

SWOT ANALYSIS

Developing an Economic Development Plan for Surry County, North Carolina

Agenda

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

Who is AngelouEconomics?

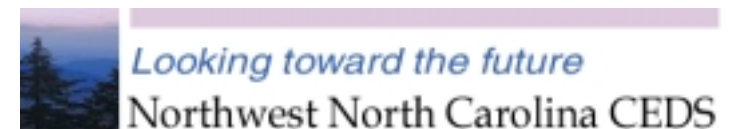


Selected Clients

Private Sector



Public Sector

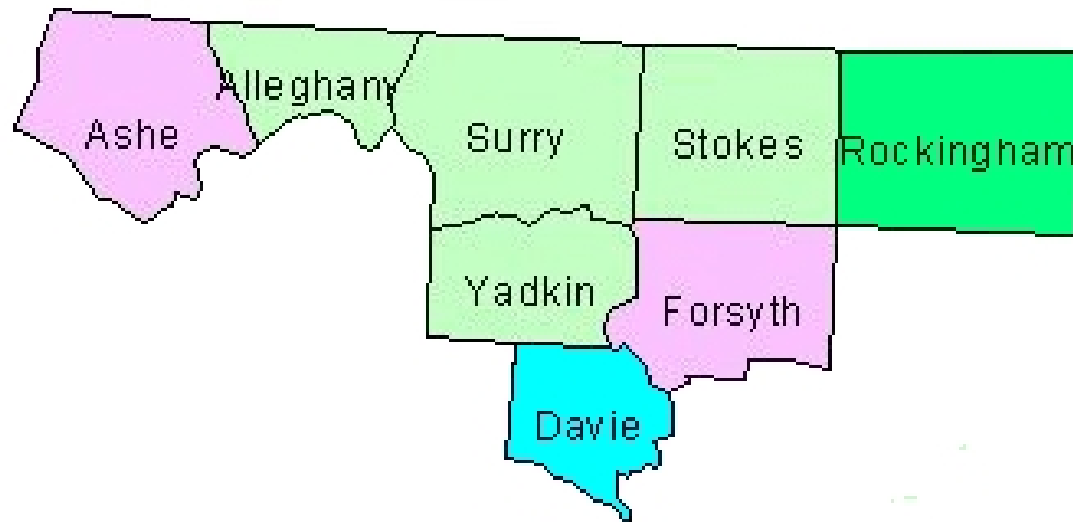


The Process

Phase 1 Project Set-Up	Phase 2 Regional Assessment	Phase 3 SWOT Target Industry Benchmarking	Phase 4 5-Year Strategic Plan	Phase 5 Roll-Out
<p>Introduce team</p> <p>Project website</p> <p>Review prior studies</p> <p>Project kick-off event</p>	<p>Research</p> <p>Public input</p> <p>Write situation report</p>	<p>Develop SWOT analysis</p> <p>Identify target industries</p> <p>Benchmark NW NC</p>	<p>Workforce Development</p> <p>Entrepreneurship</p> <p>Marketing and PR</p> <p>Community development</p> <p>Metrics</p>	<p>Regional Economic Summit</p>

A Quick Look at the NWNCR Region and Surry County

The NWNC CEDS Counties

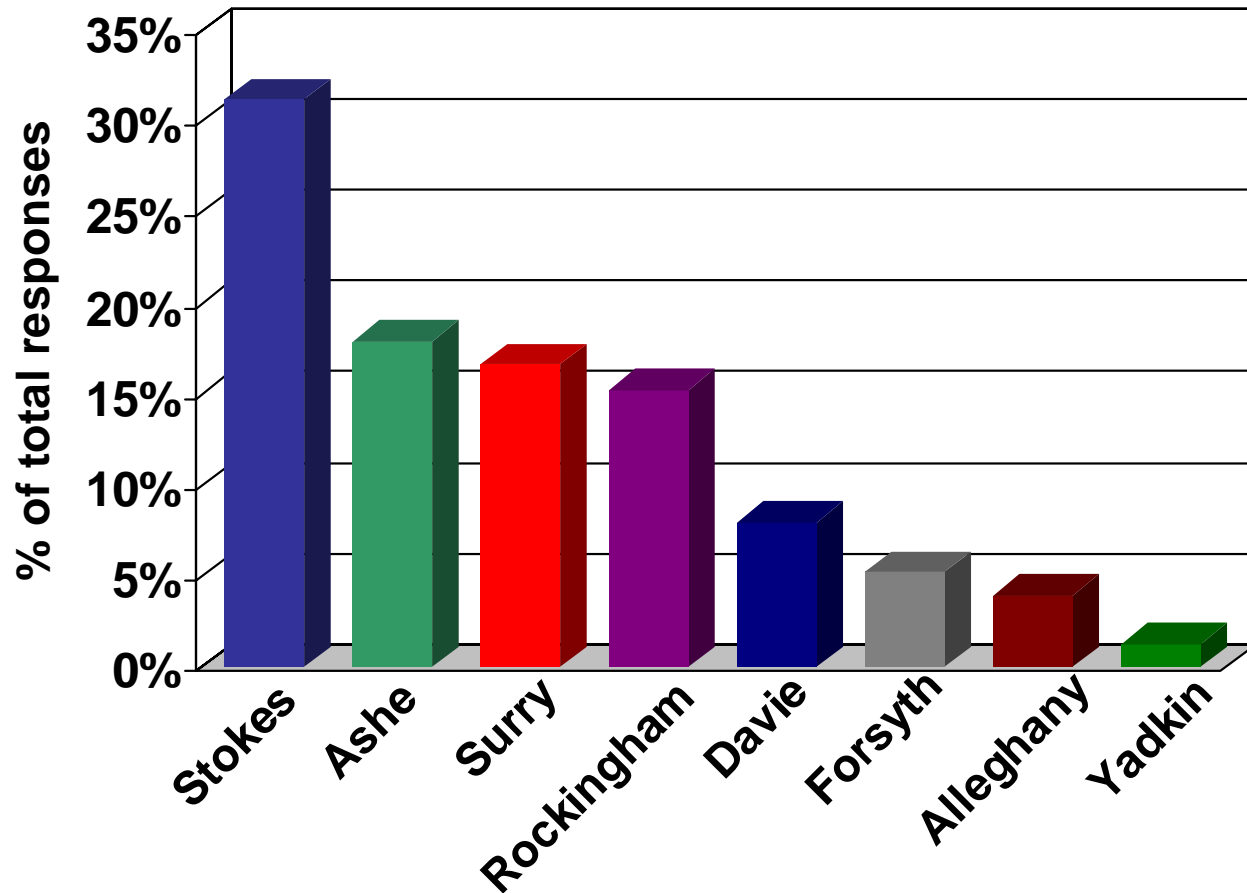


Survey Results

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



Surry Corporate Findings

Top Areas of Importance

- K-12 Education
- Strong economic growth
- Business climate
- Entrepreneurial environment
- General economy

Top Areas to Improve

- Strong economic growth
- University
- R & D Resources
- Location for high-tech
- General economy

