



May 1, 2012

**Meeker Chamber of Commerce
Rio Blanco County
Town of Meeker**

Introductions

Economic Picture of Rio Blanco County - Presentation

SWOT Analysis – Strengths – Weaknesses – Opportunities - Threats

Strengths

- ◆ Low County Mill Levy
- ◆ Natural Resources
 - Oil and Gas
 - Coal
- ◆ Clean Air and Water
- ◆ Recreation – Tourism
- ◆ Strong Business Community
- ◆ History
- ◆ Agriculture
- ◆ Educated Workforce
- ◆ OHV Trail
- ◆ Health Care
- ◆ Strong Schools
- ◆ Quality of Life
 - Low Crime Rate
- ◆ Increased Development Up-River
- ◆ Enterprise Zone

Weaknesses

- ◆ Lack of “shovel – ready” sites
- ◆ Population
- ◆ Have not identified our list of assets
- ◆ Location – Remote
- ◆ Limited Transportation infrastructure
- ◆ Un-willingness to grow
- ◆ Taxing Entities not working together
- ◆ Lack of Skilled Workforce
- ◆ High Cost of Living - Low Wages
- ◆ Outside Competition
- ◆ Information Technology Limitations
- ◆ Sales Leakage
- ◆ Regulations
- ◆ Un-engaged Local Government
- ◆ No public input on Local Government Capital Projects
- ◆ Internet competition
 - Vacation Homes Up-River - Separate Community & Increased property value
- ◆ Climate (long winters)
- ◆ No Active Business Recruitment
- ◆ Community Disconnect with Government
- ◆ Core Jobs/Businesses leaving RBC
- ◆ No Diversity of Economic Base
- ◆ Job Retention
- ◆ Decreased Consumer Spending
- ◆ The “Island” Effect – lack of entertainment
- ◆ Communication Between Businesses and Consumers
 - Buy Local (education)

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Opportunities

- ◆ Government – Business connection/Road Map
- ◆ Incentives From Local Government
 - Enterprise Zone
- ◆ Data Storage Opportunities
- ◆ Land Capacity – Comprehensive Plan
 - Asset Mapping – State of Colorado
- ◆ Grant Opportunities
 - CDBG Grants (Infrastructure)
- ◆ Economic Development Office
- ◆ OHV – Tourism
- ◆ Build Relationships with Industry
- ◆ Empty Buildings Put To Use
- ◆ Location Neutral Businesses
- ◆ Local Government Accessibility

Threats

- ◆ Un-Engaged Local Government
- ◆ Visible Government Departments – Don't know who to call for specific questions
- ◆ Connection Between Local Businesses and Local Government
- ◆ No Vision. Lack of Long Term Goals For Our Community
- ◆ Boom & Bust of Industry
- ◆ Other Communities Recruiting Businesses Away From Meeker/RBC
- ◆ Regulations – Too Much Red Tape At All Levels of Government

The final question of the night – Are we ready to take on new businesses? Answer: NO
Steps need to be taken to ensure we are ready to promote existing and new businesses.

Next Steps

- 1) Complete Economic Development 101 with Kari Linker facilitating – June 25, 2012, 6:00 p.m.
- 2) Form an Economic Development Council
 - Create a vision
 - Create short term and long term goals
 - Stay the Course
- 3) Website Information

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**Economic Development Community Meeting
Tuesday, May 1, 2012**

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