SWOT Workshop #1 Results - Top 5 SWOT

Strengths
17 Quality School system
17 Culture/Arts
6 Financial Stability/Mill Rate
4 Rural Character
3 Coastal Community / Water Access

Weaknesses
20 Lack of diverse housing options (Young Adults & Seniors)
8 State of Connecticut Economic Instability
5 Blight areas on Old Lyme
4 Lack of people diversity
3 Lack of safe walking/biking paths

Opportunities
16 Delivering Halls Road Action Plan
12 Make Community/Town more connected; walking & biking paths
8 Proactive Affordable/Workforce/senior Housing Plan
7 Attract new residents
3 Hartford Avenue/156 Improvements and Development

Threats
14 Perceived resistance to change
9 State of Connecticut – Hartford
9 State population exodus
6 Planning for Environmental Changes
6 Lack of jobs/economic growth

OLD LYME’S BRAND
- Arts / Culture /History
- Safety /Low Crime
- Natural Beauty
- Quintessential Character
- Shoreline / Beach Community
- Wealth
- Rural Village/Historic
- Quiet
- High Quality Education

Note: Numbers next to items listed indicate most important to group in a vote.
**STRENGTHS**

17 Quality School System
   Pre-K Program
17 Culture/Arts
   Wealth of History
   Community engagement
   Open Space/Outdoor Activities

Strong sense of Volunteerism/Philanthropic
6 Financial Stability/Mill Rate
   Low crime rates/Safety
   Low Taxes compared to other CT towns

Towns geographic location
4 Rural Character/Non Commercial feel
3 Coastal Community / Water Access
   CT River – LI Sound – I-95

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- Natural Beauty
- Quintessential Character
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- Rural Village/Historic
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- High Quality Education
20 Lack of diverse housing options  
(for young adults & seniors)
5 Blight areas on Old Lyme  
Unappealing commercial areas  
Lack of Town Green/Center to congregate
3 Lack of safe Walking/Riding paths
2 Sidewalks around town areas  
Water Resources/Septic disposal
1 Restrictive zoning

8 State of Connecticut Economic Instability  
Climate change vulnerability

Lack of people diversity  
Aging population (support needs)  
Youth migration out of area  
Lack of employment opportunities

OLD LYME’S BRAND
• Arts / Culture /History • Safety /Low Crime • Natural Beauty • Quintessential Character •  
• Shoreline / Beach Community • Wealth • Rural Village/Historic • Quiet • High Quality Education •
OPPORTUNITIES

1. Addressing blight within our community
2. Expansion of Senior Center
3. Hartford Avenue/156 Improvements & Development
4. Delivering Halls Road Action Plan
5. Attract new residents
6. Make Community/Town more connected; more walking & biking paths
7. Proactive Affordable/Workforce/Senior Housing Plan
8. Growth/Focus on Arts organizations
9. Attract new residents
10. Make Community/Town more connected; more walking & biking paths
11. Proactive Affordable/Workforce/Senior Housing Plan
12. Attract new residents
13. Make Community/Town more connected; more walking & biking paths
14. Proactive Affordable/Workforce/Senior Housing Plan
15. Attract new residents
16. Delivering Halls Road Action Plan

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THREATS

14 Perceived resistance to change

6 Lack of jobs/economic growth

2 Aging population

Perception Old Lyme not business friendly

9 State of Connecticut – Hartford

1 Fire/EMS volunteer population dwindling

1 Threat of losing existing businesses

9 State population exodus

1 Over politicizing of local issues

6 Planning for Environmental Changes

5 Challenges of seasonal residency

1 Perception of unwelcoming to minorities

1 Old Saybrook/East Lyme growth/Old Lyme lack of growth

1 Perception Old Lyme not business friendly

Expansion of I-95/Expansion of Amtrak

Ground water protection

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