



# Strategic Economic Development Plan

Clayton, Missouri



# Purpose

## Define

- Define economic development

## Provide

- Provide baseline and comparisons of current demographic data

## Outline

- Outline a plan to create a better community for businesses and citizens

## Identify

- Identify issues and trends that could affect the achievement of Clayton's objectives



## Vision Statement

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A deeper community connection for both citizens and business in Clayton, as well as a closer collaboration between the latter two and local government on the issues of transportation, development, and business growth.





Clayton's population, number of households, and average income is increasing at a faster rate than Missouri and St. Louis MSA



Clayton's average household income and average retail expenditures are much higher than Missouri's and St. Louis MSA's



The City of Clayton's average resident is younger and more educated but less likely to own a house when compared to the Missouri and St. Louis MSA averages



Clayton has a significantly higher number of households where the householder was Asian alone but a lower number where the householder was black or African American alone, as compared to St. Louis MSA and Missouri



Clayton also had a much higher percentage of households where the householder was white alone in the \$200,000 or more income bracket than either St. Louis MSA or Missouri

## Demographic Highlights

# Commercial Real Estate



Similarly to Chesterfield but in contrast to St. Louis and the U.S. as a whole, Clayton has more Class A office space than Class B.



The vacancy rates in Clayton are lower than all areas measured, and the rates in Chesterfield are the most similar.



Market rental rates are higher in Clayton than in St. Louis and Chesterfield but still slightly lower than the national average.

## Strengths

- School district
- County seat
- Low crime

## Weaknesses

- Limited geography
- Car-dominated transportation

## Opportunities

- Transportation Oriented Districts
- Arts & culture venues

## Threats

- Regional crime
- Perception of a lack of parking

# Strengths, Weaknesses, Opportunities, and Threats

## Objectives

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Business Growth & Retention

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City Services & Stability

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Supporting Areas

# Metrics



Capital Investment



Jobs



Tax Revenue



Satisfaction Rates



Sustainable Transportation Rates



# Marketing Goals



Attracting Business in Target Areas



Retaining Business



Raising Sustainability Awareness



Increasing Neighborhood Branding

## Next Steps

