

Downtown Huntington Beach Business Improvement District

SWOT ANALYSIS

(Strengths, Weaknesses, Opportunities, Threats)

POSITIVE

STRENGTHS

Cleaning
City & Community Relations
Communication with HBPD
Beach Locales
Ambassadors Program

NEGATIVE

WEAKNESSES

Return of Families and Locals
Re-engage Pacific City and Hotels
Surf City Nights
LA 2028/World Cup 2026
Community Events Branding
Creating An Overall Safe Environment For All

OPPORTUNITIES

Brand Image – Brand, Re-brand, Logo
What do we do, offer, communications
Clear Concise Explanation/Education
Welcome Packet – Based on Business Type
Defendable & Consistent Research Rooted in Facts

CHALLENGES/THREATS

Weather
Negative Community Activists (Become Neutral)
Homelessness
Stakeholder Participation
Regional Competition