

## Broadus Town Meeting

June 21, 2007

### SWOT Analysis

#### **Strengths:**

##### Economy

- Good Business Community
- Bank
- Strong Chamber of Commerce
- Good Customer Service
- Wagon Train
- Truck Traffic
- No Franchises

##### Quality of Life

- Caring Community
  - Friendly and Small
  - Civic Minded
  - Clean and Safe Community
  - Community Centered
  - Resourceful People
- Strong Work Ethic
- Nursing Home
- Museum
- Churches
- Senior Center
- Pool and Parks
- Golf Course
- Pharmacy
- Western Heritage / Culture
- School System

##### Natural Resources

- Outdoor Recreation
  - Hunting
- Isolation

##### Infrastructure

- Good Highways
- Airport
- Land Fill (New)
- Fairgrounds

##### Services

- Fire Protection
- Basic Medical
- Mortuary
- Youth and Extension Services

#### **Weaknesses:**

##### Economy

- Undiversified Economy
- Lack of Work Force (skilled)
- Loss of Young People
- Lack of Competition for Wages
- No Benefits with Jobs
- Declining Population
- Aging Population
- Lack of Capital / Investment
- Lodging
- Land Locked

##### Quality of Life

- Swimming Pool
- Restaurant Hours / Fast Food
- Housing and Rentals
- Mosquito Problem
- Lack of Involvement Attitudes

##### Natural Resources

- Flood Plain Issues
- Hunting Access
- Lack of Natural Resource
  - ( Development)
- Lack of \$\$ for Hunting Enforcement

##### Infrastructure

- Low Tax Base
  - County Roads
- Lack of Work Force
  - Skilled Labor
- Deteriorating Infrastructure

##### Services

- Law Enforcement
  - City / County
  - Lack of Co-operation

## Broadus Town Meeting (Continued)

### **Opportunities:**

#### Economy

- Marketing of Community
- Small Business Development
- Some Commercial Property Available
- Diesel Mechanics
- Western Culture
- Truck Traffic / Travel Plaza
- Real Estate Values

#### Quality of Life

- Positive Attitude
- Low Cost of Living
- Grazing Associations

#### Natural Resources

- Natural Resource Development
- Bike Rally / Gold Wing
- Highway 212 – Warrior Trail  
History / Economic Development

#### Services

- Medical Facility / Staff

### **Threats:**

- Fuel Prices
- Terrorism Insurance
- Frivolous Lawsuits  
Insurance
- Maintaining Medical Facility  
Staff
- Absentee Ownership / Culture  
Land Prices
- Politics
- Inflation
- Franchise Truck Stop  
(No Local Action)
- Higher Taxes
- Outflow of Capital
- Disposable Income

### **Projects:**

- Truck Stop / Plaza
- Old Building and “Brownfields” Rehabilitation
- Radio Station
- Complete Airport Facility
- Community Recreation Assessment / Plan
- Community Marketing:  
Historical and Cultural  
Tourism  
Museum and Visitors Center  
Web Site