

The background of the page features a grayscale image of interlocking gears, suggesting a mechanical or industrial theme. This image is partially obscured by solid blue blocks in the top-left and bottom-left corners, and a large white rectangular area in the center where the text is located.

2020

Annual Report

**IMAGINE DURANT
COMMUNITY STAKEHOLDERS
WORKING TOGETHER**

Prepared by Kara Byrd, Executive Director

About Imagine Durant

Imagine Durant was started in 2015 by business & community leaders when they saw a gap in planning for the growth that Durant was undertaking. Imagine Durant is a partnership for envisioning the future of Durant through creating community dialogues; focusing on health, education, the environment, the economy, culture, and community of Durant, followed by a phased plan of action.

Imagine Durant has re-envisioned the community of Durant by focusing on partnership, civic engagement, and the alignment of goals and vision shared by the different voices of the community. Imagine Durant is a community-based initiative for creating a unified vision for the future, and the strategies to make it happen. We actively work to align stakeholders in our community to create a better quality of life for all residents of today and the future generations of tomorrows. We are visionaries, futurists, activists and catalysts.

Our Purpose

We imagine and activate a healthy, connected, & vibrant community that cares.



Our 2040 Vision

Durant is a thriving community where citizens are out and about enjoying their space. They have trust and peace with city governance and as a result feel safe and secure. Preserving the “old Durant” while advancing to a “new Durant” makes it a community so rich in character and opportunities that no citizen can imagine a better place to live.

Durant has some of the best dining and nightlife around. It is well maintained, with great streets, is lush in greenery and citizens are environmentally aware. Families are healthy and happy and utilize the community to walk, run, bike, and enjoy their time together. Citizens are diverse, well educated, motivated and above everything, they care.

What we do

Collaborate, connect, & activate our unified vision





STRATEGIC DIRECTION

We care for our community and want to see its heritage embraced as well as progress take place that excites generations to come. Together, with one shared vision, we will build and maintain an amazing town we call home.

Learning & Growth for All Citizens

Continuous journey of learning for ever generation resulting in enriched lives and families.

Grow. Educate. Develop.

Healthy & Connected Culture

Excellence in livability, with opportune neighborhoods, great dining and entertainment experiences, and a healthy active setting where citizens build relationships with one another.

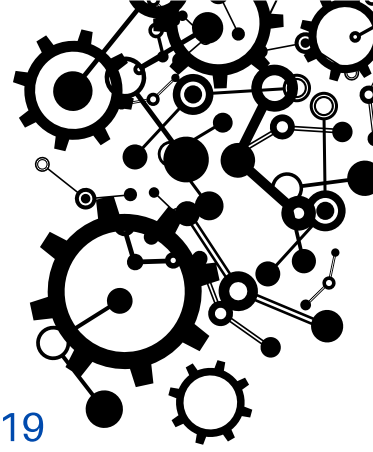
Living. Playing. Wellbeing.

Vibrant & Thriving Community

Progressive and intentional community planning around infrastructure, beautification, and economic growth.

Vibrant. Thriving. Proud.

A Letter from our Chair



Dear Friends,

This year we were put to the test as we navigated the COVID-19 pandemic, which threatened so much of what we hold dear. I am immensely proud of our Durant for supporting one another and constantly pivoting and innovating to stay relevant and hopeful for the community in which we live, play, and work. If 2020 taught us anything, it is the importance of having a community with one shared vision and connected stakeholders working together is vital. It taught us to value those we love a little more and the power of the human spirit. However, during this time we also saw the drastic need for more recreational activities, as families were unable to travel and spent more time at home. We are also learning of the negative mental health impacts of COVID-19 and the shut down.

We remain steadfast in our mission to build a healthier, stronger, and vibrant community that cares.

Many thanks for standing by Imagine Durant in 2020. We greatly appreciate your generosity, your partnership, and your commitment to building a stronger tomorrow today.

Warm Regards,



Gregg Engle



Vision in Action



Imagine Durant started the Magnolia Farmers Market in 2016 with a group of volunteers & handed it over to Durant Main Street to run.

Imagine Durant wrote for & received a grant from the NPS to create a Master Trail Plan, now being implemented by Durant Trails and Open Space.



