

SCCPDC - SWOT Exercise

County's strengths:

- ◆ recreational opportunities
- ◆ family orientated focus
- ◆ World class tourist destination
- ◆ Pristine environment
- ◆ Diverse retail environment on main street of Hayward
- ◆ Natural resources and lakes and flowage
- ◆ Good roads
- ◆ Northwoods appearance
- ◆ Diverse natural resources
- ◆ Scenic Beauty
- ◆ Reasonably priced non-lakeshore land
- ◆ Excellent volunteerism
- ◆ World-wide name recognition in Hayward
- ◆ lakes,
- ◆ forest land
- ◆ good all season road maintenance
- ◆ proximity to recreational trail systems
- ◆ strong community pride
- ◆ strong property values
- ◆ wildlife, serenity, nature
- ◆ dedication to preserve and enhance the environment
- ◆ Rural atmosphere (except Hayward)
- ◆ Friendly residents
- ◆ Sporting opportunities
- ◆ Local governments
- ◆ County government
- ◆ Forest, lakes, and rivers
- ◆ It's people.
- ◆ The people of our communities are willing to pull together to improve overall well-being. They are willing to pitch in and donate their time and energy to make things happen.
- ◆ Sawyer County does fairly represent and govern it's people.
- ◆ Strong environment
- ◆ Logging, Construction trades, Business
- ◆ Natural Resources
- ◆ Natural Resources, clean water, forests, open spaces, having the availability to use the public land.
- ◆ Health and human services
- ◆ Excellent forestry practices and products
- ◆ Recreation of all types
- ◆ Tourism
- ◆ Healthy living environment – clean air and water
- ◆ Provides basic services in an effective manner to it's residents

County's weaknesses:

- ◆ permitting over development of small lakes
- ◆ Limited/lack infrastructure for manufacturing,
- ◆ Increasing deterioration of older housing
- ◆ lack of affordability of housing for aging population
- ◆ need to increase punishment for DWI offences/general crime
- ◆ prohibit breaking up of large parcels of land for development
- ◆ Needs to respect town government decisions in areas of zoning
- ◆ Over-development of lakes
- ◆ Medical care and assistance
- ◆ “Fly over country” attitude of visitors and transients
- ◆ Few effective leaders
- ◆ Many short-term financially motivated residents
- ◆ unable to enforce zoning
- ◆ limited enforcement personnel at local level
- ◆ limited cellular services
- ◆ high percentage of county wide non-resident properties
- ◆ separation of lake associations
- ◆ threat of noisy motorized sports
- ◆ DNR being reactive instead of proactive with regard to lakes and rivers
- ◆ Possible failure to protect rural character
- ◆ Need to draw in businesses to create diverse employment opportunities.
- ◆ Economy not so good. Most people living in this area are retired and they don't have much interest on what goes on unless it adversely affects them. There is a lack in pursuing new industry and trying to keep existing industry.
- ◆ Too many chiefs and not enough Indians. It is frustrating trying to get help from County officials unless it is in the NW part of the County. We need to work together on a County wide basis.
- ◆ Law enforcement, judicial system, we need a satellite law enforcement office in this part of the County. Fire Department coverage for out-lying areas.
- ◆ We need some controlled access to County Forest lands. In some ways they are now extensions of some private land owners who are using them like they own them. The availability of high speed communications for internet, etc is limiting our ability to attract jobs and businesses to the area. Improvements are needed in the Winter School District to make the area more attractive to other business and professional people. We have the environment to attract new people.
- ◆ Industrial and commercial growth and development
- ◆ Poor transportation system, public
- ◆ Not enough good paying jobs
- ◆ Not enough good lower and medium level income housing including rentals (all lower income housing should not be located in the same area)
- ◆ Some areas of Sawyer County may already be beyond planning because of multi-use neighborhoods and zone districts

- ◆ Improve standards for protecting natural resources
- ◆ Avoid the conflicts that regularly occur between the southern and northern parts of the county

County's opportunities:

- ◆ Preservation of forest management practices
- ◆ need for retirement housing and planned community
- ◆ need for increase in telecommunications and broadband technology
- ◆ need for increased educational opportunities for all especially young people so that they stay to work in the area with living wage jobs
- ◆ demand for local government governing the people
- ◆ Attract businesses
- ◆ Enough forward-thinking lake leaders willing to see through new zoning regulation BEFORE things get worse.
- ◆ Very financially secure
- ◆ ability to preserve natural resources
- ◆ strong chamber of commerce in Hayward
- ◆ active civic groups
- ◆ opportunities for light industrial growth
- ◆ protect the land and rural culture from overdevelopment
- ◆ attract industries because of low labor and operating costs, but they must be non-polluting
- ◆ close to main north/south highway (53) and train transportation to attract business
- ◆ Entrepreneur opportunities abound within Sawyer County.
- ◆ To continue working with the recreational industry. To work with the logging industry by staying in touch with LP and Johnson Timber. There seems to be plenty of pulp wood in the area to keep these companies in business.
- ◆ 4-wheeling, snowmobiling, trades and businesses
- ◆ More cooperation between towns.
- ◆ To expand areas for silent sports in the SE part of the County. Attract people and businesses that want to be able to work in this area because of its environment, but may be limited by the communications network (high-speed internet, etc). Improve educational and mentoring opportunities to utilize interested retirees in schools, etc.
- ◆ Tourism is good, but does not create good paying jobs and only promotes temporary and seasonal work positions. We need to create more year round work which would make for a more stable workforce and community. We are leaning toward developing a retirement-absentee owner community which is not always conducive to a stable environment. We need to have our younger, educated citizens stay in the community. Between the county, cities, towns and the LCO Tribal governments, more community/economic development needs to be accomplished.
- ◆ To improve the quality of life for the residents of the county by listening closely to their concerns and effectively meeting their needs

Threats:

- ◆ budget cuts and increased taxes
- ◆ Degrade of our lakes
- ◆ Largely new resident/retiree population with little or no stake in the infrastructure of the communities.
- ◆ Outside corporate landowners are selling large parcels of woodlands
- ◆ high density waterfront development
- ◆ no planning documents to provide elected officials with direction
- ◆ overdevelopment of lake shore
- ◆ encroachment into wetlands
- ◆ large increase in population
- ◆ loss of forest and farmland
- ◆ It seems the labor force is not so good. There may be a housing problem in some areas where industry could come in. Maybe these things should be brought to Town Boards. The local government is always more familiar with the Town than the County.
- ◆ Changing laws and regulations such as from the DNR. The length of time that permits take to be issued. Many calls made with no apparent action.
- ◆ The current local work force seems to be limiting the employers.
- ◆ People not working together. There doesn't seem to be a common vision of how to protect the area we have at our doorsteps while allowing for sensible development. Educational and quality employment opportunities.
- ◆ Large scale areas for commercial and industrial development need to be planned and established soon. It's hard to entice business owners to locate here without these areas.
- ◆ Business owners must work toward bringing new business (commercial/industrial) to this county. Main Street is necessary for tourism and Northwood's character.
- ◆ Thinking and acting progressively must begin now. Fearing change will destroy any Comprehensive Land Use Plan before it's even developed.
- ◆ Contamination of our water supply by inadequate enforcement of groundwater protection standards
- ◆ The attitude that "more is better" makes solving problems difficult