

City of Brillion Comprehensive Plan Committee Identifies Local Issues and Opportunities

On Monday, March 5, 2001, the City of Brillion Comprehensive Plan Committee participated in a workshop facilitated by OMNNI Associates to discuss community issues and opportunities. Fifteen (15) members of the Brillion Comprehensive Plan Committee were in attendance, including several Planning Commissioners and Mayor Robert Mathiebe. The purpose of the workshop was to conduct a strengths, weaknesses, opportunities, and threats (SWOT) analysis.

WHAT IS A SWOT?

A SWOT is a planning exercise used to get residents thinking about:

- where they have been;
- where they are;
- where they want to be in the future; and
- how they want to get there.

What follows is a brief description of a strength, weakness, opportunity, and threat as used in a SWOT.

Strength *Something that makes the City of Brillion stand out when compared to other cities. Something that makes you proud to call Brillion home. A strength can be a physical asset, a program, or an environmental condition (i.e. friendly community atmosphere).*

Weakness *Opposite of a strength. Problem that needs to be addressed.*

Opportunity *Something that Brillion could do to improve or advance itself. A potential. Something Brillion has to offer that other communities do not.*

Threat *A threat may be internal or external. A threat can be anything that could jeopardize the future success of the City of Brillion.*

WORKSHOP ACTIVITIES

The workshop began with participants individually writing down their SWOT ideas for the City of Brillion. Immediately thereafter, all of the participants shared their ideas to create a master list of Brillion's strengths, weaknesses, opportunities, and threats. After everyone had shared their ideas, participants were asked to pick what they believed to be the most important strength, weakness, opportunity and threat in the City of Brillion. Finally, participants were asked to identify on a map of the City of Brillion the areas that they feel are most critical for the Comprehensive Plan to address.

WORKSHOP RESULTS

During the hour-long workshop, the Comprehensive Plan Committee listed almost 80 different strengths, weaknesses, opportunities and threats for the City of Brillion. What follows is a listing of some of the most popular ideas.

Brillion's *strengths*, as identified by the Comprehensive Plan Committee, include:

- **High-quality, well-maintained housing**
- **A large industrial base to support the local economy**

- A good quality of life and family friendly environment
- A great location between Appleton, Green Bay, and Manitowoc

Weaknesses that the City of Brillion must address include:

- A high tax rate
- Limited shopping opportunities
- No child care services (i.e. day care)
- A high vacancy rate downtown
- Lack of diversity in the local job market

Opportunities identified at the workshop include:

- Downtown redevelopment
- The City's central location as a marketing draw
- USH 10 and the overall transportation

Threats to the successful future of the City of Brillion include:

- Increased taxation
- Sprawl ("strip mall" looking) development along USH 10 and elsewhere in the City
- Fear of change on the part of residents and local businesses
- Limited jobs and activities for youth

HOW INFORMATION WILL BE USED

The information obtained at the workshop will be used in developing the City of Brillion Vision Statement. Moreover, this information will be useful when considering questions to include in a community survey. In addition, the SWOT information establishes priorities for planning research and begins to focus attention on possible goals and objectives to be included in the plan.

For additional information on the planning program, please contact any committee member or, Bill Elman or Amy Emery of OMNNI at 1-800-571-6677.

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