



We're on a Roll, and We're Not Slowing Down

Boosting our economy, bringing more action downtown, guiding growth toward increased quality and expanding leisure opportunities—those are a few of the areas where we'll be putting a lot of effort this year.

After hashing out needs and priorities with our town staff over the last few weeks, we've also decided to put more attention to town beautification and to the arts. And, of course, we're going to do our best to maintain the fiscal strength that's gotten people all over the state talking about us.

It's an aggressive agenda, but these are the goals our town staff and our town Council are committed to. With all the success we've had in recent years, we've built up a lot of momentum, and we intend to keep rolling.

Here's a quick look at what we've got in mind for boosting the local economy, assisting downtown and guiding growth. Next month I'll give you a rundown of what we have in mind for town beautification, the arts, continued fiscal strength and expanding leisure opportunities.

•BOOSTING LOCAL ECONOMY

We intend to continue working hard to land more job-producing industry, like the just-announced commercial



bakery that will bring 84 good-paying jobs to town. If you remember, last year, we landed Turkington, a multi-national company that manufactures equipment for the baking industry, and we helped keep a huge \$268.7 million expansion by Talecris Biotherapeutics in Clayton despite efforts from other states to lure the company away. We intend to keep working for more. We also want to expand the "THINK CLAYTON" marketing campaign this year to draw more attention to all the possibilities here. Development of a *Small Area and Infrastructure Plan* for the US 70/US 70 By-pass area will be undertaken this year, too, in an effort to speed good quality development in that important section.

•CREATE AN ALIVE DOWNTOWN

Projects to increase signage and create a downtown "centerpiece" to help beautify the area and give shoppers a place to meet and relax will continue this year, along with incentive programs for

merchants. We intend to expand outside events that draw people downtown, work to help develop quality office space in the inner-city area and join in cooperative marketing efforts. We also want to use the recently-announced 2012 Main Street Conference to focus energy, attention and resources on downtown.

•GUIDING GROWTH TOWARD INCREASED QUALITY

Clayton intends to continue expanding infrastructure and service capacity to support new growth despite the harsh economic conditions that have stifled other towns. We also want to better align development policies and processes with the town's vision of the future, which will probably mean higher-quality development, more housing for retirees and more single-family rentals.

We're also going to be working on our new Law Enforcement Center downtown, infrastructure for the new Caterpillar Product Design Center and street and sidewalk upgrades this year. I know it sounds like a lot, and it is, but we've got things in gear, and we're not about to slow down now.

Part 2 of our plans for 2010 is coming in next month's newsletter.

Palladian Series Closes; Center Gears Up for Busy Spring

The 2009-2010 *Palladian Series* at The Clayton Center closes on April 10 with a rafter-raising performance by Mike Farris and



the Roseland Rhythm Revue. But the Center will be far from dark for the rest of the spring and summer.

The Auditorium schedule is filled with local choral and dance recitals, and spring also signals

and unique setting for nuptials, with bonus features of theatrical lighting and backstage dressing rooms with lighted mirrors for

getting ready in style. The spacious Main Lobby, with its four cascading overhead



also features an art gallery that showcases some of our areas most talented visual artists.

The Conference Center is busy year-round with all kinds of events, but spring and fall are notorious for higher demand on meeting space. In addition to the 600-seat Auditorium, which is the perfect space for large presentations or seminars, several

classrooms, each with built-in and complimentary audio and projection systems, also are available. The classrooms can accommodate groups ranging from 10-



terraces, is a perfect place for mingling after the ceremony and celebrating the occasion with family and friends. The Lobby

80 people. The premier space – the Council Chambers – is a 2,800-square-foot state-of-the-art gathering space that’s popular for business meetings and social events for up to 150. Whether you’re thinking of planning an office retreat or a wedding, think The Clayton Center.

the start of The Clayton Center’s busy wedding season. There’s an industry trend toward couples searching for a venue to hold both their ceremony and reception, and The Clayton Center is becoming a popular option for locals and out-of-towners alike. The historic Auditorium provides a gorgeous



To check dates or reserve space for your next event, contact Pam McLamb at 553-3152, ext.5708, or by e-mail at pmclamb@townofclaytonnc.org. Please also visit our website at www.theclaytoncenter.com for more information.