

Downtown Huntington Beach Business Improvement District

SWOT ANALYSIS

(Strengths, Weaknesses, Opportunities, Threats)

POSITIVE

STRENGTHS

Boards Passion for HB
Support of Mayor, City Manager, & City Council
Current Board & Executive Director
Boards relationships in the community
Nimble - able to change quickly
Little bureaucracy

OPPORTUNITIES

A voice & advocate for Merchants
Articulated compelling Vision that brings together
beach, downtown and hotels cohesively
Expand Events & Revenue Opportunity
Collaborate with City and Visit HB, a collective vision
Become a professional organization
Partner with Police and Security Vendor to make city SAFE
Research WHY people visit & spend money

NEGATIVE

WEAKNESSES

Lack of written goals/plan
Policies & Procedures need to be updated
Communication with stakeholders
Surf City Nights
Loss of Hotels & Pacific City
Vendor Oversight & Accountability
Historically not run professionally

CHALLENGES/THREATS

Finances/Severly Limited Resources
Revenue Generation
Reputation Management
Homeless, Over Servicing and Drunks
Lack of Safety
Lack of Stakeholder engagement
Too many voices of individual needs
- need one voice to build consensus
Not clear why BID exists & what they want to accomplish