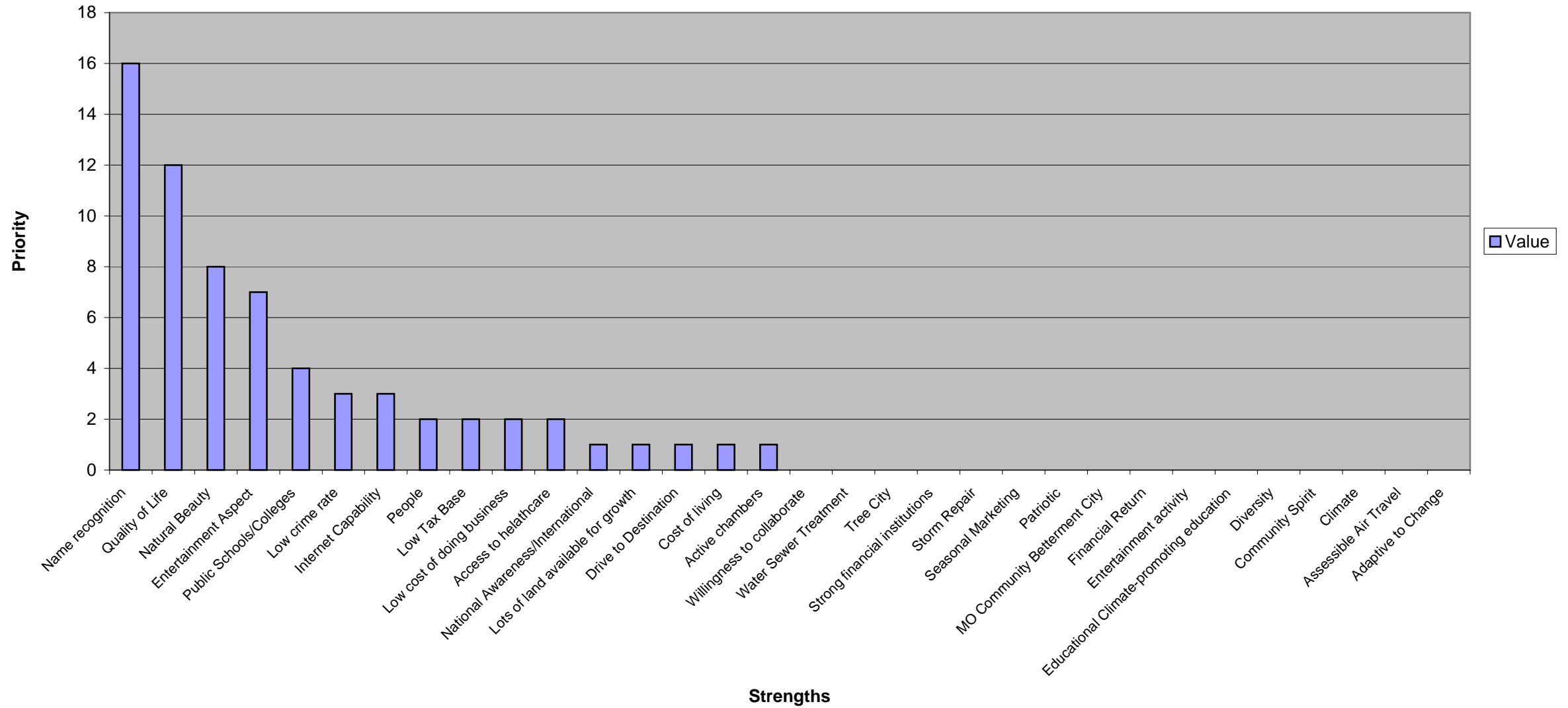


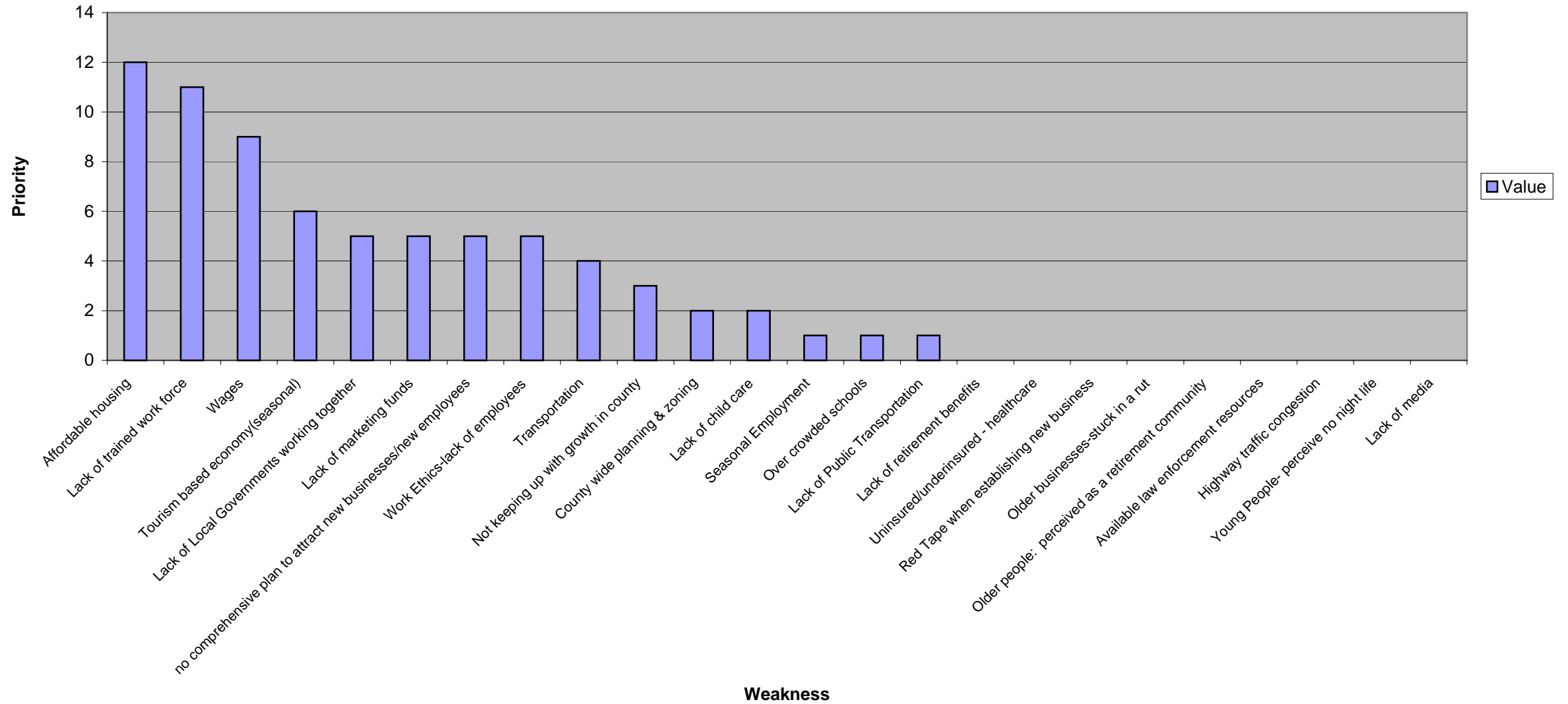
Strengths	Value
Name recognition	16
Quality of Life	12
Natural Beauty	8
Entertainment Aspect	7
Public Schools/Colleges	4
Low crime rate	3
Internet Capability	3
People	2
Low Tax Base	2
Low cost of doing business	2
Access to helathcare	2
National Awareness/International	1
Lots of land available for growth	1
Drive to Destination	1
Cost of living	1
Active chambers	1
Willingness to collaborate	0
Water Sewer Treatment	0
Tree City	0
Strong financial institutions	0
Storm Repair	0
Seasonal Marketing	0
Patriotic	0
MO Community Betterment City	0
Financial Return	0
Entertainment activity	0
Educational Climate-promoting education	0
Diversity	0
Community Spirit	0
Climate	0
Assessible Air Travel	0
Adaptive to Change	0

