

# SWOT Analysis

## Results

**SWOT** = **S**trengths, **W**eaknesses, **O**pportunities, **T**hreats

# SWOT Analysis

Completed by the Village Board on July 24, 2018



## Strengths

---

- Low Property Taxes
- Locations (Near Intersection of I-39/I-29, Between Stevens Point and Wausau, and Close to Central Wisconsin Airport)
- Various Forms of Quality, Affordable housing.
- Education and School systems.
- Low Crime rate.

## Weaknesses

---

- Few Businesses
- Access to Highway 39
- Water Issues for Both Supply and Water Quality
- Floodplain Issues
- Village Debt
- Safety Concern West of the CN Railroad Tracks

## Opportunities

---

- Underutilized Parks with Limited Offerings
- Bringing New, Young Families into the Decision Making Process
- Find Creative Solutions to Solve Tough Issues (Sharing of Resources with Other Municipalities, Recruitment Issues for Fire Department, Explore Internship Opportunities)
- Business Growth Opportunities along Old Highway 51 and Maple Ridge Intersection

## Threats

---

- Other Municipalities with Deeper Pockets and More Tax Incentives Taking Our Business Opportunities
- State Limitations on Local Control (Unfunded Mandates, Dwindling State Aid Funds, and PILOT Payments)
- Poor Cell Service and Internet Service in Some Areas
- Vacant Land in TID's