

Portville SWOT Analysis: Summary of Meeting Notes

The following lists include the responses to open discussion on Strengths, Weaknesses, Opportunities, and Threats. Numbers indicate the number of people who identified that item as a high priority.

Strengths

Great Schools (13)

Small Town American Life (12)

Four-Season Natural Environment (9)

Safety (4)

Tourism (3)

Friendly/Caring (3)

Water Resources (1)

Age Diversity

Weaknesses

Resistance to Change (7)

Aging Infrastructure/Sewer Plant (5)

Incomes are modest/aging population (1)

Small Town Life Not Attractive to Youth

Housing Stock

Hesitancy to Grow

Lack of Skilled Employees

Opportunities

Entrepreneurial Community (4)

Sustainability Efforts (5)

Inter-generational Connectivity

Threats

Government Regulation (5)

Lack of Technology Access

Medical Care

Lack of Pedestrian Trails

Strategic Themes

Promote/Develop the four-season infrastructure of the area, including natural elements, water, trails, etc.

Market/Present Portville, NY as American's Ideal Small Town

Build on the excellence of Portville Central Schools: business partnerships, entrepreneurship, young talent, collaboration

Attract In-Migration – tourism, festivals, neighborhoods/housing, municipal infrastructure, technology

Bold Ideas

Address Municipal Infrastructure (including technology access)

Improve Housing Stock/Neighborhoods

Create Festivals, Races, Tourism

Establish/Improve/Expand Walking, Biking, Snowmobile Trails

School-Business-Community Partnerships

Strengthen Intergenerational Connections

Promote Sustainability

Note: Certain concerns noted above, including government regulations, access to technology, resistance to change, income/age concerns, medical care, and workforce skills may impact several areas of the SWOT and are probably best considered "P.E.S.T.s" that need to be addressed, rather than components of strategy.

Next Steps to Consider

- Finalize/Consensus on Strategic Goals/Overall Plan
- Completion of Objectives (targets reachable in one/two years)
- Action Plans for the Objectives
- Development of Key Performance Indicators/(how we measure success)
- Brand Development
- Formation of committees/task forces
- Consideration of formation of an "association" or other legal entity
- Explore funding opportunities/grants/collaborative partnerships

Note: These steps are not necessarily in order and some may be prioritized higher based on opportunities that arise.

I can send additional information on organizational formation options, plan completions, brand development, and best practices from other communities, if helpful.