Surry Individual Findings

Top Areas of Importance

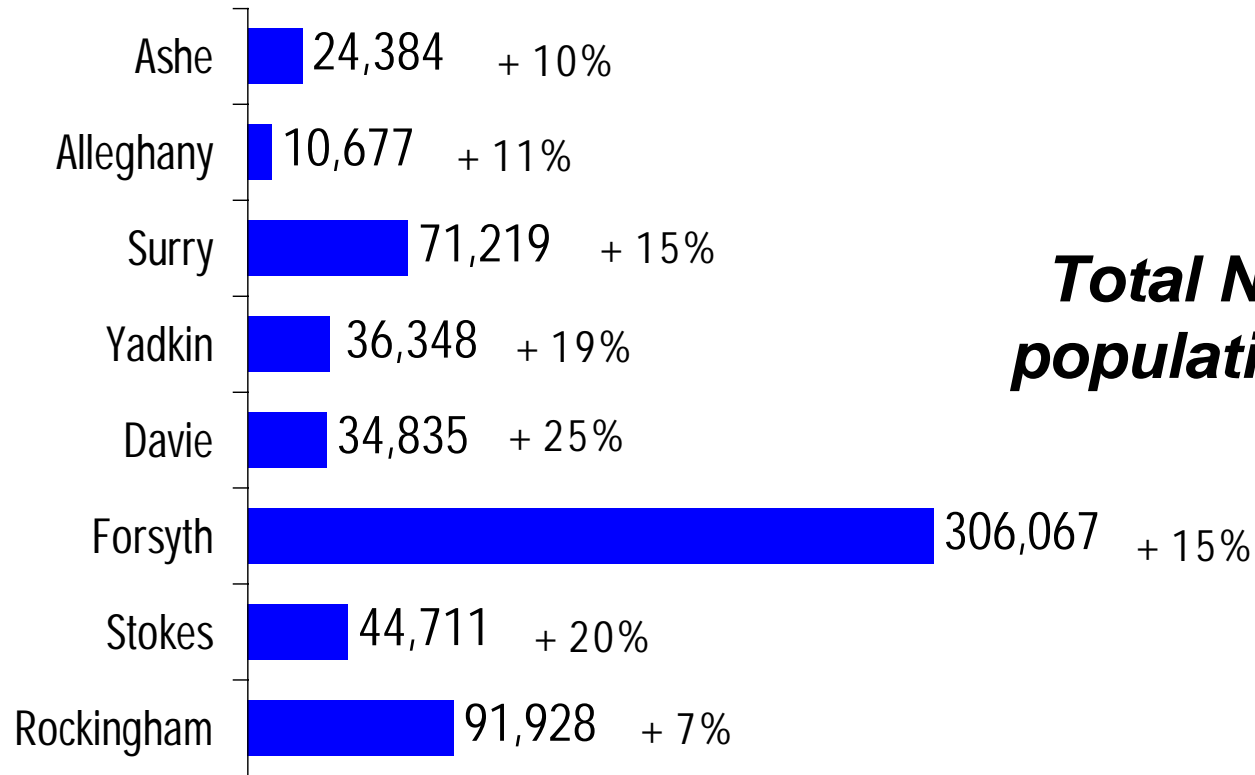
- K-12 education
- Good healthcare
- Strong business growth
- Family environment
- Job availability

