

SWOT Analysis – Comprehensive Planning Committee – May 1, 2025

Strengths (internal, positive attributes)

- Hospitality
- Faith / Family / Friendliness
- Proximity to the College of the Ozarks
- Silver Dollar City, as #1 Amusement Park, is 'in our backyard'
- Natural Beauty of the entire Ozarks area, especially our lake country
- Tourism
- Hospitals/Healthcare
- Large number of non-profits in the area

Weaknesses (internal, negative attributes)

- Neighborhood sidewalks
- Homelessness, combined with loitering and littering, with no clear solution
- Lack of 'Affordable Housing' and/or a way to grapple with how to frame the subject
- Lack of intergenerational thinking/solutions
- Lack of housing for all socio-economic classes/groups
- Lack of childcare (quality/reliable)
- Heavy reliance on the tourism economy and seasonal work

Opportunities (external, positive factors that could help)

- Collaboration with regional partners, such as Johnny Morris/Thunder Ridge
- New affordable housing projects in the city
- Manage affordable housing by designing/allowing 'smart' construction
- Building the 12-Month economy
- Don't be afraid to fail/take a risk ... are we really going to be the same as the last 20/40/60 years?
- Be mindful of the population that lives here (wage vs. expense of average resident)
- Efficiency in systems
- Tell the story of recent city improvements/streamlining
- Many vacant lots ready for redevelopment

Threats (external, negative factors that could hurt)

- 'Old' Thinking / Stuck in the past
- Dealing with the same issues and thoughts as twenty years ago
- A reasonable \$200k-\$400k home that could be built, would still require a \$65k/year job to afford/maintain
- Not being willing to be flexible, adaptable and/or non-accepting of new businesses may push businesses that want to be here away
- Delays in construction projects cause a lack of profitability