

Yadkin County SWOT Analysis



Strength

Weakness

Opportunity

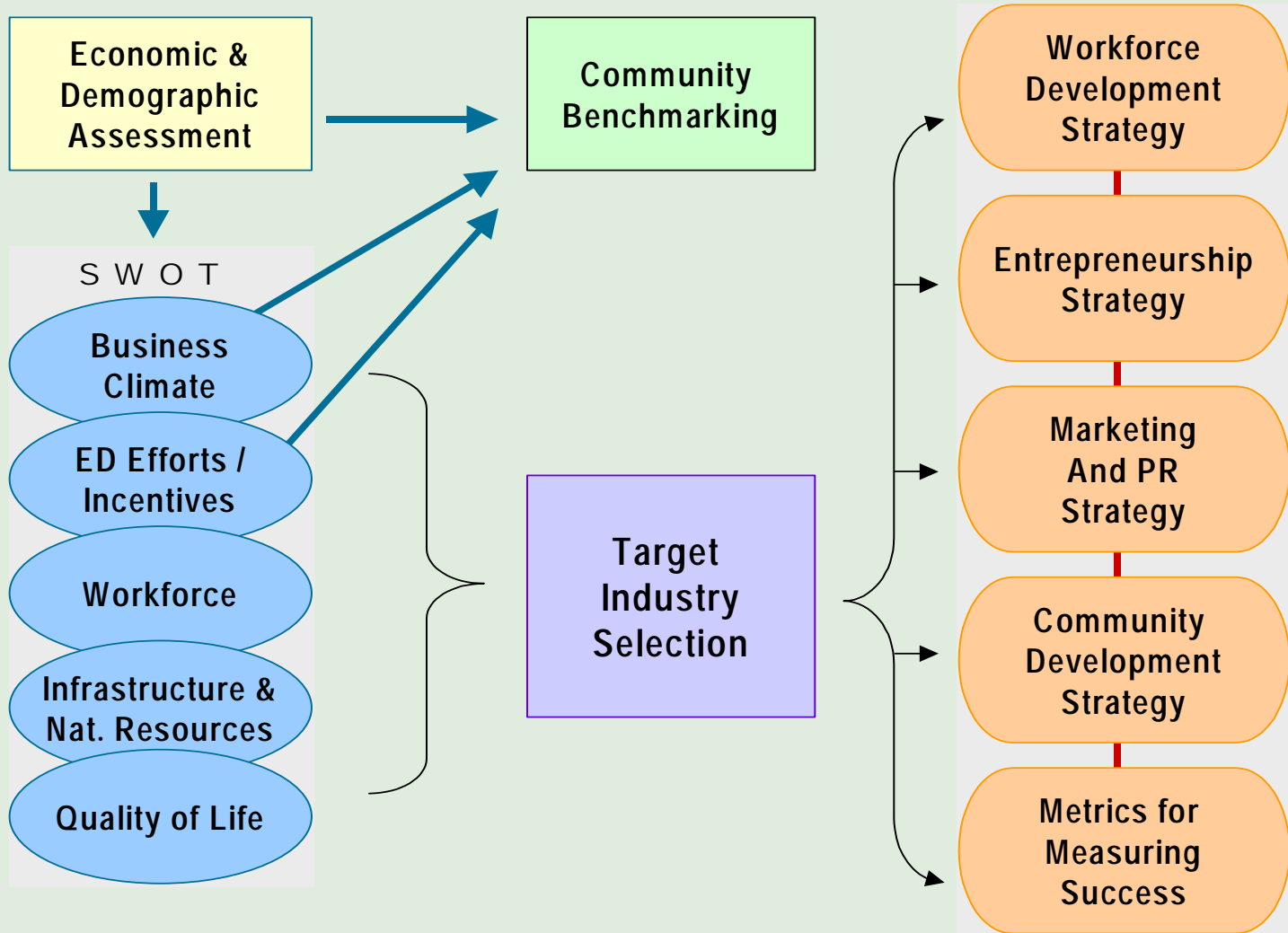
Threat

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

Yadkin 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>K-12 Education</i>	<i>Low Crime</i>	<i>R&D Resources</i>
2 <i>Low Crime</i>	<i>Local Community College</i>	<i>Strong Economic Growth</i>
3 <i>Good Healthcare</i>	<i>Highway</i>	<i>Effective Government Leadership</i>
4 <i>Business Climate</i>	<i>Family Environment</i>	<i>Arts / Culture</i>
5 <i>General Economy</i>	<i>Climate</i>	<i>Location for High Tech</i>

