

Davie County SWOT Analysis



Strength

Weakness

Opportunity

Threat

Outline

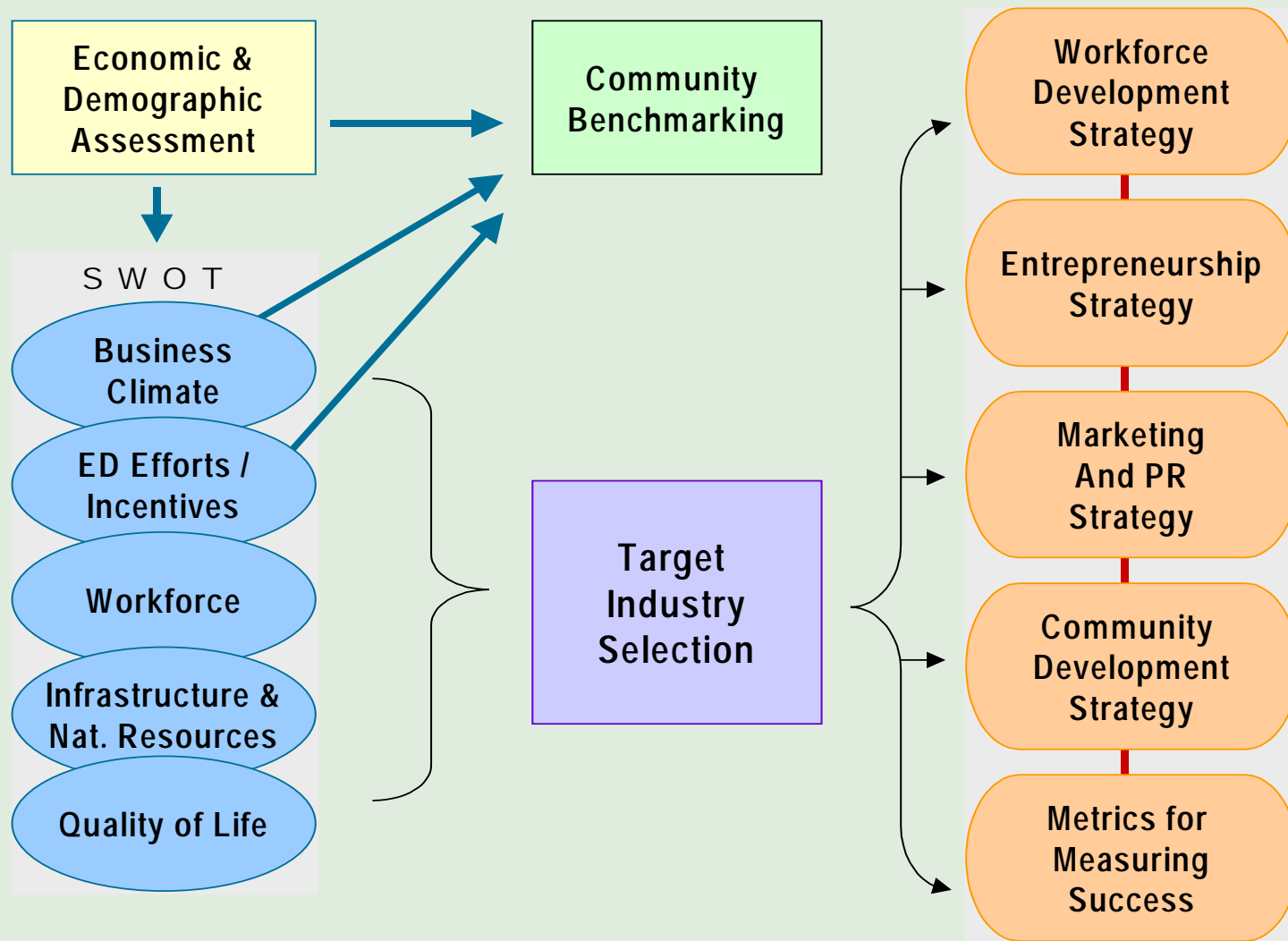
- Introduction
- Survey Results
- Key Findings
 - Business Climate
 - Workforce and Education
 - Infrastructure
 - Quality of Life
 - Economic Development Efforts
- Next Steps



