

Adams County: Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis/Asset  
Mapping

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## Introduction

The research team held a SWOT meeting with stakeholders in Adams County in 2019. Additionally, information concerning the county's strengths, weaknesses, opportunities, and threats was gathered through further stakeholder interviews and a community engagement meeting. The research team used this information together with the data in the economic scan to complete the SWOT analysis which can be seen in figure 2.1.

Furthermore, the research team used the information gathered to identify assets in Adams County. These assets were divided into four sections which can be seen in figure 2.2. This asset map shows the physical and unchangeable assets, the currently available institutions and citizen associations, and the community champions who would support change and economic development projects in the county.

Finally, the research team, with the help of the OVRDC team, created a GIS map of Adams County showing particular assets of interest to Adams County. These include retail, lodging and recreation. The map helps to show the distribution of such assets and potential for capitalizing on such assets. This can be seen in figure 2.3.

## Adams County SWOT Chart

Figure 2.1 shows the SWOT Chart for Adams County. The SWOT analysis identifies the strengths, weaknesses, opportunities and threats facing Adams County. Strengths and Opportunities recognize the positive aspects and potential in Adams County. Weaknesses and Threats show the negative aspects affecting Adams County. While the strengths and weaknesses show factors internal to Adams County, Opportunities and Threats contain external factors. External factors are unlikely to change due to the actions of Adams County. For example, Adams County's relative position to metropolitan areas and to the Ohio River is unlikely to change regardless of actions taken by the county. Likewise, Adams County is unlikely to be able to address the opioid crisis that is affecting the country and more coordinated regional efforts would need to be made. However, the internal factors are identified as areas where Adams County can improve their weaknesses or bolster their strengths. The SWOT analysis was conducted using the data from the demographic and economic scan as background. The SWOT analysis was further refined using the data gathered from meetings, interviews and focus groups.

