

# SWOT ANALYSIS

Strategic Planning Session

10/29/2019

## STRENGTHS

- Volunteer spirit for special events (4<sup>th</sup> of July, Fireworks, Light up Streator, Parades, Uptown Trick or Treating, etc.)
- Our downtown renovations
- Tourism Committee
- SHS has started program for students to cultivate homegrown talent
- Downtown Façade Grants

## WEAKNESSES

- Communicating to staff and community
- We do nothing for our volunteers for appreciation
- Streets in the city are in poor condition
- Neighborhood sidewalks are in poor condition
- Housing conditions are poor within the city limits (We started a Rental Inspection Program.)
- Lack of affordable quality housing
- Homerule?
- Morale of employees is low
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## OPPORTUNITIES

- CENSUS 2020
- Using selective annexation – could also be a weakness
- The Hispanic population in Streator is increasing
- Vermillion River
- Railway
- Land available sites
- Wayfinding signs
- IDOT Streetscapes

- Majestic Theatre downtown
- Economic Development
- Electrical/Water
- Increase sales tax
- St. Mary's hospital
- Begin a leadership program for young business people in Streator
- Could organize Workforce Development meetings

### THREATS

- We still need engineers in Streator
- Police/Fire pensions
- Transparency

### GOALS

- 1) Fiscal Stability
  - a. 100% Pension funding.
  - b. Maintain reserves.
- 2) Neighborhood Revitalization
  - a. Rental/Housing/Nuisance inspections.
  - b. Street maintenance/reconstruction
- 3) Downtown Revitalization
  - a. Continue Facade Grant program.
  - b. Encourage sponsored events. (volunteers)
  - c. Event to reward volunteers
- 4) Improve Communications
  - a. Identify (hire) staff to develop a Communications position
  - b. Program and incorporate social media.
  - c. Develop Community Branding/Wayfinding Campaign.