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

Davie County Companies' Survey Summary

Top 5 Issues Ranked within Each Category

Important Criteria for a Business Location	Criteria in which County is Successful	Criteria in which County Needs Improvement
1 <i>General Economy</i>	<i>Family Environment</i>	<i>R&D Resources</i>
2 <i>Strong Economic Growth</i>	<i>Low Crime</i>	<i>University</i>
3 <i>Education</i>	<i>Good Value Housing</i>	<i>Location for High Tech</i>
4 <i>Good Healthcare</i>	<i>K-12 Education</i>	<i>Entertainment /Recreation</i>
5 <i>Business Climate</i>	<i>Climate</i>	<i>Image of the City as a Place to do Business</i>

Davie County Residents' Survey Summary

Top 5 Issues Ranked within Each Category

Important Criteria for a Place to Live	Criteria in which County is Successful	Criteria in which County Needs Improvement
1 <i>Low Crime</i>	<i>Family Environment</i>	<i>University</i>
2 <i>K-12 Education</i>	<i>K-12 Education</i>	<i>High Paying Jobs</i>
3 <i>Family Environment</i>	<i>Low Crime</i>	<i>Job Availability</i>
4 <i>Good Healthcare</i>	<i>Climate</i>	<i>Career Advancemnet Opportunities</i>
5 <i>Cost of Living / Effective Gov. Leadership</i>	<i>Driving Time to Business / Vacation</i>	<i>Location for High Tech Activity</i>



Key Findings



Key Findings

Issues influencing Davie economic development:

- Identity as a suburban versus business location
- Link to activities in Forsyth County
- Residents are extremely positive



Business Climate

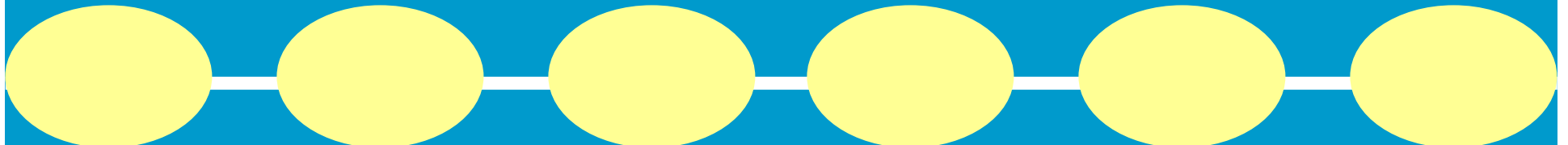


Business Climate

Business Climate & Entrepreneurship

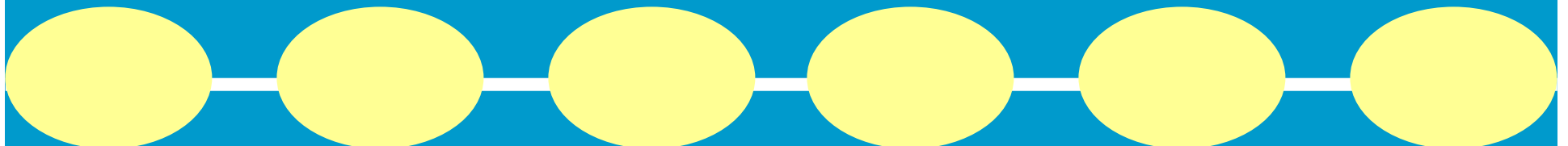
"High" = Strong; "Moderate" = Adequate; "Low" = Requires improvement

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



Business Climate

- Tax burden is low and constant
- Pro-business regulatory environment
 - *Accessible and proactive public leaders*
 - *One of the few counties with countywide zoning*
 - *Residents want more restrictions to preserve quality*
- Industry growth weak, but stronger than neighbors
- Great position for capturing growth from Forsyth
- Good physical location
- Opportunity to increase entrepreneurship





