

Chapter 6: SCEDD Regional SWOT Analysis

Introduction

The 13 counties that make up SCEDD, are as rich in economic strengths as they are diverse in character and geography. From dry grass prairies and canyons to 14,000-foot peaks, the area is huge in size -- larger than Vermont and New Hampshire combined. It is important throughout this SWOT analysis that, while many of the regions share similar Strengths, Weaknesses, Opportunities, or Threats, many of the counties have different reasons for how each category identified within the SWOT affects their county.

The SWOT analysis was conducted at each county level over two public meetings. In total, 26 meetings were held with local government officials, business leaders, economic development professionals, and interested members of the public. Participants discussed how each category applied to their county and, if checked in the tables below, why the SWOT would apply to their county. If the “per each SWOT category” is not checked in the table, this means that the category does not apply to the county.

The SWOT analysis served as the guide for the development of Economic Implementation Strategies contained in Chapter 8. In each county, economic projects, policies, and programs that would address or improve the SWOT analysis were identified and prioritized for each sub-region.

Finally, threats were broken into “Natural or Environmental” and “Economic”. The analysis of Natural and Environmental threats was vetted through each county’s FEMA-sponsored Hazard Mitigation Plan. The Economic threats focused on potential shocks to the economy of each county.



Pumpkin Field, Otero County