### Strengths of Doing Business in Taney County



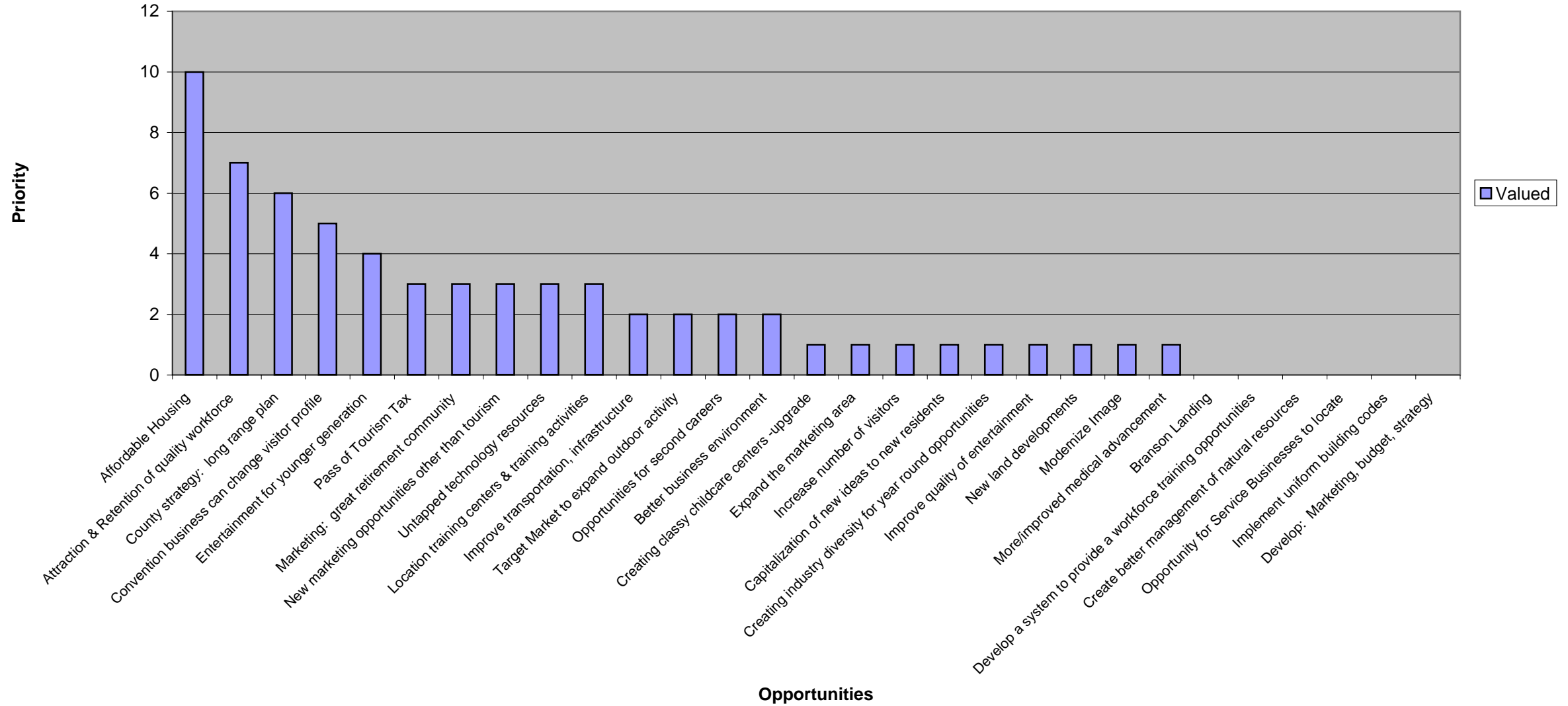
Weaknesses	Value
Affordable housing	12
Lack of trained work force	11
Wages	9
Tourism based economy(seasonal)	6
Lack of Local Governments working together	5
Lack of marketing funds	5
no comprehensive plan to attract new businesses/new employees	5
Work Ethics-lack of employees	5
Transportation	4
Not keeping up with growth in county	3
County wide planning & zoning	2
Lack of child care	2
Seasonal Employment	1
Over crowded schools	1
Lack of Public Transportation	1
Lack of retirement benefits	0
Uninsured/underinsured - healthcare	0
Red Tape when establishing new business	0
Older businesses-stuck in a rut	0
Older people: perceived as a retirement community	0
Available law enforcement resources	0
Highway traffic congestion	0
Young People- perceive no night life	0
Lack of media	0

## Weaknesses of Doing Business in Taney County



Opportunity	Valued
Affordable Housing	10
Attraction & Retention of quality workforce	7
County strategy: long range plan	6
Convention business can change visitor profile	5
Entertainment for younger generation	4
Pass of Tourism Tax	3
Marketing: great retirement community	3
New marketing opportunities other than tourism	3
Untapped technology resources	3
Location training centers & training activities	3
Improve transportation, infrastructure	2
Target Market to expand outdoor activity	2
Opportunities for second careers	2
Better business environment	2
Creating classy childcare centers	
-upgrade	1
Expand the marketing area	1
Increase number of visitors	1
Capitalization of new ideas to new residents	1
Creating industry diversity for year round oppor	1
Improve quality of entertainment	1
New land developments	1
Modernize Image	1
More/improved medical advancement	1
Branson Landing	0
Develop a system to provide a workforce trainir	0
Create better management of natural resources	0
Opportunity for Service Businesses to locate	0
Implement uniform building codes	0
Develop: Marketing, budget, strategy	0

## Opportunities of Doing Business in Taney County



Threat	Valued
Low Labor Pool	14
Lack of Affordable Housing	10
Lack of Unification on Local Issues	
-political entities	7
Drug related criminal activity	6
Failure to Plan Well Thought Out:	
-safety plan	4
County wide lack of coordinated plan	4
Deterioration of water quality	4
Loss of:	
-Can't retain employees due to lack of competitive wages	3
Lack of diversity of Industry	3
Absence of Direct Convenient Air Travel	2
Lack of Public Transportation	2
Loss of political base to support the area	2
County wide unplanned/uncoordinated development	2
Protecting WaterSupply	1
Failure to attract new Businesses/New kinds of Entertainment	1
Environmental preservation	1
Underfunded Marketing-State/Local	0
Need individuals with upper level management skills	0
Lack of Incentives for new business/start ups	0
Political Subdivision	
-Threat to status quo	0
Not open to new and fresh ideas	0
Threat of better organized entities pulling business away from area	0
Increased cost of development	0
Ability for small business to compete & keep up with change	0
Loss of some key business	
-major players	
Not Open to competition	
-monopolizing	

## Threats of Doing Business in Taney County