Workforce and Education

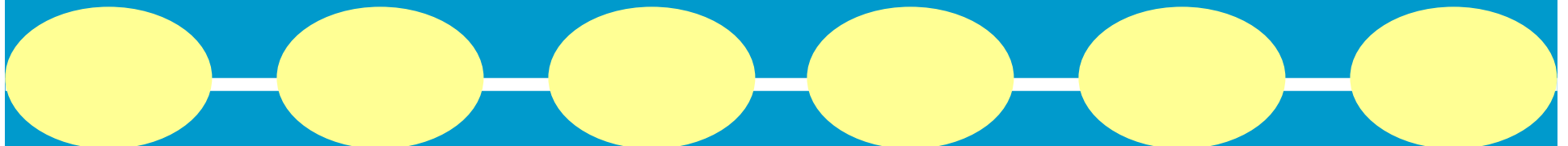


Workforce and Education

Workforce & Education

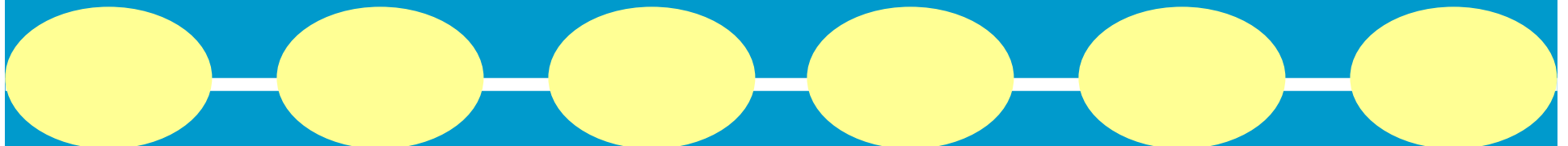
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Topic	Rating
<i>K-12 educational</i>	High
<i>Higher education</i>	Moderate
<i>Workforce training</i>	Moderate
<i>Labor pool</i>	High
<i>Educational attainment levels</i>	Moderate



Workforce and Education

- Great K-12 education
 - *Important to businesses and residents*
 - *Good performance*
- Good access to higher education
 - *DCC course offerings could be expanded*
 - *Colleges and programs in nearby Winston-Salem*
- Loyal, ethical workforce
 - Diverse skill sets
 - Low unemployment
 - Aging population
- Below average educational attainment but improving





Infrastructure



Infrastructure

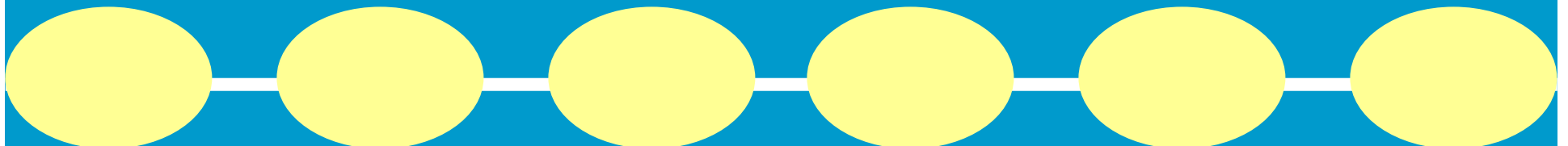
Infrastructure & Land Use

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

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

Infrastructure

- Abundance of sites and buildings
 - *Opportunity to increase space for smaller offices*
- Ideal location for business
 - *Some roadway improvements desired by locals*
- Poor telecom infrastructure
 - *Parts of the county have "very poor" access*
 - *Prices are high but improving with additional providers*
- Good power and water infrastructure
 - Eastern Davie County needs sewage capacity to support residential growth
 - County is actively investing in utility improvements





