<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
</table>
| - Interstate 40 and Interstate 25 for motorists; making this location a very convenient place to stay  
- Since Lomas is under-served in terms of hotels, this corridor is very popular for visitors; there are a lot of opportunities from University Hospital  
- The area is a showcase for people coming to Albuquerque; the Crown Plaza is what attracts them here; would like to have our tourists come back to this area  
- Try to get people to return to the area; this is the basis of the Interstate in both directions; working to get them all back and active  
- Access to the area is good right by the freeways and Menaul is nice to travel up and down as opposed to the freeway; Menaul is an efficient form of travel  
- Diversity of businesses, good mix of uses, upgrades to the medians  
- Good 1/2 mile visibility of the area from the freeway  
- New tenants including the Maverik gas station, new construction, recent face-lifts on buildings  
- Lighting for the La Quinta parcel is good  
- Closure of the park by La Quinta and Interstate 40 | - Area has a high crime rate and homelessness issue  
- Customers feel unsafe due to incidents like carjackings and stolen vehicles  
- Outdoor environment is unclean due to unhoused people in the area and there is frequent trespassing into buildings  
- Lack of Albuquerque Police Department resources (response times are very long) and enforcement  
- Worry about safety of business owners, staff, and guests/customers; walk from parking lot can be dangerous  
- Fences are often broken through and usually only last a few days unless they are very expensive (wrought iron, electric, etc.)  
- Business owners need to spend their own money to prevent crime  
- Some of the sidewalks in the area are in disrepair  
- Vacant buildings are an issue - some have been vacant for 12 years; corner at University and Menaul across from Maverik is especially prominent  
- Trade-off between cost of business and customer dissatisfaction -- businesses exiting the area because of crime, close to the tipping point of disinvestment  
- Truck stop (north of the Maverik) brings in a lot of transients, drug use, prostitution  
- Break-ins on properties; drug use during burglaries  
- Lack of businesses open at night makes the area unsafe  
- Vandals walking through private property at night and damaging properties  
- Lighting needed on Menaul (especially Menaul and Manzano block toward Quincy)  
- Area is a problem in comparison to the rest of Albuquerque  
- Abuse and vandalism of bus shelters | - Bring new businesses into the vacant spaces (available inventory)  
- Change the way we deal with crime and the overarching policy  
- Create a police substation in the area, Midtown Command as a subset of the Northeast Command (Village Inn property could be a potential location)  
- Add proactive police work to the area  
- Beautification incentive for the area / subsidy for building face-lifts  
- Property tax subsidy for having to build your own site safety mechanisms  
- Midtown Business Coalition as an agent for change - meet and walk around and pick up trash  
- Renewing a sense of pride in the area  
- Having community events  
- More bikeability in the area; doesn’t connect to the 50-mile Bike Loop from UNM North Golf Course  
- Make the area more walkable; more trails and better sidewalks  
- Revitalize and redesign bus stops - panic buttons, something to increase sense of safety | - Businesses leaving the area  
- General disinvestment  
- Long time businesses reaching a breaking point and potentially selling their properties in the area  
- Hotel raids and less reputable activity at certain hotels putting other businesses in danger  
- Threat to personal safety for business owners, employees, and customers |