2018 concluded 3 years of visioning and the creation of the community strategic plan

2019 started the Blue Zones Project process & in 2020 we officially hired our local team





2020 in review

CENSUS 2020

- Created a video commercial shared between stakeholders
- printed over 1,000 flyers delivered to local restaurants and grocery stores to pass out during the pandemic shutdown
- connected stakeholders with census volunteers
- Social Media Campaign to drive people to Census website
- Visited local radio stations to promote census participation



TOURISM

- Partnership created between Durant Main Street, Durant Area Chamber of Commerce, City of Durant, Blue Zones Project, Durant Industrial Authority & Imagine Durant for Master plan
- Secured \$35,000 from Tourism Authority to bring in National Tourism Expert Roger Brooks for assessment and action plan



HOUSING

- Identified 3 land lots that could create multiuse housing developments & master-planned housing additions
- Continued work and support of the City of Durant Comprehensive Plan and Future Land use Map



Next steps in fulfilling our vision

2021 top priorities

- Engaging and reducing homelessness by creating a homeless coalition taskforce**
- Promoting Mental Health**
- Creating Diversity in Housing**
- Activating stakeholders to develop downtown entertainment venue**
- Development of Master Planned park & outdoor spaces**
- Implementation of Destination Durant Plan**
- Focus on Future of Sustainability**
- Exploration of becoming a Community Development Corporation**



HOUSING

Create healthy environments by developing plans for mature, revitalized neighborhoods and well developed new housing. While also developing plans for increasing and creating diversity in rental housing including Downtown apartments

WORKFORCE

Create a world-class educational system that is demand-driven, responsive to the needs of the Durant community & businesses, fostering innovation, & promotes entrepreneurship. Developing a qualified workforce.



MASTER PARK PLAN

Create and develop plans for a world-class master park to be utilized by the entire community.

FAMILY ENTERTAINMENT

Development of family and youth entertainment to create a better quality of life for residents that call Durant home.



YOUTH/FAMILY ENTERTAINMENT

- Established contact with national YMCA chapter and found neighboring YMCA to sponsor Durant (currently awaiting next steps)
- Found downtown venue that can create entertainment for families & youth. In process of connecting stakeholder and investors
- Created partnership with the City of Durant to offer Drive-in Movies to the community starting in spring 2021



BLUE ZONES PROJECT

- Established Blue Zones Project Durant
- Oversaw hiring processes of a local team with national team
- Connected local team with community members & stakeholders
- secured primary funders while adding 2 more corporate funders, 36 individual, & wrote for & received 2 grants

**learn more about Blue Zones Project Durant at
www.durant.bluezonesproject.com**

Our Team

Meet our dedicated team members of stakeholders

Board of Directors

Gregg Engle- Chair
Seth Fairchild- Vice Chair
Heather Burrage-Secretary
Janet Garrett- Treasurer
Mayor Oden Grube
SE President Thomas Newsom
Greg Massey
Curtis Armor
Holly Gerard
Pam Robinson
Stewart Hoffman
Libby Calliccoat
Jeff Woodard

Advisory Committee

City Manager- John Dean
County Commissioner- Ron Boyer
Alliance Health Hospital CEO- Kevin Samrow
DISD Superintendent- Duane Merideth
KTC Director- Lane Jackson
City Planner- Danielle O'Neal
Community Relations Banker- Sarah Blackburn
VP of Student Affairs- Dr. Teresa Golden

Executive Director

Kara Byrd

In Gratitude

**First United Bank
Choctaw Nation of Oklahoma
The Massey Family Foundation
Texoma Health Foundation
Ardmore Institute of Health
Southeastern Oklahoma State University
Hausners Limited
AllianceHealth Durant
Texoma Manufacturing
Jones Power Sports
Blackburn Plumbing
Stewart Hoffman
George Clark
Teresa Golden
Lenzie Knight
Leah Anne Brooks
Sarah Shores
Brittany Lopez
Sandra Wesson
Stephanie Gardner
Lisa Daniel
Melissa Perrin
Jenilee Hitchcock
Glenn Glass
Shana Johnson
Cindi Gill
Greg Phillips
Heather burrage**

Be Involved
vision with Action can change the world