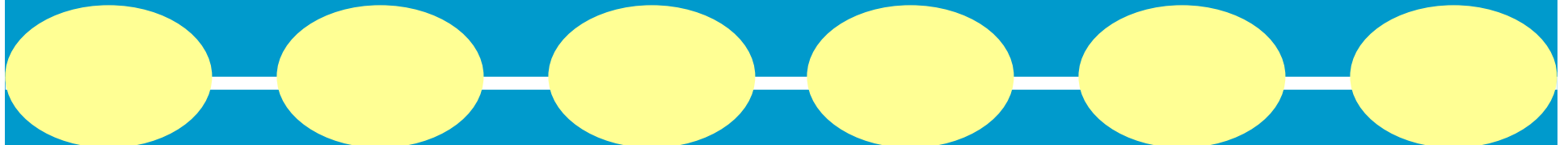
Quality of Life

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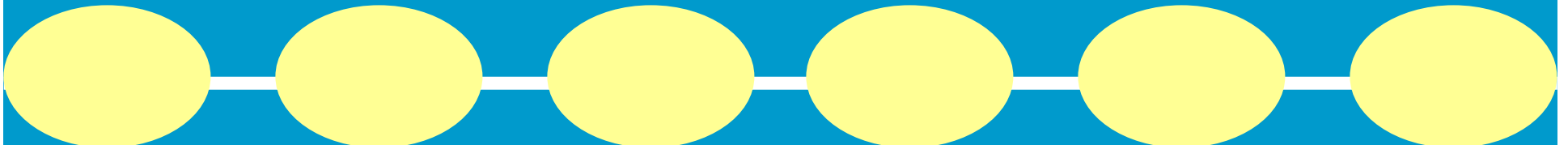
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Topic	Rating
<i>Safety</i>	High
<i>Commute times</i>	Moderate
<i>Retail choice</i>	Moderate
<i>Health care</i>	Moderate
<i>Community image</i>	High
<i>Diversity of housing stock</i>	Moderate
<i>Entertainment</i>	Low



Quality of Life

- Safe, beautiful environment
- Lacks retail choice within Davie
 - *Excellent retail choice in nearby Winston-Salem*
- Opportunity to expand health care services
- Residential versus business location
 - *Locals want both*
- Image of historical and beautiful county is established
- Lack of housing options for younger professionals
- Entertainment improvements needed
 - *Lack of entertainment for young people*
 - *Requests for movie theater, bowling, restaurants*





Economic Development Efforts



Economic Development Efforts

Economic Development Efforts

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

Topic

Rating

External promotion

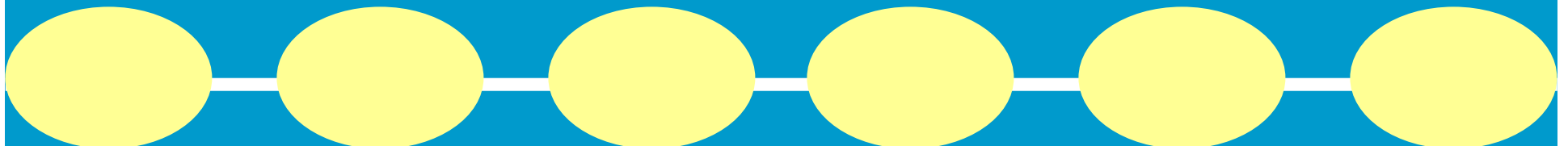
Moderate

Internal promotion

Moderate

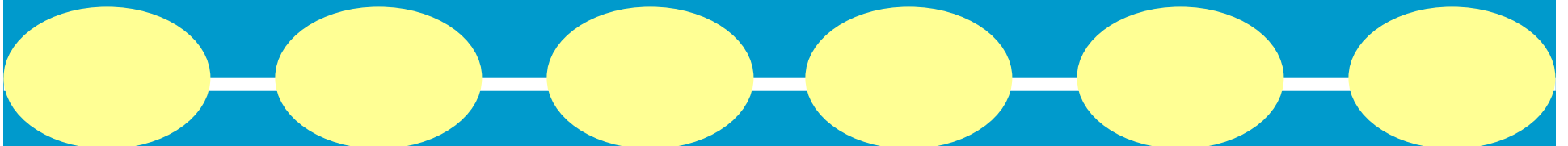
Resource allocation

Moderate



Economic Development Efforts

- Excellent team of economic developers
- Piedmont Triad provides most business prospects
- Cooperative relationship internally
 - businesses and public officials
 - small faction opposing business growth
 - opportunity for regular, open forums on development issues
- Lean ED budget

