

# Strengths, Weaknesses, Opportunities and Threats to Economic Development in Craig

## STRENGTHS

- Small Town Feel/Sense of Community
- Access to natural resources
- Being a hub for other communities
- Access to harbors
- Access to outdoors
- Citizen involvement in creating public attractions
- Local businesses have a sense of community
- City staff, services and infrastructure
- Community culture among businesses
- Stable and safe community
- Tourism activities and focus
- Local government is responsive, reliable, not over restrictive, fiscally responsible and pro-business

## Opportunities

- Support development of more small businesses
- Encourage and develop local tourism (DIY style)
- Figure out how to decrease the cost of getting goods to the island
- Improve internet service
- Maintain, expand and promote outdoor recreational opportunities and facilities
- Promote and expand use of voc tec center
- Workforce development and retention
- Expand public parking
- Support and expand boat maintenance/repair options available
- Development of Cannery Site into multi-use tourist type businesses and community meeting space
- Maintain small town/community feel

## Weaknesses

- High business operational costs
- High cost of travel
- High drug and alcohol abuse rate
- Retail competition from online sources
- Lack of available land for development
- Lack of or high cost of housing
- Lack of skilled employees/difficult to retain
- High prices and limited selection of goods
- Slow and Expensive Internet

## THREATS

- Cost of shipping and transportation
- Lack of skilled/qualified work force
- State budget shortages and resulting shortages to community
- Future access to island
- Reduction or total shutdown on resource extraction due to regulation or declining resources
- Declining economy
- Cost of utilities
- Crime associated with drug activity
- Drug use
- Declining city revenue and loss of non-essential services due to loss of city businesses