

SWOT ANALYSIS

Town of Stone Lake, Washburn County

February 26th, 2002

Strengths

- 1) Natural resources
- 2) Cranberry Festival
- 3) Stone Lake
- 4) Small town atmosphere
- 5) Good volunteer fire service
- 6) Rail service
- 7) Proximity to medical services
- 8) Good highways
- 9) Good road service and snow removal
- 10) Historical museum
- 11) Proximity to good grammar school
- 12) Proximity to senior citizens center
- 13) The people

Opportunities

- 1) Industrial park
- 2) Attract businesses to Stone Lake – Computer based
- 3) Communication of opportunities to the public
- 4) Expand housing
- 5) Add recreational opportunities
- 6) A good swimming beach
- 7) Expanding utilities
- 8) A Good bakery
- 9) Attract other businesses o Stone Lake
- 10) Winter sports center

Weaknesses

- 1) Low tax base
- 2) High taxes
- 3) Cranberry Festival
- 4) Lack of activities for kids
- 5) Safety at railroad crossings
- 6) Noise from railway
- 7) Lack of employment opportunities
- 8) Lack of public toilets
- 9) No gas station in town
- 10) No motels
- 11) Lack of industry or industrial park
- 12) No “central theme”
- 13) Architecture is unsightly
- 14) Available housing
- 15) PWC on lake

- 11) Tourist information center

Threats

- 1) Environmental threats –lakes in particular
- 2) Fire
- 3) Uncontrolled growth
- 4) Existing zoning
- 5) Project leadership
- 6) Higher property taxes
- 7) Too many people
- 8) Powerline