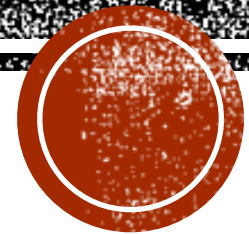


CLAYTON & CO.

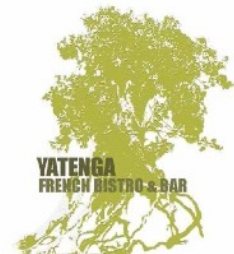
AN ORGANIZATION FOR MERCHANTS BY MERCHANTS.

2025 Membership Guide



INTRODUCTION: WHO WE ARE

Clayton & Co. is a coalition of 20 merchants along Adam Clayton Powell Jr. Blvd in Central Harlem, spanning 132nd to 140th Street. Committed to strengthening our community, we collaborate on initiatives that support local businesses, activate public spaces, and enhance neighborhood well-being. Our work includes open streets programs, street cleaning, and cultural activations, all aimed at creating a safer, more inclusive, and vibrant corridor.



OUR MISSION

Clayton & Co. is a merchant organization born with a mission to empower and connect local businesses while being dedicated to uplifting our community. Adam Clayton Powell Jr Blvd. is so much more than an avenue, a communal corridor named for the work of an iconic civil rights leader: C&C is here to continue that work, making Harlem a better place to live, work, and be.



EXECUTIVE COMMITTEE



PRESIDENT

KIM HARRIS, HARLEM HOPS



VICE PRESIDENT

ASHA DIXON, HARLEM CHOCOLATE
FACTORY



TREASURER

LISA LOGAN, THE NAIL SUITE BY
LISA LOGAN

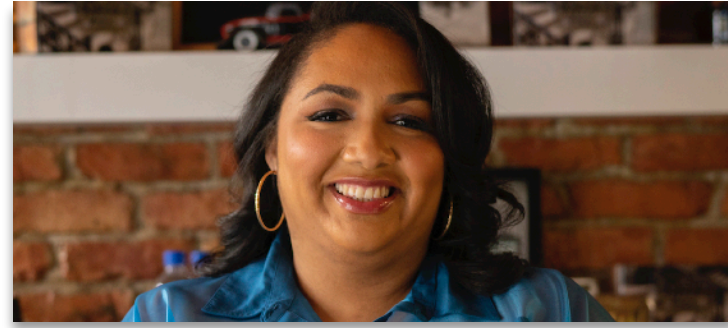


EXECUTIVE COMMITTEE



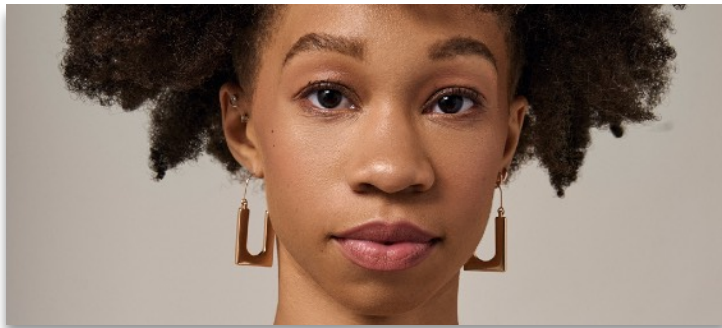
SECRETARY

TAMMECA ROCHESTER, HARLEM
CYCLE



MARKETING & BRANDING

JESSICA SPAULDING, HARLEM
CHOCOLATE FACTORY



SOCIAL MEDIA

GENESIS MORRIS



EVENT COORDINATOR

NDACK FLEMING



WHY JOIN CLAYTON & CO?

- NOT YOUR AVERAGE MERCHANTS ASSOCIATION
- CREATE & STRENGTHEN RELATIONSHIPS WITH YOUR CUSTOMERS
- OUR AIM IS IMPACT
- WORKING TOGETHER
- COMMUNITY ENGAGEMENT
- SUSTAINABLE IMPACTFUL PROGRAMMING & MARKETING



THIS IS HOW WE DO IT

COMMUNITY

OPEN STREET DAYS
COMMUNITY ENGAGEMENTS
DEDICATED COMMUNITY LIAISONS
COMMUNITY BOARD
REPRESENTATION
INCREASE OF FOOT TRAFFIC
THROUGH TARGETED MARKETING

CONSULTANTS

DEDICATED SOCIAL MEDIA
CONTENT PRODUCER
ACCESS TO A WIDE RANGE OF
CONSULTANTS FROM LOGISTICS &
MARKETING TO FINANCIAL &
LEGAL
GROUP AND ONE-ON-ONE
SESSIONS ARE INCLUDED IN
MEMBERSHIP. LONG-TERM
ASSISTANCE, EITHER SUBSIDIZED
OR DISCOUNTED

COOPERATION

RELATIONSHIP BUILDING WITH
VARIOUS STAKEHOLDERS
SHARING OF OPPORTUNITIES IN
PIPELINE FOR OUR MEMBERS
NO GATEKEEPING
DOING THE TEDIOUS WORK SO YOU
DON'T HAVE TO



WHAT WE OFFER

CONTENT

THEMED SERIES
PHOTOGRAPHY SESSIONS
PROMOTIONAL CONTENT
DEVELOPMENT
PR OPPORTUNITIES
SPONSORED CONTENT
CONTENT COLLABORATIONS

COMMERCE

EVENTS, FAIRS, & COMMUNITY
ENGAGEMENT TO INCREASE FOOT
TRAFFIC AND AVERAGE SPEND
MARKET ACCESS OPPORTUNITIES
FOR PRODUCTS IN HARLEM-BASED
RETAILERS
BOOKABLE CONSULTANTS TO AID
IN BUSINESS DEVELOPMENT

CAPITAL

MEMBER EMERGENCY FUND
BANKING RELATIONSHIPS
FINANCIAL PRODUCTS DEVELOPED
FOR OUR NEEDS
DEVELOPING A FUND TO SUPPORT
BUSINESS GROWTH





CLAYTON & CO. BLOCK PARTY

LIVE MUSIC
CONCERT
LIVE PODCAST
VENDING
EXPECTED ATTENDEES 5000

