

SAN BENITO COUNTY ECONOMIC DEVELOPMENT ELEMENT SWOT ANALYSIS

Documents Resourced

Research, analysis and strategic assessments of recent local and economic development and general plan work conducted in other regions and compared to the San Benito County General Plan. A SWOT analysis was created as an outcome of the research. The following regional economic development elements and other documents were reviewed:

- i. 2035 San Benito County General Plan, General Plan Update Opportunities and Challenges Report November 2010
- ii. San Benito County Workforce Development Board Rapid Response & Layoff Aversion Report October 2016,
- iii. City of Hollister 2005-2023 General Plan, economic development priorities, strategy, hotel market demand study, hotel marketing study, retail potential and leakage studies,
- iv. The economic development element of the 2035 San Juan Bautista General Plan,
- v. The City of Gilroy economic development strategic plan,
- vi. City of Watsonville 2008 Economic Development Strategy, business attraction reports
- vii. The City of Salinas economic development element lauded by the American Planning Association and Association of Environmental Professionals with awards of excellence,
- viii. Monterey County 2015 Economic Development Strategic Plan, 2010 General Plan and winery corridor plan,
- ix. Presentations and reports from the Monterey Bay Economic Partnership and other regional organizations,
- x. The report compiled by BALLE (Business Alliance for Local Living Economies) in 2005, opportunities at the San Benito County Resource Recovery Park,
- xi. February 2015 Memorandum of Understanding between the City of Hollister and the San Benito County Chamber of Commerce for a Tourism Marketing Campaign,
- xii. 2020 Sonoma County General Plan specifically, the agricultural resources element
- xiii. Comprehensive Economic Development Strategies: 3CORE, Inc. Economic Development District 2016-2021 (Butte, Glenn & Tehama Counties), Glenn County CEDS Update Report 2015, 2016 Sonoma-Mendocino Counties, 2013-2017 CEDS for the Sierra (El Dorado, Placer, Nevada Sierra) Economic Development Corporation, 2015 Marin County CEDS, 2010 Kings County CEDS, 2014 Yolo County CEDS