SWOT Workshop #2 Results - Top 5 SWOT

**Strengths**

7 Natural Resources
4 School System
3 Location
2 Historic Character
2 Town fiscal stability

**Weaknesses**

7 Lack of utility infrastructure
7 Lack of Housing diversity
6 Lack of pedestrian/outdoor recreation infrastructure
4 Lack of cohesive plan for key business areas (beaches/Halls Road)
4 Divide between seasonal and full-time residents

**Opportunities**

9 Develop Halls Road/Hartford Avenue
8 Change Soundview stigma
3 Support for outdoor recreation
3 Diversify housing stock
3 Create public gathering space

**Threats**

5 Expansion of Business and Housing in Nearby Towns
3 Climate Change
2 Difficult Land Use Regulatory Process
2 Lack of Public Beach Access
2 State economic climate

OLD LYME’S BRAND

• Arts • High Quality Education/family Friendly • Natural Coastal Beauty • Picturesque Character •
• Affluent/Exclusive/Second-home Community • Low Taxes • Outdoor Activities • Non Commercial Feel •
OLD LYME’S BRAND

• Arts • High Quality Education/family Friendly • Natural Coastal Beauty • Picturesque Character •
• Affluent/ Exclusive/ Second-home Community • Low Taxes • Outdoor Activities • Non Commercial Feel •
WEAKNESSES

3 Lack of communication between Town & Residents
2 Small customer base for businesses
   Lack of support for non-college bound students
   Lack of young adult volunteerism
   Weak Marketing efforts
   High business costs
   No urgent care facility

4 Divide between seasonal and full-time residents
2 Difficulty retaining young/older adults
   Lack of demographic diversity
   Lack of public transportation
   I-95 traffic

OLD LYME’S BRAND

- Arts
- High Quality Education/family Friendly
- Natural Coastal Beauty
- Picturesque Character
- Affluent/ Exclusive/ Second-home Community
- Low Taxes
- Outdoor Activities
- Non Commercial Feel
OPPORTUNITIES

9 Develop Halls Rd/Hartford Ave.
3 Create public gathering space
3 “Phoebe’s Library Renovations”

2 Grow Chamber of Commerce
1 Boost marketing efforts
More Town events
Grow mid-summer fest

3 Diversify housing stock
1 Create plans for Housing & Economic Development

3 Support for outdoor recreation
Pursue more grants
Better advertising for seasonal employment opportunities

8 Change Soundview stigma
1 Retain tourism dollars in Town

1 More visitor lodging
Growing off-season tourism
Support Lyme Academy of Fine Arts

Support for all stages in life cycle
Connect young and old residents

Grow local businesses
Develop Exit 71 area
Join wind industry/Electric Boat supply chains
Develop Rt 156 and support existing businesses

OLD LYME’S BRAND
- Arts
- High Quality Education/family Friendly
- Natural Coastal Beauty
- Picturesque Character
- Affluent/Exclusive/Second-home Community
- Low Taxes
- Outdoor Activities
- Non Commercial Feel

SWOT Workshop #2 Results
THREATS

5 Expansion of Business & Housing in Nearby Towns
Other Main Streets are more engaging

3 Climate Change
2 State economic climate
1 State Government
1 Young adults prefer cities

2 Dependency on seasonal visitors
1 Misconception of Soundview

2 Difficult Land Use Regulatory Process
2 Lack of Public Beach Access
1 Partisan politics
Town’s “Not Business-Friendly” reputation
Local Government structure

1 Elitist Feel
Resistance to change

1 Privatization of public spaces
1 Big businesses closing

Small labor force
Population decline
Aging-out Philanthropic support

Dormant threat of high-speed rail
I-95 expansion

No destination State Parks
Lack of connectivity to hiking spaces

OLD LYME’S BRAND

- Arts
- High Quality Education/family Friendly
- Natural Coastal Beauty
- Picturesque Character
- Affluent/ Exclusive/ Second-home Community
- Low Taxes
- Outdoor Activities
- Non Commercial Feel

SWOT Workshop #2 Results