



2024 City of Orange SWOT Exercise Responses

OPPORTUNITIES

1. Preservation of Historical Old Towne Assets – **XX**
2. Economic Development opportunities on our borders that we can take advantage of - **XXXXXXXX**
3. Innovations in systems, software, that can assist our operations and produce revenue (i.e., Parking Solutions).
4. Pricing fees and pass-thru costs fairly (i.e., Trash Fees, TOT, etc.).
5. Improved marketing and communications of City as a destination and great place to do business - **XXXX**
6. Private student housing and rentals.
7. Community inclusion in planning and development process. There is so much talent in Orange. - **X**
8. Chapman and Santiago Canyon Community College partnerships to improve economy and quality of life. - **X**
9. Economic development - Disneyland forward, hotels in West Orange. - **XXXX**
10. County partnerships - Address County islands, County buys open space land, etc.- **XXX**
11. IT/Tech Strategy - Leverage online/tech solutions to improve LOS and reduce people cost. - **X**
12. Code and policy workload assessment - Review all and reduce/eliminate low priority/unenforced elements.
13. 24/7 app - Getting community involved in reporting.
14. A council that is engaged.
15. We need a strong social media engagement.
16. Relationship building with state and federal elected officials regardless of party.
17. Grant funding. - **XXX**
18. Consultants such as Townsend, new PIO.
19. Economic development of commercial corridors. - **XXX**
20. Capitalize on the creek, preserve open space, recreational opportunities. - **XX**
21. Orange is strategically located and a sought-after place to work.
22. Opportunities to expand parks and open spaces abound, providing enhanced recreational opportunities. - **XX**
23. Great housing development potential, especially on the west side.
24. Very engaged citizens, with many wishing to volunteer. - **XXXX**
25. Grants exist for a variety of issues that may need to be more proactively pursued.
26. Increased sales tax and/or TOT. - **X**
27. Sell and/or reuse surplus land and buildings. - **X**
28. New City Hall.
29. Review use of area around River View Golf Course.- **X**
30. Resort District Overlay. - **XX**