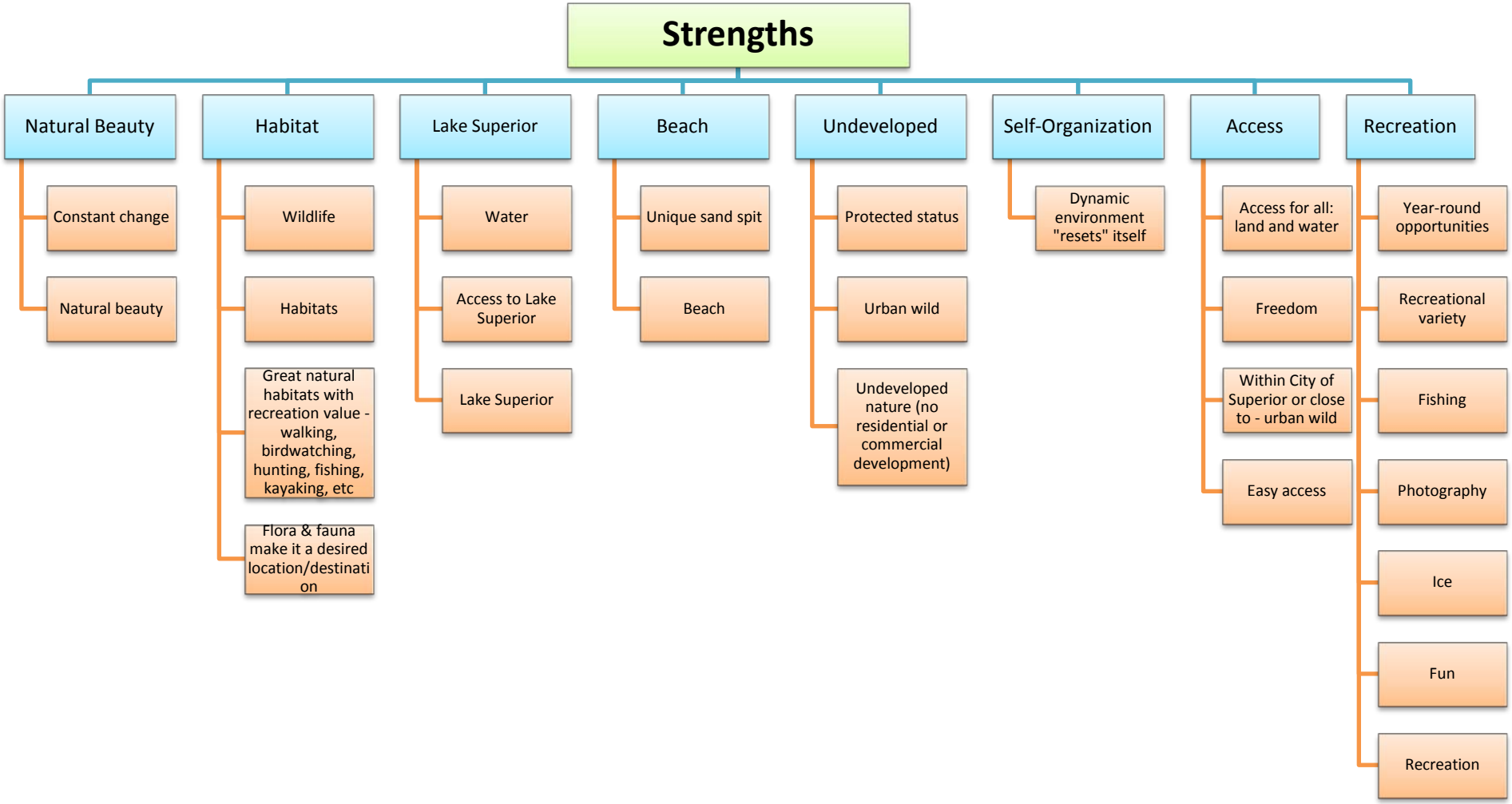
# Challenges

- Money
  - Funding
  - Non-aesthetically plesasing barriers - UGLY
  - Lack of minimal amenities
  - Budget needed for improved maintenance or any improvements
- Long-term commitment
  - Long-term commitment
- Regulatory
  - Environmental/cultural impediments to implementing plan
- Balancing many voices
  - There may be desire among some citizens to develop WI Pt. similar to Mn Point
  - Love it to death / manage the wildness away
  - C2yãensus among stakeholders
  - To manage for multiple objectives
- Human use
  - Potential motorized recreation impacts to beach and habitats
  - Increased usage - trash - conflicts among users
  - Abuse
  - Behavior
  - Glass on beach
  - Lack of respect by users
  - Dumping
  - Vandalism
- Geographic adjacencies
  - Old landfill

# Opportunities

- Destination
  - A unique travel destination/tourist draw
  - Build a tourist industry around WI Pt. (WI Dells, Wood Hole)
  - Unknown jewel - people outside of Superior
- Location
  - Close to Superior, WI public support/value
  - Proximity to city residents
- Management/Partnership
  - Habitat protection and restoration
  - Federal program groundskeeper
  - Management options that include some infrastructure improvement - road, trash collection, etc
  - Trail development and maintenance - in keeping with natural setting (non-motorized)
  - Property connectivity (trails)
  - Managed property development
  - Well thought out, developed plan
- Research/Education
  - Educational - interpretive kiosks
- Control
  - Limited Access - control point
- Stewardship
  - Preservation
  - Interested parties to maintain it - put in effort
  - Public opinion
  - Public sentiment
  - Citizen groups that could "adopt the point"
  - Coalition


Strengths
Natural Beauty
Constant change
Natural beauty
Habitat
Wildlife
Habitats
Great natural habitats with recreation value - walking, birdwatching, hunting, fishing, kayaking, etc
Flora & fauna make it a desired location/destination
Lake Superior
Water
Access to Lake Superior
Lake Superior
Beach
Unique sand spit
Beach
Undeveloped
Protected status
Urban wild
Undeveloped nature (no residential or commercial development)
Self-Organization
Dynamic environment "resets" itself
Access
Access for all: land and water
Freedom
Within City of Superior or close to - urban wild
Easy access
Recreation
Year-round opportunities
Recreational variety
Fishing
Photography
Ice
Fun
Recreation