

Strengths

Small town feel - rural-ish

Horse Trails

Many home sites have large lots

People (i.e. residents / neighbors) great!

City Management / Staff

Wildomar Beautification

Large # of willingness from residents to volunteer

Opportunities

More business

More revenues

Weaknesses

Need more sidewalks (i.e. Clinton Keith)

Road conditions

Bundy Canyon ☺

Need more trees & landscape along road sides & Fray exits!

Design elements ^{not} implemented into current design standards

SWOT ANALYSIS

Threats

Cost to upgrade roads

State regulations

Time it takes to complete construction

Strengths

Small town feel

Community Events

People that care for the city

Close to needed facilities (Hospital, Shopping etc.)

Multi use trails for Recreation

Opportunities

Jobs

Retail

Positive Growth

Able to get involved with city

Weaknesses

Street Sweeping (None)

No Beautification Plan

Beautification of Entrances to

city (on Ramps/off Ramps of Freeway)

City maintained TRASH CANS throughout the city (Needed)

^{- AS wildoma/ grows -}
Schools needed / more Public works workers needed

SWOT ANALYSIS

Threats

Grow to fast

Apartments

Roadblock due to Growth Roads

Not Keeping up with more Traffic

Graffiti, Latch Key children

Homeless people

Not enough LAW ENFORCEMENT

Strengths

Weaknesses

- CITY HAS A GREAT FEEL AS A PLACE TO RAISE FAMILY OR RETIRE
- RETAIL THIS FAR IS STRONG
- LAND AVAILABLE FOR RESIDENTIAL AND MIXED USE PROJECTS

- NO SERVICE CENTER
- ADULTS TO ATTRACT AND KEEP BUSINESSES
- NO LARGE GENERATORS FOR REVENUE TO CITY (FRANCHISE)
- OUTREACH MUST IMPROVE TO RESIDENTS

SWOT ANALYSIS

Opportunities

- LAND AN ANCHOR RETAIL TRAFFIC THAT CAN SPAWN SMALLER NON FRANCHISE BUSINESSES

Threats

- INCREASED TRAFFIC AS WE CONTINUE TO GROW AND STREET PLAN MUST BE IN PLACE TO AVOID GRIDLOCK
- CLOSE BY CITIES HAVE A HEAD START ON DRAWING RETAIL

Strengths

IT USED TO BE A SMALL TOWN
33 YEARS AGO BUT HAS NOW
BECOME A CITY THAT WANTS
TO COMPETE WITH THE
NEIGHBORING CITY.

Weaknesses

LOST THE RURAL SMALL
TOWN FEEL. ROADS IN DIS
REPAIR. ETC

SWOT ANALYSIS

Opportunities

BACK OFF ON DEVELOPMENT.
RETURN TO SMALL TOWN FEEL.

Threats

THE ~~CONSTITUTE~~ CONSTANT
MOVEMENT TO BECOME A
BIGGER CITY. GROWING TO
FAST. INCREASE IN TRAFFIC
LACK OF WATER.

Strengths

Weaknesses

Community feel and engagement

~~Land~~ Land

~~Community feel and engagement~~

Circulation

Defined Downtown area

Planning Department flexibility

SWOT ANALYSIS

Opportunities

Threats

New zoning for new opportunities - Development + Business

Flexibility in zoning

Outside the box mentality

Nimby Mentality

State Mandates

all

all

Strengths

- Strong Community
- Good Business Environment
 - The city seems to support businesses and work well with them
 - The Business owners I have met seem to care about their community

Weaknesses

- Cannot Buy ^{a pair} underwear in the city.

SWOT ANALYSIS

Opportunities

Threats

Strengths

- open space
- rural feel
- unique climate / pleasant weather
- equine community
- slower paced living vs neighboring "dream" ^{extremely}

Weaknesses

- poor road condition
- lack infrastructure
- lack of activities / recreational opportunities
- lack of retail companies
"can't buy a pair of underwear in Wildomar"

SWOT ANALYSIS

Opportunities

- budding economic development
- build more towards equine / horse owners / properties
- court businesses w / outdoor-related recreation opportunities

Threats

- overdevelopment of tract homes
- "urbobolis"
- not protecting or incorporating green belts / open space

Strengths

- rural atmosphere
- have the land to grow
- influence where we want to be in the next couple years.

Weaknesses

- not enough retail for people to come
- not enough activities
 - movies
 - bowling
 - shopping
 - brewing

SWOT ANALYSIS

Opportunities

- room to grow and build
- bring in more job opportunities
- bring in manufacturing
 - brings in tax

Threats

- being a small city

Strengths

Weaknesses

City council leadership & involvement

community outreach projects

parks & rec growth

community clean up program - Bridgette involved

Small town

hospitals / preventive care

Wildomar Walkers / outdoor recreation

communication

SWOT ANALYSIS

lack of community involvement

youth involvement

senior residents / senior care

retirement community

School programs / funding

low income employment

paved roads / grid lock

Opportunities

Threats

new city new growth new ideas

innovation

parks & rec

location location location 16-24 yrs old

job training / internship programs

land

surrounding cities

lack of partnership / collaboration

Company Warehouse in Lake Elsinore

New City

LEAPs

unemployment

homeless / drugs / mental illness

Strengths

Great Economic development team!

Bridgette Moores - cleanup crew!

So many awesome restaurants!

In the last 3 years

I've found myself in Hudson more than ever!

Opportunities

Jobs!

Collaboration within the city and surrounding cities.

To advertise with the Chamber for all events & new development!

Weaknesses

no parks and rec. dept. would LOVE to see that!

SWOT ANALYSIS

Threats

Being forgotten being wedged between two larger cities with homelessness, development, activities, growth etc..

Strengths

Small ^{city} attractions such as dairy, parks, etc

Being a united ~~community~~ ^{community} ~~community~~
(The overall community environment)

Weaknesses

Lack of economic growth w/in city

Better development on fixing roads

SWOT ANALYSIS

Opportunities

Availibility to have involvement w/in the city decisions + opportunities for community service

Threats

Large chain stores competing with small city buisnesses (city competition)
More job ^{career} availability in neighboring towns

Strengths

Weaknesses

SCENIC

INFRASTRUCTURE

COMMUNITY

LOW DENSITY

SWOT
ANALYSIS

Opportunities

Threats

CRIME

STATE

Strengths

Rural lifestyle

Weaknesses

① Lack of a city center

② "Lack of healthy infrastructure
Roads in poor shape Aging water &
sewer system"

③ Poor outreach -

④ Centralized shopping -

~~⑤ Aging P.~~

SWOT ANALYSIS

Opportunities

ESTABLISH OUR VIEW FOR
the future

Threats

① HIGHEST DENSITY HOUSING

② LACK OF MAINTENANCE BUDGET

③ OVERPRICED RESTAURANTS

④ Aging TRACT HOME COMMUNITIES

⑤ STATE REGULATIONS