



**Summit  
Consolidated SWOT  
(Top three from each group, duplicates removed)**

**Strengths:**

- Work Force
  - Quality
  - Educated population
  - Diversified
  - Ability to retain work force
- Philanthropy Mecca (El Pomar)
  - Nonprofit Sector- has philanthropic base to fill voids
- USOC/other Olympic governing bodies located here
- Regional Beauty
  - Physical environment
  - Healthy Lifestyle/recreation opportunities
- Place of Personal Choice
- Favorable Political/Economic Growth
- Peoples Desire to do and be better
- IT/Transportation Infrastructure
- Military and Defense Sector
- Education System- higher education with emphasis on technical (i.e. nursing and engineering)

**Weaknesses:**

- No history of thinking regionally tend look inwardly
- Lack of clear identity/brand
- Least funded K-12 education (i.e. light rail to Denver)
- Alternate Transportation
- Lots of talk but little action
- Limited collaboration among public officials (city, county, state)
- Lack of involvement by the public in political process
- Low graduation rates
- Populations negative attitude driven by media
- Fiscal model flawed at city, county and state levels
  - Too much dependence on sales tax revenue
- Few corporate headquarters based in region
- Lack of direct flights from regional airports
- Water availability for long run (storage, supplies etc.)
- Not connected to Denver (state capital)

- Not a business friendly state right now

**Threats:**

- Thinking too small
- Taxes on Businesses (i.e. regulation compliance)
- Too much reliance on federal money
- Political uncertainty
- Our voice is overpowered by voice of Denver
- Inability to address realistic tax policy
- Ballot process-we govern by referendum
- Not maximizing metropolitan area
- Old fashion education system
- Poor resource management (i.e. lack of governance)
- Regional entities compete against each other
- Challenges caused by Urban sprawl/lack of downtown vibrancy
- BRAC's ability to close bases
- Poor economy
- Lack of understanding of cultural difference that resides in southern Colorado
- Aging of our regions population and burden it places on the system

**Opportunities:**

- Creating a regional identity/brand (B/I)
- Utilize and leverage regional assets and resources (military/defense, sports orgs. Nonprofit orgs. Tourism, USOC) (I)
  - Create better collaboration and cooperation between key assets in the region (I.e. education resources, government entities, others?)
- Better understand and align educational system and business (W/E)
  - Work with school districts to be more accountable to workforce/business needs
  - Leverage education resources we have
  - Create a workforce for jobs of the future
  - Leverage retired military workforce
- Attract clean tech to region (I)
- Leverage medical resources in region (W/E)
- Develop and effective regional advocacy voice for public policy (state and federal) (A)