

## Burnett County Comprehensive Planning Process SWOT, Analysis and Issues Identification

| Issues   | Total |
|--|-------|
| <b>Maintain Burnett County's Northwoods Character/Quality of Life</b><br>The perception is this is currently being threatened by increasing development, population, tourism and poor development practices. The General character of the County is being affected by unsightly development and land use conflicts. A widespread perception that existing land use controls and guidance have not kept pace with the changing conditions. The issue needs to be defined and then develop strategies to protect that definition.                        | 10    |
| <b>Natural Resources</b><br>Preservation and enhancement to spur economic growth while maintaining Northwood's character. The perception is that access to public lands, Recreation, wildlife is being threatened. Furthermore, there is concern over loss of woods, "green spaces", and how sensitive areas such as lakes are becoming overdeveloped.   | 16    |
| <b>Lakefront Water Issues</b><br>Demand for lake front property and lake access has caused increased development pressure on lakes in the County. Many lakes are threatened with overcrowding and the problems associated with overuse such as public recreation conflicts, surface water use conflicts, adverse impacts to sensitive riparian, and littoral habitats. (Could be a sub-set of Natural Resource issues.)  | 15    |
| <b>Economic Development that is appropriate to Burnett County</b><br>Leverage the potential strengths to spur economic growth and mitigate the weaknesses that hinder economic growth. The lack of retail stores, limited number of manufacturing jobs lack of markets for wood and contractors and the lack of trained professionals to run businesses needs to be leveraged against the ability to generate marketing dollars for expanded tourism, international tourism, and work more closely with the tribal enterprises. Strategies are needed. | 14    |
| <b>Skills Development</b><br>Address the lack of technical skills and ability to receive training to upgrade skills; strategy to tap into the skilled, educated secondary homeowners (this could be a sub-set of economic development)   | 8     |
| <b>Demographic Shifts and its Impacts</b><br>Loss of youth increase of elderly. We are losing young people who need work, while simultaneously gaining older people who need services. Need a strategy to keep young people here, attract high tech individuals to area and tap into their skills.   | 3     |
| <b>Youth Issues</b><br>Brain drain, Creating opportunities for youth that will keep them in Burnett County; lack of opportunities for youth (maybe causing brain-drain), lack of funding for schools, declining enrollments, lack of state funding, etc.   | 8     |

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|---|-------|
| <b>Elderly Issues</b>   | 3     |
| Retirement and turnover (staff and Board), increasing demand for government services  |       |
| <b>Services</b>   | 20    |
| The need for government services is increasing while simultaneously, the traditional mechanisms which support those services are being cut. This is leading to increased workloads due to lack of resources (staff, time, funds, space, time to train, time to plan, reactive rather than proactive, competition for scarce resources, etc.). It is expected that this trend will continue for some time into the future. Strategies are needed to determine which services to eliminate, reduce, or leverage with technology (self service). Strategies are needed to increase efficiencies through cooperation with other units of governments and consolidation of services. Strategies are also needed to determine which service to grow or invest in. |       |
| <b>How to Pay for Them</b>  | 12    |
| Simultaneously, strategies are needed to tap into the County's strong property tax base, low business tax structure; ability to leverage grants to off-set local taxes and tap into state and federal programs, increase revenue from forest, room tax, highway, fees, develop new fee for services.  |       |
| <b>Communication Improvements</b>   |       |
| It is perceived that overall communication needs to improve; poor communication between County and Tribe; inter-departmental, between state and county, with other agencies, the public, the unions, etc.   |       |
| <b>Technology Issues</b>  |       |
| County has good technology infrastructure; leverage technology – wireless, DSL, fiber optics, internet (could be a sub-set of communication).   |       |
| <b>Transportation Issues</b>  |       |
| Infrastructure investment (highways and highway building), work in opposite direction by implementing local resources; no major highway or access to a major airport; location not on interstate highway system (rail access?).   |       |
| <b>Housing Issues</b>   |       |
| Affordability; scatted development.   |       |