

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.

SW

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.

OT

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

SW



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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