

Forsyth County SWOT Analysis



Strength

Weakness

Opportunity

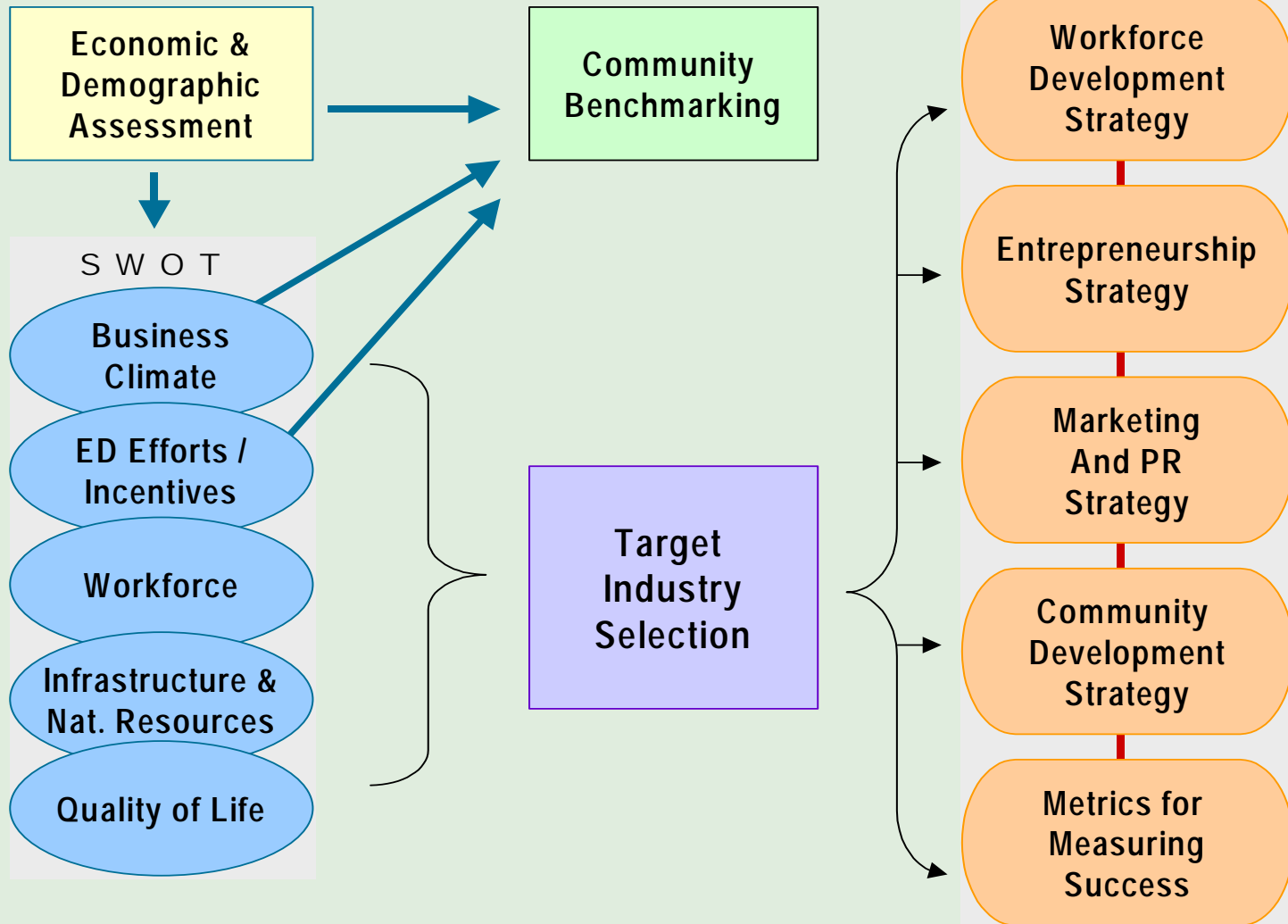
Threat

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

Forsyth County Companies' Survey Summary

Top 5 Issues Ranked within Each Category

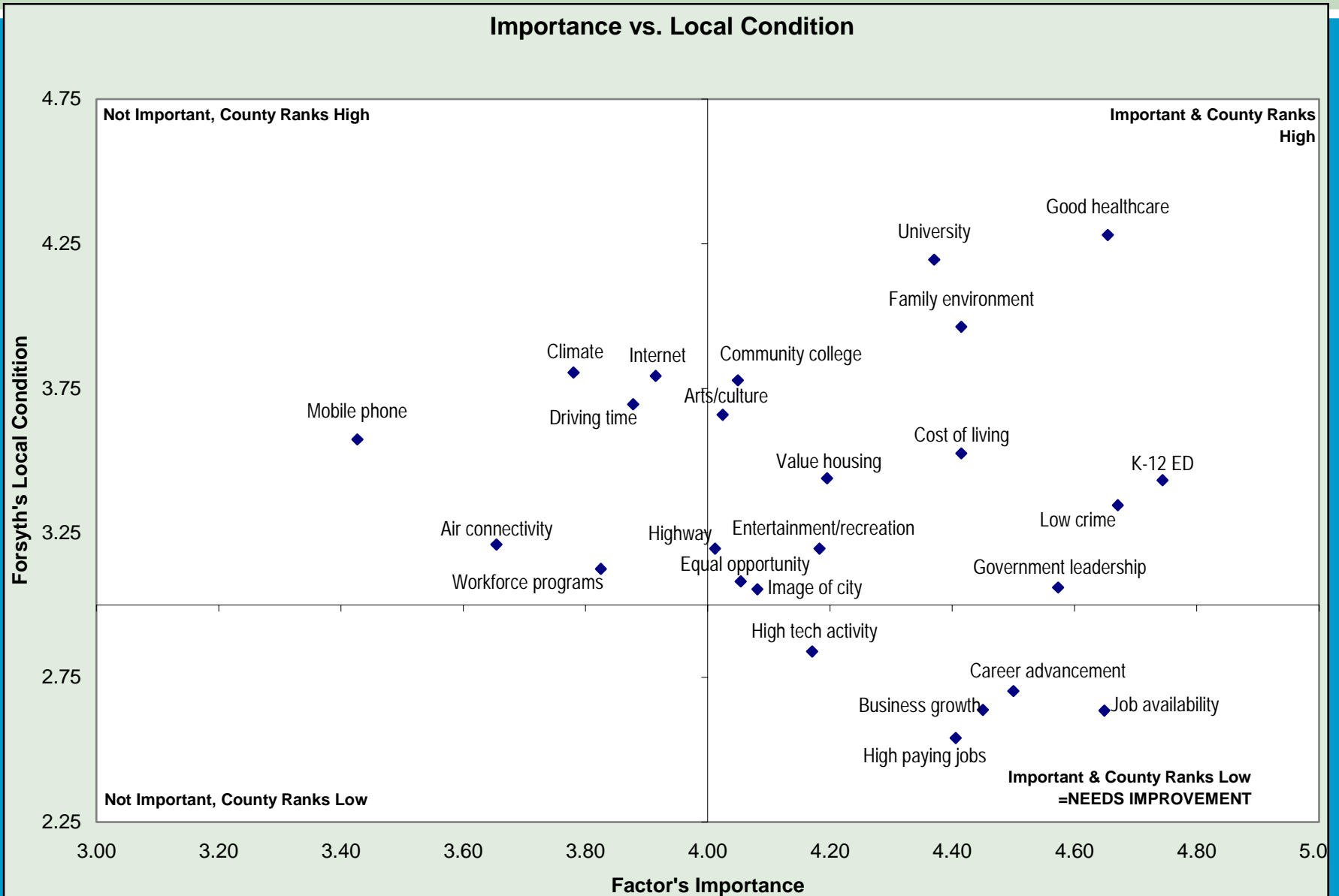
Important Criteria for a Business Location	Criteria in which County is Successful	Criteria in which County Needs Improvement
1 <i>Strong Economic Growth</i>	<i>Good Healthcare</i>	<i>General Economy</i>
2 <i>Effective Government Leadership</i>	<i>University</i>	<i>Strong Economic Growth</i>
3 <i>General Economy</i>	<i>Family Environment</i>	<i>State and Local Incentives</i>
4 <i>Image of City</i>	<i>Climate</i>	<i>Tax Cost</i>
5 <i>Education</i>	<i>Arts Culture</i>	<i>Image of City</i>

Forsyth 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>K-12 Education</i>	<i>Good Healthcare</i>	<i>High Paying Jobs</i>
2 <i>Low Crime</i>	<i>University</i>	<i>Job Availability</i>
3 <i>Good Healthcare</i>	<i>Family Environment</i>	<i>Strong Business Growth</i>
4 <i>Job Availability</i>	<i>Climate</i>	<i>Career Advancement Opportunities</i>
5 <i>Effective Government Leadership</i>	<i>High Speed Internet Connectivity</i>	<i>Location for High Tech Activity</i>

