

# McDonough Comprehensive Plan SWOT Analysis Exercise Results

Below are results from the Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis exercise which was conducted on April 4, 2023, during Community Meeting 1. Numbers next to each item indicate the number of “votes” each item received.

Strengths	Weaknesses	Opportunities	Threats
People and Family (7)	Traffic (11)	Affordable Housing – Quality/Materials (7)	Rental Property Control (21)
Retired Veterans (7)	Homelessness (9)	Preserve Green Space (5)	Traffic (8)
Rural Character (4)	Property Taxes (7)	Youth Programs and Resources (4)	Failure to Follow Land Use Plan (2)
Safety/Low Crime (3)	Youth Services (6)	More Healthcare Coverage (3)	Train Stopping on Track (2)
Small Business Community (3)	Lack of Affordable Housing (5)	Economic Growth (3)	Reflective Paint (1)
Square (2)	Deforestation for Land Development (5)	AI Tech Education/Industry (3)	Failure to Plan (1)
Economic Hubs (2)	Crime (5)	Home Ownership (2)	Need for Lighting (1)
Water Authority (2)	More Street Lights (5)	School Improvement (2)	Crime (1)
Non-profits (2)	No Downtown Development Authority (4)	Better, Healthier Food Choices (2)	City Annexation (1)
Accessibility of City Leadership (2)	Lack of Infrastructure to Keep Up with Growth (3)	Arts (1)	Zoning Variance (1)
Veterans Museum (1)	Drug Use (3)	Entrepreneurship (1)	Lack of Life-Long Communities (1)
Family-Oriented (1)	Lack of Arts (3)	Sidewalks/Trails (1)	Lack of Jobs (1)
Schools (1)	Road Maintenance/Restriping of Roads/Potholes (2)	Five-Star Hotels (1)	Lack of Opportunity for People with Disabilities (1)
Small Town Feel (1)	Litter (2)	Parks (1)	Services for Mental Health/Behavioral Health (1)
Parks (1)	County/City Coordination (2)	Programs (1)	Crisis Team in Henry County (1)
Diversity (1)	Sidewalks/Lack of Connectivity (1)	Jobs (1)	Funding for Disability Services (1)
Chamber of Commerce (1)	Numerous Speed Traps/School Zone Cameras (1)	Commercial Renovation (1)	Retirement Communities (1)
Real Estate (1)	Stop Signs (1)	Entertainment/Concerts for All (1)	Lack of Law Enforcement and Public Works (1)
Business Leaders (1)		Better Roads (1)	Lack of Downtown Parking (1)
Commercial Businesses in South Point (1)		Create Wetlands (1)	Noise Pollution/Trucks (1)
Places of Worship (1)		Underground Powerlines (1)	HOA/Rental Registration (1)
Technical College (1)		Community Activities (1)	Conditions of Roads/Potholes (1)
Special Events (1)		Business Hub (1)	Number of Warehouses (1)
Airport/Highway Accessibility (1)		Senior Citizen Activities (1)	Lack of Growth/Entertainment and Restaurants (1)
Historic Camp Creek Train Wreck (1)		Disabled Services (1)	Better Public Schools (1)
Restaurants (1)		Tourism – Outside Events (1)	
Physical Fitness Centers (1)			
Electric Vehicle Chargers (1)			
Healthcare/Specialties Availability (1)			
Senior Services (1)			
Utilities Department (1)			
Proximity to Other Activities (1)			
Small Business Resource Center (1)			