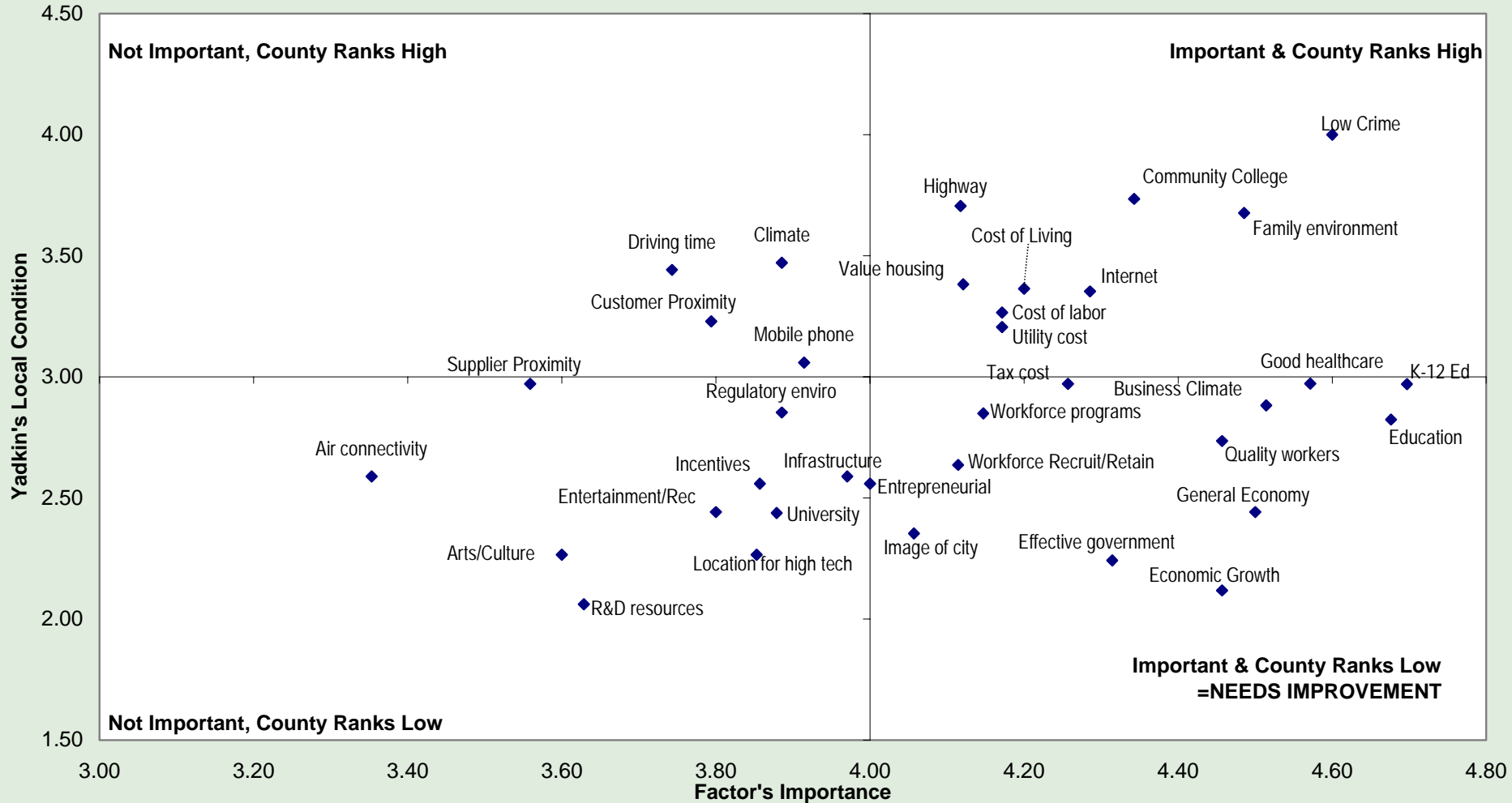
Yadkin County Residents' Survey Summary

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>Climate</i>	<i>High Paying Jobs</i>
2 <i>Low Crime</i>	<i>Family Environment</i>	<i>University</i>
3 <i>Good Healthcare</i>	<i>Low Crime</i>	<i>Strong Business Growth</i>
4 <i>Family Environment</i>	<i>Good Value Housing</i>	<i>Location for High Tech Activity</i>
5 <i>Job Availability</i>	<i>Local Community College</i>	<i>Arts / Culture</i>

Survey Results

Importance vs. Local Condition



Key Findings

Key Findings

- Proximity to Forsyth County
- Excellent Transportation Infrastructure
- Weak Water / Wastewater Infrastructure

Business Climate

Business Climate

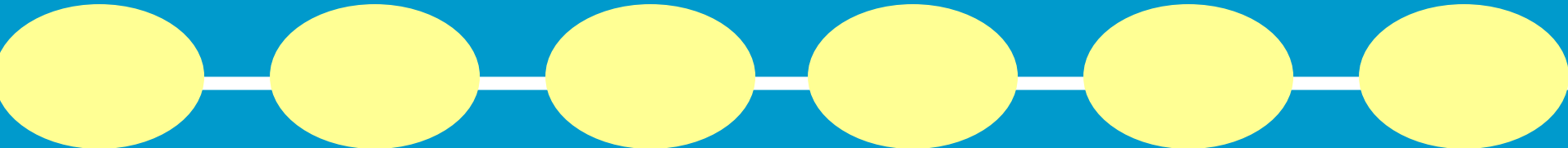
Business Climate & Entrepreneurship

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

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

Business Climate

- Liquor/Beer/Wine Sales
- Zoning Ordinance
- Countywide Collaboration/Communication
- Limited Entrepreneurial Environment