Survey Results



Key Findings

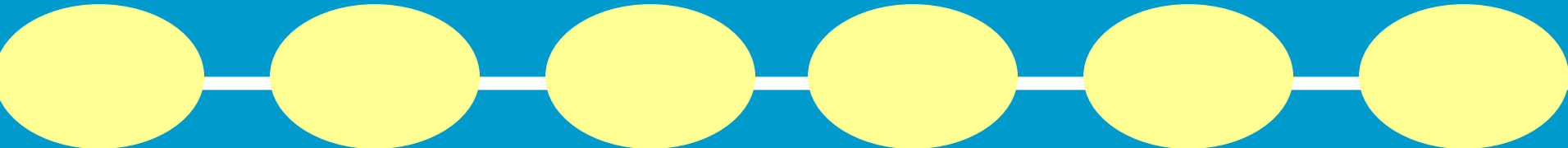
Key Findings

- Downtown Revitalization Initiatives
- Arts Foundation and Potential
- Forsyth's Regional Role
- Collaboration of ED Organizations

Business Climate

Business Climate

- Entrepreneurial Environment
- Location
- Communication & Collaboration



Business Climate

Business Climate & Entrepreneurship

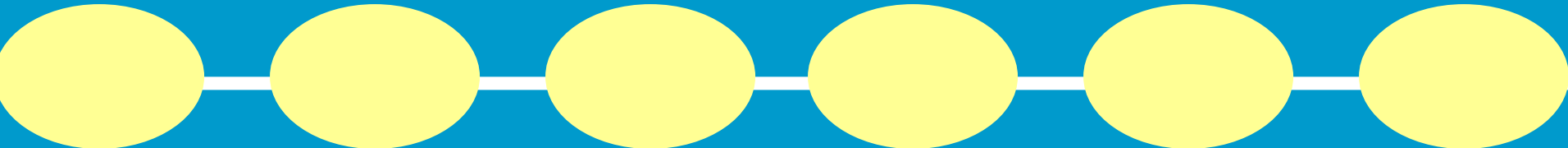
"High" = Strong; "Moderate" = Adequate; "Low" = Requires improvement

