

VILLAGE 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 **Thursday, June 5, 2003**, the members of the Village of Black Creek Plan Commission, Board, the Village Clerk and other interested residents had the opportunity to participate in a SWOT exercise. The objective of the exercise was to understand how residents view various aspects of the Village. This could include their feelings on physical things such as roads, utilities, etc., and “quality of life” issues. OMNNI Associates, the Village’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 Village’s strengths, weaknesses, opportunities and threats.

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

After both 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 Village. 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"> ▪ Highways ▪ Schools ▪ Local Medical Services – Doctor, Dentist, Chiropractor ▪ Close to Appleton/Green Bay – Central Location ▪ Various Businesses and Churches to Choose From ▪ Opportunity for Growth ▪ Parks ▪ Good Police and Fire Departments ▪ People ▪ Variety of Housing ▪ Decent Infrastructure – streets, etc. 	<p style="text-align: center;">1 1 6</p>
Weaknesses	<ul style="list-style-type: none"> ▪ Lack of Industries ▪ Lack of Community Involvement ▪ STH 47 By-Pass ▪ Housing- Need for more Multiple Family and Low Income Apartments ▪ Retaining Businesses 	<p style="text-align: center;">5 3</p>
Opportunities	<ul style="list-style-type: none"> ▪ To Establish More Industry ▪ Possibly the STH 47 Bypass ▪ Room for Residential Growth ▪ TIF Development ▪ Strengthen the Downtown Business Community 	
Threats	<ul style="list-style-type: none"> ▪ Impact of the STH 47 Bypass on Downtown Businesses ▪ Not Growing/Changing with the Times ▪ State and County Budget Cuts 	