Top Areas to Improve

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

Preliminary Research Findings

Population Comparison, 2000 *By County*

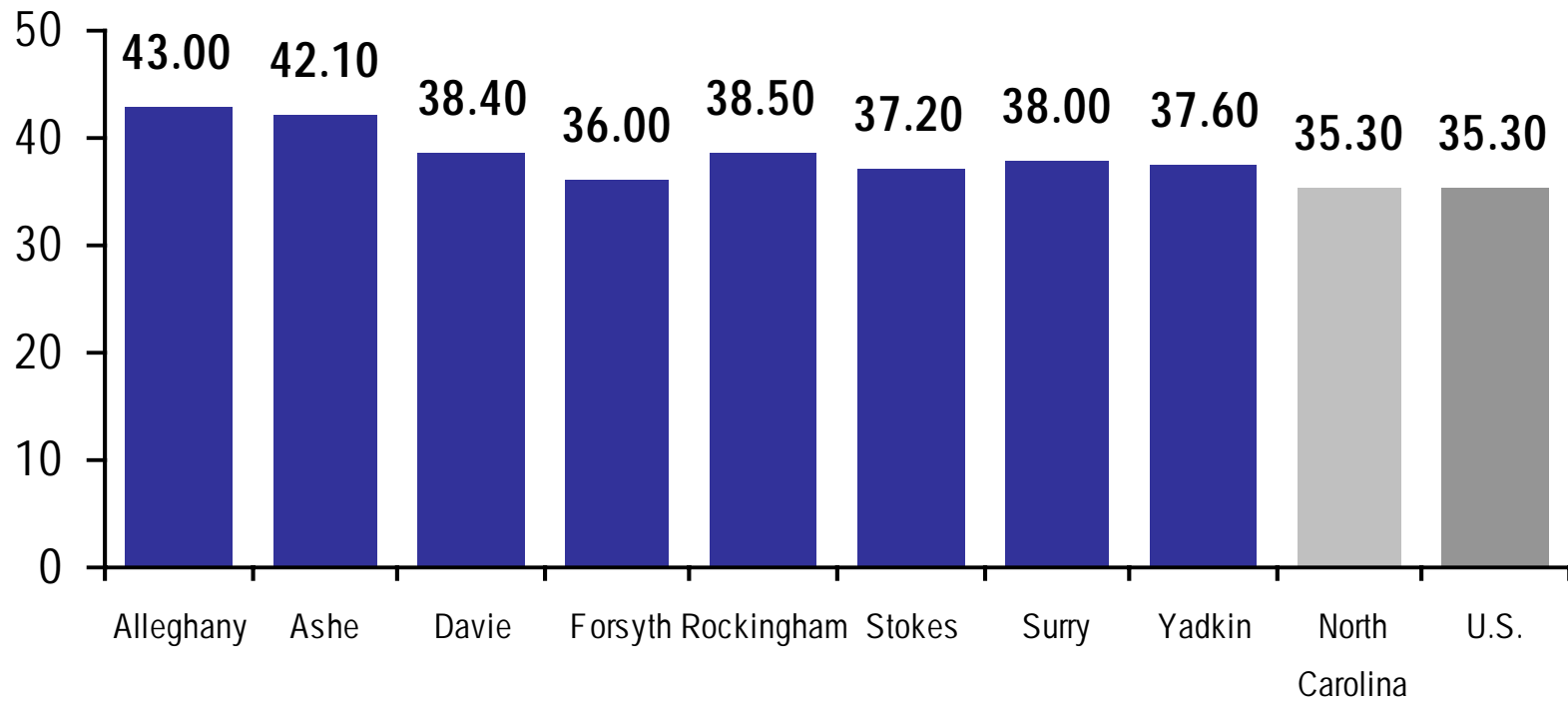


***Total Northwest NC
population = 620,170***

Note: Growth figures include annexations

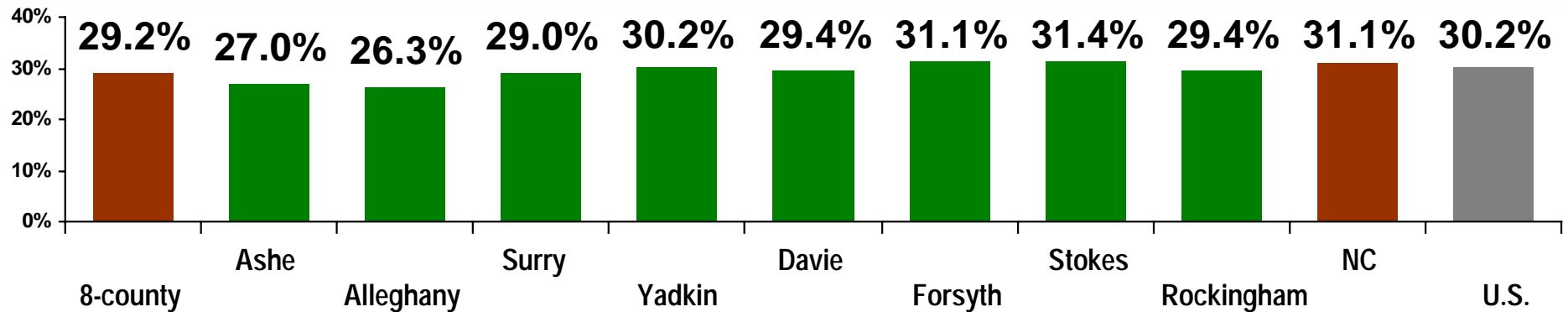
Source: U.S. Census Bureau

Median Age, 2000



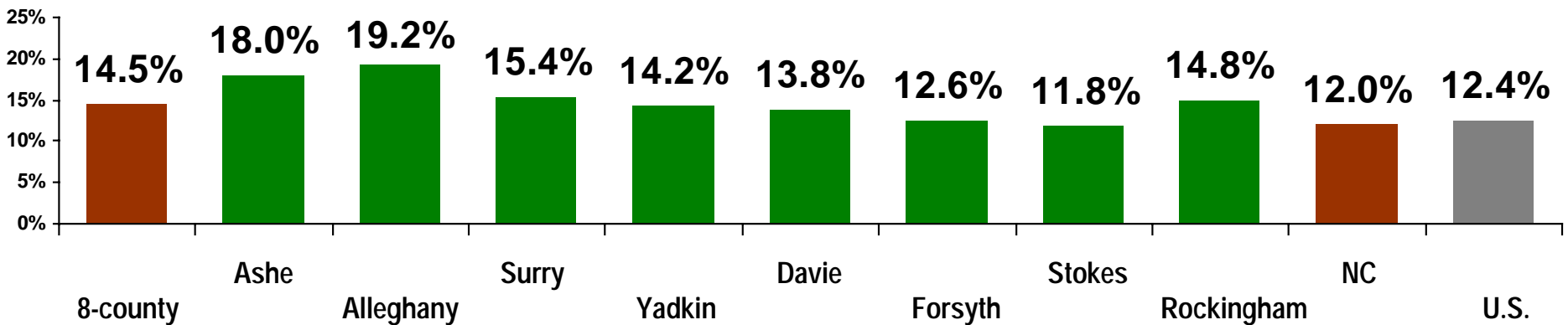
% of Residents Aged 25-44 (2000)

By County



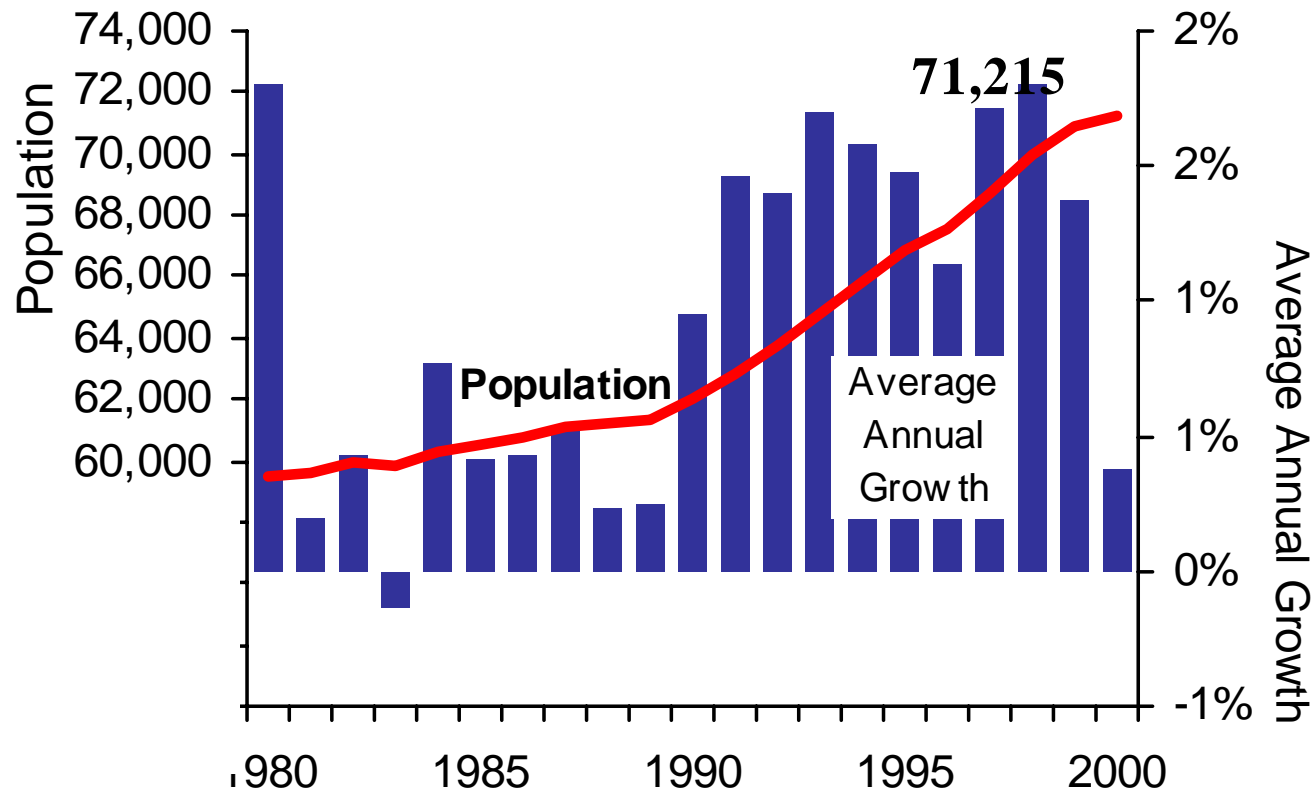
Source: U.S. Census Bureau; AngelouEconomics

% of Residents Aged 65+ (2000)