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

Workforce and Education

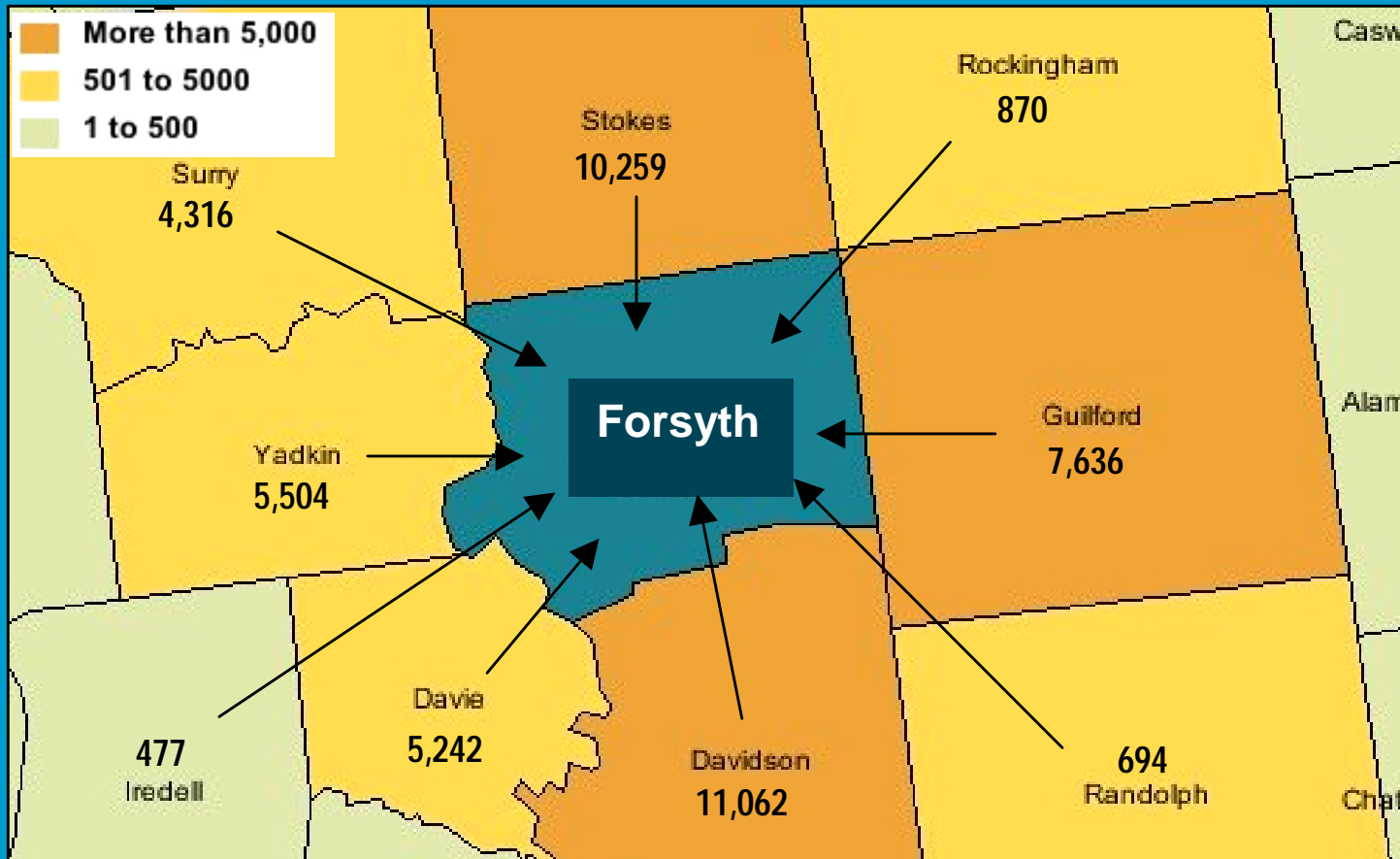
Workforce and Education

- K-12 / Universities are Excellent
- Workforce Development Delivery



Workforce and Education

Persons Commuting into Forsyth County for Work, 2000



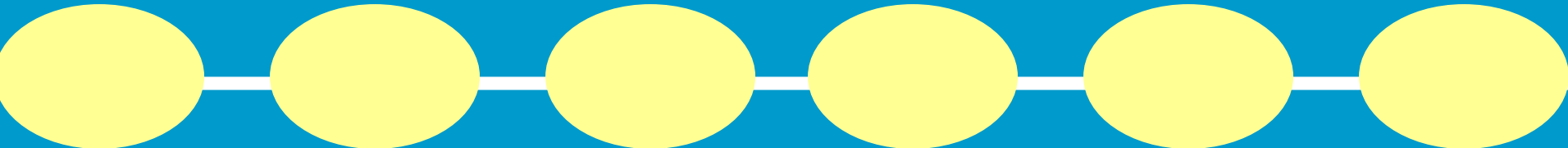
Source: U.S. Census

Workforce and Education

Workforce & Education

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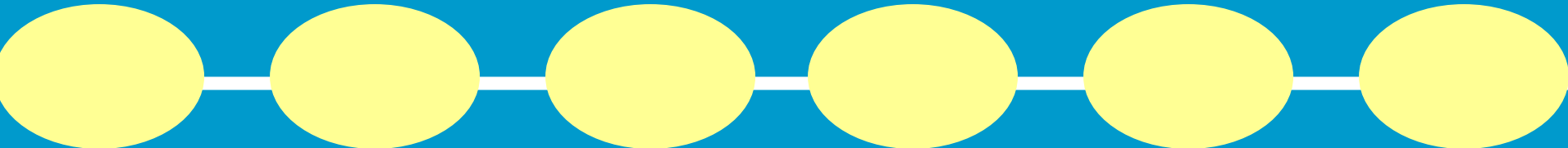
Topic	Rating
<i>K-12 Education</i>	High
<i>Higher education</i>	High
<i>Workforce Development</i>	High
<i>Labor pool</i>	High
<i>Educational attainment levels</i>	High



Infrastructure

Infrastructure

- Dwindling Sites/Buildings
- Transportation Improvements
- Telecommunications Asset

