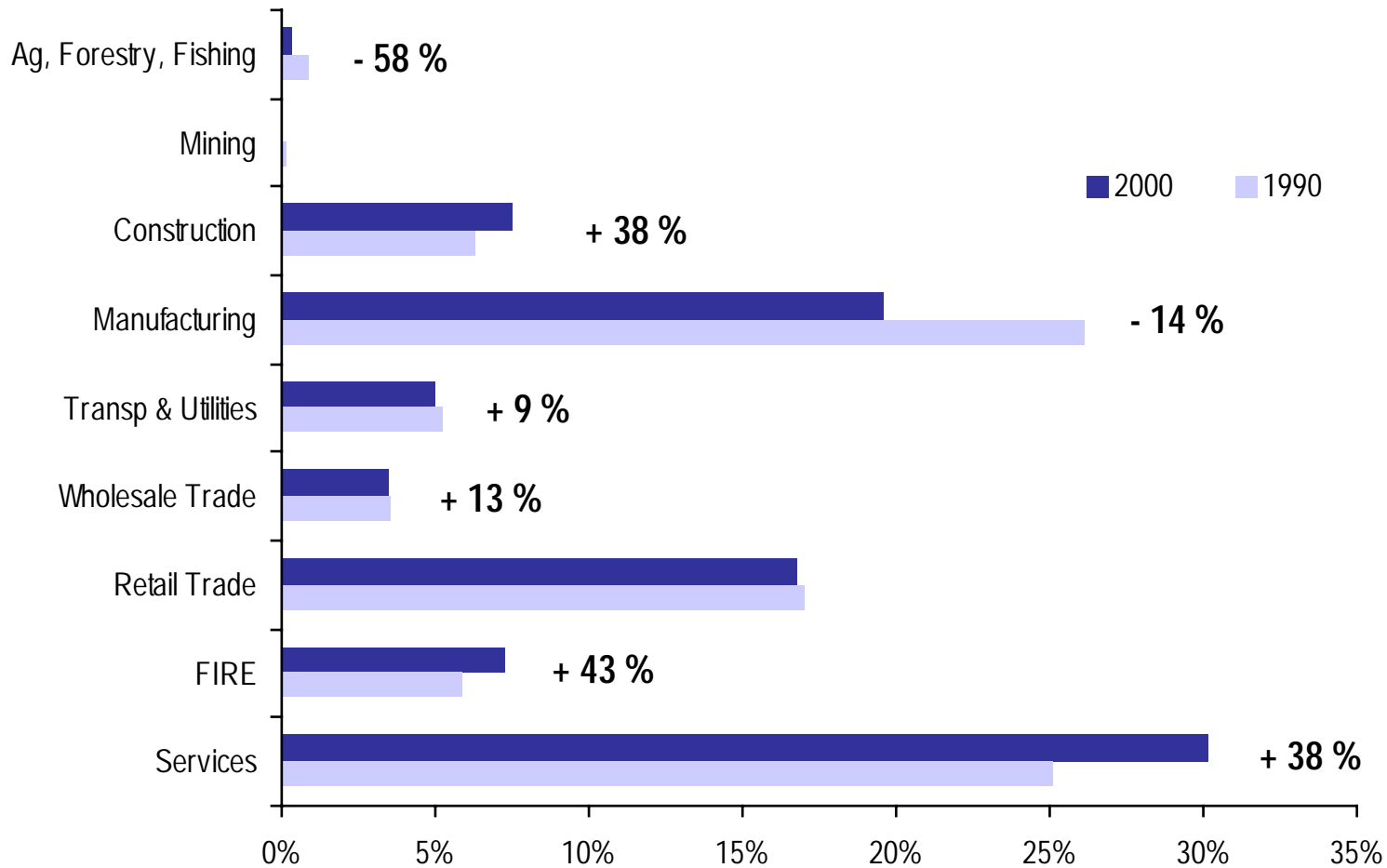
### *Ashe County*



Source: NC Board of Education

# Private Employment by Industry

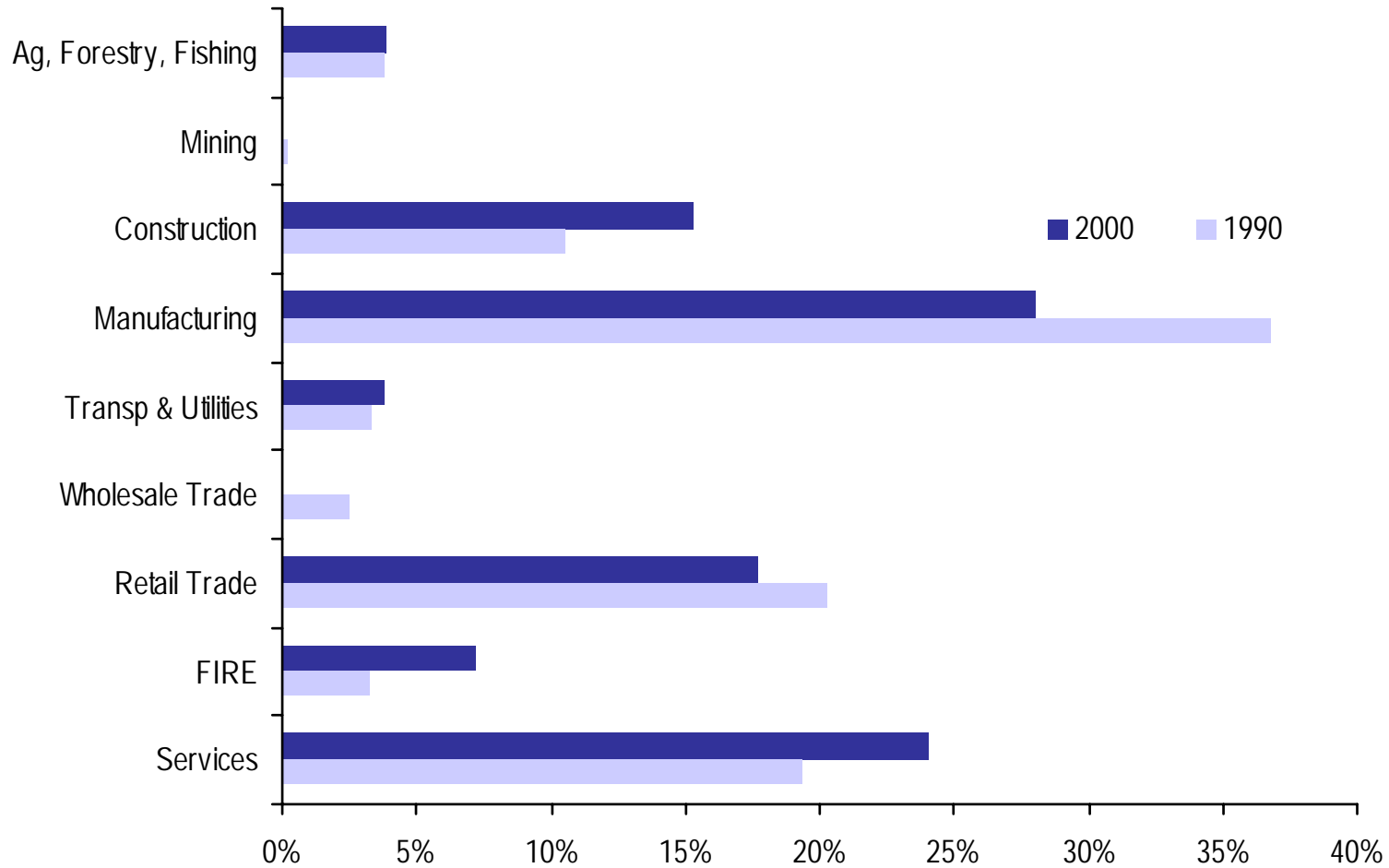
All Counties



Source: U.S. Bureau of Labor Statistics

# Private Employment by Industry

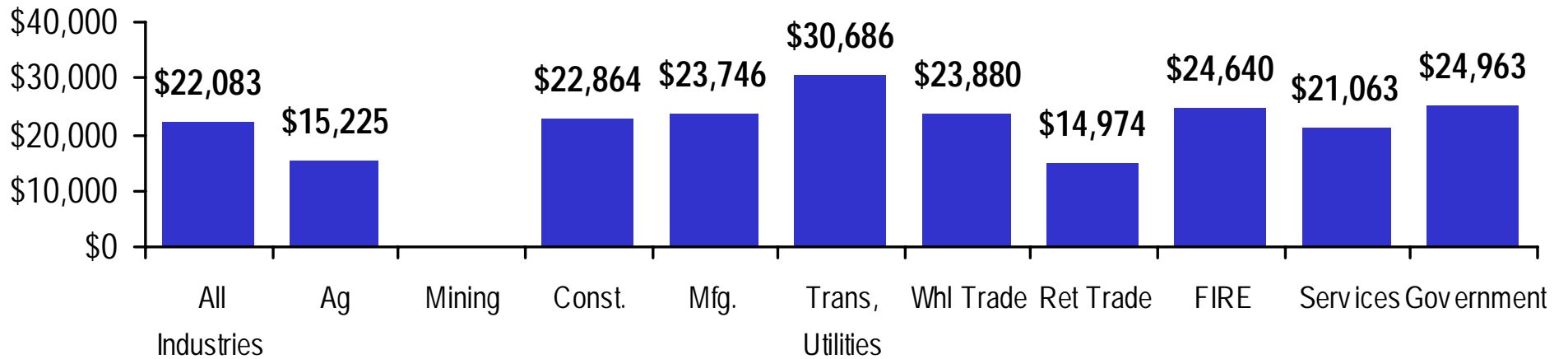
