

APPENDIX G. SWOT Analysis

Strengths
Education
Solid K-12 educational system
Collaboration among education groups
Local Universities: UW-Platteville (engineering), UW-Richland (2 year)
Local Technical Colleges: Southwest Tech & Blackhawk
Agricultural & Natural Resources
Strong Agriculture industry, natural resources, water and land
Location
Proximity to Dubuque & Madison
Quality of Life (as it relates to education, cost of services, arts & healthcare)
Work quality and ethics
Local ownership and loyalty to community, direct communication and support of non-profit organizations
Balanced economy - Agriculture, Manufacturing, Retail & Tourism
Heritage, culture, identity, and pride
Volunteerism
Transportation variety
Rail, four land highways, barge, airports
Healthcare quality
Good health care systems and facilities

Weaknesses
Broadband – lack of high-speed internet outside of cities
Transportation – aging/quality
4 lane - Highway 11
Int. transportation plan - No Regional Planning of local projects
Resistance to change
Age and condition of housing
Lack of knowledge of possibilities for small business/entertainment
Duplication of services - Economic Development Groups
Lack of private business involvement in groups
Slow acceptance of outside/newcomers
Lack of diversity
Investment – No money especially state
Incentives (particularly state) Shrinking K-12 support
Lack of money investment/angel network
Parochial(?) attention about development
Employment Opportunities
Advanced degrees
Income levels
Lack of Industrial Clusters
Aging workforce
Recognition of the region
No strong Id. Of southwest Wisconsin
Weak RPC
Dispersed population
Weak standing in state and federal government - Nobody knows Southwest Wisconsin

Opportunities
Agriculture – bio fuels, food
Well developed fiber (under utilized/High cost)
Agriculture – organic/local food movement
Bio Industry – Digester – Bio Mass
Specialty manufacturing (food, wind, solar)
Riverland, SWEDC
Expertise in dairy product manufacturing
Entrepreneur/cottage industries
Solid workforce
Working as a region
Develop cottage industry
Commodities
Education
UW-Platteville Curriculum
Location
Regional marketing
Retain/attract youth
Better marketing
Research
Tourism – Historical Society and Agriculture tourism
Lower Wisconsin Riverway
Entertainment culture
Healthcare
Growing Industry/Needs

Threats
Economic Downturn
Lack of investment money and interest
State business climate
No state support
Soft economy
Little Political will to change and invest
Change in agriculture economy - Larger Farms/Consolidation
Energy
Energy reliability, supply, and transportation
Fuel/Energy costs
Ignoring infrastructure
Aging infrastructure/over production of agriculture land
Lack of vision
Thinking too small
Not having decision makers on same page or even same book
Not looking beyond community
Aging & Declining population
Aging labor force
Population shift
Shift of country away from local