

## Business Summit 2009 SWOT Listings

GROUPS	Strengths	Weaknesses	Opportunities	Threats
<b>Group 1:</b> Ramona Locke	Experience at Chamber Mass Transit community	No one major corporation that employs citizens owned businesses Bad infrastructure- no sidewalks Appearance of homes/ businesses Public Education	Balch Springs is not land locked	Crime Inexperienced workforce bedroom comm. Attracting families to Balch Springs Lack of identity Undesireable businesses- need rezoning
<b>Group 2:</b> Alvester Gibson	Family Population Diversity  Location Undevelopment of land	Street repair Lack of retail businesses Lack of transportation  Not having our own school district Dart tax	New development Transportation Marketing/ advertising the city	Lack of police force Growth reluctance Vacant homes  High water & sewer rates/ fees Gang involvement
<b>Group 3:</b> Dr. Joy Gates Black	Mass Transit  Freeway Signage  Small Town (in a city) Acces via freeway to other cities	Lack of mfg.- major corporation employment Lack of event facilities (mtg/auditoriums) Lack of entertainment (water park, theatre, etc) Lack of shopping mall Only small business	Small business opportunities  Freeway entrance/ access	Major retail- threat to small business Types of business that encourage crime  Crime rate Speedtraps
<b>Group 4:</b> Sergio Garcia	Location (acces to freeways 635, 175, & I20) Room for growth Dallas hub (transportation through Balch Springs) Property values affordable  Proximity of dallas	Infrastructure needs improvements Lack of large corporations  Community perception Workforce  Code enforcement	Improving perception of community Educating workforce (youth)  Community involvement	Incidents off I-635 Bio-hazard threats (hwy I-635) Keeping tax dollars from leaving community Community perceptions  Instability in community leadership