Workforce and Education

Workforce and Education

Workforce & Education

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

Topic

Rating

K-12 Education

Low

Higher education

Moderate

Workforce Development

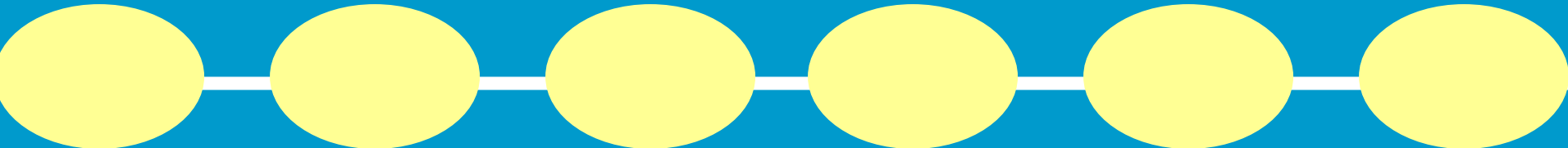
High

Labor pool

High

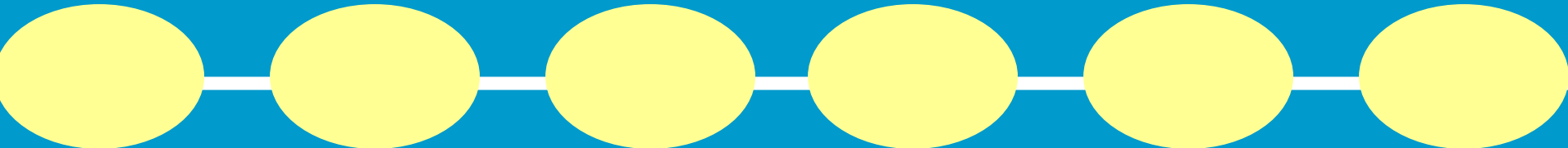
Educational attainment levels

Low



Workforce and Education

- Devote Resources to K-12
- Community College Ranks High



Infrastructure

Infrastructure

Infrastructure & Land Use

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

Topic

Rating

Land

Moderate

Transportation infrastructure

High

Telecommunications

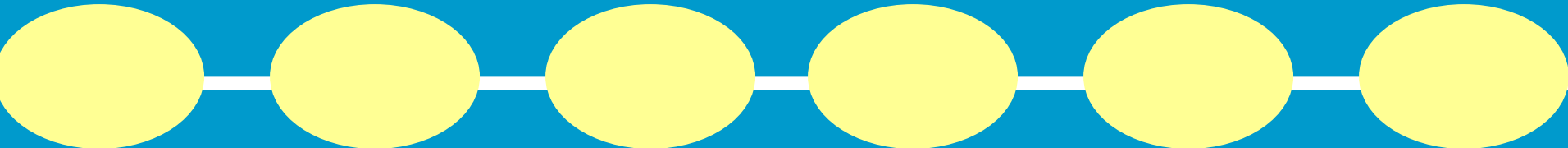
Moderate

Utilities

Moderate

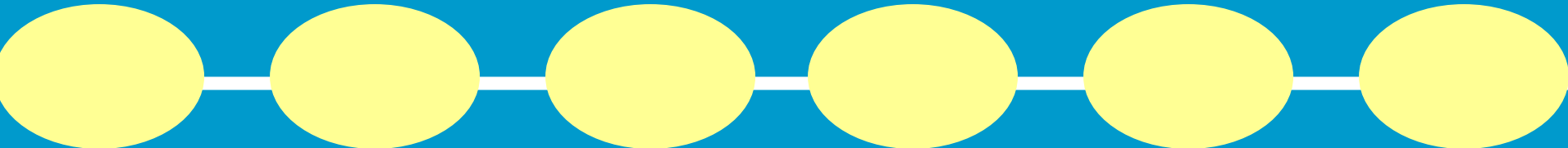
Available buildings / sites

Moderate



Infrastructure

- I-77 and Hwy 421
- Water and Wastewater Improvements
- Nine + Commercial/Industrial Sites
- Cell Phone Reception