Population Growth, 1980-2000

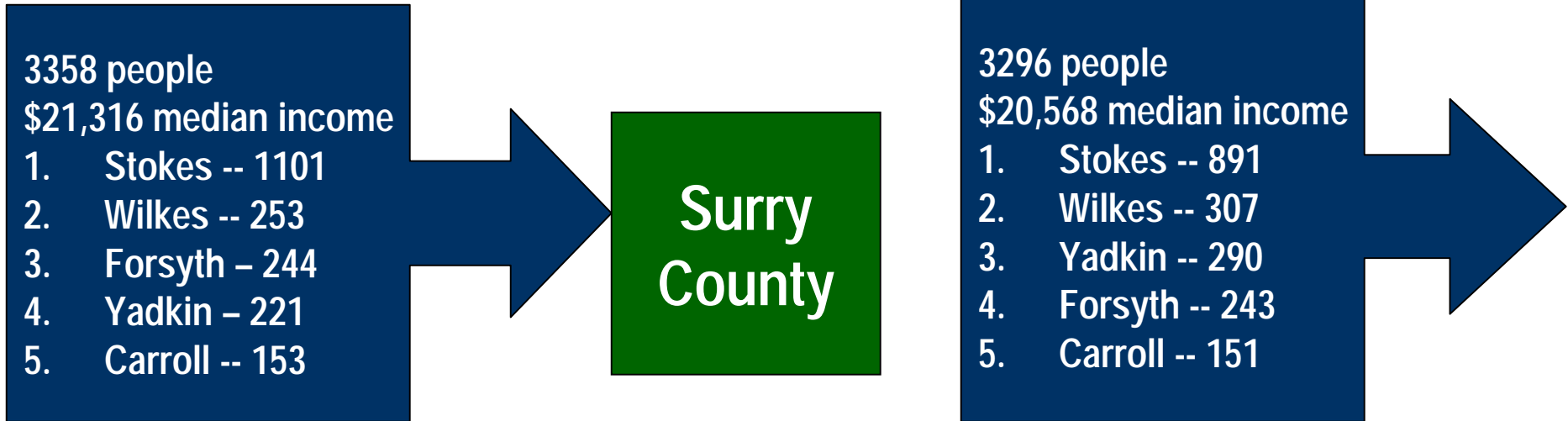
Surry County



Source: US Bureau of Economic Analysis

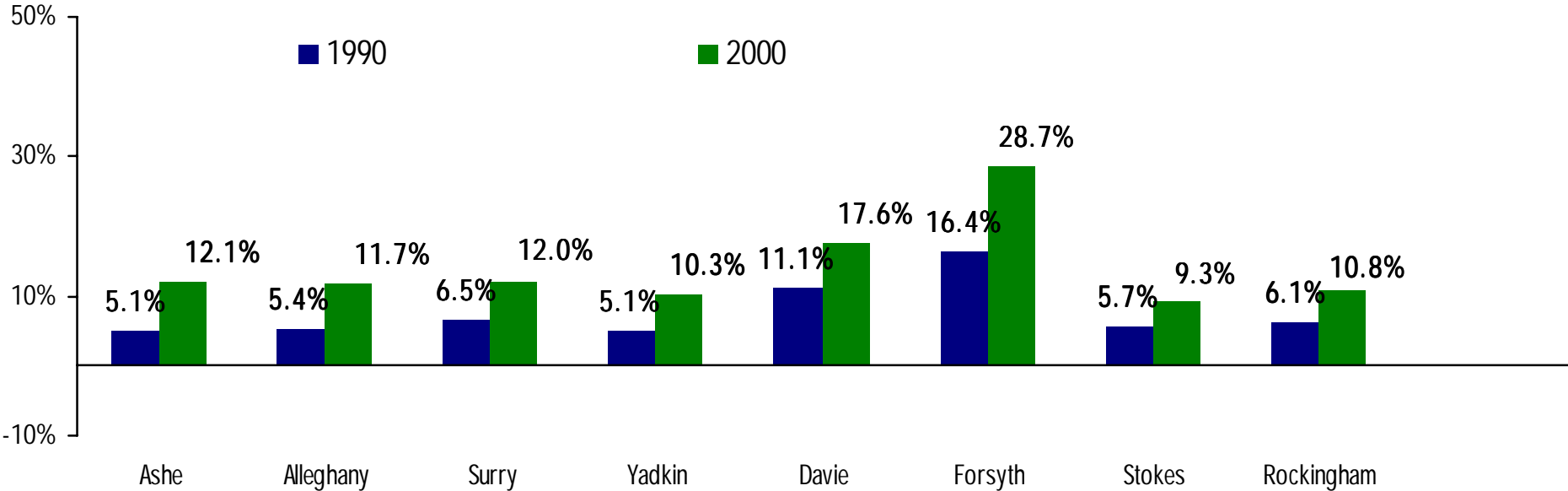
Migration Patterns, 2000-2001

Surry County



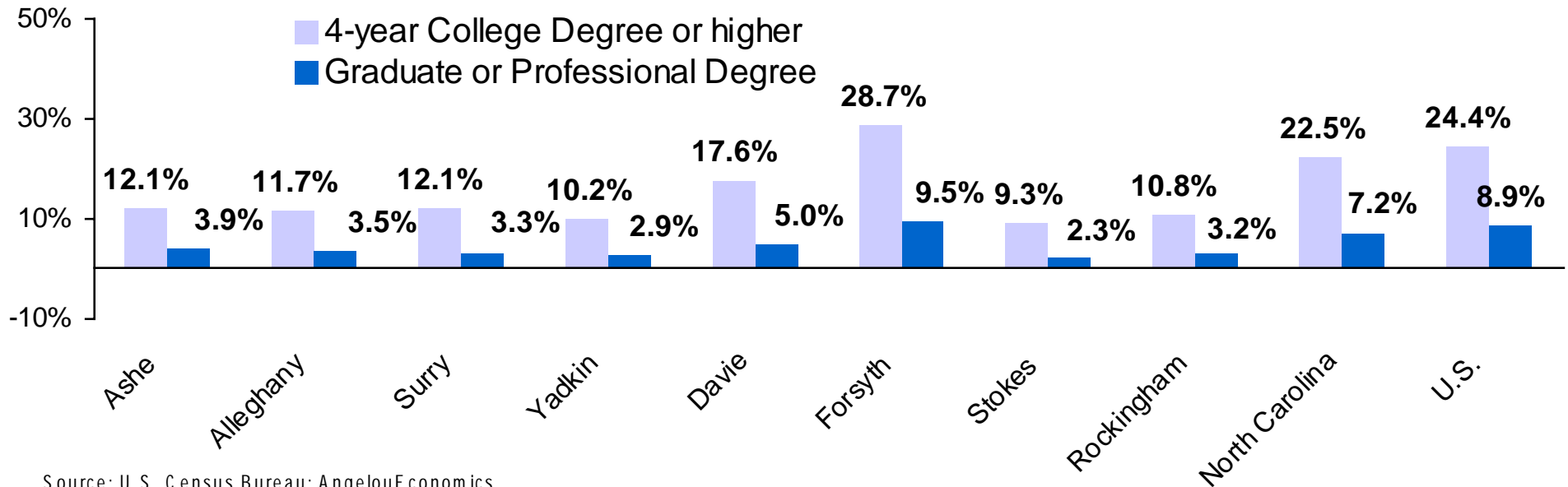
Educational Attainment Comparison, 1990-2000

