

DOWNTOWN & COMMERCIAL BLOCKS SUBCOMMITTEE



Greenville, Pa
COMMUNITY VISION TASK FORCE

**DOWNTOWN & COMMERCIAL BLOCKS SUBCOMMITTEE MEETING
SEPTEMBER 18th, 2018 | 5:30PM | FRESH GROUNDS COFFEEHOUSE**

PRESENT: Ben Beck, Vicki Poe, Evian Zukas-Oguz

ABSENT: Joe Ribley, Jen Ribley, Stacy McKay Benander, Jeanette Rowley, Joshua Rowley,
Barbara Long-Cooper

OLD BUSINESS:

NEW BUSINESS:

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 the desirable classic downtown look and streetscape.
2. There is plenty of parking.
3. Downtown has a variety of specialty shops.
4. There is a balance of businesses represented: Service, Food, and Retail.
5. Downtown is accessible from Thiel College.
6. Downtown is very walkable.
7. Greenville still has a number of business owners and community members who are dedicated to making the downtown even better.

Weaknesses (Internal)

1. Thiel students are spending less and doing less than in the past.
2. Retail represented does not appeal to younger generations.
3. Shops do not have similar or consistent hours.
4. There is a lack of cooperation between businesses.
5. Truck traffic causes harm to the buildings, creates noise pollution and can be dangerous for pedestrians.
6. There are over a dozen empty buildings in disrepair.
7. There is no up-to-date inventory of commercial buildings.

8. Building owners are often uncooperative, unresponsive, and will not sell even when empty.
9. The downtown lacks a constant maintenance to keep streetscape in good condition.

Opportunities (External)

1. A better relationship with PennDOT can be developed.
2. There are buildings available and inexpensive.
3. Buildings available are perfect for e-commerce based businesses that are still looking for a brick and mortar.
4. Downtown Business Association (DBA), or some version/semblance of organization can be developed.
5. Downtown housing, 2nd floor apartments can be improved in most buildings allowing for better mixed-use space.
6. Various opportunities to partner with Thiel College.
7. Redevelopment Authority (through Home Rule) could garner focus on economic development downtown.
8. Opportunities to build community through our downtown (recognizing it as public space) and strengthen relationships are plentiful.

Threats (External)

1. Culture continues to shift toward e-commerce and mega-businesses like Amazon make it difficult for the small business to thrive.
2. Our local economy continues to struggle.
3. Greenville has a large and growing welfare population with different spending habits.
4. Banks do not look favorable on downtown lending.

The next meeting was set for Tuesday, October 16th, 2018 at 5:30pm, Padrones Pizza & Pub.

Adjourned at 6:30pm

Respectfully submitted by Ben Beck