

City of Lanark
SWOT Analysis
January 18, 2010

Strengths: *Things that you like about the City of Lanark that you wouldn't change.*
Weaknesses: *Things that you don't like about the City of Lanark that should be improved.*
Opportunities: *Things that could benefit the City of Lanark in the future.*
Threats: *Things that could harm the City of Lanark in the future.*

Parks and Recreation

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| <p><u>Strengths:</u></p> <p>Nice City park New restrooms Ball fields at school Recreation facilities nearby (Lake Carroll) Snowmobile trails Scenic area – biking/hiking/hunting Proximity to state parks Mississippi</p> | <p><u>Weaknesses:</u></p> <p>Not enough to do for youth & elderly Horse programs Lack swimming pool Lack of athletic fields (baseball and soccer) and facilities for teens/kids Small park Additional park space Vandalism Need for someone to organize leagues Economic climate</p> |
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| <p><u>Opportunities:</u></p> <p>Lands for fields Expand park TIF People Increased tax base Swimming Pool Trails Organized park district Place for teens Local tourism to Galena</p> | <p><u>Threats:</u></p> <p>Money Lack of interest Safety issues Liability Lack of younger families Lack of dining choices</p> |
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City of Lanark, SWOT Analysis (continued)

Economic Vitality

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| <p><u>Strengths:</u></p> <p>School District financially and educationally sound Fitness center Proximity to Lake Carroll (amenities, revenue) Elkay TIF Population growth Local, professional, & service businesses Industrial zoned land available Downtown Library Rolling Hills/Gordon Jones Terrace Grocery store Transportation (2 main highways) Railroad Infrastructure for industrial park & City Good planning – pro-active</p> | <p><u>Weaknesses:</u></p> <p>Empty store fronts Property owners not reinvesting Cost of land Lack of natural gas Lack of marketing Lack of telecommunications Lack of restaurants Local vision Lack of income/employment</p> |
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| <p><u>Opportunities:</u></p> <p>Sesquicentennial in 2011 Old Settlers Days Carroll County Artisans Silver Moon Winery Expansion – Elkay Thomson prison (jobs) Entrepreneur & Inventors Club Business clusters (secondary to main employers) More education/training Tourism Wind Farm Restaurants – service businesses Relationship with Lake Carroll Farmers market Hunting and Fishing – potential for lodging/services Recreational vehicle rental</p> | <p><u>Threats:</u></p> <p>Available workforce Lack of natural gas Cost of land Lack of marketing/planning Lack of youth jobs Down turn in housing market Lack of housing development Cattle yard Environmental degradation Lack of lodging within city limits</p> |
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City of Lanark, SWOT Analysis (continued)

Community Services

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| <p><u>Strengths:</u></p> <p>County family services TIF Community center Multiple internet providers Variety of churches Good school system Clubs & organizations Nice post office Multiple medical services Professional services Library Skilled tradesman Top notch police department Rolling Hills Gordon Jones Grocery delivery available</p> | <p><u>Weaknesses:</u></p> <p>Declining community involvement Need for community political forum Lack of secondary businesses Small tax base Lack of natural gas Lack of restaurants Lack of marketing Lack of organized events for older & younger folks Lack of day care providers for young or old Electricity – lack of maintenance Lack of senior services</p> |
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| <p><u>Opportunities:</u></p> <p>Available space for businesses Positive educational system TIF Wind Farm Improved streets & sidewalks Outreach to Lake Carroll community</p> | <p><u>Threats:</u></p> <p>Deterioration of empty buildings Community involvement Lack of marketing/planning Lack of progressive thinking (curmudgeons) Threat of change School consolidation Lack of fast food restaurants Lack of natural gas</p> |
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City of Lanark, SWOT Analysis (continued)

Housing

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| <p><u>Strengths:</u></p> <p>Low taxes Availability Good maintenance streets/alleys Good neighbors/pride in ownership Low rent housing/apartments Good water/sewer for growth New residential development – lots available Older homes being remodeled Range of houses types/pricing Relative affordability TIF</p> | <p><u>Weaknesses:</u></p> <p>Lack of affordable housing (fixed income) Quality of available housing (need TLC) Lack of codes to control issues (front yard parking) Lack of enforcement of ordinances (need teeth) Lack of assisted living facilities Lack of higher end apts. , homes and condos Lack of buildable lots</p> |
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| <p><u>Opportunities:</u></p> <p>Continued street improvements Housing rehabilitation program Lots of fixer-uppers Space for new subdivision Condos</p> | <p><u>Threats:</u></p> <p>Absentee ownership Domestic violence Crime (single mom's & kids vulnerable) Slow housing market Few lots available (no room to grow) High prices (perception) Cost of land More jobs than housing if Thomson prison opens</p> |
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City of Lanark, SWOT Analysis (continued)

Other

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| <u>Strengths:</u> | <u>Weaknesses:</u> |
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| <u>Opportunities:</u> Many marketing opportunities for city as a whole | <u>Threats:</u> |
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