

This document contains the SWOT Analysis which the Strategic Planning Committee participated in on May 31, 2014. I want to thank Myrna Klatt and Bill Connor for their taking of and organizing of the notes.

Hanna City Wish List

- Annexation of property adjacent to the Village
- Plan to attract Business
- Infrastructure development: sidewalks
- Plan/Vision to take advantage of opportunities
- What is Our future and How do We get there?
- New Residents WELCOME PACKAGE: handouts on businesses and park district
- Having growth and development in an economy and a culture which is ever-changing
- Stay inside of Hanna City for events
- M.D. in town again
- Grocery store
- Make Hanna City a destination
- Park
- More Community events
- Increase Volunteerism, being mindful of "time" being the new capital (a cultural shift)
- Reduce the "guilt" factor ("If you really cared about Hanna City...")

Strengths of the Village of Hanna City

- Small Town
 - People Know People
 - Reduces fear
- Variety of Architecture
- Name Recognition
- Restaurants
 - Gil's
 - Hog Trough; Hog Dog
 - Sportsman's Club
- Heritage Days
- Physical Location of the Village

- Public Works Employees
 - Do well at clearing streets
- Bulk Water
- Recycling Dumpster
- Fire Department
- Well-Run fiscally. Good financial management
- Affordable Housing (\$75-150K)
- Farmington School District
- Airport Proximity
- Zoning/Planning
- Demographics are Diversified
- Part of Regional Economic Development
- Day Care Center HC Park District
- Churches
- Zane's Auto Body Shop
- Forward-Thinking Leadership

Weaknesses of the Village of Hanna City

- Not enough for people to do to stay in Hanna City
 - Activities
 - Shopping: necessities/casual, pleasure
- Location
 - Not adjacent to anything
 - Pass-through
 - No intersection of highways
- Land-locked: Land Availability
- Demographics
- Not diverse
- Population is primarily WASP (Higher end of the age spectrum)
- Demographics: people want to stay in Farmington School District , but more choices that what Hanna City may provide
- Wide variance between ages
- Not affordable rental property (culture)
- Can't step up ladder while living in town (TGTN)
- Cultural Mobility
- Infrastructure limiting growth in housing
- Getting information to public (media)

Opportunities Facing the Village of Hanna City

- Individuals contacted Village Leadership regarding annexation
- Rails to Trails
- Families opening businesses

- Route 336
- Future of Hanna City Work Camp
- Wildlife Prairie Park locally owned
- Technology
- Openness to growth on the part of the Leadership
- Airport proximity
- Aging population demographics

Threats to the Opportunities Facing Hanna City

- Aging demographics
- Bulls eye keeps moving
- Identity change (rebranding)
- Infrastructure, Water
- Economic grants not as readily available
- Not knowing what the State of Illinois revenue will be (unstable)
- Economic Anxiety
- Centralization of Services (Services/identity/phase out) shrinking

SWOT ANALYSIS: Village of Hanna City

May 31, 2014

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Strengths

- Small Town: People know People, Reduces Fear
- Variety of Architecture
- Restaurants: Gil's, Hog Trough, Hog Dog, Sportsman's Club
- Heritage Days
- Physical Location of Village
- Public Works Employees: street clearing
- Bulk water
- Recycling dumpster
- Fire Department
- Well run fiscally, Good financial Management
- Affordable Housing (\$75-\$100)
- Farmington School District
- Airport proximity
- Zoning Planning
- Demographics are diverse
- Part of Regional Economic Development
- Day Care Center, Hanna City Park, District Churches
- Gas Station, Book Store
- Family owned businesses

Opportunities

- Individuals contacted Village Leadership regarding annexation
- Rails to Trails
- Families opening businesses
- Route 26 - Airport proximity
- Future of Hanna City water camp
- White Plains Park local foodshed
- Technology - Aging population
- Demographic growth on the part of the Village Leadership

Weaknesses

- Not enough for people to do to remain in Hanna City, including activities and shopping for necessities for casual or pleasure
- Location: not adjacent to anything, pass-through, no intersection of highways
- Land-locked: no availability
- Demographics
- Not diverse
- Population is primarily WASP with the higher end of the age spectrum
- School-related demographic: People want to remain in PSD, but want more choices than what Hanna City may provide
- Lack of affordable rental property
- Lack of retail stores, shopping, dining
- Limited parking
- Limited public transit
- Limited recreation
- Limited services
- Limited housing
- Limited employment
- Limited investment
- Limited infrastructure
- Limited public works
- Limited fire department
- Limited police department
- Limited health care
- Limited education
- Limited social services
- Limited senior services
- Limited youth services
- Limited community development
- Limited economic development
- Limited regional development
- Limited day care
- Limited churches
- Limited gas station
- Limited book store
- Limited family owned businesses

Threats

- Aging demographics
- Bulls eye keeps moving
- Identity change (rebranding)
- Infrastructure, specifically water
- Economic grants not as readily available
- Not knowing what the State of Illinois revenue will be (unstable)
- Economic anxiety
- Centralization of Services (services/identity/phase out) shrinking,