

VISIONING SESSION – MAYER CITY COUNCIL -

The visioning session for the City of Mayer is meant to assess the community as a whole and the vision for the near and far future. What are goals? How are we going to achieve those goals?

It is important that the Council/community assesses the environment and then takes a proactive approach where it can.

While some factors may be fixed or unlikely to change in the foreseeable future, some factors can. We must take advantage of areas that can be controlled.

Remember too that nonlocal factors can impact our local environment.

There is not a one size fits all approach. It is important to investigate an approach that works for the City of Mayer. When possible, to utilize a team Approach between Government, Non-Profits and Private Stakeholders if beneficial.

With that...

Where does the community see itself going in the future?

What are community expectations?

Where should resources and energy be focused?

Where is there control and where isn't there control?

SWOT Analysis

We will be using the SWOT Analysis technique to perform an overall analysis on the City.

A SWOT analysis is a useful technique to evaluate the City as a whole.

It is a roadmap for how the City should move forward, which opportunities we are missing out on and which challenges need to be tackled.

It's an effective method to maximize opportunities while minimizing negative factors. It let's us evaluate the City's strengths and weaknesses, opportunities and threats.

We can look at where we can improve.

SWOT Analysis Template

There are four steps we will take to evaluate the City as a whole. But, before we start, we will need to figure out what we are evaluating with our SWOT analysis.

Ex: Improving Communications, Improving connectivity and walkability, attracting more business, etc.

To visualize the SWOT analysis, we will use the table provided (see attached documents).

We will use the table to do the following:

- 1. Identify strengths (within the chosen topic).**
- 2. Identify Weaknesses**
- 3. Consider Opportunities (ways to eliminate weaknesses)**
- 4. Contemplate your threats (obstacles)**

Example Topics:

Creating Jobs.

Attracting Tourists.

School Links – Education.

Good Communication.

Public Transportation.

Affordable Housing.

Living Wages.

Labor Force Knowledge.

Businesses Attraction/Retention.

Tax Revenue Generated.

Sustainable Development.

Civic Engagement.

Creating Sense of Community.

ISSUE: _____

STRENGTHS	OPPORTUNITIES
WEAKNESSES	THREATS

ISSUE: _____

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