SWOT ANALYSIS WORKSHEET
City of Sheboygan
Taylor Drive District Master Plan

What are the District's STRENGTHS?

Strength
Something that makes the District standout. A strength can be a physical asset, a program, or an environmental condition (i.e. friendly community atmosphere).

What are the District's WEAKNESSES?

Weakness
Opposite of strength. Problem that needs to be addressed

What are the major OPPORTUNITIES for the District?

Opportunity
Something that could be done to improve the District. A potential.

What THREATS does the District face?

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

OMNI ASSOCIATES