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



Educational Attainment Comparison, 2000

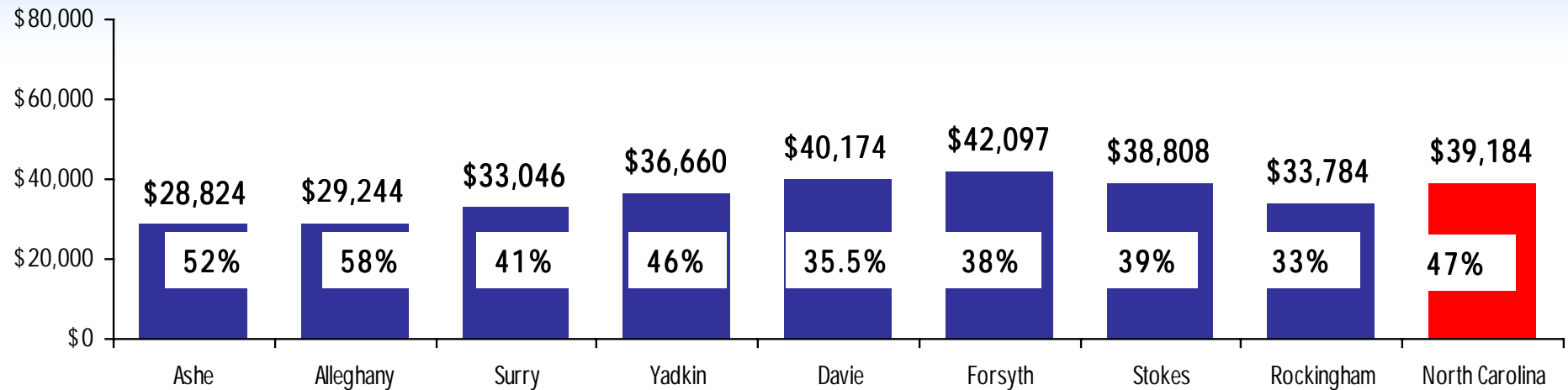
Adults 25 years or older



Source: U.S. Census Bureau; AngelouEconomics

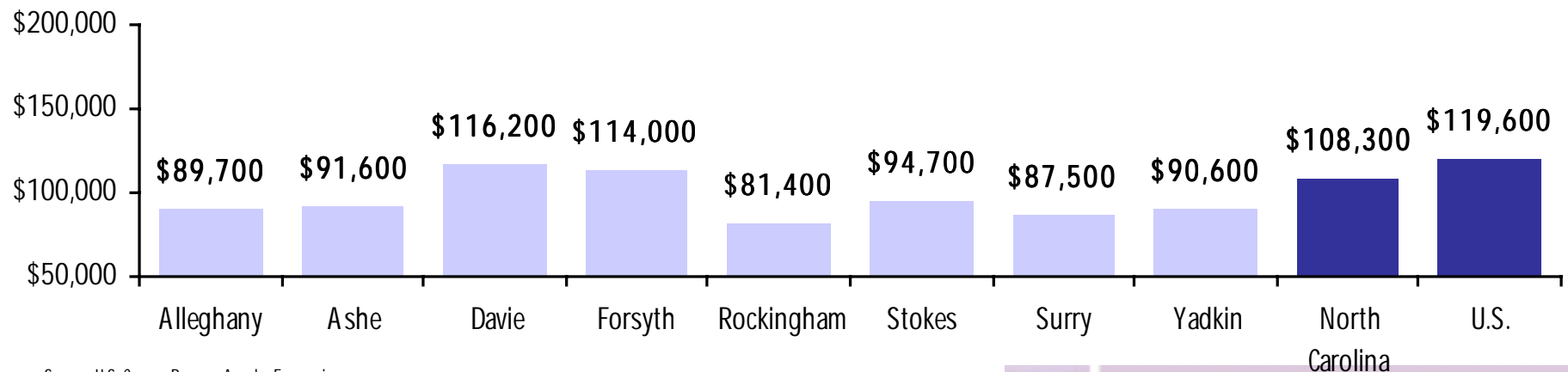
Median Household Income, 2000

With % Growth in the 1990's



Source: U.S. Census Bureau; AngelouEconomics

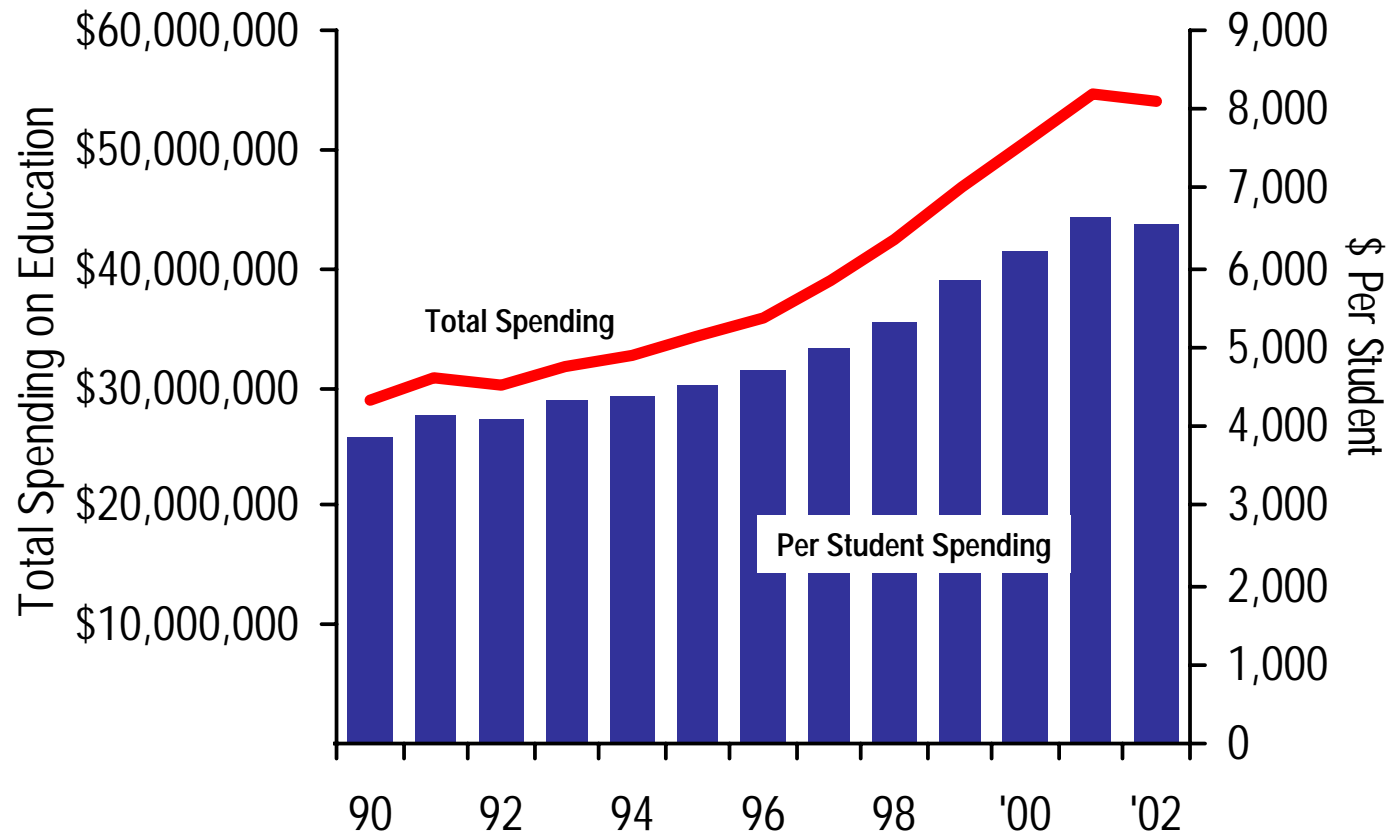
Median Home Value, 2000



Source: U.S. Census Bureau; AngelouEconomics

Spending on Education, 1990 - 2002

