

## SWOT Analysis Worksheet

When planning for downtown revitalization, it is essential that your group understands both local and non-local factors affecting downtown. This worksheet is designed to help you think about your downtown's Strengths, Weaknesses, Opportunities and Threats (SWOT). Your group can use this worksheet not only to assess the current state of downtown, but also as a place to start thinking about how downtown can be improved.

What are downtown's Strengths?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

What are its Weaknesses?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

What are the Opportunities?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

What are the Threats?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

How do we protect and enhance our strengths?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

How can we overcome local weaknesses?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

How do we capitalize on opportunities?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

How can we minimize threats?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

The following discussion questions can help you with this effort.

Questions to think about:

- What are the financial needs of local businesses?
- What institutions provide capital? Have private investors shown interest?
- Do existing businesses and community organizations depend on federal, state, or regional programs?
- What grants are available, from whom and for what uses?
- Are or have many businesses failed in your community? If so, what types?
- What are the reasons for business failures? (national economic conditions, lack of business experience, personal problems, customer dissatisfaction, excessive expenses, insufficient capital, fraud or disaster)
- What businesses have relocated out of downtown? Why? What can be done about this?
- Do local business owners feel that they are a part of a supportive business environment?
- Are residents loyal to local businesses? Are those businesses thought of as friendly, reliable, and helpful?
- What is the general level of business activity in the community?
- What is the attitude of state and local government toward business?
- What local actions can eliminate barriers to business recruitment or expansion?
- What are the conditions that prevent the formation of new businesses in your community?
- What programs exist within your community that help existing businesses stay healthy?
- How do town regulations affect businesses? (zoning, licenses, fees, etc.)
- Is there a forum for government, business people, and consumers to share information and concerns?
- In the recent past, how has the community invested in infrastructure?
- Have any residents, business owners, or property owners expressed concern over the condition of the town's infrastructure?
- How does the cost and condition of the infrastructure affect local businesses? Residents? Potential visitors?
- Does the community vision require the expansion of existing services or facilities?

- What types of skills do current residents have? What do they have to offer to the revitalization effort?
- Are most residents working in jobs that take full advantage of their skills?
- Do entrepreneurial opportunities exist? What about job opportunities in general?
- Can local schools play a role in the revitalization effort?
- Do local civic groups work together? What services do they provide the community?
- Have retired individuals been contacted? What role might they play in assisting the effort?
- What are the community's natural resources?
- How does commerce or industry affect the community's local or neighboring environment?
- Does your community have a recycling program? How are recycled materials used in your community?
- Do local businesses/organizations share or trade materials?
- How does the community ensure the long-term health and availability of its natural resources?
- What arts and cultural assets does your community have to offer? (facilities, traditions, landmarks, or noteworthy activities)
- Do any unique recreation opportunities exist in your town?
- What community assets serve as anchors for businesses? What community assets attract tourists?
- What special amenities or assets would attract new businesses? Residents?
- What amenities do residents want? Do you have a source of supply?
- Does your community have a reputation in the region or state? If yes, for what? (cultural events, recreational facilities, crime, etc.)
- How would you describe your community's way of life to an outsider?
- What characteristics detract the most from the quality of life in your community?