

SWOT Analysis

City Council Meeting

Mar 24 2018

Strengths:

- 15th Safest City in SC
- Small town charm
- Friendly
- Location in County – Central
- Room to grow
- Quality Recreation Plan
- 178-93 Highways
- Strong local schools
- Commerce Park
- Airport
- Access to healthy Natural Resources – Recreational Activities
- Cost of living
- Business Diversity
- Water quality
- Friendly Community
- Walkable downtown
- Affordable utilities
- Hair Salons and Mom & Pop eateries
- Performing Arts Center
- Meals on Wheels Program
- County Magistrates Center
- City is marketable
- Higher Education – nearby location
- Good people

Weaknesses:

- Limited population
- Negative Talk
- Limited resources – financial, manpower, personnel
- Infrastructure – water & sewer
- Communications
- Image
- Dilapidated buildings
- Visual weakness
- Gateways

- Pride of citizens
- Unification for change
- No draw or reason to stop in Liberty
- Condition of roadways and sidewalks
- Rules to cleanup property
- Overabundance of city owned property – condition of city property

Opportunities:

- Make Liberty a destination City
- Draw on Cities around us
- Become the HUB of the upstate
- Arts
- Community Theater
- Performing Arts Center
- Airport
- Mixed use – Live/Work Downtown
- Increase residential development
- Downtown walking loop
- Recreational activities – expand
- Veteran HUB – programs/events – Council on Aging/Veterans services (grants)
- Flag City
- Annexation

Threats:

- Internal –
 - Lack of vision
 - Lack of commitment – passion
 - Laziness
 - Addiction – drugs
 - Indifference
 - Infrastructure
 - Financial constraints
 - City Hall
 - We are our own worst enemy
 - CAVE – Citizens Against Virtually Everything
 - Need to get the message out
- External
 - Loss of Commerce Park – jobs
 - Legislation
 - Increase cost of water and sewer

- 18 Mile Creek Plant – limits types of potential new industry
- Global Economy
- Rising Interest Rates
- Relationships with external partners
- Buying habits of citizens
- Problem transients
- Environmental threats
- Railroad traffic