

Town of Long Lake

February 13, 2002

SWOT (Strengths, Weaknesses, Opportunities, & Threats) Analysis

Strengths

1. Long Lake Preservation Association
2. First responders
3. Hunt Hill
4. Lake
5. Bio-diversity
6. Good air/water quality
7. Scout camp
8. Geographic location
9. High evaluation
10. Good access to public land
11. Support from residents
12. Recycling center
13. Small business support
14. Tourism
15. Long Lake Chamber
16. Churches

Opportunities

1. Development of low impact trails & parks
2. Farmers market
3. Attraction of artisans
4. Environmental (green) development
5. Identify available grants
6. Land use planning
7. Scout camp, Hunt Hill, and Long Lake Chamber rapport with residents
8. Educational opportunities
9. Cooperation with LLPA & 2nd tier utilization
10. Preservation of area and its history
11. People potentials
12. Community land trusts
13. Communication with seasonal residents

Weaknesses

1. Tourism
2. Lack of long-range planning
3. Little public lands in township
4. No parks/bike trails
5. Distance from Fire, Police, & Hospital
6. High evaluation and taxation
7. Traffic control
8. Location of CTH M
9. Unpaved direct access roads
10. Paved roads
11. Lack of citizen involvement

Threats

1. Uncontrolled development
2. 2nd tier development
3. Division of large properties
4. Lack of land use planning
5. Lack of resources in county zoning department
6. Loss of money/revenue
7. Non-point pollution
8. Population density
9. Landfill
10. Conflicts in recreational land and water use
11. Eminent domain
12. Towers & billboards

13. Uninformed residents on issues