

SWOT SUMMARY

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

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

On **Wednesday, April 30, 2003**, the Town of Black Creek Plan Commission, Town Board, and approximately 15 residents participated in a SWOT exercise. The objective of the exercise was to understand how residents view various aspects of the Town. This could include their feelings on physical things such as roads, utilities, etc., and “quality of life” issues. OMNNI Associates, the Town’s comprehensive planning consultant, facilitated the exercise.

To begin the SWOT, everyone was given a few minutes to write down their own ideas about the Town’s strengths, weaknesses, opportunities and threats.

After everyone had recorded their own ideas, participants worked in groups to discuss their answers and decide on the most important Strength, Weakness, Opportunity and Threat facing the Town.

After all groups were finished with these tasks, each group was asked to share its consensus answers.

Finally, everyone was asked to vote for the most important Strengths and Weaknesses facing the Town. The tables below summarize the results. The numbers represent the number of votes received for particular ideas. Even though not all items on each list received votes, all items listed below will be addressed through the planning process.

Strength

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

Weakness

Opposite of strength. Problem that needs to be addressed

Opportunity

Something that could be done to improve the community. A potential.

Threat

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

Strengths	<ul style="list-style-type: none"> ▪ Good farmland ▪ Location ▪ Very good school system ▪ “Small Town” atmosphere ▪ Good rating for Fire & Rescue ▪ Low crime rate ▪ Involved local government ▪ Available Housing 	<p>11</p> <p>2</p> <p>7</p> <p>1</p> <p>1</p>
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Weaknesses	<ul style="list-style-type: none"> ▪ Wetlands being filled ▪ Lack of opportunities for various groups of young people ▪ Lack of job opportunities ▪ Ponds being created ▪ Wells being drilled ▪ Water quality ▪ Weekend traffic jams ▪ Town vs. County vs. State Road maintenance and construction discrepancies ▪ Farmland loss to development ▪ No Town parks 	<p style="text-align: right;">7 4 2 1 8</p>
Opportunities	<ul style="list-style-type: none"> ▪ Planning to avoid farm and housing conflicts ▪ Availability of good well water ▪ Business development at STH 47/CTH A interchange and along potential by-pass around Village ▪ Alternative use of farmland ▪ Farming – quality farming areas ▪ Preservation of natural areas, including swamps ▪ Development of a trail ▪ Wind energy ▪ 	
Threats	<ul style="list-style-type: none"> ▪ Unplanned Development ▪ Water Quality ▪ Expansion of Highway 47 to 4-lanes with Interchange at CTH A ▪ Poor Agricultural Economy ▪ Over development ▪ Rural sprawl/scattered housing development ▪ Over-regulation ▪ Lack of operating dairy farms 	

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