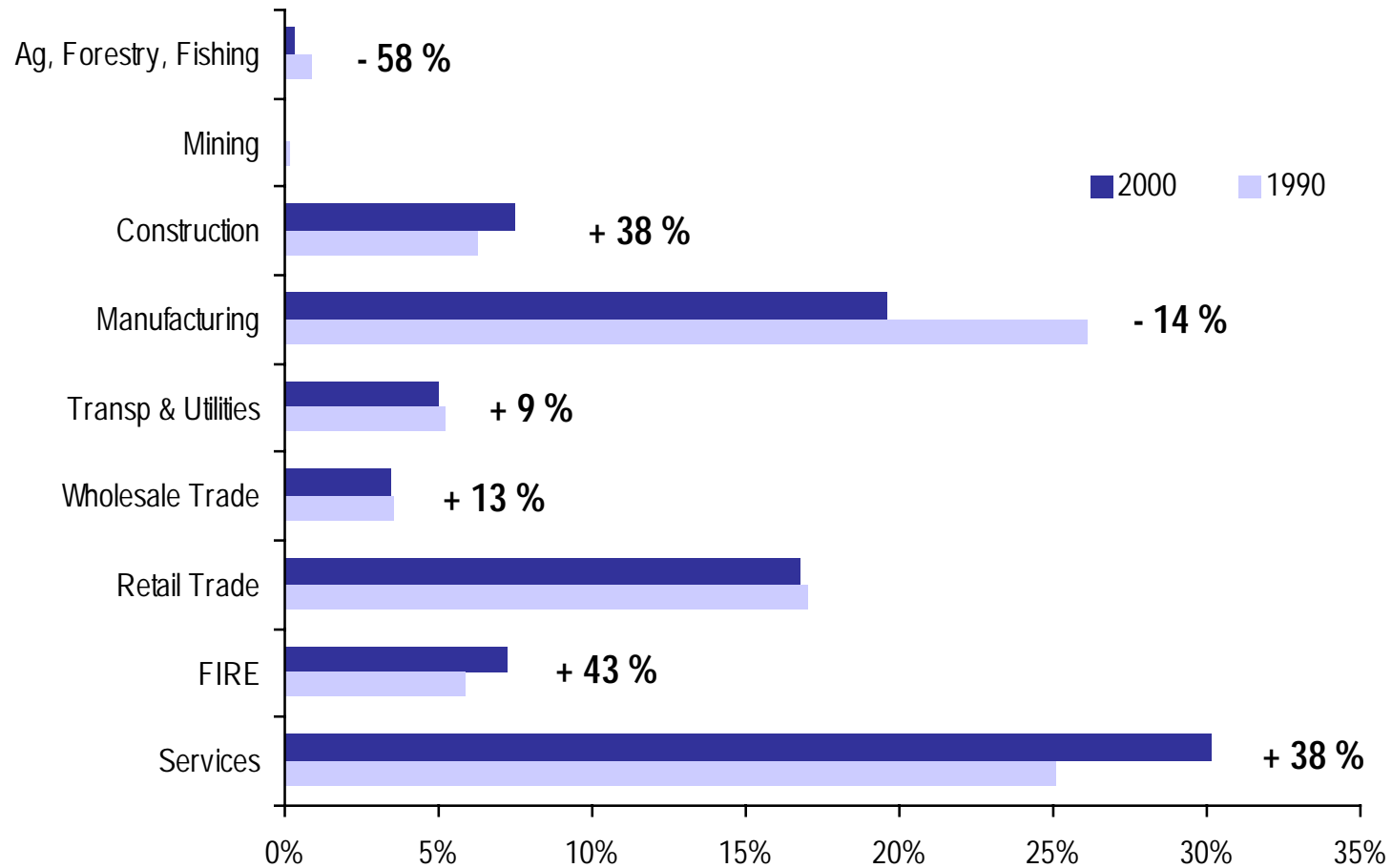
Surry County



Source: NC Board of Education

Private Employment by Industry

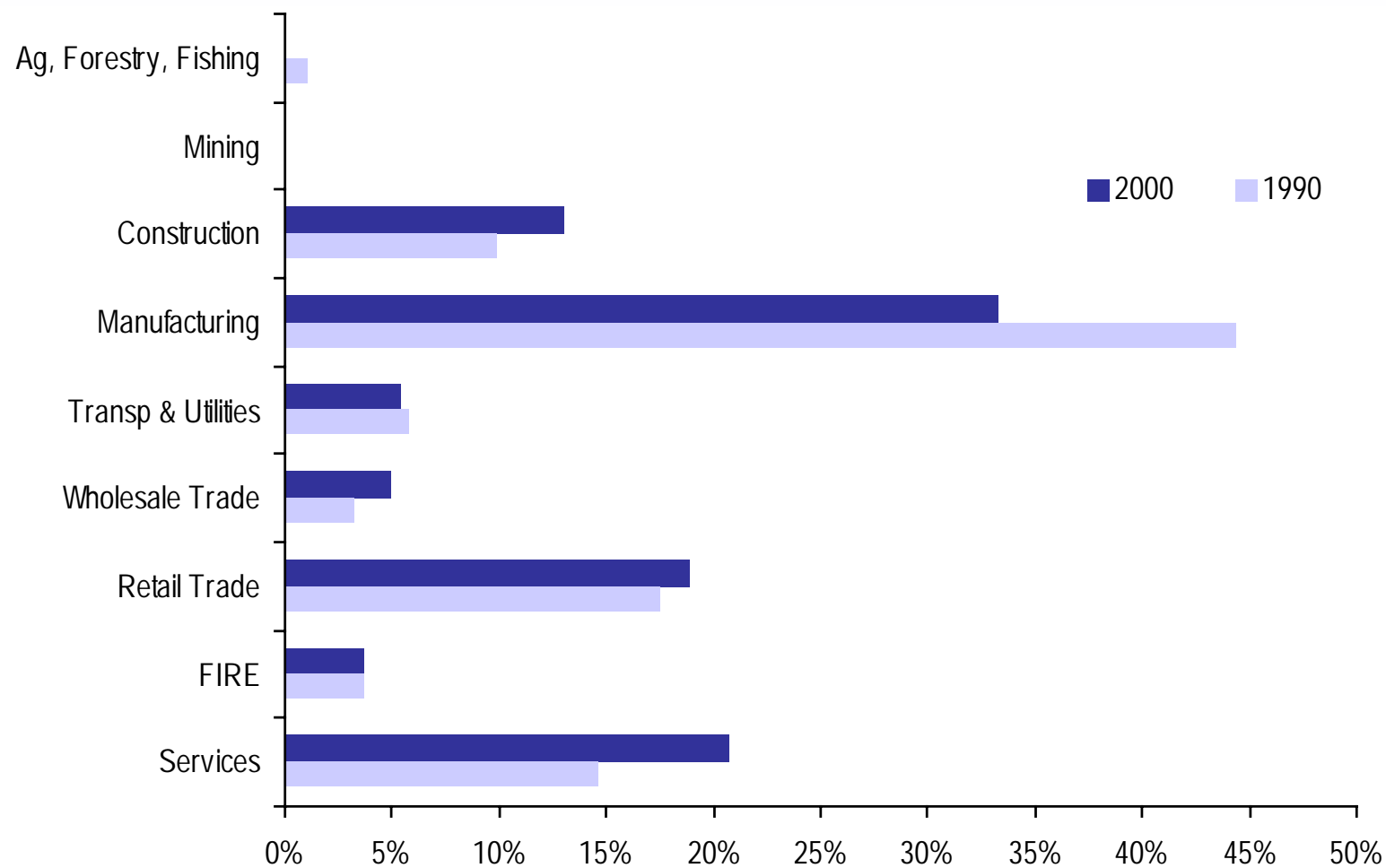
All Counties



Source: U.S. Bureau of Labor Statistics

Private Employment by Industry

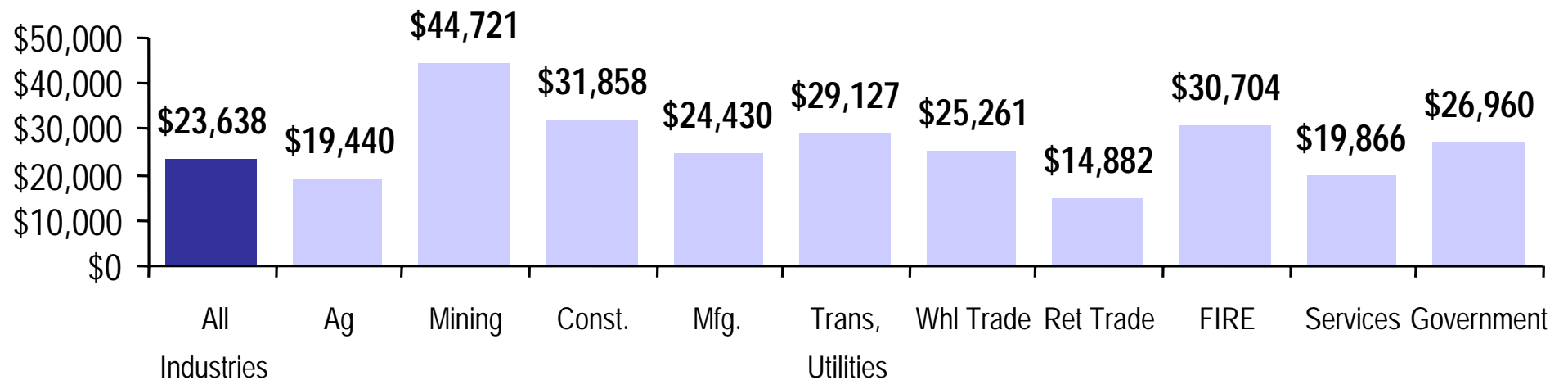
Surry County



Source: U.S. Bureau of Labor Statistics

Average Wage By Industry, 2000

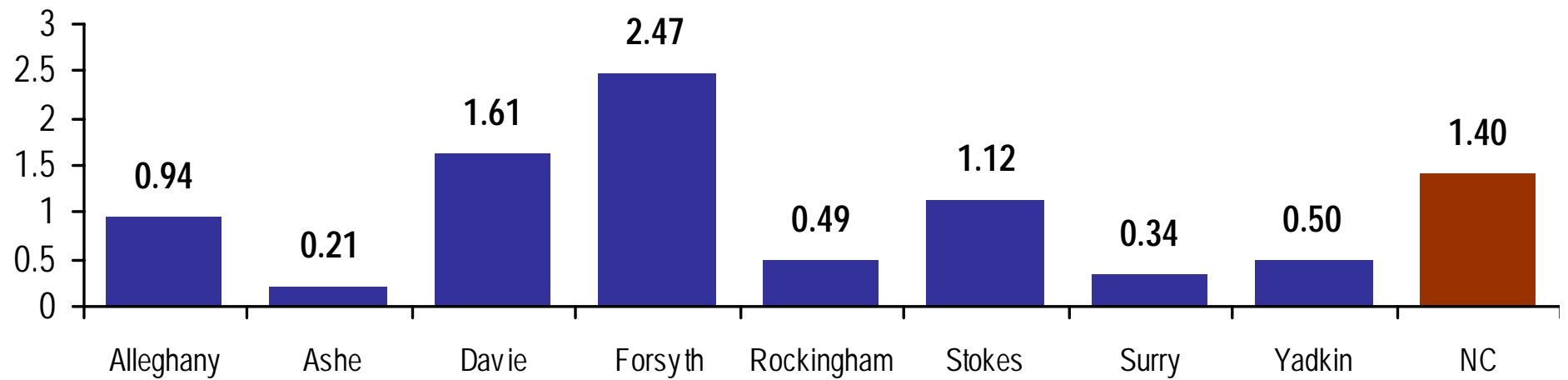
Surry County



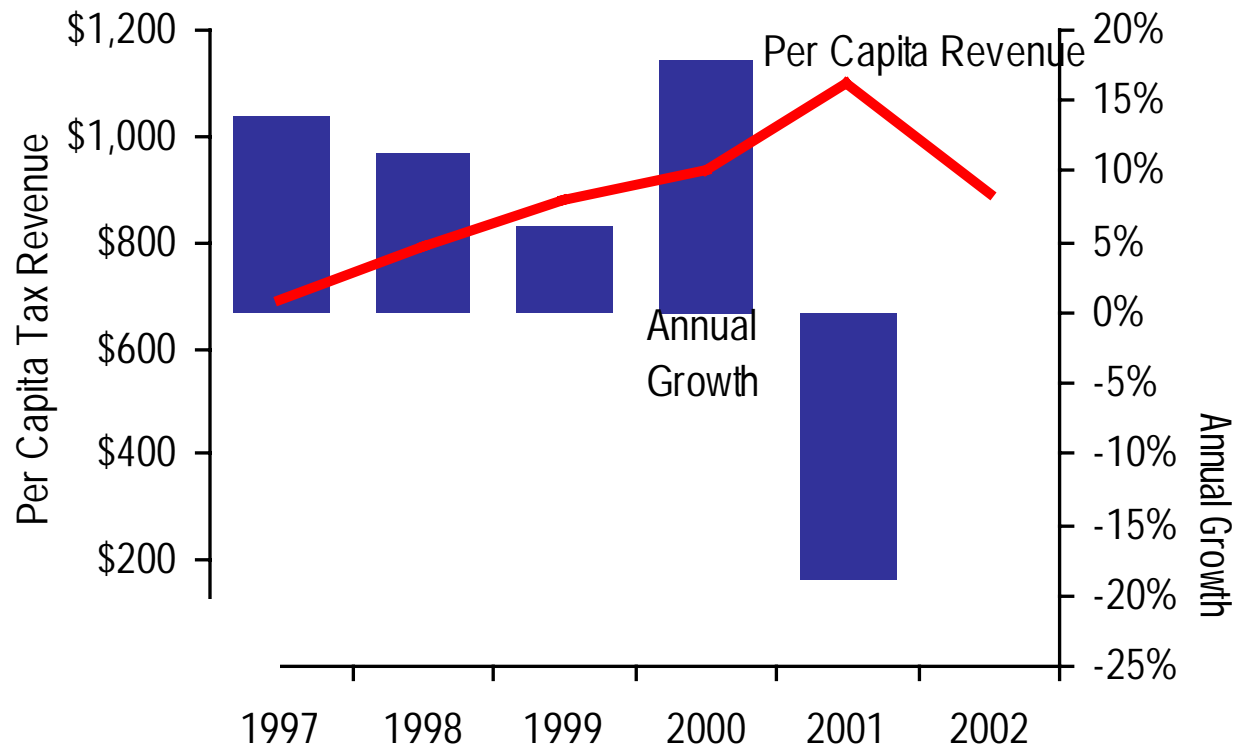
