

Rockingham County SWOT Analysis



Strength

Weakness

Opportunity

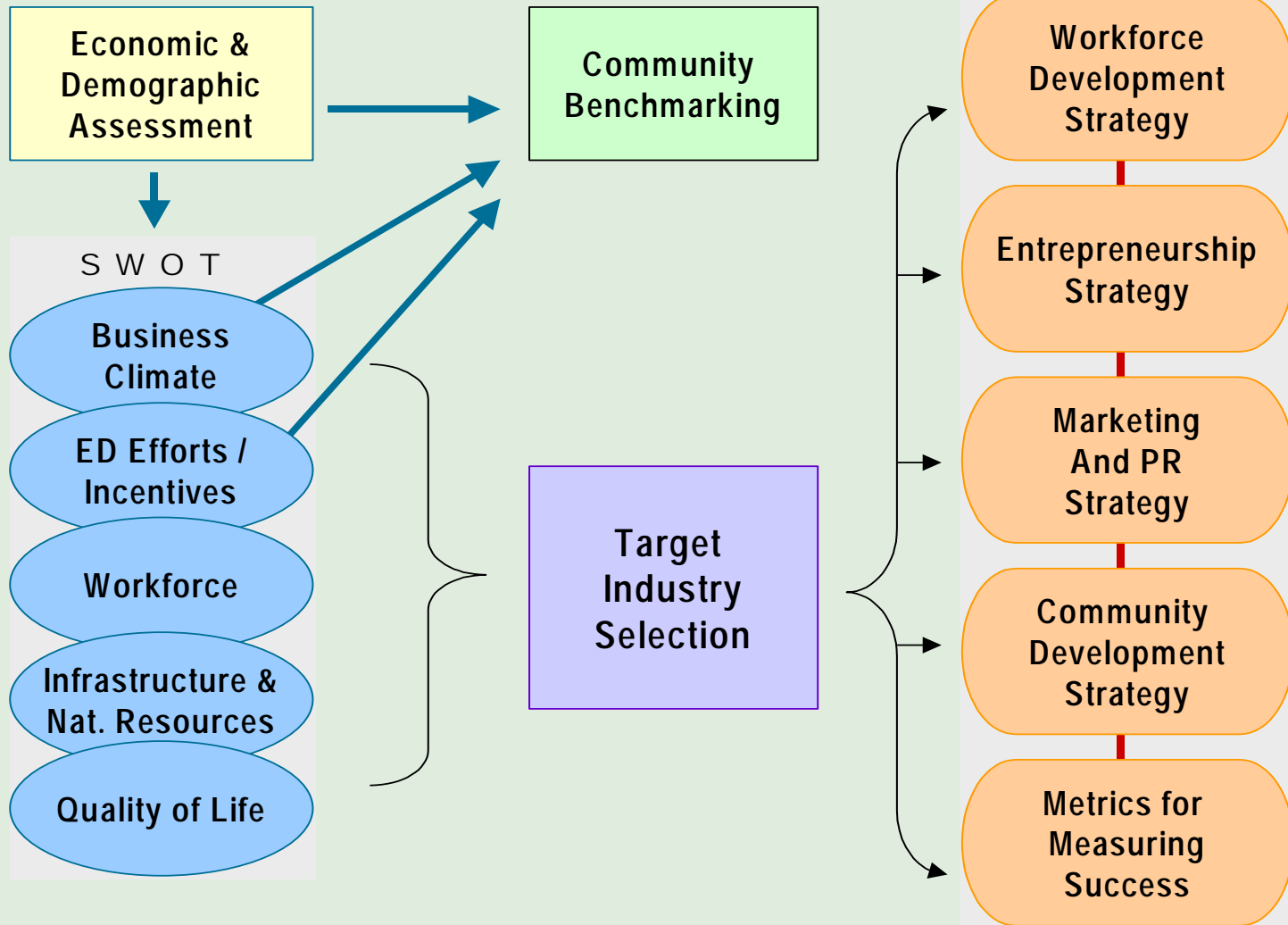
Threat

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

Rockingham County Companies' Survey Summary

Top 5 Issues Ranked within Each Category

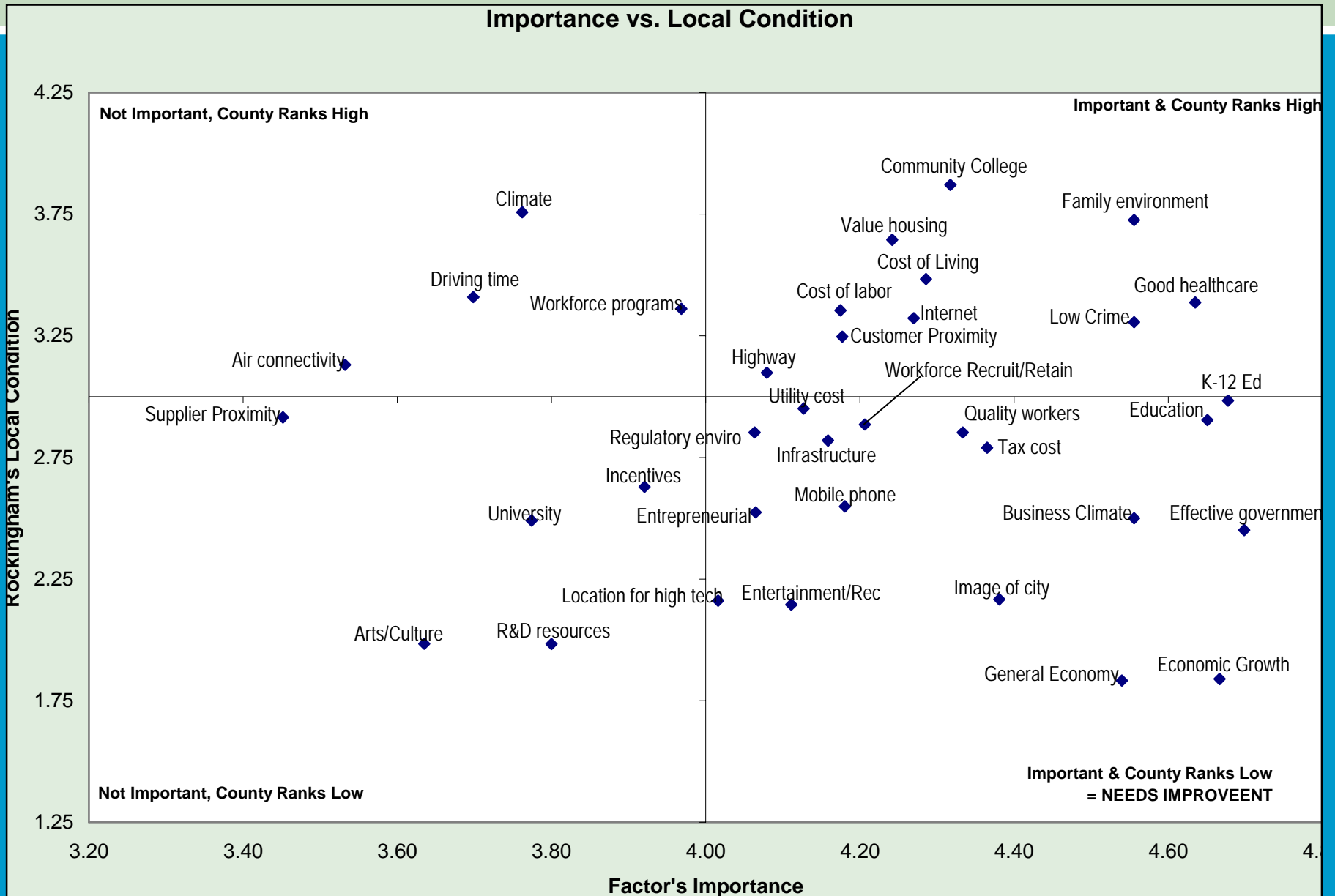
Important Criteria for a Business Location	Criteria in which County is Successful	Criteria in which County Needs Improvement
1 <i>Effective Government leadership</i>	<i>Local Community College</i>	<i>General Economy</i>
2 <i>K-12 Education</i>	<i>Climate</i>	<i>Strong Economic Growth</i>
3 <i>Strong Economic Growth</i>	<i>Family Environment</i>	<i>R&D Resources</i>
4 <i>Good Healthcare</i>	<i>Good Value Housing</i>	<i>Arts / Culture</i>
5 <i>Low Crime</i>	<i>Cost of Living</i>	<i>Entertainment / Recreation</i>

