

Washington County SWOT

Criteria Examples	Strengths (Internal - You can control)	Weaknesses (Internal - You can control)	Criteria Examples
<p>Your capabilities areas Marketing Innovative culture</p>	<p>Adequate level of financial resources Political will and community desire to support parks & recreation Two signature parks that can be further developed Focus on planning initiatives Supporter for providing healthy lifestyles through parks and programs Wide variety of outdoor recreation opportunities</p>	<p>County communication mechanisms and outreach (electronic media, maps etc.) Unclear on brand identity and perception in the community Limited number of amenities in existing parks Maintenance is reactive with limited ability for proactive maintenance Staffing levels at capacity with no room for expanded service offerings Security presence in County Parks is limited (e.g. park rangers / people living in the parks / cell phone reception in the park) Rental / Reservation process is inefficient and can be improved - Online Reservations</p>	<p>Gaps in capabilities Resources Morale</p>
Criteria Examples	Opportunity (External - You may not be able to control)	Threats (You may not be able to control)	Criteria Examples
<p>New trends Location Market developments</p>	<p>Health and wellness e.g. childhood obesity issues Increased population and workforce in Washington County Location and abundance of natural resources Growing participation in outdoor recreation programming and facility trends - (e.g. zip lines, glamping, BMX, skateparks, ropes courses, etc.) Technology - mobile apps / online registration could be improved Public / Private Partnerships in County Parks (bike rentals, concessionaire, canoe / kayak rentals)</p>	<p>External service providers Proliferation of gaming / in-house entertainment (Xbox, Playstation, Wii, etc.) Impact of negative perception of government Impact of resource extraction in / around County Parks</p>	<p>Political effects Environmental effects Market demand</p>