Source: Employment Security Commission of North Carolina

Patents Issued per 1000 Residents, 1990-1999

By county



Surry County Per Capita Tax Revenue



Source: Employment Security Commission of NC; AngelouEconomics

Focus Group Exercises

Focus Group Exercises

Creating a **vision**: Surry County

Consider your economic development objectives and goals.

Example Goal

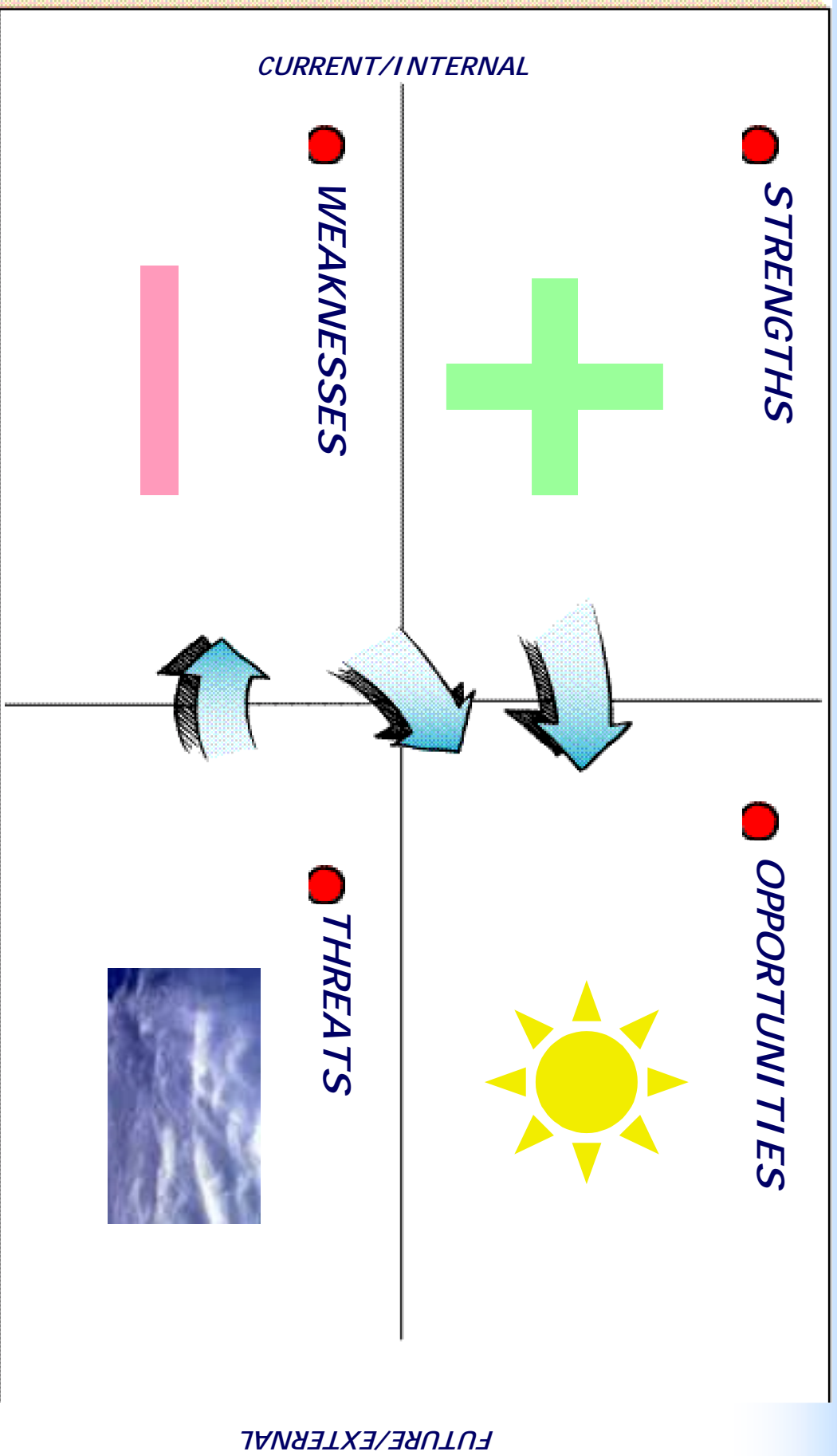
Surry's #1 goals are expanding the skills of its workforce, increasing tourism, and creating higher paying jobs.

Example Vision Statement

“Nestled between North Carolina’s active business centers and the Appalachian Mountains, Surry County provides a charming environment for workers and companies alike.”

- **What is Surry's role within the larger region?**
- **Who commutes into Surry for work?**
- **How many / who commutes out of Surry for work?**
- **List your top 5 top ED achievements of the past 10 years.**

SURRY 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