

SWOT Analysis of Cuba

Strengths

- Strong name recognition of Cuba Cheese
- Easily accessible (I-86 Interchange)
- Safe community with friendly residents
- Strong civic organizations and service clubs
- Colleges nearby (St. Bonaventure and Houghton)
- Educated and skilled workforce with strong work ethic (older employees)
- Willingness of Town and Village to collaborate and work together
- Hospital medical facility with urgent care services
- Intact historically significant buildings and Cuba Friends of Architecture working to preserve historic buildings
- Multiple community festivals
- Active Chamber of Commerce
- Availability of railroad freight service in conjunction with trucking service
- Existence of Cuba Community Development Corp. that obtains and administers grant funds to assist homeowners to make housing improvements.
- Community is visible from I-86 and has lighting and public water and sewer at the interchange
- Aggressively seeking State and Federal grants and low-interest loans.
- Availability of telecommunication service within Village and along major corridors in Town.

Weaknesses

- Lack of downtown anchors
- Lack of unified focus. Divergent goals and priorities.
- Sidewalks and trees in poor condition
- Lack of a marketing plan that ties everything together.
- Preponderance of older buildings that require lots of maintenance.
- Absentee landlords who do not maintain their properties
- Lack of manufacturers with good paying jobs. Lack of jobs with fringe benefits.
- Lack of business incentives
- Poorly worded sign at foot of I-86 exit ramp
- Lack of directional signage along I-86 and Route 19
- Unattractive business-related signage
- Lack of suitable Town and Village municipal buildings. Town Hall building is in very poor condition.
- Lack of suitable housing for senior citizens
- Limited number of local employers and limited commercial tax base
- Poor appearance of gateways leading into the community
- Poor stormwater drainage in Village
- Lack of an economic development, marketing and recruiting plan program
- Limited organizational capacity to implement and carryout activities and programs
- Much of Village water distribution system is old and in advance state of deterioration
- Village wastewater collection system subject to stormwater inflow and groundwater infiltration (improvements are underway)
- Not all entry-level members of the workforce have a strong work ethic.
- Old deteriorating housing stock. Lack of or deteriorating landscaping.
- Governmental red tape and amount of time required to obtain permits and approvals

Opportunities

- Numerous tour buses stop at Cuba Cheese Shoppe and Cuba Cheese Museum annually
- Restoration of the Palmer Opera House improve appearance of downtown and will make additional retail space available
- Thousands of motorists travel through Cuba daily along I-86 (potential tourism market).
- Recreational and business opportunities at Cuba Lake
- New sanitary sewer along Route 305 north will open area for development
- New Genesee Valley Greenway Trail linkage to be constructed in Cuba to attract visitors
- Empire Zone encompasses portions of the Village and Town
- Houghton College receptive to arranging internships for students to apply their new knowledge and skills to assist local businesses
- Community festivals provide opportunities to promote and “sell” community to visitors.
- Increased collaboration among the Town, Village and Cuba Lake District
- Opportunity for increasing the collaboration among Town, Village, and Lake District.

Threats

- Potential loss of pharmacy in downtown
- Changes to Empire Zone Program may result in elimination of economic development incentives
- New York State unfunded mandates
- The potential of doing nothing to improve the community
- Exodus of youth after graduation from school
- High taxes and too much tax exempt property