

**SWOT Analysis Completed** during Joint Kick-Off Meeting held on January 7, 2025  
*with City Council, Planning Commission and Heritage Commission*

**STRENGTHS**

Internal attributes and resources that support the community.

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**WEAKNESSES**

Internal factors that might hinder the community's ability to achieve its objectives.

**OPPORTUNITIES**

External factors that the community can capitalize on or use to its advantage.

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**THREATS**

External factors that could have negative impacts for the community.



## STRENGTHS

- Small town
- Water - own
- Staff
- People - residents
- Location
- Relationship with neighbors
- Roads - infrastructure
- Open space - around
- Downtown
- Commercial - retail
- Charming
- Stable - financial

## WEAKNESSES

- Limited on land - difficult to develop
- Smaller population
- Limited commercial - tax base
- Affordable housing
- Bedroom community
- Perceive (perception) expensive
- Limited financials
- Transportation - connectivity to other areas
- Utility corridors (difficulty obtaining)
- Valley vs heights - land use ideas
- Residents negative to change

SWW



## OPPORTUNITIES

- Black Desert housing
- Public transit
  - Outside with St. George
  - Have money
  - Not many riders
- Working with federal government - congressmen
- Washington county - regional partnerships
- Annex south of city - BLM land
- Housing opportunities
- Western Corridor

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## THREATS

- Flood
- Drought
- Geologic hazards
- Imported crime
- Vandalism
- Traffic
- Commercial on city lines/boundaries
- Funding infrastructure
- Planned future maintenance
- Cost of energy
- Build out
- Cemetery
- Local control - mandates
- Form based code

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