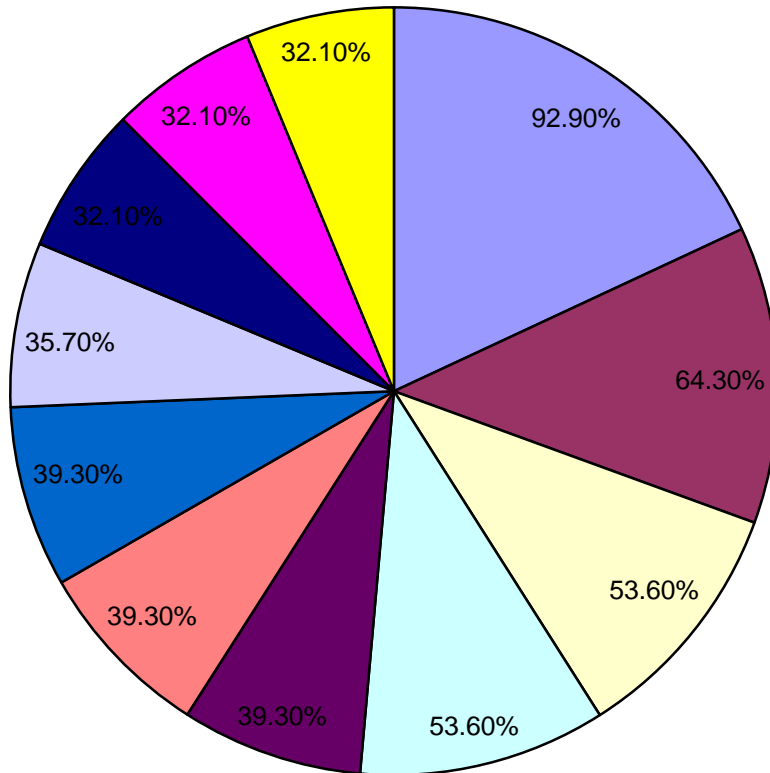


## Top 10 Weaknesses



- There is a lack of diversity within our overall business climate with too much dependence on minerals industry
- Negative image - socially, aesthetically and the boom/bust mentality
- Lack of diversity and number of retail outlets; lack of training in how to build the retail sector
- Relatively high cost of living
- Geographic location is such that is difficult to attract new industries and development as well as its impact on tourism growth
- Lack of 24 hour child care limits employee opportunities
- Below the critical mass (50,000 residents) for many new businesses to consider locating into the community
- Lack of a community center; urban sprawl without a clear retail center
- Lack of investment capital for business growth and development (e.g. tax incentive and finance, T.I.F.)
- No business ready industrial park
- Leakage of money out of our community for goods and services due to lack of such outlets locally