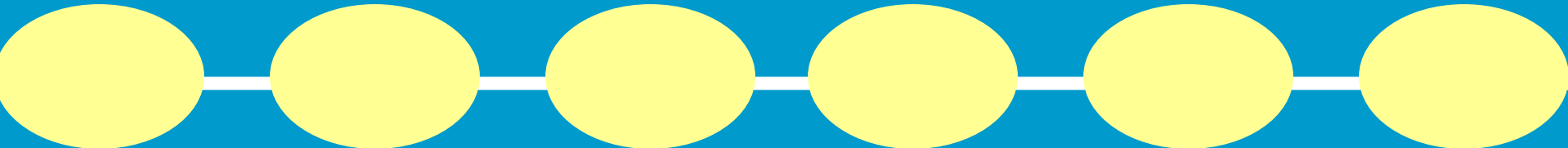


Infrastructure

Infrastructure & Land Use

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

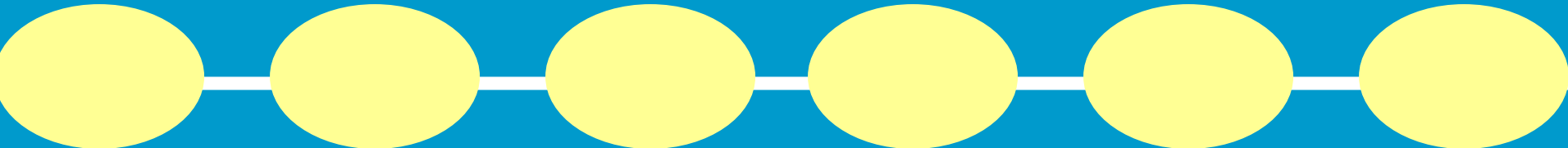
Topic	Rating
<i>Land</i>	Moderate
<i>Transportation infrastructure</i>	Moderate
<i>Telecommunications</i>	High
<i>Utilities</i>	High
<i>Available buildings / sites</i>	Moderate



Quality of Life

Quality of Life

- Health Care Excellent
- Cultural / Entertainment Opportunities
- Regional Recreational Opportunities
- Image of Community



Quality of Life

Quality of Life

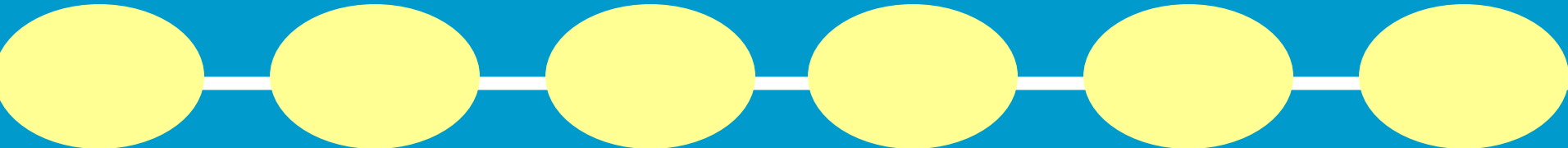
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Topic	Rating
<i>Safety</i>	Moderate
<i>Commute times</i>	Moderate
<i>Retail choice</i>	High
<i>Health care</i>	High
<i>Community image</i>	High
<i>Diversity of housing stock</i>	Moderate
<i>Recreation and Entertainment</i>	High

Economic Development Efforts

Economic Development Efforts

- Public/Private Collaboration
- Organizational Resource Collaboration
- One Point of Entry for Private Sector



