

What are the Strengths and Challenges of our community?

Strengths

Challenges

Business Strength	How should BOCC leverage/support?
Low cost alternative to large FL markets	<p>Completed at January 13, 2017 EDAC Meeting</p> <ul style="list-style-type: none"> -Providing a matrix that compares DeSoto County in cost savings to Metro area -Highlighting specific examples where demographics are favorable -Promoting our excellent transportation network (particularly roadways) for commerce -Promoting specialty care at DeSoto Memorial Hospital -Improving City roads and Community Appearance -Promoting excellent access to government and responsive customer service by County and City employees -Promote Tourism events that draw people into the Community to see for themselves the strengths -Attract high-end recreation like cutting horses, dog shows, tournaments -Use/Invest in Social Media Marketing -Continue Regional approach -Have Committee members engage youth by speaking with them about business. -Encourage the Chamber to do the same -Create and participate in programs like Junior Achievement, youth entrepreneurial programs, youth business engagement programs, etc. -Promote the fact that we are in a Foreign Trade Zone
Existing agricultural workforce with transferable skills	
Progressive High School Vocational and Dual Enrollment Plans	
Support from State and Utility Economic Development	
Qualified Economic Development professionals	

Challenges/Barriers to Businesses	How should the BOCC address?
Lack of qualified workforce	
Lack of competitive real estate offerings	
Frequent areas of blight	
Lack of funding for economic development	
Poor education attainment	
Increased competition from coastal communities	
Lack of production industry	
Undeveloped technology training resources	
Crop disease/need to diversify agricultural and related processing businesses	

Opportunities

Rising cost of doing business in large FL markets	
Access to Central and South Florida population base	
Increasing population base	
Increasing Taxpayer base	