Rockingham 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>Local Community College</i>	<i>High Paying Jobs</i>
2 <i>Good Healthcare</i>	<i>Climate</i>	<i>Job Availability</i>
3 <i>Job Availability</i>	<i>Good Value Housing</i>	<i>Strong Business Growth</i>
4 <i>Low Crime</i>	<i>Family Environment</i>	<i>Career Advancement Opportunities</i>
5 <i>Effective Government Leadership</i>	<i>Driving Time to Business</i>	<i>Arts / Culture</i>

Survey Results



Key Findings

Key Findings

- Cohesive Economic Development Effort
- Bountiful Tourism Potential
- Education and Workforce Development

Business Climate

Business Climate

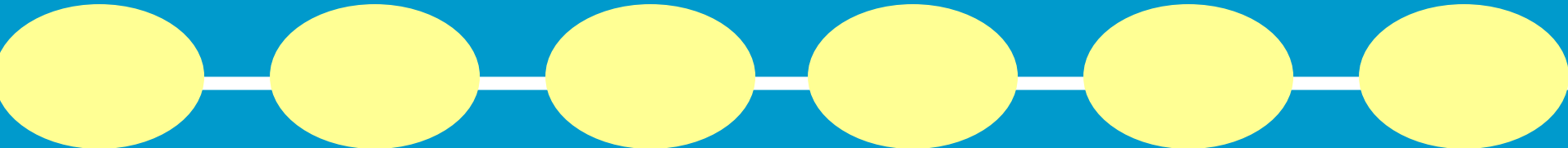
Business Climate & Entrepreneurship

"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>	Moderate
<i>Communication and Collaboration</i>	Low
<i>Entrepreneurial environment</i>	Moderate
<i>Incentive policy</i>	Moderate

Business Climate

- Lots of Assets:
 1. *Excellent Location*
 2. *Water Availability*
 3. *Available Labor Force*
 4. *Buildings and Land*
- Public/Private Sector Collaboration
- Fledgling Entrepreneurial Environment