Quality of Life

Quality of Life

Quality of Life

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

Topic

Rating

Safety

Moderate

Commute times

High

Retail choice

Moderate

Health care

Moderate

Community image

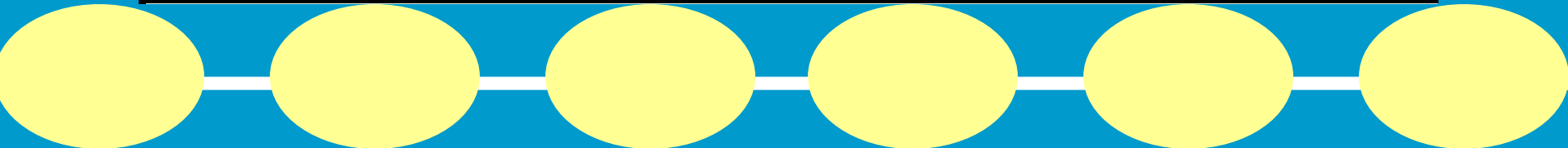
Moderate

Diversity of housing stock

Moderate

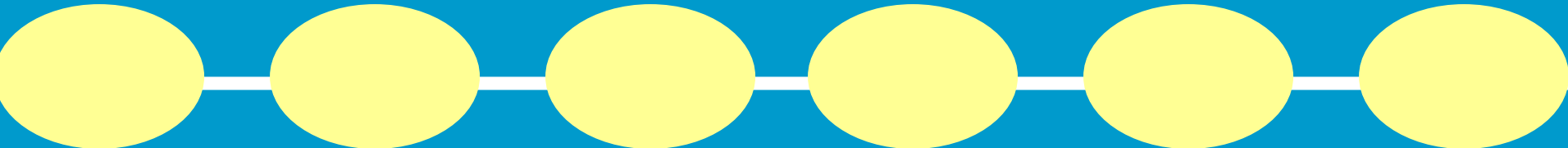
Recreation and Entertainment

Moderate



Quality of Life

- Family Environment is BEST Asset
- Safety and Healthcare Rank Well
- Community Image can be Improved
- Diversify Retail/Restaurant Options