## Ashe County



Source: U.S. Bureau of Labor Statistics

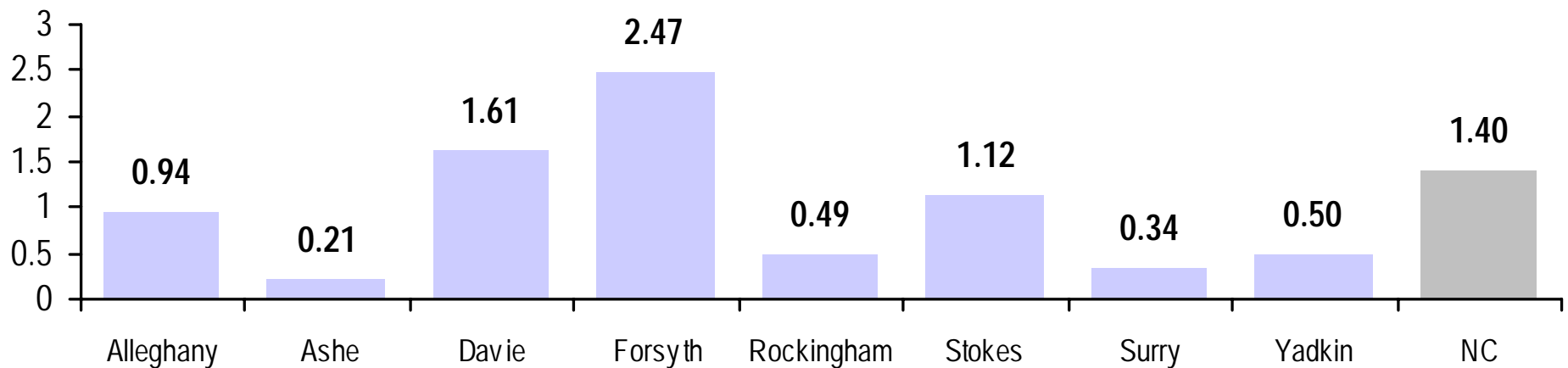
# Average Wage By Industry, 2000

*Ashe County*

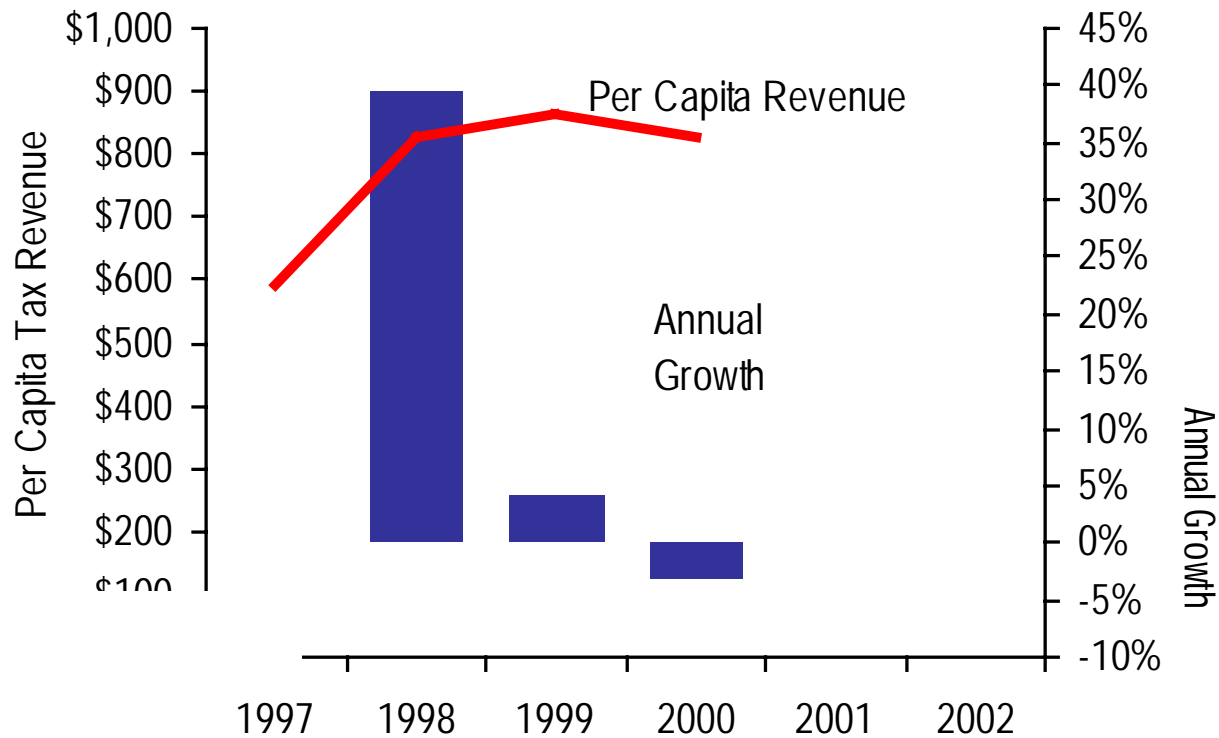


# Patents Issued per 1000 Residents, 1990-1999

*By county*



## Ashe County Per Capita Tax Revenue



Source: Employment Security Commission of NC; AngelouEconomics

# Focus Group Exercises

# What is our Vision?

Before the economic development planning process,  
**establish a vision** for Northwest North Carolina.

A vision statement defines what the region / county will become in **5 years**.

Based on:

1. SWOT (regional and county)
2. Economic Development Goals (regional and county)

## **A vision for Northwest NC:**

**To generate region-wide economic momentum that increases opportunity for Northwest North Carolina's residents and businesses.**