Workforce and Education

Workforce and Education

Workforce & Education

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

Topic

Rating

K-12 Education

Moderate

Higher education

Moderate

Workforce Development

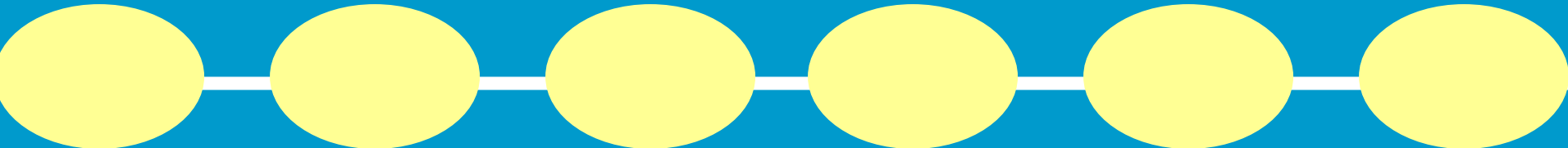
Moderate

Labor pool

Moderate

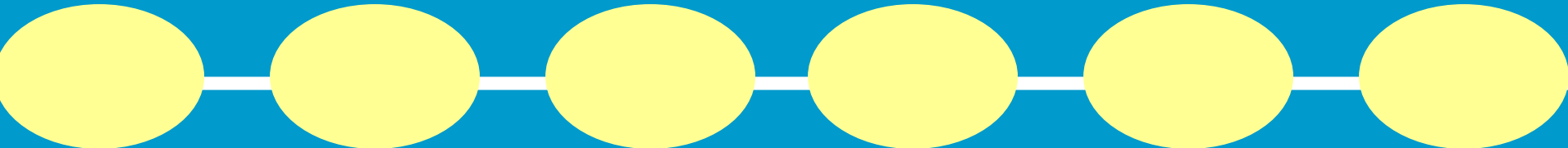
Educational attainment levels

Low



Workforce and Education

- Mindset Change is Needed
- Labor Pool is Asset
- Workforce & Economic Development



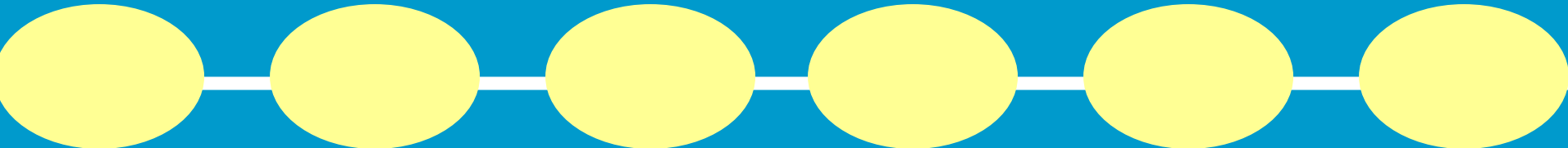
Infrastructure

Infrastructure

Infrastructure & Land Use

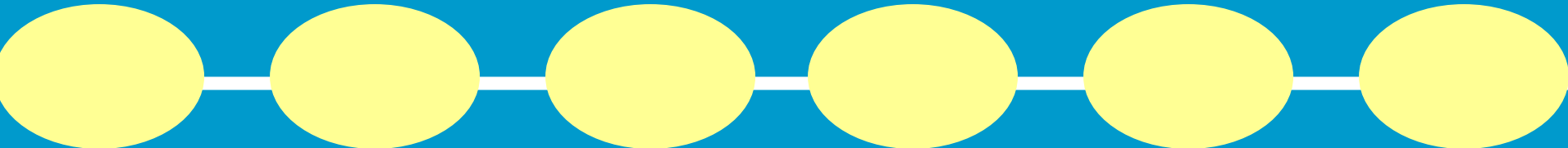
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Topic	Rating
<i>Land</i>	Moderate
<i>Transportation infrastructure</i>	Low
<i>Telecommunications</i>	Low
<i>Utilities</i>	Moderate
<i>Available buildings / sites</i>	Moderate/High



Infrastructure

- Roads HAVE to be Improved
- “Whisky is for Drinkin’ - Water is Fightin’”
- Cell Reception is Very Real Issue
- Available Land / Available Sites



