



STRATEGY MAP

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CLAYTON COMMUNITY FOUNDATION

ART • HISTORY • PARKS • SUSTAINABILITY

VISION

Horizon: 10 Yrs

Core Ideology

Core Values

- Stewardship
- Collaboration
- Engagement
- Enrichment
- Leadership
- Diversity, Inclusion, and Equity

Core Purpose

To enhance & connect our Community:

- Residents ↔ Live
- Workforce ↔ Work
- Visitors ↔ Play

Envisioned Future

Courageous Goal

Catalyze a ten-fold increase in community engagement and connection to Clayton's assets (places, programs, projects, people)

Vivid Description

Clayton is a vibrant community where you can be happy, healthy, engaged, informed. Clayton is a destination for all its constituents.

MARKET POSITIONING STRATEGY

5 - 7 Yrs

Sustainable Competitive Advantages

- County Seat
- Geographic Location
- Business Base
- Walkability
- Schools
- Safety
- Public Transit
- Public Green Space
- Public Art
- Free Events
- Dining/Retail Options
- City Government
- Educational Institutions
- Engaged Citizens
- Property Tax Base
- Clean

Target Channels / Markets

- Neighboring Communities
- Communications
- Neighborhood/Condo Associations
- Chamber of Commerce
- Clayton School District
- Media & Student Target Media
- Wealth Management
- Estate Planning Attorneys
- Cultural Festivals
- Social Media
- Grant Making Foundations
- Explore St. Louis
- STL Association of Realtors
- BOMA
- City of Clayton
- Higher Education Leadership
- Employers Direct
- Pillar Related Societies
- Regional Historical Societies

Target Customers / "Community"

- Residents
- Families
- Workforce
- Visitors
- Students
- Shoppers
- Seniors
- Renters
- Tourists
- Business Owners
- Young Professionals
- Diners
- Neighboring Communities

Target Assets (Not in Priority Order)

PHYSICAL ASSETS

- Public Art
- Parks
- Performance Art
- Public Facilities
- Open Space
- Hanley House
- History Center
- Historic Markers
- Rain Gardens
- LEED Certification
- Bike Infrastructure

EXPERIENTIAL ASSETS

- Butterfly Gardens
- Lectures, Otocast, walking tours, events
- Fitness & Recreation Programs
- Parties
- Social Media
- Exhibits, Lectures, Tours
- Century Homes Programs
- Invasive Plant Removal

STEWARDS OF TARGET ASSETS

- Art
- History
- Parks
- Sustainability

IMPLEMENTATION STRATEGY

GOALS

3 Yrs

1.0 Improve CCF Infrastructure

Drive 20% of the 10x increase in community engagement

Champions – Cordell Whitlock & Alex Elmestad

2.0 Increase Community Engagement & Connection to Existing Assets

Drive 40% of the 10x increase in community engagement

Champion – Marta Martin & Jennifer Volk

3.0 Develop Opportunities to Collaborate with Complimentary Organizations

Drive 10% of the 10x increase in community engagement

Champion – Brian Edwards

4.0 Create New Assets

Drive 30% of the 10x increase in community engagement

Champions – Sarah Melinger & George Hettich

SUPPORTING OBJECTIVES

2 - 3 Yrs

Priority for 2021 - 2022

1.1 Raise \$1.0 million for operating expense endowment

1.2 Optimize web & mobile user experience

1.3 Implement measurement of Asset utilization/engagement

1.4 Improve donor management

2.1 Implement social media to attract Community Engagement

2.2 Create a multi-year event plan that demonstrates CCF's community engagement

2.3 Create pilot utilization programs

3.1 Build mutually beneficial relationships with 12 organizations

3.2 Develop 3 collaborative initiatives by 2024

4.1 Create rapid impact projects for Physical Assets & Experiential Assets

4.2 Provide support for a major Asset identified in City master planning.

4.3 Raise \$4.0 million for major gifts program

4.4 Raise \$2.5 million to implement strategic plan objectives

HOW

WHY