Goal: To increase the attendance of underrepresented ethnic groups.

Strengths
- Location: close to downtown Athens, but not too close for the comfort of patients
  - Many people aren’t comfortable with people seeing them go to facilities such as this one. Having the building in a discreet place is key for patient’s comfort.
- Strong management: the team is very hands on with all aspects of the organization
  - You build better relationships with clients when you’re more hands on. When gaining new diverse clientele it makes them feel more “a part” if worked with on a personal level.
- Sponsorship: the organization is sponsored by many prominent businesses around the Athens, Ga. area
  - Sponsorships are needed when trying to expand business. Bringing diversity to the organization could shed good light on these sponsors. Exposure can be gained from this relationship.
- Reputation: everyone who has received help from this facility has had a positive experience, great reviews
  - When new patients are hesitant about the program they have several individuals who can vouch for the facility.

Weaknesses:
- Awareness: many people that are Athens, GA locals aren’t aware that this organization exists
  - Impoverished areas of Athens, Ga aren’t aware of this organization. Most colored individuals aren’t aware that mental illness facilities for musicians are even a thing. Informing people could result in exposure.
- Lack of diversity: not a lot of representation with race
  - This paints a picture that mental illness only exists in the white community. Having all races in the mix can show that we all have things in common. To have a bigger brand you have to have diversity.
- Music diversity: lots of rock and country artists, not a place for rap, R&B, soul or pop artists
  - This makes people who create music in different genres not feel welcome.

Opportunities:
- Growth: population is increasing in Athens, GA which brings more patients, if in need of help
  - We could use this to our advantage and increase our clientele.
- Expansion: start to franchise and place Nuci’s Spaces in other cities
  - If we diversify the clientele, then service will increase which would cause the need for a new location.

Threats:
- Competition: other mental institutions and healthcare facilities in the area
  - Advantage Behavioral Health
  - Piedmont Athens Regional Hospital
  - St. Mary’s Hospital
    - These organizations could be offering a more inviting approach to those suffering from mental illness. Therefore, they are probably gaining all diverse individuals.
- Lack of community support
  - The community of Athens, Ga is mainly colored. We need these people to support us in order to further add diverse patients.