**SWOT- November 14, 2019**

**Strengths:**

* Highway 60/Location
* Close to Springfield and Monett
* Railroad…Double tracks
* Intimate school district
* Close-knit community
* “Small town” atmosphere
* Room for growth
* Flea markets
* High bond rating
* Board manages finances well
* Housing market
* Church communities

**Weaknesses:**

* Portion of population is anti-growth
* “Small town” atmosphere
* Highway 60 and 14
  + Trucks turning onto/off of Highways
  + No stoplight at 14
* No grocery store
* No industrial
* Parking on 60 is hectic
* Railroad noise
* Small population=limited tax base=hard to spread out cost
* “Pass through town”
* Lack of sidewalks, especially along 60
* Outside perception of schools
  + No football team
* No activities for kids and lack of childcare
* Lack of dining options

**Opportunities:**

* New annexation and infill development
* Developers see potential
* Place for new businesses
  + Both existing vacant buildings and developable vacant lots
* Diversity
* Affordable
* Timing…People are wanting to come as city wants to grow
* New branding
* Historic buildings right off of 60
* Merchants Associations festivals and other events
* German-Swiss heritage
* 150th Birthday in 2021
* Softball field
* Recruit businesses that are fed up with Republic’s regulations

**Threats:**

* Young families moving away
* Safety of Highway 60
* Lack of housing
* Quality of homes/rental properties
* Little affordable housing
* Not enough multi-family
* How growth will change community and identity
* No “theme”
* Potential 60 bypass?
* Increase in population, increase in crime
* Decrease in student population
* Loss in population
* Absent landowners