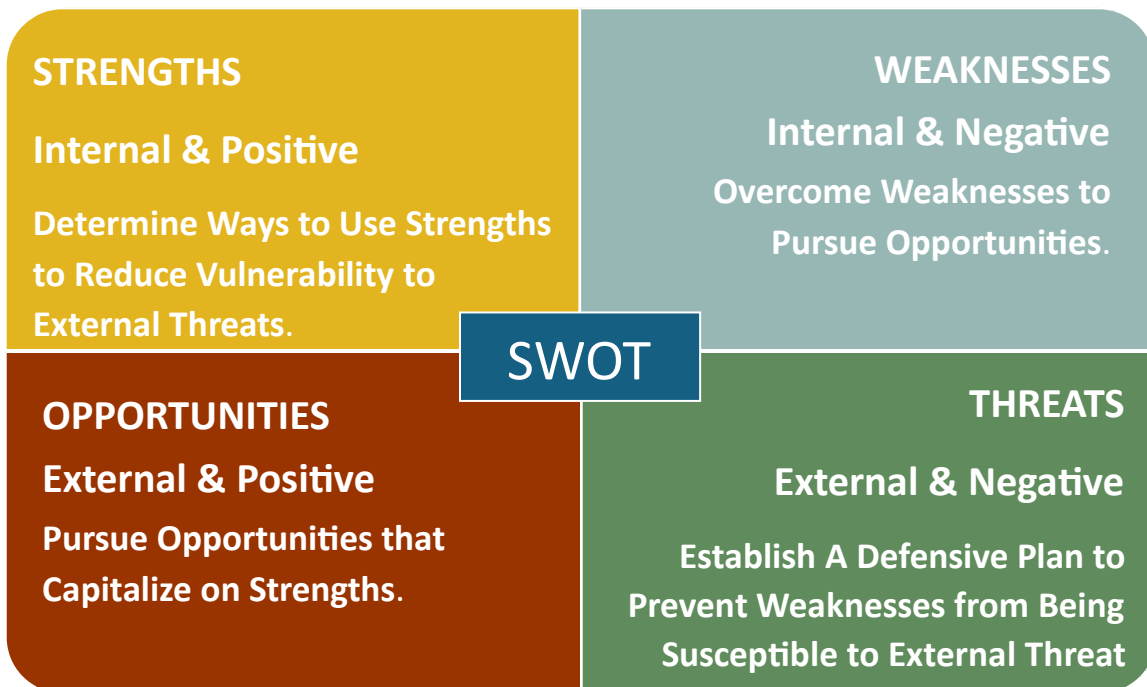


STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

A community is often analyzed for its strengths, weaknesses, opportunities and threats (or a SWOT analysis) based on community input, technical reports and observed conditions. SWOT is a planning tool to assess the current internal and external situations in the communities by highlighting critical factors. SWOT helps to allocate resources for maximum impact. The analysis also identifies potential risks and challenges so the municipalities can respond proactively and form a baseline for actionable strategies that leverage strengths and opportunities while addressing weaknesses and threats. In completing the SWOT it's important to concentrate on significant elements that impact each community and the town as a whole that lead to clear, actionable strategies supported by data whenever possible.

The SWOT analysis provides a foundation for action by focusing on:



The following is the SWOT summary table in the Town of Hunter's current Comprehensive Plan from 2017.

After that there is a blank table that we will review and finalize together to reflect current conditions. Please complete the table and email to mirwin@riverstreet.org or csnyder@riverstreet.org before our first meeting.

Town of Hunter with Villages of Hunter and Tannersville Comprehensive Plan 2018 SWOT

Key Strengths	Key Weaknesses	Key Opportunities	Key Threats
Good public services	Blighted and vacant buildings	Adaptive reuse of vacant buildings and lots	Effects of climate change
Cultural, arts, music and other activities	Changing demographics with decreasing young families and seniors	Become full partners with villages to implement mutual benefit projects.	Development affects views, character and environment.
Abundance of outdoor recreation	Fewer young families and aging population	Community solar to reduce energy costs	Differing attitudes and social friction
Historic resources, and history of community	Competition with other areas for tourist dollars	Continue to promote outdoor recreation	Haphazard and uncontrolled development
Library	Lack affordable housing	Promote small niche farming	Increasing taxes
Location and proximity to urban areas	Economic development lacks coordination and often occur in 'silos'	Develop organizational structure for successful economic development.	Lack of adequate workforce for area employers
Long history as a tourist destination	Lack of workforce to meet needs of major employers	New community center and recreation facilities for both community and visitors	Lack of amenities keep young people and young families from moving in
Efforts underway to promote tourism and development	Confusing and complex regional regulations related to development	Use social media and web communication and marketing of area	Lack of coordination between the Town and Villages businesses
Natural beauty	Lack of infrastructure: Wi-Fi, cell, water, sewer, signage, parking	Expand pedestrian and bike linkages between trails, venues, and village hubs	Lack of participation by residents in local government
Pristine wild areas	Lack of restaurant businesses	Promote use of conservation subdivisions	Uncontrolled tourism and overuse
Rural character, mix of undeveloped areas with villages	Lack of year-round and non-sport activities for visitors and residents	Implement actions from other plans	Limited organizational structure and funding to implement projects
School district	Poor or unappealing aesthetic streetscapes	Support existing and promote new businesses	Loss of long-term availability and quality of affordable housing
Small, local stores and services	Small population base to support businesses	Market and promote with effective story and messages	Ongoing flooding and associated damage
Supportive community organizations and foundations	Traffic, lack parking, trail head congestion at Kaaterskill Falls.	Promote short-term rentals for tourism, but control so rentals remain affordable	Lack of young people and young families
Undeveloped open spaces	Uncoordinated and unplanned development	Promote mixed uses& walkable neighborhoods	
		Develop land use regs. zoning, design, and siting criteria.	
		Form committees to address needs outlined in this plan	
		Seek funding including grants	
		Transit system such as shuttle linking trail heads, parking, Villages	
		Use main street themes as an asset for new economic development	
		Work with employers to develop affordable housing units	

