

SWOT Analysis Notes from 3/11/2024 Special Meeting

Strengths – (Internal things that we have some control over and can change)

- The City has a dedicated and adaptable work force.
- Staff and Council members look outside the box
 - Example – Police Department finding grants
- Water and sewer infrastructure is in place out to I-94
- DPW Services are extensive for the number of staff
- Staff and Council are open to change and improvement
- The Hartford Police Department Reserve program
- Ely Park
- Fire Department
- The City Newsletter is well put together and reaches all of our residents.

Weaknesses – (Internal things that we have some control over and can change)

- Finding volunteers to sit on City Boards and help with elections
- Communications with other groups
- Promoting the positives within the City
- Addressing blight situations within the City
- Outdated and obsolete equipment. Lack of equipment to create safer situations for employees.
- Difficulty recruiting staff
- Pending retirement of long term staff members
- Low employee wages
- Clearing sidewalks of snow and ice (residents vs DPW)
- Reputation of Hartford Police Department
- Outdated policies, procedures, and ordinances
- Transparency – budget, efficiencies, etc
- Code Enforcement

Opportunities – (Things that affect our organization that are outside City's direct control)

- Promotion of the City. Services provided. Opportunities within the City.
- Market Van Buren
- I-94 and the railroad around the City
- Speedway, Casino, Fairgrounds, Sportsman's Club, Library within and around the City
- Hartford Public Schools and school events that draw people to the City.
- Vacant land and open store fronts
- Engaged Citizens; Rec Council, Lions Club, Churches
- Concerts in the Park, Strawberry Festival, Other Festivals
- Restaurants
- Van Buren Trail head in the City.
- Kayak launch being built just north of the City limits
- Alignment of policies, ordinances, and procedures to meet citizen and organizational needs.

- Youth Programs and Community Service Opportunities
- Leverage of Technology and installation of fiber optic throughout the City.
- Employment opportunities within and surrounding the City – Lineage, Mann Metal, School, Casino
- Housing rehabilitation
- Options for outsourcing

Threats – (Things that affect our organization that are outside the City’s direct control)

- Lack of acceptable housing
- Changing citizen expectations
- The City is landlocked which limits the opportunity for expansion.
- Unfunded mandates
- Drug problem or perception thereof
- Shrinking state shared revenues
- Lack of available services for residents
- Cost of infrastructure improvements
- Lack of economic development
- Tax base of the City
- Declining population
- Business Infrastructure deteriorating and services leaving

What’s next?

- With Council’s approval, I would like to have a similar workshop with staff to gather any additional strengths, weaknesses, opportunities and threats that they may be able to add.
- Then, work with City Manager, Clerk, Treasurer, Police Chief, Police Lieutenant, DPW Superintendent and Council to determine answers to the following questions:
 - How can our strengths take advantages of opportunities?
 - Consider how opportunities can be used to compensate for or overcome weaknesses
 - Create strategies that will use strengths to avoid or mitigate threats
 - Develop policies that will minimize weaknesses and avoid threats
- Utilize this information to develop the City’s Strategic Plan.