



# “MORE THAN MULES”

## A SWOT ANALYSIS

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WASHINGTON, GA

UNIQUEQUA WILCHER AUSTIN GOOLSBY KIMBERLY THOMAS,  
DEVINCE BOKINS SKYE MAINER  
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# WASHINGTON, GA

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- Located in Wilkes County, between Athens and Augusta Georgia
- The city of Washington, GA is home to 4,295 people, encompasses 1,778 households, and 1,162 families.
- With over 70 well-preserved buildings, Victorian and colonial homes along the tree-lined streets, and a 230+ year old town square



# WHAT MAKES WASHINGTON, GA SO SPECIAL

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## **Mule Day:**

Washington's call to fame is its annual Mule Day. As one of Wilkes County's biggest festivals and attractions, Mule Day serves as a day where people from all over southeast Georgia come to watch mule shows and experience Washington's southern charm



## **A City of Firsts:**

- First city in the nation to be established in the name of George Washington, 1780
- First successful cotton gin perfected and set up by Eli Whitney in Wilkes county, 1795.
- First woman newspaper editor in U.S. was Sarah Hillhouse who became the editor of the Monitor in 1804 (inducted into Georgia Women of Achievement in 2006).
- First stamp mill for gold in the world was invented and put into use near Washington by Jeremiah Griffin, 1831-1832.

# PURPOSE

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The purpose of this project is to conduct a SWOT analysis of downtown development in the City of Washington to determine the strengths, weaknesses, opportunities and threats associated with downtown revitalization and business recruitment.



# WHAT IS A SWOT ANALYSIS?

- A SWOT (Strengths, Weakness, Opportunity, and Threats) analysis is among the simplest analytical techniques used to identify the risks (threats), strengths, weaknesses, and opportunities associated with a project

## Uses:

- Management practice that promotes successful forecasting and decision making in order to solve a wide array of economic problems
- To successfully assess and analyze project management tasks such as development, investment, and marketing



# DOWNTOWN REVITALIZATION

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- The city of Washington is focusing on downtown revitalization by pairing the Main Street approach with historical preservation.
- Downtown revitalization is an in depth version of community development that only focuses on a city's downtown area.
- Uses entrepreneurial efforts to make downtowns more enjoyable.
- Business recruitment and retention vital to downtown development

# BUSINESS RECRUITMENT AND RETENTION

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- Business recruitment is a dynamic way to bring new business to an area. It involves much more than just getting new tenants to operate a business.
- Business retention involves using unique ways to retain the current business in an area.

## Benefits:

- Promotes economic development
- Creates community sense of self
- Increase tourism
- Increase in jobs



# 8 STEPS TO BUSINESS RECRUITMENT

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1. Form a business recruitment team
2. Create a supportive business environment
3. Assemble recruitment and marketing materials
4. Design an ideal tenant mix
5. Identify prospective tenants
6. Contact prospective tenants
7. Close deals with prospects
8. Maximize success



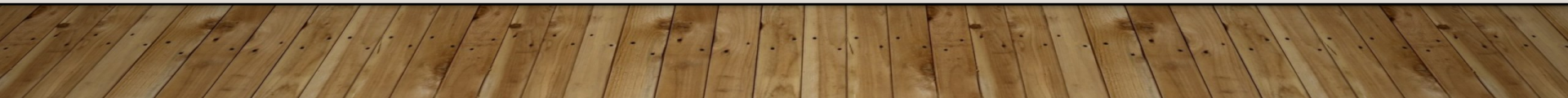




# WASHINGTON, GA SWOT ANALYSIS

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Strengths, Weaknesses, Opportunities, Threats



# STRENGTHS


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- It has several restaurants, a pharmacy, jewelry store, bakery, antiques, gift shops, sporting goods, a grocery and home furnishing stores.
- Heritage tourism
- Town squares provides a sense of unity
- Local attractions
- Welcome Center
- 77% of residents have a positive opinion towards downtown
- 98% of residents think it is important to have a thriving downtown area

# WEAKNESSES



- Poorly designed commercial signage in town square
  - Light poles in town square does not coincide with the historic characteristics it presents.
  - Parking is limited in town square
  - Pedestrian issues
  - Lack of commercial businesses
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# OPPORTUNITIES

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- Install a Washington Square monument for “You are here” type of tourist photo spots
- Camera Ready Community



- 31% of residents visit the downtown area weekly; business recruitment and retention can increase this number
- Residents want to see more shops
- Plenty of store fronts to place new businesses



# THREATS

- Could cause resident discomfort
  - Smaller towns make it harder to recruit new business
  - Marketing implementation is limited
  - Lack of support may result in an unsuccessful project.
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# RECOMMENDATIONS

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- Diversify businesses on main street
- Fill vacant properties
- Utilize social media for marketing and promotion
- Capitalize on historical features of downtown
- Expand community activity and engagement
- Develop parking

An aerial photograph of a crowded street festival at dusk. The street is filled with people, and there are colorful umbrellas and tents. Buildings line the street, and a tall antenna tower is visible in the background. The sky is a mix of blue and purple.

# CONCLUSION

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- SWOT (Strengths, Weakness, Opportunities, Threats)
- Community Involvement & Engagement is key to success
- Capitalize on historical aspects
- Diversify businesses

# SPECIAL THANKS

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