

April 23, 2014

Rangely Chamber of Commerce • Rio Blanco County • Colorado Office of Ec. Development & International Trade

## SWOT Analysis

### Strengths:

- Water Districts
  - Strongly represented
  - Reservoir (50 year plan)
- Availability of water resources
- Raw water expansion
- Available infrastructure
  - Water
  - Sanitation
  - Electricity
- Industrial Park
- Available Commercial Properties
- Outdoor recreation
  - Diversity
  - 2 world class rivers
- Golf Course
- Rockcrawling Park
- Dinosaur National Monument
- Dinosaur Diamond Scenic Byway
- CNCC
- Energy Industry
- Strong Recreation District
- New hospital – expanded services
- General healthcare availability
- Location / Quality of Life
- Highways 40 / 64 / 139
- Low Crime Rate
- Low Cost of Living
- Low property tax
- Low utility tap fees
- Low utility pricing
- Fairgrounds
- Full time Chamber Director
- CNCC Networking Meeting
- An improving Workforce Center
- Rangely Airport
- RDA Façade Grants
- Town is “open” for business
- Improving RBC Permitting

### Weaknesses:

- Diversity of specialized healthcare offerings
- Lack of entertainment options
- Lack of amenities – sales tax leakage
- Community communication
- Marketing
- Resistance to change (concerning growth)
- Population size – no voice politically/unequal representation at the state/fed level
- Main Street isn’t “vibrant”
- Energy Industry dependency
- Unemployment rate is very low; possibly not as much available workforce
- Housing options and availability
- Remote location
- Transportation
  - Road conditions
  - Few affordable shipping options for businesses to export products
- Source water offerings
- Broadband shortcomings
- Non diverse economic base
- Transient workforce
- School funding
  - Continual transition of employees
- Perception of being “unfriendly” to OHV riders (ticketing)

April 23, 2014

Rangely Chamber of Commerce • Rio Blanco County • Colorado Office of Ec. Development & International Trade

## SWOT Analysis

### Opportunities:

- Improvements to permitting process
- Strengthening the “voice” of RBC
  - GOCO funding
- Main Street improvements
- Growth of CNCC
- Capitalizing on the White River for tourism purposes
- Expanding recreational opportunities
  - OHV Travel
  - Trail System
  - Cross Country Skiing
- Increasing water storage
- Benefitting from Highways 40 / 64 / 139
- Industry development
- Conduct a Labor Study
- Expanding workforce
  - Skills / education
  - Availability
- Expanding Broadband Services
- Utilizing federally managed lands
- Expanding healthcare services
- Expanding roads – growth to Utah
- School Trust Lands
- Conduct Sales Tax Leakage Study

### Threats:

- Outside competition
  - Vernal
- Federal Regulations
  - Land Use – Wilderness Study Areas
- State Legislation and Regulations
  - School Funding
  - Energy
  - Land Use
  - Gun Control
- Education System
  - Out migration of students
- Perception of oil field / energy industry depletion of resources