

SWOT Analysis 2015
Doing Business in the City of Mount Rainier

Strengths	Weaknesses	Opportunities	Threats
Location on major transportation artery and major bus transit hub	Lack of Business-Friendly Infrastructure	Opportunity to strengthen Mount Rainier as local Economic Development Leader	Retail leakage
Great location to DC	No direct metro access	Identify opportunities to connect/strengthen relationships among artists community	Change in demographics
City has land purchasing powers and own property which creates opportunity for redevelopment (i.e. own/sell spaces for profit/increase tax base)	No cohesive Downtown Management Strategy	Opportunity for City to create a strong network of existing/new collaborative partners to support ED efforts	Entry of strong developer(s)
Increased development activity/interest		Opportunity for Mount Rainier to redefine partnership with Hyattsville CDC	Lack of business incentives and funding to support Economic Development
Vacant/Underutilized land/property	Weak local CDC	Opportunity to build "eyes on the street" and comradery through "Clean and Safe" initiatives among businesses; helps to make downtown more attractive	Increased/Instability of absentee business owners and landlords
Strong "people" community assets to utilize for economic development efforts	Need to strengthen economic disparities to improve business strategies for building customer base	Opportunity to make Gateway CDC a strong economic development arm/partner	Increased number of vacant storefronts
Small town professional-scale encourage/makes engagement easier (i.e. smaller survey area)	No business retention and attraction industries or occupations identified as targets	Opportunity to incorporate the community's ethnic diversity into the City's economic development practices	Lack of infrastructure to support business activity
Strong policy/plan foundation for project planning and implementation (i.e. MUTC, Urban Renewal, Urban Green Infrastructure, Bicycle Plan)	Largest industries, especially exporting businesses unknown	Opportunity to promote Bike Trails as a tourism tool	Outdated/Unsupported policies and regulations
Presence of a local CDC (community outreach and economic development arm)	Disjointed Business Community	Create opportunities to engage/connect artists to community	State and County budget cuts
Growing partnership with DC government and DC business/community groups (i.e. esp. organizations located on Rhode Islande Ave	Weak CDMA	Opportunity to leverage/build on strong industries and occupations to develop a core lifestyle vision for retail and commercial services (i.e. arts, wellness etc...)	City weak reputation/image
Growing Pro-Business Culture in City Government	The city does not have a central information hub for business and development	Opportunity to attract new businesses to address "product/service" gap or "Retail Leakage"	Lack of density in downtown
City serves as entrance gateway to Prince George's County	Business Incentives not properly marketed and packaged	Show the "Authentic experience" of the artist community culture	
Thriving and untapped arts community	Weak Public Image/Brand	Focus on "improving" existing business products and services for the community	

Strong City Management Team with vision (includes a Economic Development Director)	Absentee Landlords	Create business development programs to support/grow existing businesses and to attract new businesses	
Existing CDMA through MRBA, have the power to manage and promote downtown/City economic development; show value to businesses	The City is not a strong management partner of the Gateway Arts District management board	Emerging PG/DC Gateway Project	
Strong Sustainable Development/Green Foundation via plans; designations (reputation); and local partners (i.e. Green Team, Tree Commission)	No business marketing and promotion strategy to support local businesses	Create family-oriented businesses and/or products and services to address growing family population	
Retail market rates lower than surrounding area	Lack of Public Space downtown	Provide leverage to secure additional funding and partnerships, that can lead to additional funding/support for MRBA to help them become a stronger CDMA	
Growing family population	No Parking Management Plan	Future Art Lives Here Incubator encourages entrepreneurship in Mount Rainier	
There is dedicated support to promote brand identity in the Arts District	Supply of skilled workforce unknown	Mount Rainier is a Artist Hub; create revenue generating opportunities for artists	
Available retail space	Lack of workforce development programs	Opportunity to partner with District of Columbia government and organizations	
Growing middle class	Weak retail mix	Create a variety of business networking opportunities via business spaces/venues	
Growing support of MD and State agencies and organizations		Growing family population provides opportunity to target specific businesses, events; Redesign pedestrian environment;education/workforce training/development	
Affordable Housing			
Focus area of the PG/DC County Gateway Project			