

**Town of Hysham Meeting  
November 18, 2009**

**SWOT Analysis**

**Strengths:**

Economy

- Schools
- Good Water
- Self Sufficient Community
- Bank
- Gas Station
- “Ag Show”
- Implement Dealer
- Agriculture Industry
- General Contractor
- Location
  - o Transportation
  - o Rail / Freeway
- Land
- Cost of Living
- Prince / Simplot
- “News Paper”
- The Yucca Theater
- 4 Active Churches
- 2 Bars

Quality of Life

- Senior Program
- Volunteers
- Safe Community
- Kid Safe / Raise Family
- No Deer in Town
- Good Community Support
  - o Charity Events
- Pool

Recreation

- Out-Door Recreation
  - o Hunting / Fishing
  - o Boating / Hiking
- Shooting Range
- Trail – River
  - o Camping

Infrastructure

- Paved / Lighted Airport
- Public Land

**Strengths (Continued)**

Services

- Church
  - o Activity Bus
- Utilities Hub
  - o Electric
  - o TV / Cable
  - o Phone
  - o Co-op Based
- Chamber Web-Site
- Veterinary

**Weaknesses:**

Economy

- Senior Population
  - o High%
- Housing – Limited
  - o Elderly
  - o Single Family
  - o Rentals
- Job Opportunities
- School - Population Decrease
- Location (Billings / Miles City)
- Labor Force
- Leadership Core is Small
- Apathy – Lack of
- Fear of Change
- Marketing
  - o Community
  - o Highway Signage

Quality of Life

- Community Events (Together)

Infrastructure

- Land – Availability
- High Cost: Water User Rates
  - o Condition
- Streets
- Limited Sidewalks

Health

- Distance to Quality Health Care

## Hysham (Continued)

### **Opportunities:**

#### Economy

- Housing – All
  - o Single Family
  - o Rentals
  - o Elderly
- Motel
  - o Lodging
- School Building
- Vacant Building
- Local Produce
  - o (Farmers Market)
- Light Manufacturing

#### Quality of Life

- Fitness Center

#### Recreation

- Recreational / Camping
  - o Hunting / Boating / Fishing
  - o Hiking / Bird Watching
  - o Trails / Outfitting / Agates
- Special Events
  - o Hunting – Geese

#### Tourism

- Dino / Fossils Digging
- Zoo / Local Animals

#### Services

- Internet Business

### **Threats**

- Access to Capital Dollars
- Loss of Students
- Agriculture Economy
- Vacant Buildings
- Cost of Living
- Loss Tax Base
- Shopping out of Town
- Weather

### **Projects**

#### Economy

- Special Event
  - o Niche Marketing
    - Sponsorships
- Marketing
- Goose Hunting
  - o Access
  - o Good Numbers of Geese
- Farmer's Market
- Car Show
- Biking Tour
- "Paint Ball"
  - o Weekend
- "Fly – In"