

Summary of 2016 OCEDC SWOT Analysis

STRENGTHS		
Landscape	New relationships (Cities/Counties/Organizations)	Raw materials
Natural resources (water)	Higher education/Public schools/Private schools	Affordable COL
Infrastructure/Transportation	Arts and culture	Climate
Highly skilled workforce	Outdoor recreation	Sense of community
Ecotourism	Major employers	Resiliency
Land for development	Disposable income	Desire to be better
Location (LA -> Bmt -> Houston)	Employment base	Communication
New Leadership	Active EDC	Civic organizations
The people	Real estate availability	Growth at LSCO
Local capital	New EDC direction	No windstorm
Port of Orange	Well-paying jobs	

WEAKNESSES		
Negative perception/image	Family activities (indoor and outdoor)	Pessimistic attitude
Cleanliness/ pride/ownership	Collaboration and unity	Diversity in careers
No gateway to City	Public schools perception	H.S. employment opportunities
16 th Street in Orange	Crafts/trades development in HS	Employee soft skills
External communication	Not buying local (Leakage)	Racial stigma
Underutilized Expo Center	Vacant property	Adequate office space
Employee retention (Quality)	Code enforcement	Perception of crime
Weak healthcare	Capital reinvestment (Investors)	Lack of restaurants/night life
\$EDC RESOURCES\$	Downtown development	Environmental conservation
Residential development	Perception of developing marshland	Negative media
New job growth	Quality of life	Recreational access (water)
Small business support	Workforce availability	Young professional retention

OPPORTUNITIES		
Agribusiness	High school/higher education/trades & crafts	Young professional retention
Small business advantages	Global business opportunities	Work study programs
Location (LA -> Bmt -> Houston)	Land availability/room to grow	Tourism/ecotourism/recreation
Redevelopment opportunities	Family lifestyle accommodations	Quality of life
Beautification	Business retention and expansion	Website
Mentorships/civic organizations	Develop infrastructure	Aviation (cargo)
Better communication	City/County programs and incentives	Growth at LSCO
Healthcare	Leadership development	Retirees community
Transportation projects	Veteran recruitment/programs	Waterfront property

THREATS		
Weather/natural disasters	Regulations/Washington	Business competition
Perception	Crime	Rising costs to business
Internet sales	Terrorism	Economic threats
Climate change	Industrial business retention	

GOALS		
Change Perception	Build awareness of Resources	Improve healthcare
Retail development	Market region for investment	Create our own identity
Civic engagement	BR&E Effort	Create well-paying jobs
Develop I10	Empower citizens	Grow EDC staff and resources
Follow-up on missed opportunities	Diversify industrial base	Improve QOL
Retain YPs and attract retirees	Strengthen and market public schools	More workforce training
Cultivate investment opportunities	Identify incentives and BRE opportunities	

IMPLEMENTATION
Positive news stories pushed to media and investigate a destination training program
Civic organization conference or joint meeting to establish joint initiatives
Target specific land for development (retail/commercial) with plan in hand. Coordinate with real estate brokers
Coordinate workforce training programs through Workforce Solutions and LSCO
Promote small business and provide resources for growth by fostering an entrepreneurial environment
Target industry specific companies by attending conferences, building relationships with consultants and advertising
Identify local investors and projects
Ongoing outreach to existing businesses with hands-on technical support
Improve access and availability of healthcare through an ongoing effort to bring an inpatient facility to Orange County
Visit corporate offices of existing and prospective businesses
Form a BRE task force
Grow the EDC network