

# One Branson: Building Our Future

## UPDATING THE CITY'S COMPREHENSIVE PLAN



### SWOT Analysis Questions

#### Strengths (internal, positive attributes)

- What are Branson's assets?
- What is Branson's strongest asset?
- How is Branson different from other communities?
- What unique resources(es) does Branson have?
- What's Branson's unique selling proposition?
- What does Branson have that the other communities don't?
- What do the residents/businesses say that Branson does really well?

#### Weaknesses (internal, negative attributes)

- In what areas does Branson need to improve?
- What does Branson lack in infrastructure/services?
- In what areas are other communities better than Branson?
- Does Branson have a lot of debt?
- What complaints does Branson hear from residents/businesses?
- Are there any resources that Branson is lacking?

#### Opportunities (external, positive factors that could help)

- What trends might positively affect commercial/residential development?
- Is there a City need that isn't being met but can?
- Are there any other weaknesses that Branson could take advantage of?
- Is there a market/age group that Branson could target and not currently targeting?
- How can we turn our strengths into opportunities?
- How can we turn our weaknesses into opportunities?

#### Threats (external, negative factors that could hurt)

- Are there services/amenities that the other communities are offering that Branson doesn't and could take away residents?
- What obstacles does Branson face?
- Could any of Branson's weaknesses prevent Branson from achieving its goals and objectives?
- Are there any policies/legislation that could negatively affect Branson?
- Is Branson competing with other communities to provide services/amenities?