Quality of Life

Quality of Life

Quality of Life

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

Topic

Rating

Safety

Moderate

Commute times

Moderate

Retail choice

Moderate

Health care

High

Community image

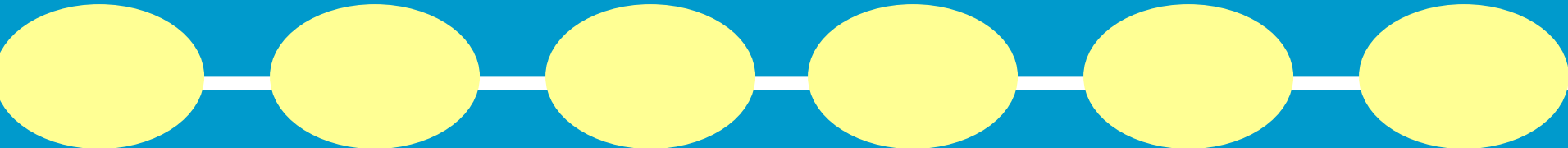
Low

Diversity of housing stock

Moderate

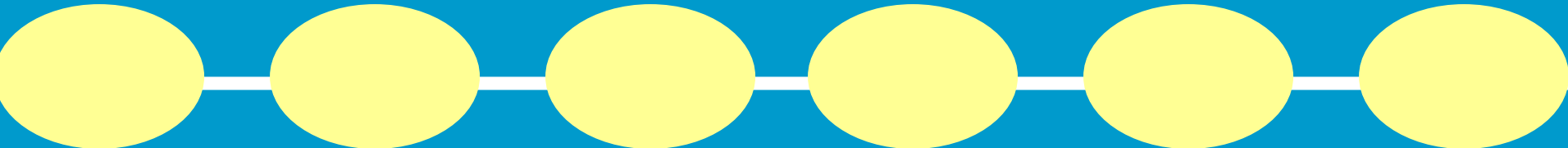
Recreation and Entertainment

Moderate



Quality of Life

- Build up Image of Cities
- Collaborate on Retail Development
- Park/Recreation Opportunity



