Strengths

1. Natural beauty of area.
2. Commercial businesses.
3. Good air/water quality.
4. Limited thoroughfare in town.
5. Lakes associations.
6. Youth camp.
7. Numerous lakes.
8. Cohesive residential citizenry – good character.
9. Above average road system.
10. Low population. Not much can be taken away.
11. Tourism/summer residents/hunting camps.

Weaknesses

1. Too much public land.
2. Low population (tax base).
3. Lack of local input over public land usage.
4. Inadequate trail system for ATV's and snowmobiles/lack of control.
5. Lack of walking/hiking/ski trails.
6. Lack of senior citizen facilities.
7. Remoteness from emergency services.
8. Sand roads – difficult maintenance.
9. Lack of citizen involvement.

Opportunities

1. Potential of expanding usages of town hall/remodeling – Community Center concept.
2. Develop different trail systems for different user groups.
3. Getting grants or other sources of money for new and existing projects.
4. Collaboration with other municipalities for
   a. Watershed management
   b. Diverting public lands back to private sector (county forest lands)
5. Investigate promotion of new commercial enterprises.
6. Develop better communication system with seasonal residents.

Threats

1. Department of Natural Resources
2. Lack of future government funding ie., shared revenues.
3. History of forest fires.
4. Uncontrolled development.
5. Will municipal strategic growth plans really be used by county – if not, this is a threat.
6. Conflicts in recreational land motorized versus pedestrian – also on water recreational "toys" versus fisherman/swimmers.
7. Over-development of lakefront properties.
8. Zoning – present system needs overhaul.
9. Septic systems.
10. Clear-cutting.
11. DNR lake and fish surveys – should be expanded to all lakes.
12. Uncontrolled pet population.
13. Absentee ownership proliferation and future lack of input from them and/or their controlling of the town.