

## Clayton Downtown Development Association Plan of Work – 2009-2010

**Vision:** Downtown is the entertainment hub of Clayton.

**Mission:** To **preserve** the character of the Downtown Clayton area; To **protect** the historic significance of the buildings, facilities, and spaces within Downtown Clayton; To **educate** citizens and business people about the value of the history of Downtown Clayton; To **promote** Downtown Clayton as a place to invest for the preservation and promotion of historic quality, unique features and historic landmarks. \*review possible redefinition of mission statement

ORGANIZATION	PROMOTION	DESIGN	ECONOMIC RESTRUCTURING
I. Goal Develop a sustainable budget for DDA Inc.	II. Goal To attract more people and more awareness to downtown Clayton	III. Goal To improve physical appearance of downtown Clayton	IV. Goal To expand downtown Clayton as an entertainment district
Objective - To have more flexibility to accomplish the mission for Downtown Clayton	Objective - Increase the economic vitality of downtown Clayton	Objective - To build visual harmony and connectivity of existing, new & future spaces	Objective - To expand downtown Clayton's sphere of influence and increase foot traffic and employment base
Strategies - 1. Review & define past sources of income 2. Tap into additional sources of income 3. Review/Define organizational process (TOC/DDA/DDC)	Strategies - 1. Expand downtown Clayton as an entertainment district 2. Market downtown Clayton 3. Develop new fundraising event 4. Public Relations	Strategies - 1. Streetscape Master Plan using Horne Plaza as keystone 2. Continue Facade Grant Program	Strategies - 1. Involve & educate business and property owners in the revitalization process 2. Development Downtown as Transportation Hub for Clayton