Economic Development Efforts

Economic Development Efforts

Economic Development Efforts

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

Topic

Rating

External promotion

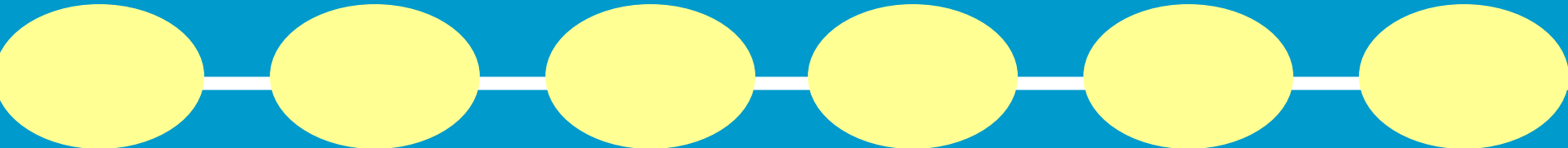
Moderate

Internal promotion

Low

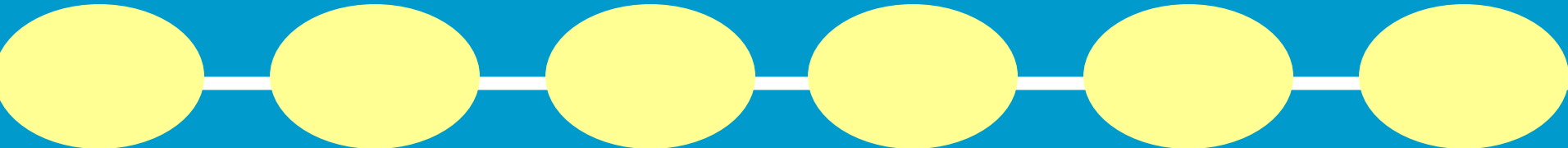
Resource allocation

Moderate



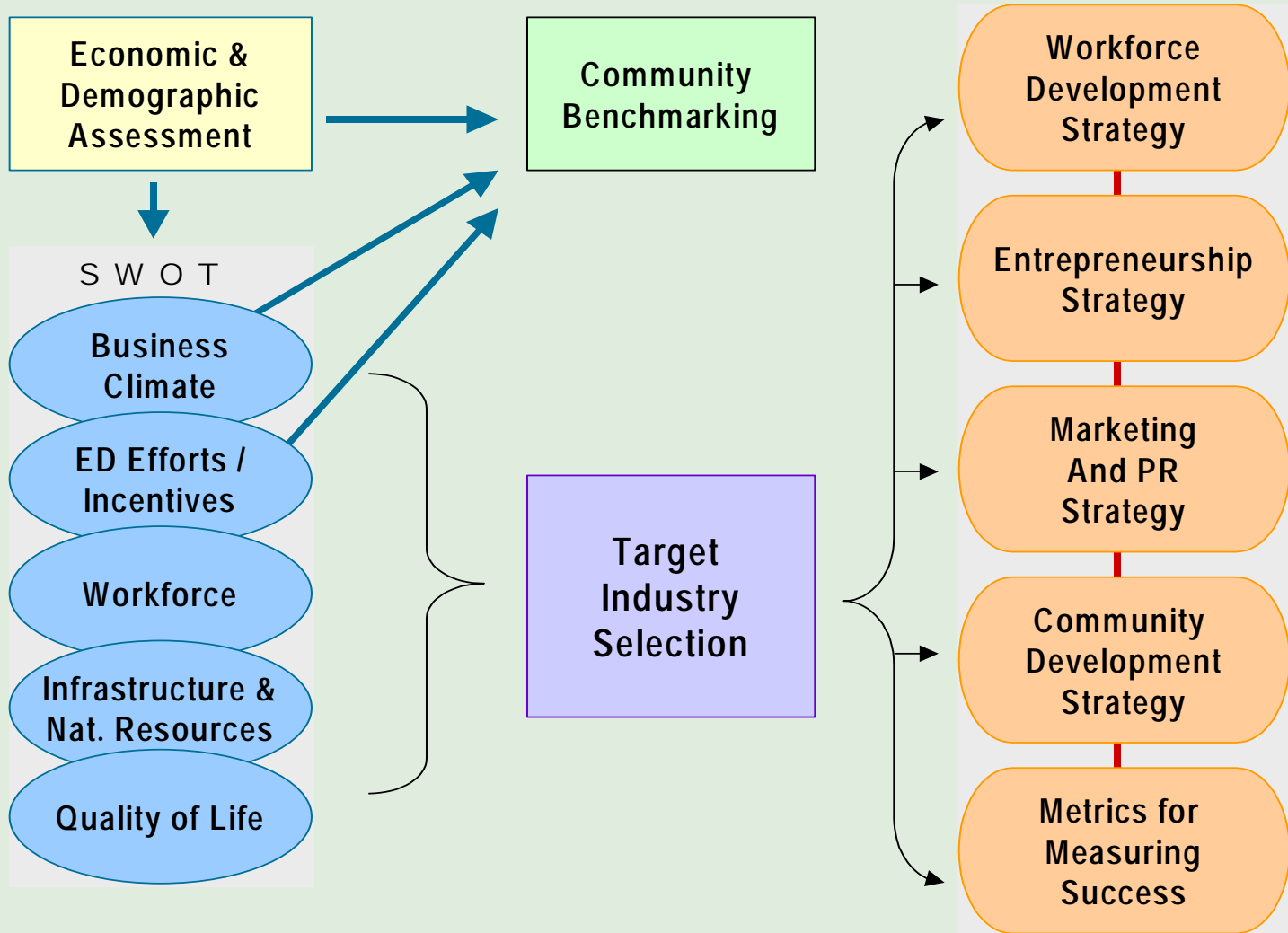
Economic Development Efforts

- Need Collaborative/Cohesive Effort
- Good External Marketing
- Resources -> Biz Dev /Bldg Speculation



Next Steps

Next Steps



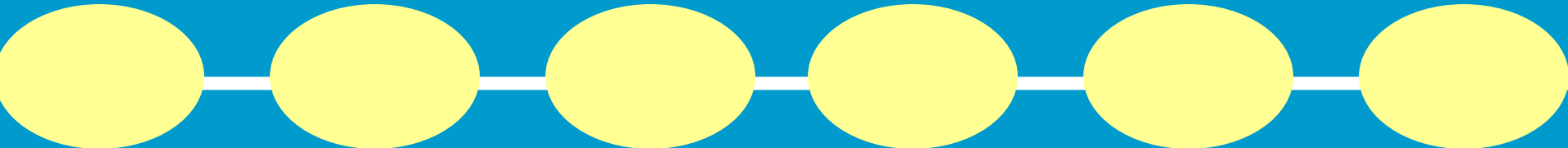
Research/Input

Benchmarking

Recommendations

Next Steps

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



Rockingham County SWOT Analysis



Strength

Weakness

Opportunity

Threat