# Creating a **vision**: Ashe County

*Consider your economic development objectives and goals.*

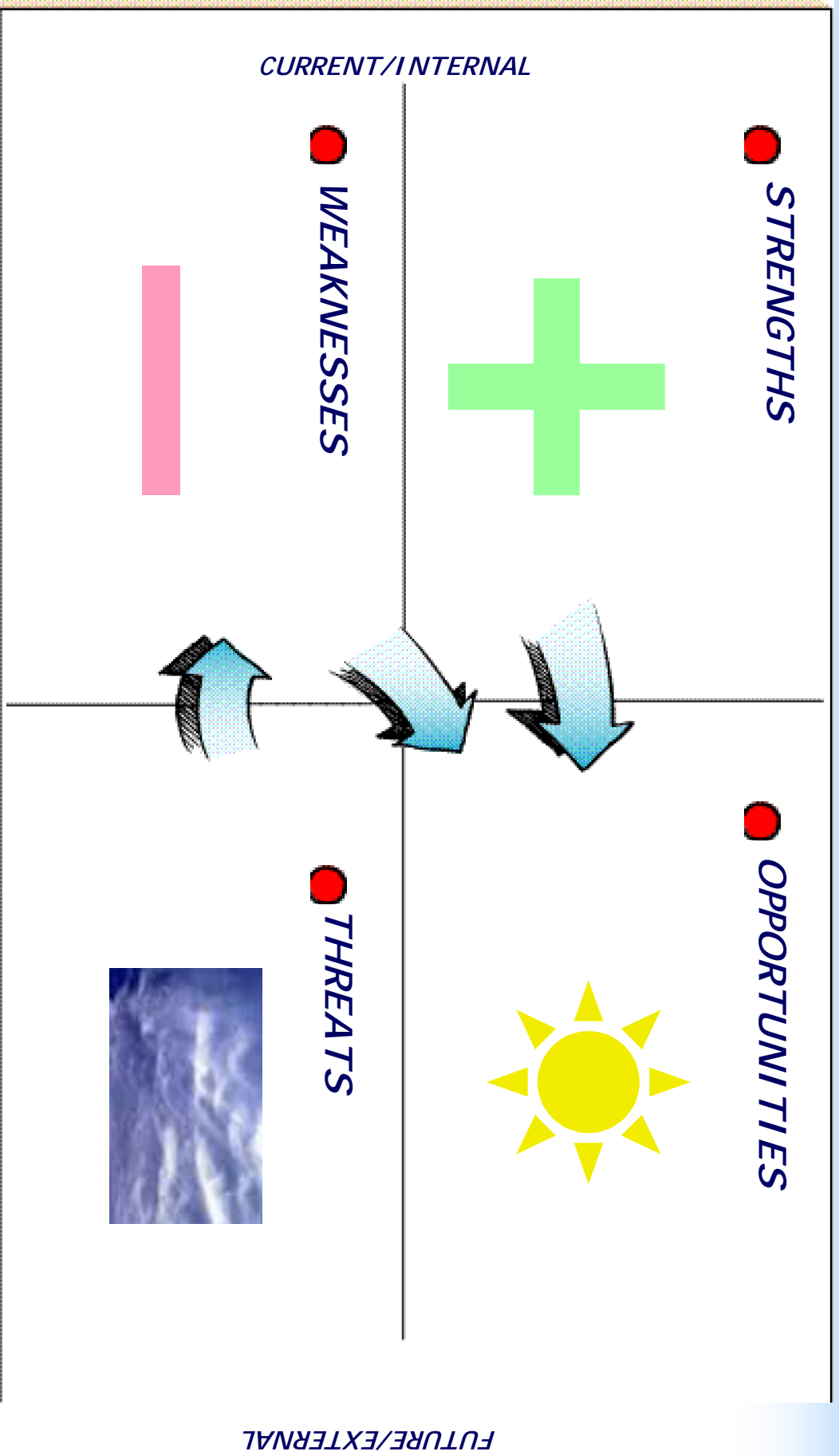
## Example Goal

Ashe's #1 goal is growing its base of skilled workers and entrepreneurs.

## Example Vision Statement

“Ashe is a serene place to visit, a safe and stable place to raise a family, and a relaxed environment in which to retire.”

# ASHE COUNTY SWOT



Thank you for your contribution to  
the NWNC Economic Development Plan

Please visit us on the web for more information:

[www.NorthwestNC.com](http://www.NorthwestNC.com)