

**WORKING DOCUMENT – FOR DISCUSSION PURPOSES ONLY**  
**ANALYSIS OF IDLEWYLDE HALL**  
**STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS**

**Strengths**

- Community gathering space
- Ownership of a property in the community/in business district
- Income generator for community
- Distinguishes Idlewylde as one of the few community organizations with a capital asset that benefits not only residents but surrounding communities
- Possession of a non-business entity in the business district (especially in light of some of the less favored tenants/businesses in area)

**Weaknesses**

- Events cause disruption to neighbors
- Inadequate parking
- Cost of maintenance
- Expenditure of volunteer time
- Lack of professional management
- Potential detriment to community if sold
- Difficulty in getting volunteers to do the work necessary for the hall to function
- Flash point for division/complaints
- Lack of strategic plan to gauge potential growth in rentals
- Dated interior and exterior
- Current (poor) reputation among some community members
- Loss of board member involvement and ICA membership means burdens of hall management fall to few

**Opportunities**

- Hold more events to enhance community cohesion
- Make hall available for surrounding communities to use
- Expand use to outside entities to increase income
- Use of proceeds
- Possibility of selling the hall and putting proceeds to some other community need such as community improvements, scholarships, area of focus
- Lease property to third party
- Engage community through capacity building
- Consider offering a deeper discount for ICA-member use
- Add improvements such as wi-fi to make it a more useful venue for groups such as scouts, family play groups and other organization that need a spot for their groups to meet
- A place to potentially bridge city/county communities in a meaningful way given its location on the line

## Threats

- Lack of community engagement to sustain property
- Loss of control if sold.
- Expenses exceeding income
- Loss of income to the community
- Loss of community gathering space
- Acts of God could swiftly jeopardize the fiscal health of the community association and require significant funds to fix/repair