

TOWN OF HOOKSETT – SWOT
(As of September 28, 2011)

STRENGTHS

1. Proximity to Key Infrastructure (airport, highways, Manchester, Concord)
2. East Access (highway exits, Route 3/28 and Route 3A)
3. Moderate Tax Rates
4. Balance Tax Revenue (residential/business)
5. Natural Beauty (Merrimack River, green spaces)
6. Professional Town Staff
7. Exit 10 Retail Center
8. Cultural and Historical Resources
9. Parks and Recreation Resources

WEAKNESSES

1. Limited Infrastructure on West Side of River (no sewer)
2. Negative Reputation among Some Developers.
3. Poor Curb Appeal (Empty/decaying buildings in high visibility areas, poor landscaping in high visibility areas)
4. Some Negative PR

OPPORTUNITY

1. Exits 10 and 11
2. Lots of Developable Land
3. Seize on Next Wave of Development
4. Lease/Rent Existing Empty Business Location
5. Reverse Negative Reputation in Developer Community

THREATS

1. Negative PR
2. Turn Over