



## Antelope Business Community District – SWOT Analysis

### I. Strengths

Strengths represent the internal advantages that position the district for success. These capabilities and resources allow ABCD to deliver high performance and strong value to property owners.

1. 1. Lean, effective operations
  - Efficient use of limited assessment revenue maximizes field output.
  - Low administrative overhead strengthens property-owner ROI.
  - Fast decision-making due to streamlined structure.
2. 2. High-quality maintenance and responsiveness
  - Rapid turnaround on graffiti, trash, and vegetation issues.
  - Reliable field presence boosts business confidence.
  - Consistent performance compared to nearby unincorporated areas.
3. 3. Strong relationships with key partners
  - Productive coordination with County staff and Sheriff's Office.
  - Supports enforcement and infrastructure response.
  - Builds long-term credibility for the district.
4. 4. Stable leadership
  - Provides clarity and continuity.
  - Maintains strategic direction year over year.
  - Builds trust ahead of renewal.
5. 5. Clear mission and district identity
  - Focus areas are easy for property owners to understand.
  - Strengthens perceived value of the district.
  - Supports consistent messaging.
6. 6. Backbone support from SacNav & Clean Team
  - Provides trained CPTED-aware workforce.
  - Reduces internal hiring overhead.
  - Allows rapid scaling for increased workload.



7. 7. Positive property-owner sentiment

- Owners see tangible improvements.
- Early satisfaction improves renewal readiness.
- Strengthens ongoing district support.

## II. Weaknesses

Weaknesses highlight the internal limitations that may hinder growth or operational efficiency. Identifying these gaps helps prioritize improvements and maintain stakeholder confidence.

8. 1. Limited budget flexibility

- Tight margins restrict innovation.
- Rising costs strain service levels.
- Reduces ability to respond to new needs.

9. 2. Lack of continuous sidewalk infrastructure

- Breaks pedestrian flow along Walerga Road.
- Creates ADA and safety concerns.
- Reduces overall district accessibility.

10. 3. Minimal community branding or sense of place

- Lack of banners or key entry point identification limits visual identity.
- Missed opportunity to build pride and weakens business recruitment perception.

11. 4. Underdeveloped marketing & communication rhythm

- Property owners may not see full scope of work.
- Intermittent updates weaken engagement.
- Makes renewal communication more challenging.

12. 5. Dependence on a small operational team

- Creates vulnerability during illness or turnover.
- Limits redundancy for workload spikes.
- Increases operational risk.

13. 6. No long-range capital improvement plan

- Infrastructure issues remain reactive.
- Harder to secure grants without documentation.
- Weakens long-term strategic positioning.



### III. Opportunities

Opportunities reflect external conditions the district can leverage to expand services, strengthen identity, and improve long-term outcomes. These are potential growth pathways for ABCD.

#### 14. 1. Sidewalk & pedestrian improvements

- Completes a major safety and ADA deficiency.
- Strengthens access to businesses.
- Strong candidate for grants and County partnership.

#### 15. 2. District Banner Program

- Low-cost identity-building initiative.
- Creates consistent district branding.
- Allows seasonal or thematic rotations.

#### 16. 3. Enhanced CPTED district design

- Lighting and landscaping upgrades deter crime.
- Improves customer and tenant perception.
- Supports measurable renewal outcomes.

#### 17. 4. Economic development positioning

- Cleaner, safer areas attract higher-quality tenants.
- Boosts district competitiveness.
- Positions ABCD as a PBID model.

#### 18. 5. Grant funding & outside investment

- Supports beautification and safety projects.
- Reduces reliance on assessments.
- Accelerates capital improvements.

#### 19. 6. Community engagement platforms

- Improves trust ahead of renewal.
- Builds shared ownership among stakeholders.
- Strengthens district cohesion.



#### IV. Threats

Threats are external pressures or risks outside the district's control that may disrupt progress. Understanding these risks ensures proactive planning and resilience.

##### 20. 1. County budget constraints & slow reimbursements

- Disrupts operational stability.
- Creates cash-flow challenges.
- Limits ability to scale services.

##### 21. 2. Regional homelessness & crime pressures

- External issues spill into the district.
- Threatens business confidence.
- Requires continuous CPTED strategy.

##### 22. 3. Aging infrastructure

- Deteriorated lighting and sidewalks lower appeal.
- Increases long-term maintenance costs.
- Creates safety and compliance challenges.

##### 23. 4. Economic uncertainty

- Tenant turnover reduces district vibrancy.
- May slow private investment.
- Could affect renewal support.

##### 24. 5. Limited engagement ahead of renewal

- Owners may undervalue district services.
- Gaps in communication weaken support.
- Higher risk of neutrality turning to opposition.

##### 25. 6. Regulatory or political shifts

- Could alter PBID operations.
- May slow project approvals.
- Creates uncertainty for multi-year plans.