



'21 SWOT Analysis

SWOT Session

- January 8, 2021 from 10:00 – 12:30 (via Zoom)
- SWOT examines:
 - Strengths (what we are doing well and what makes Arrowhead unique)
 - Weaknesses (what we could do better, what keeps us from performing at our optimum level)
 - Opportunities (external factors that might be leveraged to give the community a competitive edge)
 - Threats (external factors that have the potential to harm the community)
- 20 participants included ALCA supervisors and staff and committee chairs and members of standing committees
- Findings provide feedback and direction to Strategic Planning Goals Committees

SWOT Analysis

Strengths

- Offerings
 - Amenities
 - Seclusion
 - Different size/priced homes
 - Affordable assessments
 - Efforts to Improve
- Recreation Programs
 - Social Programs
 - Youth Programs
 - Variety of Activities
 - Rec Management
- Financial Stability
- Security
 - Service 24/7
 - Gated (Private Community)
- Location
 - Nature/Woods
 - Wildlife & Lakes
 - Getaway from city
- Maintenance
 - Service
 - Snow Plowing
 - Trash Services
 - Environmental Preservation
- Management & Staff
 - Customer Service
 - Resourceful
 - Ability to execute
 - Knowledgeable
- Attitude
 - Welcoming
 - Neighborly
 - Volunteerism
 - Positive Reputation

Weakness

- Communications
 - Internal & External
 - Understanding and Standards of Processes
 - Feeling ignored
 - Response
 - Social Media
- Rentals
 - Varying Options
 - Behaviors of
- Roads
 - Maintenance
 - Drainage
- Enforcement
 - Code Enforcement
 - Inspection programs
 - Property Maintenance
 - Security @ gates
 - Traffic/Speed Control
- Lack Of/Upgrade
 - Winter Activity
 - Delivery service/food
 - Trash Services
 - Staffing for certain departments
 - Walking paths
 - Volunteers
 - Organized Boating Activities/ Marina
 - Ambulance/Fire Protection
 - Upgrade Fitness Center
- Reality v. Perception
- Two Townships w/ conflicting rules

Opportunities

- Rapport
 - Local Business Partnerships
 - Local Politicians
 - Other Communities
 - Townships & County
- Technology
 - Gigabit Projects
 - Kiosks
 - Online Customer Service
 - Training/Education of technology platforms
 - Apple/Google Pay
 - Ecommerce
 - Remote Access
 - Live Feeds/Webcam
 - Gate Surveillance
- Advertising/Communication
 - Local Papers
 - Internal & External Activities
 - Outside Community events
- Professional Resources
- Education
 - Enforcement
 - New Member Orientations
- Funding
 - Grants
 - Other qualifying programs
- Offerings
 - New Amenities

Threats

- Diversity
 - Homeowner v. Renting Homeowner
 - Shift in needs
- Economic
 - Job Loss
 - Inflation
 - Foreclosures
 - Turnover
 - New/Competing Businesses
- Communications
 - Social Media "Perceptions"
- Severe Weather Events
- Infrastructure
 - Population
- Pollution
 - Noise
 - Lights
- Agencies
 - Permits
 - Delays in projects
 - Governmental regulations
 - Lake Management
- Rentals
 - Short Term in general
 - Frequency
 - LLC Businesses
- Security
 - Equal Enforcement

Recommended Additional Goals

- Short Term Rentals
- IT Infrastructure



Thank You