Economic Development Efforts

Economic Development Efforts

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Topic

Rating

External promotion

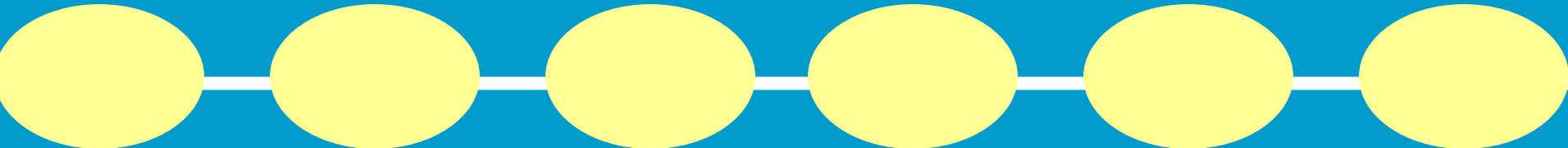
Moderate

Internal promotion

Moderate

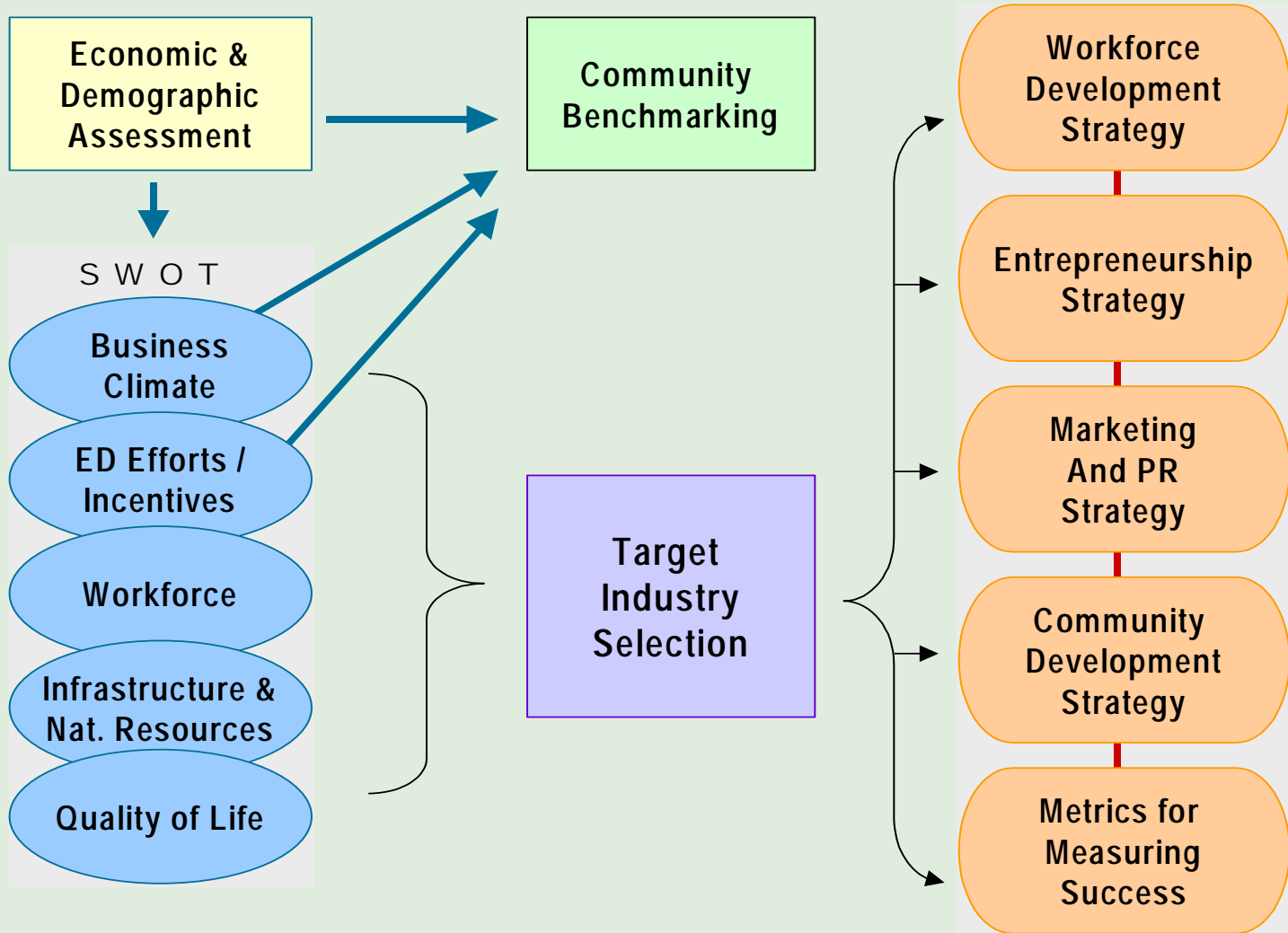
Resource allocation

Moderate



Next Steps

Next Steps



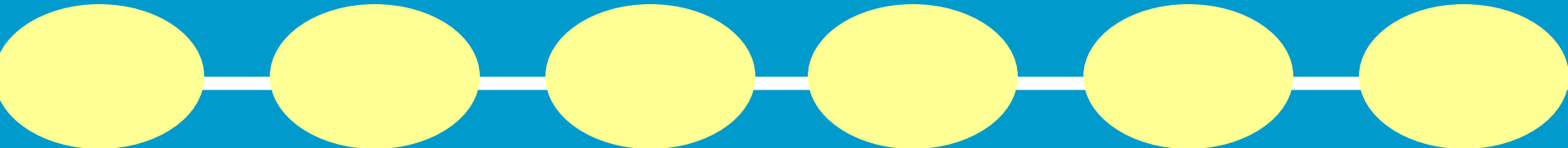
Research/Input

Benchmarking

Recommendations

Next Steps

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



Forsyth County SWOT Analysis



Strength

Weakness

Opportunity

Threat

