

# SWOT Analysis Summary

## STRENGTHS

### Group 1:

1. Natural resources
2. Potable water
3. Business opportunity
4. Medical facilities
5. Land availability
6. Regional commercial
7. Retirement/2nd home
8. Major highway

### Group 2:

1. Lake
2. Natural resources
3. Medical opportunities
4. Educational institution
5. Citizens
6. Friendly/welcoming
7. Beauty

### Group 3:

1. Lake
2. Natural beauty
3. Good neighbors
4. Retail shopping hub (sales tax)
5. Park system
6. Historical district
7. Ability to host events

## WEAKNESSES

### Group 1:

1. Land availability \$
2. Development cost
3. Housing (reasonable)
4. Work force
5. Limited thoroughfare

### Group 2:

1. Geographic limitations
2. Infrastructure – streets
3. No downtown visibility/gateway
4. Business perception & restoration
5. FEMA/floodplain
6. Underutilization of lake

### Group 3:

1. Allocation of funds
2. Downtown visibility
3. Lack of industry – manufacturing
4. Affordability
5. Water
6. Lack of affordable housing
7. Outdated police station
8. Debt

## OPPORTUNITIES

### Group 1:

1. Future growth (residential and commercial)
2. Railroad spur
3. Lakefront
4. Park system/recreation
5. Conventions

### Group 2:

1. Entertainment
2. Purple pipe
3. Sports complex
4. Convention center
5. Parks
6. New businesses
7. Better zoning
8. Downtown
9. Underutilization of lake
10. Tax base

### Group 3:

1. Lake/downtown
2. Conservation of resources
3. Location
4. Increase home ownership

## THREATS

### Group 1:

1. Land availability \$
2. Work force
3. Leakage
4. Zoning & land use ordinance

### Group 2:

1. No medium income housing
2. Water
3. Refocus toward 71/281
4. Traffic
5. Labor force (no drugs/qualified, not temporary)
6. Tax base

### Group 3:

1. Rapid growth
2. Lack of work force
3. Drought
4. Economic