of Valdosta, Lowndes County, the Valdosta-Lowndes Chamber of Commerce, and South Georgia Medical Center to create a community-wide plan based on the needs and ambitions of its residents, compiled the analysis shown in **Figure 1.1** that summarizes the community's strengths, weaknesses, opportunities, and threats. Many such community-wide issues could potentially be addressed, influenced, or capitalized on by Valdosta-Lowndes' parks and recreation system.

To serve as a contextual overview, following are further details of communitywide issues as reported by current literature pertaining to the county, many of which could be at least partially addressed through parks and recreation system improvements and programs.

FIGURE 1.1 - ONE VALDOSTA-LOWNDES' SWOT ANALYSIS



New community leadership

Diversity

Strategic location

Existing employers

Infrastructure & transportation

Valdosta State University

Wiregrass Technical College

Moody Air Force Base

Wild Adventures

Convention Center

Airport

Strong sports pride



WEAKNESSES

No unified vision or priority to which to work together

Divided community

Lack of leadership to implement to initiatives

Blight

Lack of coordinated communications

Lack of public transportation

Low wages & high poverty

The community does not see itself as a regional leader



OPPORTUNITIES

Opportunities for downtown development

Strengthen & connect leadership programs

Enhance community activities

Intellectual capital at VSU & Wiregrass (both faculty & students)

Improved common space & recreational opportunities

Engagement with Moody Air Force Base

Business Formation

Placemaking

Available industry sites

K-12 Education



THREATS

Lack of trust among all organizations & entities

Unwillingness to work together toward a new beginning

Racial tensions

BRAC surrounding Moody Air Force Base

Not doing anything to improve the community