

## SWOT Worksheets

1. When you think of the City of Marshalltown, what do you believe are its greatest **strengths**? These are assets or characteristics that you like, are proud of, that enhance the community.

2. What characteristics or aspects of the City that you believe to be **weaknesses**? These are things about City that you don't like, should be corrected, or that detract from the community.

3. What do you see as **opportunities** available to Marshalltown in the future?  
These are good things that could happen but haven't yet.

4. What do you perceive as **threats** to a successful future for the City of Marshalltown? These are bad things that could happen but haven't yet.

## Visioning Question

I want you to dream a little. Dream about how you would like to see Marshalltown in 20 years. Dream about downtown, housing in town, businesses, parks/trails, recreation opportunities, natural resources, etc. Marshalltown is just as you want it. Has it changed? Has it stayed the same?

Now, pretend that it is October 2030. You are sitting in front of your computer and you are going to write an email to an old friend that moved away twenty years ago. Describe Marshalltown in **2030** to your friend who left. Remember, the city is just the way you want it to be.