

**Directions**

Fill out each section below (sections I-VII below) from the perspective of *your* *industry or sector*, rather than the entire economy of Island County. You can use examples provided, if appropriate, or simply touch on the each of the important topics listed out in Definitions section below. The analysis should also be as specific as possible, or put another way, it should be both macro and micro. For example, rather than simply saying that research and innovation within the industry is a strength, be specific about which parts of the industry this is true for or note examples of the actual innovations. **Email the filled out form to Jennifer Noveck at** **ceds@edcislandcounty.org****.**

**Definitions**

1. Strengths and weaknesses are **internal industry attributes that can be changed over time**.
	1. Some strengths and weaknesses to consider: advantages and features that set the industry apart, unique or low cost resources and services, positive attitudes and public opinions about the industry, relations with major investors, positive relations with government and public administration, level of expertise available locally, R&D capacity and capabilities, etc.
2. Opportunities and threats are **external to the industry and cannot be controlled** directly by the community or industry.
	1. Some opportunities and threats to consider: economic outlook, global and sectoral trends, technology, state and federal legal and regulatory landscape, large employers, competitors, strength of the dollar vis-à-vis Canadian dollar, other factors such as industry consolidation/monopolies.

**Purpose of a SWOT Analysis**

According to the International Economic Development Council, a SWOT analysis “should aim to provide a clear picture of community assets that are important to local businesses, as well as community weaknesses that need to be addressed” (pg. 16).

**START INPUT HERE 🡪**

1. **What sector/industry is your business or work?**
2. **What is your primary residence zip code?**
3. **What is your primary work/business zip code?**
4. **STRENGTHS OF MY SECTOR**

Examples: Market is growing, technological strengths and development help survive competition, national/global/state-wide presence, control / power within the supply chain, strong relationships with government, high level of expertise within the County, diversity of new growth businesses, talent supply, quality of life, etc.

1. **WEAKNESSES OF MY SECTOR**

Examples: Lack of accessibility, lack of housing for workers, decline in R&D innovations, high costs of inputs, equipment, land, etc., obsolete products, loss of brand / product recognition, lack of diversity and equity within industry/sector, decaying infrastructure, etc.

1. **THREATS TO MY SECTOR**

Examples: Climate change, regulatory environment, US Canada border closure, saturated market, foreign competition, etc.

1. **OPPORTUNITIES IN MY SECTOR**

Examples: New legislation, opportunities for innovation and R&D, changing customer habit, online shopping, e-markets, etc.

**How your SWOT input will be used in the CEDS Report**

We are collecting SWOT analyses feedback from industries and jurisdictions within Island County. Each SWOT will be considered and included as appropriate in the County/Region SWOT and a summarized version (or a graphic/visual interpretation) may be included in the final CEDS report or appendices. The SWOT analyses will also inform the CEDS vision, priorities, goals, and sub-goals. Check out the [CEDS FAQs](https://edcislandcounty-my.sharepoint.com/%3Ab%3A/g/personal/ceds_edcislandcounty_org/EdiDknyek7dJosTSO2RkE-gBpXsW4Zmou0EOWpxTk890kA?e=6bNbNN) for more information.

If you have an existing SWOT analysis that was completed in the past 1-2 years for your industry, please simply share with us the SWOT you already have completed.

**Questions?** Email Jennifer Noveck at ceds@edcislandcounty.org