



Campbell County
Economic Development
Corporation

■ ECONOMIC DEVELOPMENT ■ COMMUNITY DEVELOPMENT ■ WORKFORCE DEVELOPMENT

Gillette SWOT Workshop Thursday, October 8, 2009

<u>Weaknesses</u>	<u>Freq.</u>
There is a lack of diversity within our overall business climate with too much dependence on the minerals industry for revenues, job creation, and business growth.	19
Many young people are not ready for employment because they have an undesirable work ethic with poor customer service skills	10
Lack of a diversity and number of retail outlets; lack of training in how to build the retail sector.	9
Our geographic location is such that it is difficult to attract new industries and development as well as its impact on tourism growth. Far from many markets.	9
Gillette and Campbell County have a negative image – socially, esthetically, and the boom/bust mentality.	8
Lack of investment capital for business growth and development (e. g. Tax Incentive and Finance, T.I. F.)	7
Lack of 24-hour child care within the community, which limits employee opportunities	6
Campbell County is typically not a gateway or destination area for tourism	5
We are below the critical mass (50,000 residents) for many new businesses to consider locating into the community	5
Limited opportunities for career technical training within the community, which means many young people move away for their education and may not return.	5
Currently do not have a business-ready industrial park.	5
Relatively high cost of living	5
Water availability could be a weakness if we do not obtain new water sources for Gillette	4
Poor economic support for existing small businesses – too much emphasis on attracting new businesses such that we are neglecting to take care of what we have	3

We do not always walk our talk in that we say we are for sustainable development, but then local companies use services and obtain products from out of the area vendors when there are vendors locally who could support them	3
Substance abuse issues exist within the community.	3
Gillette is not identified as a “go-to” place; poor promotion of who and what we are.	3
There has been little change in the nature of business growth	2
No public transportation system	2
Lack of choices, availability, and diversity for housing	2
Limited corporate-level jobs to have higher paying jobs within the community and opportunities to retain experienced professionals.	2
Lack of senior care facilities and medical support	2
National-level regulations are not conducive to a carbon-based economy.	2
Zoning requirements – building façade; restrictions and regulations	2
Health care politics and fragmentation	2
Poor customer service in many stores and businesses	2
Leakage of money out of our community for goods and services due to a lack of such outlets locally.	2
“Good ol’ Boy” Attitude – prevents new ideas and fresh faces from emerging	2
Transient population results in people who are not committed to the community.	2
Lack of a community center; urban sprawl without a clear retail center	2
Limited air service	2
Government could be more pro-business	2
No public incentives for growth	2
We do not have a 4-year College/University	1
There are few entry-level opportunities, which means many leave the County after high school	1