

SWOT Analysis Results

3/22/21

Strengths

- The County is located in a beneficial location at the crossroads of at least 2 major highways and an interstate highway.
- Agricultural land and farms are plentiful.
- The County has multiple freight railroads.
- The County has significant economic strengths in multiple industries including Wild Adventures, Moody Air Force Base, and Arglass.
- There are several institutions of higher learning locally: VSU, Wiregrass, and GSU.
- The hospital is a benefit to the community and has a long term plan for expansion.
- The County and the Cities enjoy the benefits of effective and efficient communication with one another. They have been working well with one another as opposed to working against one another. An example of this is the Deep South Solid Waste Authority.
- There are vacant lots suitable for infill development within the cities of Valdosta and Hahira.

Weaknesses

- While freight rail is plentiful, passenger rail is not available locally.
- The airport does not have a connection/carrier to the south.
- There are not enough well trained employees, especially in the construction industry.
- There is an issue with litter in the county.
- Character areas in the Comprehensive Plan have not been revamped for many years.
- There are no incentives for investors who own lower priced homes to sell. This has resulted in a low inventory of homes priced under \$200,000.
- The City of Valdosta used to focus more on beautification efforts and code enforcement.

Opportunities

- Improvements to broadband infrastructure could encourage businesses to locate in the county – this could also encourage new workers to relocate here and to keep existing young people from moving to larger cities.
- If retail shopping was enhanced, this could improve the quality of life for residents.
- A behavior change program could be introduced to inform residents of the risks of littering.
- The County and the Cities could find ways to work regionally with adjacent counties and jurisdictions. They could actively seek out ways to partner with one another.
- Through a public/private partnership, a park in the Troupeville area could be developed with multiple options for enjoying the rivers and increasing quality of life options for residents and visitors.
- Higher paying businesses could be encouraged to relocate to the county.
- Workforce certificates and/or apprenticeship programs for transitioning prisoners could meet gaps in hiring for local businesses.
- There is undeveloped land in the county that could be developed for more housing options.
- An overnight freight/truck parking lot with truck wash could be an amenity for businesses.
- The development of a mixture of housing costs and types could be explored.
- With the recent opening of a glass products manufacturer, there may be an opportunity to recycle clear glass bottles.
- While it would require approval at the State level, a bottle deposit program could be encouraged to reduce litter.
- Community beautification efforts could increase the quality of life for residents and would make a better first impression for visitors to the community.