

ARTS, RECREATION, & ENTERTAINMENT SUBCOMMITTEE



Greenville, Pa
COMMUNITY VISION TASK FORCE

ARTS, RECREATION, & ENTERTAINMENT SUBCOMMITTEE MEETING
OCTOBER 9TH 2018 | 7:00PM | FRESH GROUNDS

SWOT Analysis

SWOT is an acronym that stands for Strengths, Weaknesses, Opportunities, and Threats. We are using SWOT analysis for strategic planning purposes to identify aspects of the community that are doing well, where it can improve, and how it fits in the competitive landscape. Our SWOT Analysis splits into internal factors (strengths and weaknesses) and external factors (opportunities and threats).

Strengths (Internal)

1. Greenville has a robust offering of art experiences: Greenville Symphony Orchestra, Greenville Area Community Theater, Sans MOCO Gallery, Weyers-Sampson Gallery, Thiel Players, High School Music and Theater, etc.
2. The Shenango River provides outdoor recreation.
3. Proximity to Pymatuning State Park
4. The Greenville-Jamestown trail development continues.
5. Greenville has faithful organizations dedicated to recreation development such as: Mercer County Trails Association, Shenango River Watchers, Riverside Revitalization, Recreation of Northern Mercer County (formally the pool committee).
6. Greenville experiences all the seasons.
7. Despite it being frequently said that there is nothing to do in Greenville, there certainly is.
8. There are several sports associations.

Weaknesses (Internal)

1. There is no common calendar to centrally advertise and organize everything that is going on and being offered in the community.
2. Attendance and participation continue to be a challenge for most organizations focused on Arts, Recreation and Entertainment.
3. Sports associations seem fragmented.
4. Maintenance of Riverside Park is difficult for the borough to keep up with and now relies on external support, such as Riverside Revitalization.

Opportunities (External)

1. Development of a common calendar to increase community awareness.

2. Development of an overarching umbrella for sports associations (similar to the former GALSA) to make activities more accessible and possibly more economical.
3. Developing a robust community indoor recreation facility (the objective fo the Recreation of Northern Mercer County group)
4. Cooperative advertising to reduce individual organizations costs.
5. The Shenango River can be highlighted even more as a community asset in a variety of ways.
6. Pymatuning tourism pipeline with the completion of the Greenville-Jamestown trail.

Threats (External)

1. Socio-economic hurdles for some families to afford participation.
2. Culture is still technology-heavy for youth, making arts and recreation activities less appealing.
3. Competition with recreation communities who may have more to offer.

A reconvene meeting has been set for Thursday, November 8th, 2018 at 6pm. We will meet at Sans MOCO Gallery. Ben will send out a reminder email including details on how to get there. All are welcome to come. The Residential Neighborhoods Committee will not meet again until after the new year.

Respectfully submitted by Ben Beck