**Figure 2.1: Adams County SWOT Chart**

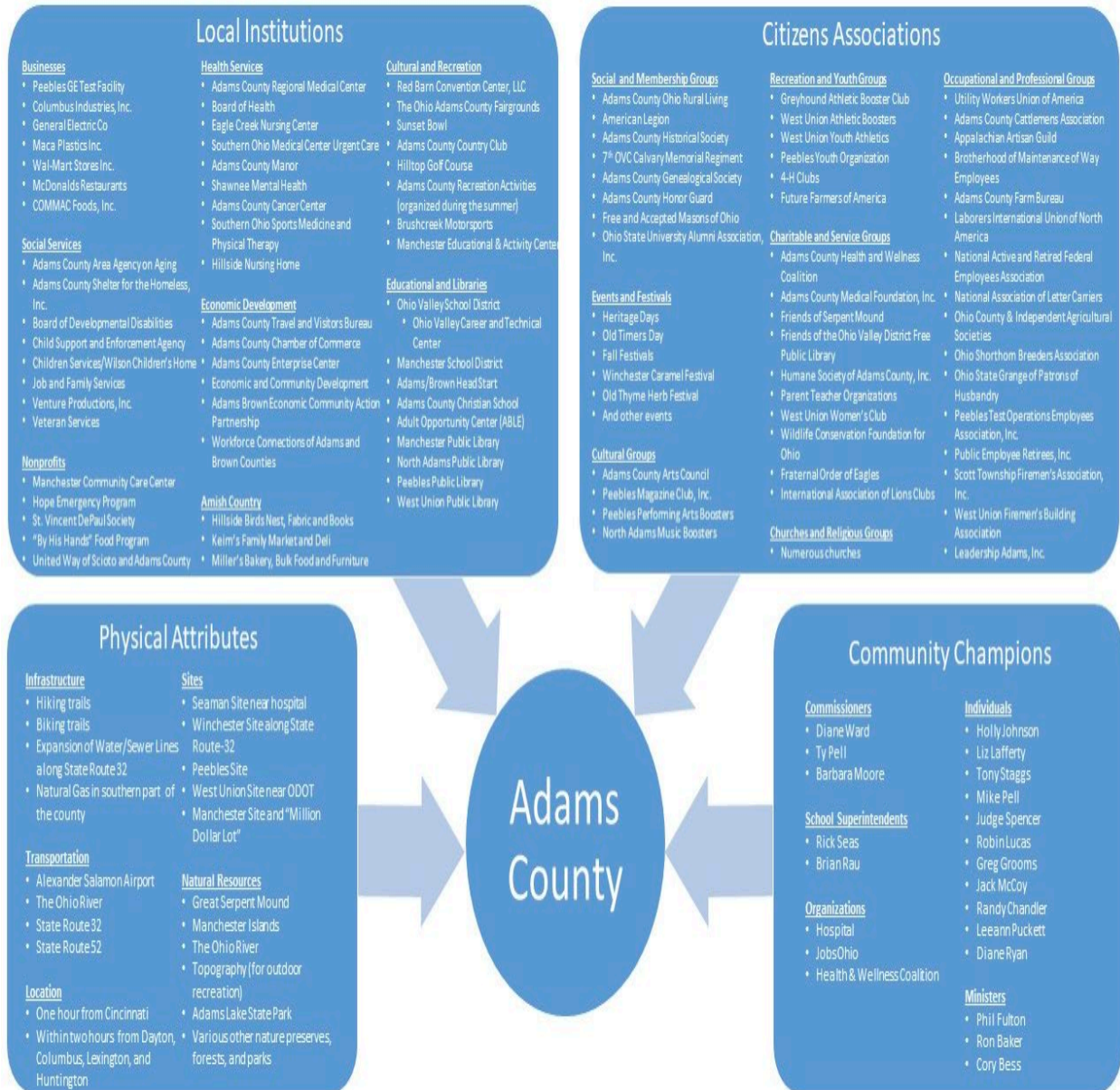
Strengths	Weaknesses
<p>Available land (industrial and residential)                      Available, productive and mobile workforce                      Low cost of living                      Community is compassionate, supportive, close knit, and willing to move forward                      Strong entrepreneurial spirit                      County leadership                      Good school districts                      Abundant tourism assets</p>	<p>Lack of access to private capital                      Lack of zoning laws                      No Shovel-Ready sites                      Aging and insufficient infrastructure                      Pockets of run down areas in all the villages                      Insufficient funding for county programs and improvements                      Lack of childcare services                      Insufficient transportation                      Inadequate housing stock                      Lack of training center and community college                      Untrained/unskilled workforce</p>
Opportunities	Threats
<p>Proximity to metropolitan areas                      Abundance of natural resources                      Access to Ohio River                      Large Amish population                      A business incubator and a workforce development center are being created                      Potential for repurposing the closed DP&amp;L sites                      Could draw on Cincinnati entrepreneurs                      Possibility for development and entrepreneurs along the Ohio River                      Adjust county marketing schemes to promote county</p>	<p>Opioid crisis                      Floodplain in Manchester and along Ohio River                      Out Migration of young adult labor force contributing to “brain drain” and an aging population                      Small financial base and shrinking tax revenue                      High poverty and unemployment rates                      Residents seeking services, entertainment, shopping, etc. outside of Adams County                      Unable to offer better financial packages to implement infrastructure                      Political uncertainty for future funding</p>

***Adams County Asset Map***

Figure 2.2 shows the asset map for Adams County. The asset map breaks down Adams County’s assets into four categories: Physical Attributes, Local Institutions, Citizens Associations, and Community Champions. The Physical Attributes of Adams County include the aspects of Adams County that are unlikely to change, such as the location, transportation/roadways, and the current infrastructure systems. Local institutions include businesses, nonprofits, and social and health services found within Adams County. Citizen Associations include membership, social, and professional organizations in Adams County. Finally, the Community Champions are individuals

and a few organizations who were identified by members of the Adams County community as the people who are leading Adams County forward and would be the individuals most helpful in promoting growth in Adams County in the future.

**Figure 2.2: Adams County Asset Map**



## Map of Adams County Assets

Figure 2.3 maps the physical location of some of the assets of Adams County. In particular, the map shows the retail businesses, restaurants, tourism assets, lodging locations, and development sites. Furthermore, additional interactive layer maps were created that can be used to further explore each subcategory in more depth. Likewise, these maps contain the addresses and names of the businesses at the location. These maps can be used in web page applications. Figure 3 shows that while assets like tourism are spread throughout the county, restaurant and retail assets tend to be clustered in the villages. Additionally, while Adams County has campgrounds and vacation rental type lodging, the county lacks options in hotels and motels.

**Figure 2.3: Map of Adams County Assets**

