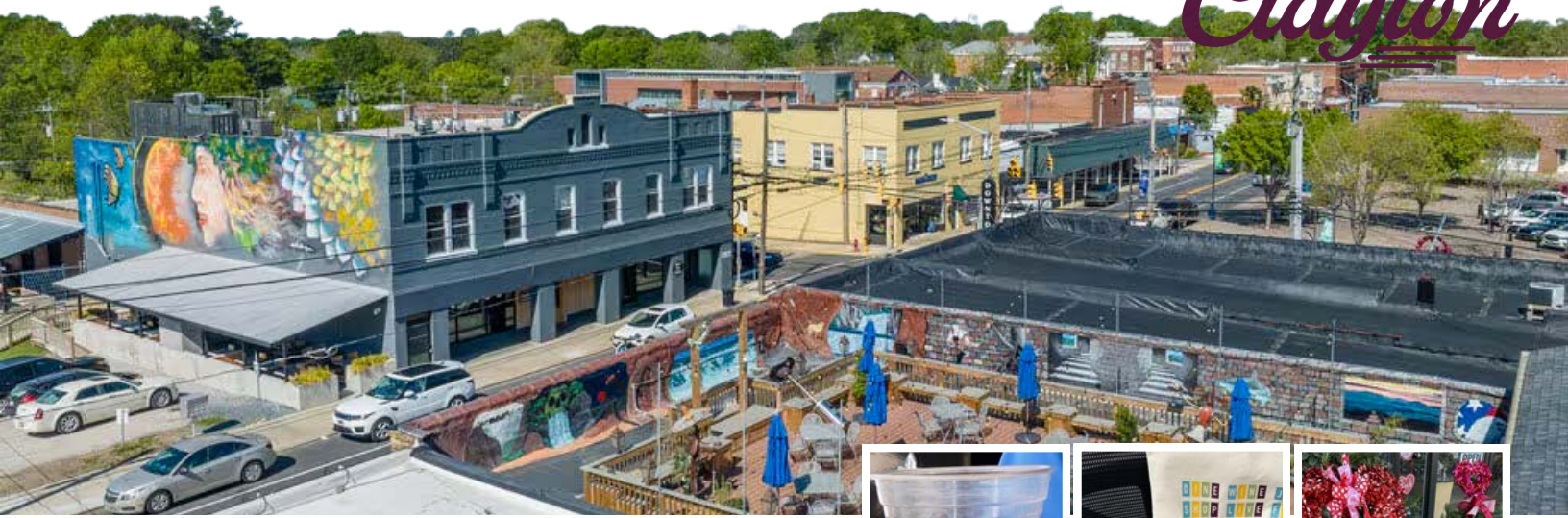




CLAYTON, NORTH CAROLINA

Strategic Success: Selfies, Signage & Social Districts

Project Scope

- Development of a 5-Year Strategic Action Plan
- 2-Years of Implementation Support Services
- Funded in partnership with ElectriCities of North Carolina



Deliverables & Technical Assistance

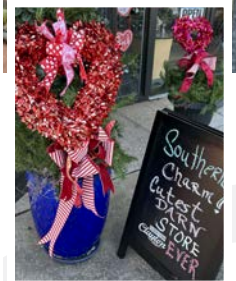
- Delivered a **Property Owner Training & Toolkit** (window signs, downtown flyer)
- Facilitated the development of a custom **branding package** with Arnett Muldrow & Associates
- Worked with DDA Design Committee on the development of a **"selfie wall" mural** to showcase updated branding.
- Worked with the DDA Organization Committee to develop a **Volunteer Toolkit**
- Provided **monthly technical assistance** and support calls to our **Point of Contact**
- Facilitated **monthly 30/30 Meetings** with two **Action Teams** during the planning and jumpstart phases of their projects.

Partnership Timeline

- **Partnership Began:** July 2022
- **Strategic Visioning Workshop:** September 2022
- **Market Analysis Delivered:** November 2022
- **Strategic Action Plan Delivered:** November 2022
- **Implementation Support:** March 2023 – July 2025

Impacts & Outcomes

- Installed **custom streetlight banners**
- Developing an updated **wayfinding signage system**
- Created a variety of **Downtown Clayton merchandise** featuring the updated branding package
- Updated **Façade Grant** to include vibrancy elements like signage and outdoor dining.
- Launched a **Vibrancy Grant**
- Developed **branded sandwich board signs** as part of the Vibrancy Grant
- Installed **sidewalk stickers** as a wayfinding and tourism tool
- Established a **downtown social district**
- Hosted a **seasonal storefront decorating contest** to encourage the activation of downtown storefronts



Are you ready to spark change in your own town?

Jumpstart your revitalization journey and turn vision into victory!

Jeremy Murdock
Community Development Specialist

