

Group SWOT Results

Following the individual SWOT exercise during the Kick-off Meeting, participants were asked to form groups of 4-6 people to discuss their respective responses and formulate a group response of the three most agreed upon strengths, weaknesses, opportunities, and threats. Eighteen groups completed the Group SWOT Exercises. Their responses appear below. The number to the left of the response indicated the number of groups who presented that particular issue.

Strengths

- Lake Winnebago – 7
- The Ledge (Niagara Escarpment) - 5
- Recreational Opportunities – 5
- Rolling topography with a mix of agricultural and forestland – 5
- Honest, hard working, friendly people – 5
- Local services – 4
- Excellent road system and road crews- 4
- Kiekhaefer / Roosevelt Park (and other parks) – 3
- Easy access to other areas – 3
- Low crime – 3
- Work ethic – 2
- Great school system – 2
- Rural environment – 2
- Reasonable real estate prices – 1
- Location –
- Local Government – 1
- Unincorporated – 1
- Walking / biking trails – 1
- Character – 1
- Public access to the Lake – 1
- Attractive, well-maintained housing – 1

Weaknesses

- Taxes going up – 3
- Lack of employment opportunities – 2
- Inconsistent enforcement of codes / ordinances – 2
- Lack of concentrated business area with a grocery store with easy access-2
- Lack of commercial business – 1
- Large / mega farms and odor from these farms – 1
- Emergency response times – 1
- No grocery store – 1
- Ground water contamination / water quality – 1
- No designated business areas – 1
- Special economic interests controlling Town development – 1
- Loss of small farms – 1
- Too many empty subdivisions – 1
- NIMBY individuals – 1 (not-in-my-backyard)

Opportunities

- Planned development – 4
- New commercial areas / business district – 2
- Promote recreational opportunities associated with Lake Winnebago – 2
- Preservation of the Lakeshore and ledge property (Niagara escarpment) – 2
- Light commercial by 151 Bypass – 2
- Wind energy – 1
- Proximity to Fox Cities, Milwaukee and other areas – 1
- Conservation subdivisions – 1
- Geographic location – 1
- Controlled growth of quarries – 1
- Increased variety of services (convenience stores) – 1
- Opportunity to make decisions about land use before it is too late – 1

Threats

- Annexation by Fond du Lac – 8
- Groundwater contamination – 4
- Mega farms / runoff from these farms / odors – 3
- Urban sprawl / commercial development eating up open spaces – 2
- Low lake levels / weeds in Lake Winnebago – 2
- High taxes – 2
- Contamination of Lake Winnebago – 1
- Lack of public transportation – 1
- The City of Fond du Lac telling us what to do – 1
- Influx of expensive homes that will push out current residents due to over-valuing of current homes and tax increases – 1
- Too many subdivisions – 1
- Over-taxation of ledge and lakefront properties – 1
- Loss of agricultural land and natural habitat – 1
- Zoning changes affecting property values – 1
- Growing too fast – 1