• YOUR Community / Region (Current Reality?) NOW?
  – Share One Strength
  – Share One Weakness
  – Share One Opportunity
  – Share One Threat / Danger
• From the SWOT Analysis, write one positive goal for YOUR downtown, YOUR community or YOUR region!
• Is there an obstacle for success (danger / threat)? What is it?
• Who or What could prevent Victory (danger / threat)?
• What is the Benefit of this successful Goal?
• Are YOU going to allow the Danger or Threat Stop YOU?

What would VICTORY look like to YOU?

SWOT EXERCISE