

# SIMPLE SWOC MATRIX SUMMARY

## INTERNAL FACTORS



STRENGTHS +	WEAKNESSES –
<ol style="list-style-type: none"> <li><b>Progress on Goals:</b> The city is actively making progress towards its established objectives.</li> <li><b>Data Availability:</b> There is a wealth of data available, enabling informed decision-making.</li> <li><b>Leadership Dedication:</b> The City Manager and staff are committed to achieving the city's goals.</li> <li><b>Effective Communication:</b> The Economic Development Director is approachable and skilled at communicating across different groups.</li> </ol>	<ol style="list-style-type: none"> <li><b>Inconsistent Policy Review:</b> The city needs a more regular and consistent process for policy reviews, ideally 1-2 per month.</li> <li><b>Data Utilization:</b> Effectively using available data to communicate the city's story.</li> <li><b>Business Support:</b> There is insufficient infrastructure support for businesses, need to also focus on the “prettying” of the City.</li> <li><b>Highway Access:</b> The only 4-year college in the area lacks access to a 4-lane highway.</li> <li><b>Healthcare Infrastructure:</b> There is a lack of accessible healthcare infrastructure, particularly emergent care services.</li> </ol>

## EXTERNAL FACTORS

OPPORTUNITIES +	CHALLENGES –
<ol style="list-style-type: none"> <li><b>Housing Development:</b> New housing projects will drive city growth.</li> <li><b>Federal Funding:</b> Availability of potential federal funds can enhance public transportation.</li> <li><b>Citizen Engagement:</b> There is potential to increase citizen involvement, as they care more than they currently express.</li> <li><b>Communication Efforts:</b> Opportunities exist to better leverage communication strategies.</li> </ol>	<ol style="list-style-type: none"> <li><b>Difficult Community Communication:</b> Effectively communicating challenging topics, such as Tax Increment Districts (TID), remains a struggle.</li> <li><b>Communication Complexity:</b> Despite improvements, communication is still challenging due to the numerous available options.</li> <li><b>Low Traffic Counts:</b> The City experiences low traffic counts, which can impact business and development.</li> <li><b>Fluctuating Population:</b> The City faces issues with a fluctuating population, affecting stability and planning.</li> <li><b>Public Transportation:</b> Providing effective public transportation continues to be a significant challenge.</li> </ol>

