

# ECONOMIC DEVELOPMENT SUBCOMMITTEE



Greenville, Pa  
COMMUNITY VISION TASK FORCE

ECONOMIC DEVELOPMENT SUBCOMMITTEE MEETING  
OCTOBER 25<sup>TH</sup>, 2018 | 12:00PM | FRESH GROUNDS COFFEEHOUSE

PRESENT: Ben Beck, David Reeves, Caleb Stright, Joe Wilson, Marty Johnson  
ABSENT: Scott Graubard, Ryan Davis

OLD BUSINESS:

NEW BUSINESS:

## **S.W.O.T. Analysis**

*S.W.O.T. is an acronym that stands for Strengths, Weaknesses, Opportunities, and Threats. We are using S.W.O.T. 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 S.W.O.T. Analysis splits into internal factors (strengths and weaknesses) and external factors (opportunities and threats).*

### **Strengths (Internal)**

1. We have an Industrial Park that serves our area well.
2. Greenville has affordable and available property/buildings/homes.
3. Greenville maintains it's small town charm.
4. We have a local college.
5. Greenville boasts great schools.
6. Greenville has tech infrastructure available.
7. Greenville has a tax incentive program for businesses to benefit from (LERTA)
8. Greenville offers important local services.
9. Greenville has strong community members advocating for the area.

### **Weaknesses (Internal)**

1. The Borough is landlocked.
2. The Borough (and the County as a whole) has seen a steady decline in population.
3. Our population has a lack of experience and education in newer fields.
4. There is a negative perception of the area (high taxes).
5. There is less and less funding every year for development-oriented projects.
6. GAEDC shows little interest in the Borough.
7. Our inter-organizational cooperation is fractured and we often have duplication of services.
8. We have a lack of site ready facilities.

9. Proximity to interstates is still too far?

### **Opportunities (External)**

1. We have the opportunity to capture Industrial Park workers as residents.
2. Improvements made to Downtown's image would spur on new investments.
3. Greenville still has more to benefit from and capitalize on its recreation and tourism-related attractions.
4. Although Greenville does maintain a small town charm, there is still opportunity for improvements.
5. The trinity site, once available, is a large parcel of undeveloped land for new growth.
6. We have the opportunity to diversify industry.
7. We can capitalize on the affordability to upstart here in marketing to the entrepreneur.
8. We have rail access.

### **Threats (External)**

1. The labor industry is heading more and more into Technology, Robotics, and AI.
2. Generational and societal changes affect the job market and economic climate.

The next meeting was set for Thursday, November 8<sup>th</sup>, 2018, 6:00pm at Sans MOCO.

Adjourned at 1:00pm

Respectfully submitted by Ben Beck