

Gibraltar S.W.O.T. Analysis



Economic Development Engagement Opportunity

The Town of Gibraltar is currently working with the Bay-Lake Regional Planning Commission to update the Town's Comprehensive Plan. The Comprehensive Plan guides future growth in the town. It is organized into several elements such as Transportation, Population and Housing, Economic Development, Land Use, and other topics.

To effectively update the Economic Development element of the town's plan, we are requesting your help. We invite you to share your thoughts and identify Gibraltar's economic development strengths, weaknesses, opportunities, and threats (SWOT) using an online tool that we selected to improve collaboration on this analysis.

You can access the online tool by following the link below or by scanning the QR code on your mobile device. Note: A desktop computer may prove to be the most effective way to complete the activity:

[ECONOMIC SWOT ACTIVITY](#)



Before you get started, please review the instructions:

- Follow the link above and document Gibraltar's economic strengths, weaknesses, opportunities, and threats.

The categories are:

Strengths: What are the positive attributes and benefits of Gibraltar?

Weaknesses: What are the harmful or challenging attributes of Gibraltar?

Opportunities: What conditions can Gibraltar take advantage of to become a more thriving, prosperous, and stable community?

Threats: What conditions might jeopardize Gibraltar's ability to become a more thriving, prosperous, and stable community?

- You may select the thumbs up icon on existing comment boxes to agree with others. You may select the comment bubble icon on existing comment boxes to add details or to respond to an idea.

When this activity is complete, the Bay-Lake Regional Planning Commission will summarize the results and document key themes in the Economic Development element of the Town's Comprehensive Plan. We thank you in advance for your participation.

For more information or questions, please contact:
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