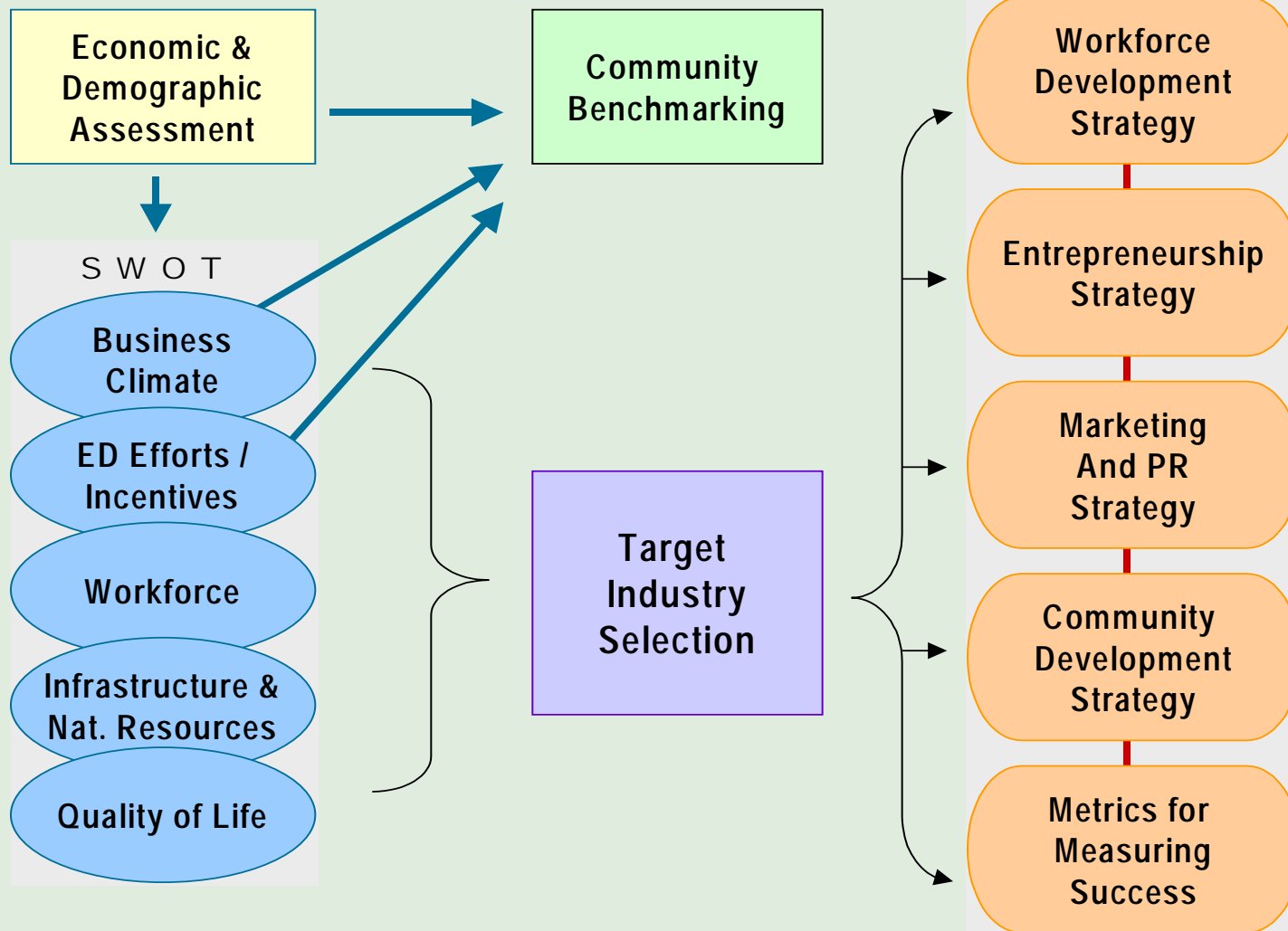




Next Steps



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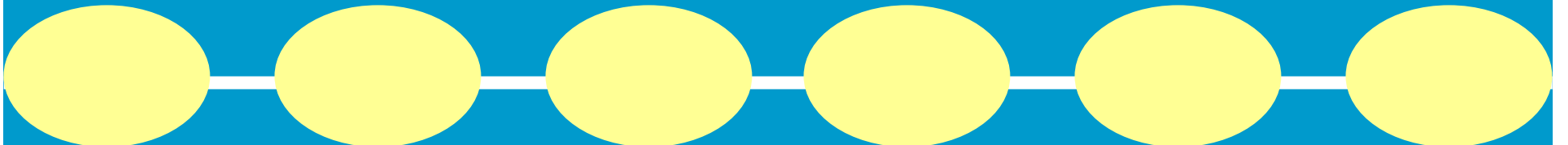
Research/Input

Benchmarking

Recommendations

Next Steps

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



Davie County SWOT Analysis



Strength

Weakness

Opportunity

Threat

