



## DOWNTOWN CLAYTON VISION

The new streetscape of Main Street thrives amid a profusion of flowers and plantings, decorative street-crossings, walkways, and interesting buildings. Downtown is well-lit and safe. Overall, Clayton has a clean, uncluttered look, especially since the utility lines were put underground.

Now a diverse business center, Clayton retains its small town charm as it steams toward its progressive future. Trendy restaurants offer sidewalk cafes and entertainment for all tastes. Every storefront is occupied and restored to its original architectural glory accented by attractive landscaping. A variety of shops are open evenings to accommodate the needs of residents and visitors alike. The open-air market provides fresh, local produce and crafts.

Clayton's growing visual and performing arts community is alive with artists and music. Public art throughout downtown provides beauty and interest. The Clayton Center continues to flourish with live professional and community performances.

Attractive and informative signs welcome residents and visitors to downtown shops and parking. They guide the way to downtown from other Clayton communities.

The visitor's center provides us with maps of historic Clayton and a schedule of events, such as the Harvest Festival and Millstock, for the downtown area. The Clayton History Museum offers an interactive map and walking tour of the historical area and other points of interest.

**DOWNTOWN HAS TRULY BECOME THE SOCIAL AND CULTURAL HUB OF CLAYTON.**

CLAYTON  
DOWNTOWN  
DEVELOPMENT  
ASSOCIATION, INC.

Think CLAYTON. Think Downtown.



## HEADING IN THE RIGHT DIRECTION

2009/2010 ANNUAL REPORT

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## ORGANIZATION DESCRIPTION

Formed and incorporated in 1993 as a 501(c)3 nonprofit, the Clayton Area Development Foundation, Inc. changed its name to the Clayton Downtown Development Association, Inc in 2009. CDDA is governed by an 11-member Board of Directors.

Clayton was named a "Main Street Community" in 2006, CDDA follows Main Street's 4-Point Approach to downtown revitalization. It's an approach that joins historic preservation and economic development: Organization, Promotion, Design and Economic Restructuring.

## CDDA, INC. 2010 BOARD OF DIRECTORS

Edward Knight, <i>Chair</i>	Debbie Hammond, <i>Chair – Promotion</i>
Debra Austermuehle	Leslie Hubbard, <i>Chair – Economic Restructuring</i>
Rob Baker	Margaret Lee
Boo Carver, <i>Chair - Design</i>	Richard Rairigh
Betsy Grannis, <i>Chair - Organization</i>	Michael Sims, <i>Treasurer</i>

### EX OFFICIO MEMBERS

Michael Grannis, <i>Town Council</i>	Steve Biggs, <i>Town Manager</i>
Bruce Naegelen, <i>Downtown Development Coordinator</i>	Skip Browder, <i>Town Planning Director</i>

## DEVELOPMENT STATISTICS

( JULY 1 – JUNE 30 )

	FY 2009-2010	FY 2005-2010
Facades Redone:	3	21
Building Renovation:	2	5
Net Job Gain:	19	140.5
Net Business Gain:	8	42
Business Expansion:	1	8
New Public Investment:	\$1,113,704	\$2,024,596
New Private Investment:	\$ 987,027	\$7,821,726
<b>Total Investment:</b>	<b>\$2,100,731</b>	<b>\$9,846,322</b>

## THE MISSION OF THE CDDA

Clayton Downtown Development Association, Inc. exists to manage and lead the redevelopment of Clayton, North Carolina's historic downtown as a primary arts, cultural and social center.

CDDA has four committees that meet on a regular basis to carry out the organization's program of work:

- Organization – Betsy Grannis
- Promotion – Debbie Hammond
- Design – Boo Carver
- Economic Restructuring – Leslie Hubbard

## ACCOMPLISHMENTS FY 2009/2010

### ORGANIZATION

**GOAL:** to be the lead agency in the redevelopment of downtown Clayton  
**OBJECTIVE:** Establish procedures, activities and partnerships to achieve the goals of the organization

- Developed Annual Campaign
- Created working budget
- Changed accounting year from calendar to fiscal year (July 1 - June 30)
- Instituted Committee co-chair process
- Recommended to Town Council – Naming of "Town Square" & "Town Lot"

### PROMOTION

**GOAL:** Create a positive image of downtown Clayton in order to attract customers and investors and develop community pride.

**OBJECTIVE:** To increase public awareness of downtown Clayton through advertising, retail events, special events and marketing campaigns

- Attendance remained at 5,800 for the 2010 Town Square Concert Series (1,160 avg)
- Attendance was 1,100 at 2010 Millstock Music & Arts Faire with an increase in vendors
- Attendance at 2009 Christmas Village & Tree Lighting was 4,000 people
- Implemented "Think Clayton. Think Downtown" campaign
- Implemented joint marketing campaign
- AWARD: Received NC Main Street Award of Merit for Best Printed Promotional Item: Graphics for Town Square Concert Series Logo/Branding

### VISIONARY PARTNER

Clayton Glass & Mirror  
Talecris Biotherapeutics  
Town of Clayton

### MILLENNIUM PARTNER

Time Warner Cable

### CENTURY PARTNER

AgriSupply  
Clayton Steakhouse  
Clayton News-Star  
Four Oaks Bank  
Hometowne Realty

### DECADE PARTNER

First Federal Bank  
Vast Design

### MAIN STREET PARTNER

Capital Bank

### DOWNTOWN PARTNER

Main Street Jewelers  
Ed & Veda Knight

### DESIGN

**Goal:** To build visual harmony and connectivity of existing, new and future spaces in downtown Clayton

**Objective:** To provide pedestrian-friendly access to buildings and public spaces

- Completed Downtown Master Plan Update & Design Guidelines
- Completed 3 Façade Improvement Grants
  - Private investment \$40,899.67
  - Public investment \$11,938.91
  - Return on Investment - \$3.43 for every public dollar spent
- Façade Grant Program Total FY 2008 - 2010
  - Private Investment - \$241,700.58
  - Public Investment - \$ 29,334.93
  - Return on Investment - \$8.24 for every public dollar spent
- Installed Gateway Sign at US 70 & Main Street
- Created public-private partnerships for off-street parking
- Project communication was improved with creation of "Town Lot Project Update Blog"

### ECONOMIC RESTRUCTURING

**GOAL:** To retain and expand existing downtown businesses and recruit new business to enhance and balance the economic mix

**OBJECTIVE:** To expand downtown Clayton's sphere of influence and increase foot traffic and employment base

- Clayton Historic District was listed on National Register in June, 2010
- Hosted 2 business education workshops
  - "Moving Your Business Forward, Even When the Economy's Not"
  - "Increasing Sales & Profits as a Destination Business"
- Created available downtown properties list – [www.downtownpropertylisting.blogspot.com](http://www.downtownpropertylisting.blogspot.com)
- Created downtown restaurant listing – [www.restaurantsindowntownclayton.blogspot.com](http://www.restaurantsindowntownclayton.blogspot.com)

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