Economic Development Efforts

Economic Development Efforts

Economic Development Efforts

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

Topic

Rating

External promotion

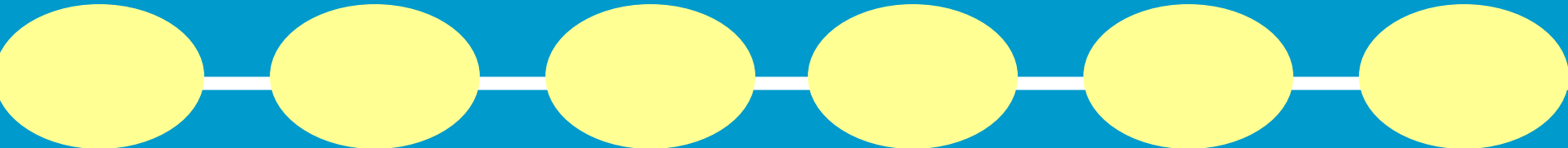
Moderate

Internal promotion

Moderate

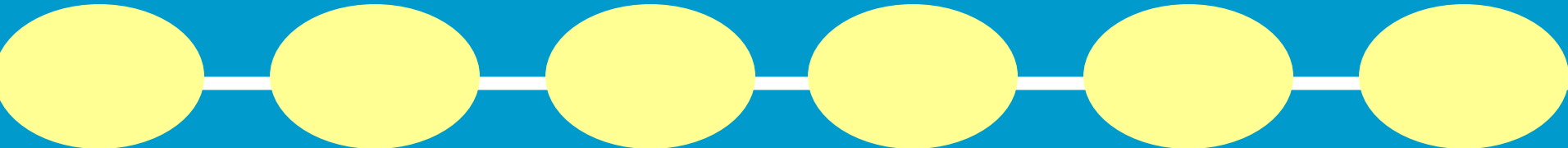
Resource allocation

Moderate



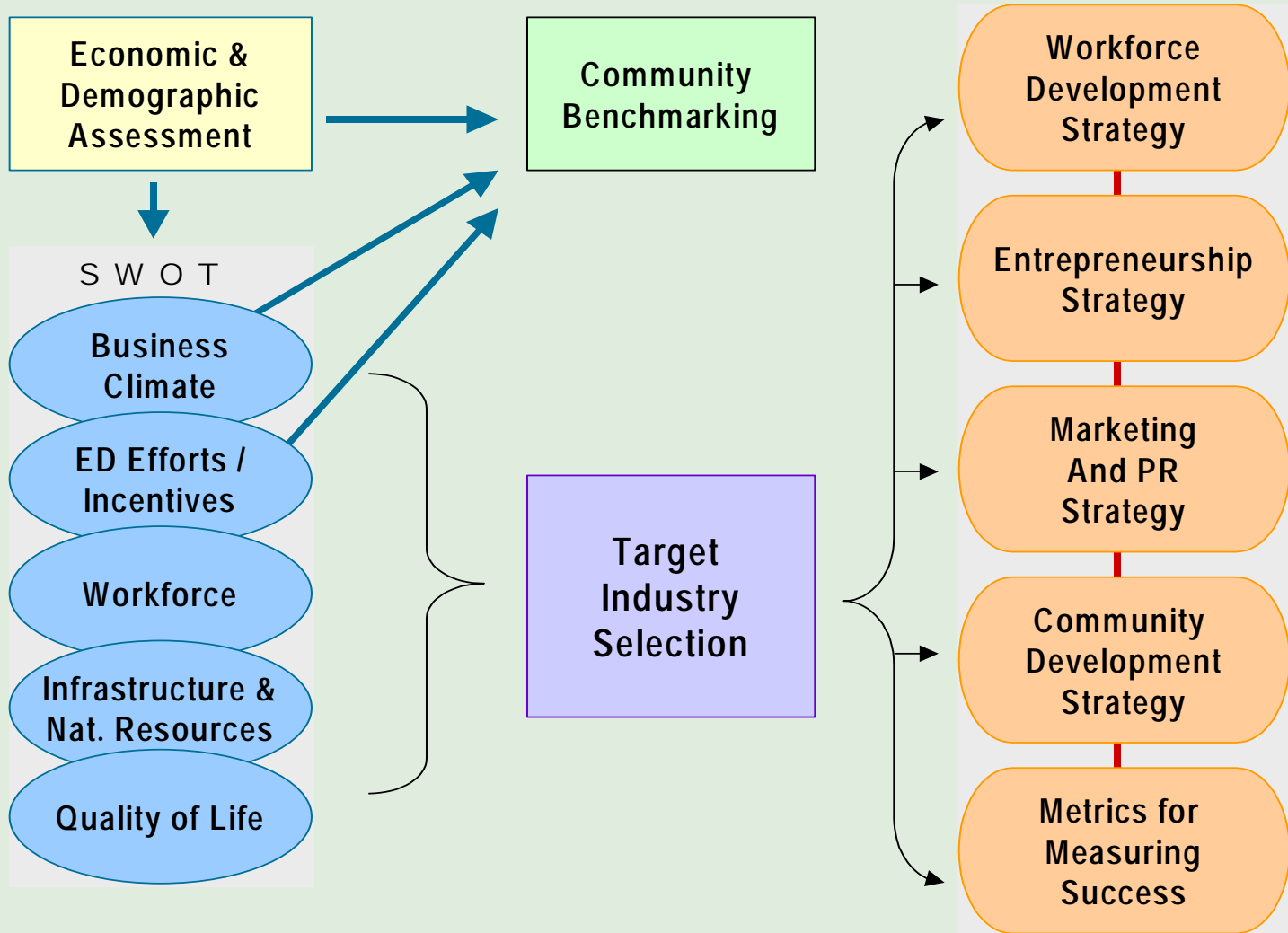
Economic Development Efforts

- External Marketing/Promotion is Basic
- Internal Marketing is Poor
- Improve Countywide Initiative



Next Steps

Next Steps



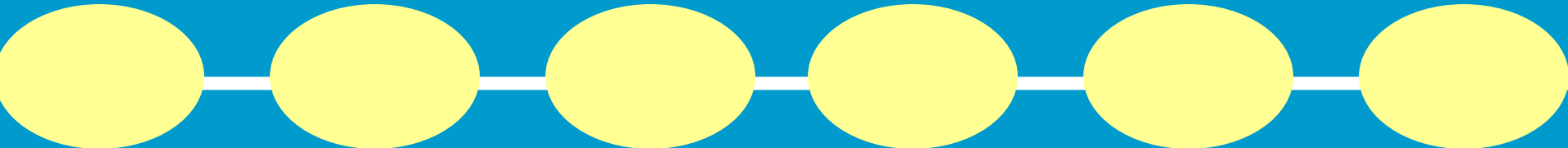
Research/Input

Benchmarking

Recommendations

Next Steps

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



Yadkin County SWOT Analysis



Strength

Weakness

Opportunity

Threat

