

ED Day 9/12/2013

## Visible Threats and Opportunities

### Threats/Weaknesses

Corporate Taxes Too High

Federal and State Regulations/Polices Threaten Business Practices

Need a Statewide Perspective on Incentives for Industry

Bedroom Community Stigma

Out-Marketed/Out-Spent

Lack of Retail Opportunitites

Culturally Behind Other Communities

Lack of Available Industrial Buildings

Growing Unemployment

Lack of Living-Wage Jobs

Inadequate Public Transportation

Lack of Available Affordable Housing

Need a Community Brand Image

Insufficient Broadband Coverage

### Opportunities/Strengths

Good Location - convenient to Greensboro, RTP, portions of Virginia

High Quality of Life

Small Town Atmosphere Provides a Sense of Community for Residents and New Businesses

Low Taxes

Readily Available Workforce

Utility Capacity - Affordable Land/ Water Access

Airport

Good Cooperation Between Existing Industry and Citizens

Strong Existing Utility Infrastructure

Educational System - Pre-K, K-12, Charter Schools, Homeschool Group, Community College

People with a Progressive Mindset

Small Business Ready