The Durant Action Plan

2021 and 2022

HOW TO USE THIS PLAN

This plan is unique in that it is actually a working document providing a "To Do List" that, when implemented, will make Durant one of Oklahoma's best communities in which to live, work, and visit.

This plan began with a Destination Assessment, a look at Durant through the eyes of a first-time visitor: someone looking to relocate to the community, or look for a business opportunity, or simply come to visit Durant and the area.

The "suggestions" made during the Assessment process and follow-up stakeholder meetings and input were then developed into this two-year Action Plan.

This document is the primary plan you and the Destination Durant Team will work from throughout the process. The contents on the following pages form the To Do List items that can be checked off as you work down the list. It includes a brief description of the To Do item, who would take the lead, and the page where more information can be found.

For nearly every recommendation in the plan, you'll find a video in the Destination Development Association's (DDA) Resource Center, for which you have received login access. Some recommendations include viewing a particular video, while others don't. If you come to a recommendation where you can use additional guidance, and if a video recommendation is not already identified, contact the folks at the DDA and ask them which video would help you through that particular recommendation.

As part of this effort, you have recorded the actual Assessment Findings & Suggestions Workshop—the photographic look at Durant through fresh eyes. This can be posted to YouTube or any channel or website of your choice, and it can be broken into shorter "chapters" for easier viewing. This is a great way to engage the community, allowing them to see the community through fresh eyes.

The Action Plan was developed in Apple Keynote and saved as a PowerPoint presentation. The slides in that presentation are included in this plan. Then the presentation was sent to Imagine Durant. The presentation would be used when you want to share information with other local organizations, such as Kiwanis, Rotary, School boards and others.

To do so, you'd simply select the slides or portion of the plan you'd like to share, and then tailor your own presentation using some of these slides where appropriate, mixed in with ones you might add.

The PowerPoint presentation slides include "Shift Happens: The Eight Trends That Are Changing the Future of Communities Across America" as well as sections on branding (finding your Unique Selling Proposition), programming downtown activities, and additional information.

You also received the actual Adobe InDesign document this plan was developed in. If you have someone versed in InDesign, this plan can be changed, or recommendations moved around to fit changing timelines, funding sources, or organizations.

If you want to change the recommendation numbers, you can do that in the Apple Keynote or PowerPoint, then export the slides as JPGs, and then insert them into the InDesign document.

This is a plan that sits open on your desk, not tucked away on a shelf. It is a working plan, and a To Do List.

Perhaps most importantly, the Destination Development Association's Resource Center includes how-to videos and accompanying handouts for nearly every recommendation in this plan. As you get to a particular recommendation, the team charged with implementing it can view that particular video, which includes step-by-step instructions, great examples, and other information to assist you in easily implementing the recommendation.

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- [ ] 1. Create the Destination Durant Team . . . City of Durant | Imagine Durant . . . 8
- [ ] 2. Set a monthly meeting schedule . . . Destination Durant Team . . . 10
- [ ] 3. Watch the two DDA organizational videos . . . Destination Durant . . . 10
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- [ ] 5. Dedicate a full-time position to this effort . . . Imagine Durant . . . 18
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- [ ] 14. Calendar a series of brown-bag video presentations . . . Main Street . . . 47
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- [ ] 17. Purchase display advertising in RV Magazine . . . Durant Tourism | Lake Texoma Association . . . 51
- [ ] 18. Issue an RFQ for Design, Programming & Management Plan (plaza) . . . Destination Durant | City of Durant | Blue Zones . . . 52
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JULY | AUGUST | SEPTEMBER 2021

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OCTOBER | NOVEMBER | DECEMBER 2021

- [ ] 65. Add fines for signage violations (plastic/vinyl signs) . . . . . City of Durant | Main Street 140
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JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE 2022

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- [ ] 78. Choctaw South Ninth Plan - A priority AFTER downtown . . . . . Chocktaw Nation | City of Durant 153
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- [ ] 80. Add street trees every 30 feet along Main between 4th and 1st . . . . . City of Durant 156
- [ ] 81. Develop Community Profile | Opportunities brochures . . . . . Durant Economic Development 161

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JULY I AUGUST I SEPTEMBER I OCTOBER I NOVEMBER I DECEMBER 2022		
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Important notes

Please note that beginning on page 190 is the section "Shift Happens." This section provides a wealth of information about major changes in the way we live, work, and play, and these shifts are changing the face of communities across the country. These changes are a driving force behind many of the recommendation in this plan. Please feel free to share this information. Using these guidelines and recommendations will help Durant become a leading community and a showcase among cities and towns everywhere.

This plan was developed in Apple Keynote (and also saved as a PowerPoint presentation) for several reasons:

1. It can easily be added to, or timelines changed, or assignments altered. No items should be eliminated without serious consideration.
2. It is a working plan or "To Do List," meant to be fluid. Times change and sometimes plans also require changes, which can easily be accommodated in this format.
3. It is simple and straight-forward and everyone plays a role in implementing the initiatives.
4. This is a two-year plan, and it should be updated in October of 2021, with updates and additions for 2022.

If Durant, and its partners, implement this plan, your tourism and sales tax revenues should at least **DOUBLE** in 2022, helping reduce the severity of the economic impacts of the 2020 pandemic. This is a two year recovery plan.

2021 is the "**getting ready year**" for the people of Durant so that this "Recovery Assessment & Plan" will help the community bounce back from one of the greatest economic disasters in U.S. history.

2021 and 2022 (this plan) are dedicated primarily to product development

Marketing will bring people to you just once.

The only thing that brings them back again is your product:

- The activities
- Your ambiance
- Your supporting amenities
- The people they interact with

Durant has four very strong pillars to build from:

- Choctaw Nation and Casino Resort (world class)
- Lake Texoma (world class)
- Downtown Durant (world class by 2023)
- Southeastern Oklahoma State University

Important facts

That drive this entire program

Entire focus:

What else can be done, locally, to make Durant an even better, stronger, more desirable place to live, invest in, and visit.

IMPORTANT STATISTIC #2
Economic development:
Jobs are going where the talent is,
or wants to be

Bottom line:
Welcome to the age of PlaceMaking
ALEXANDRA
Wireless
INTERNET
Cafe
Ellicottville, NY

IMPORTANT STATISTIC #3
Community development:
Quality of life is leading both
economic and tourism development

Driving factors for downtown Durant
70%: Of all consumer spending takes place after 6:00pm
80%: Women and consumer spending
70%: First time sales come from curb appeal
The 7•8•7 rule

February - March 2021

Getting everything in place

First quarter 2021 goals

1. To create the "Destination Durant" Team
2. To begin fund-raising for the two largest capital improvements: A wayfinding system, and year-round activity-based plaza downtown.
3. To develop, or contract for the development, of the RVers Guide and The Very Best of Durant brochure

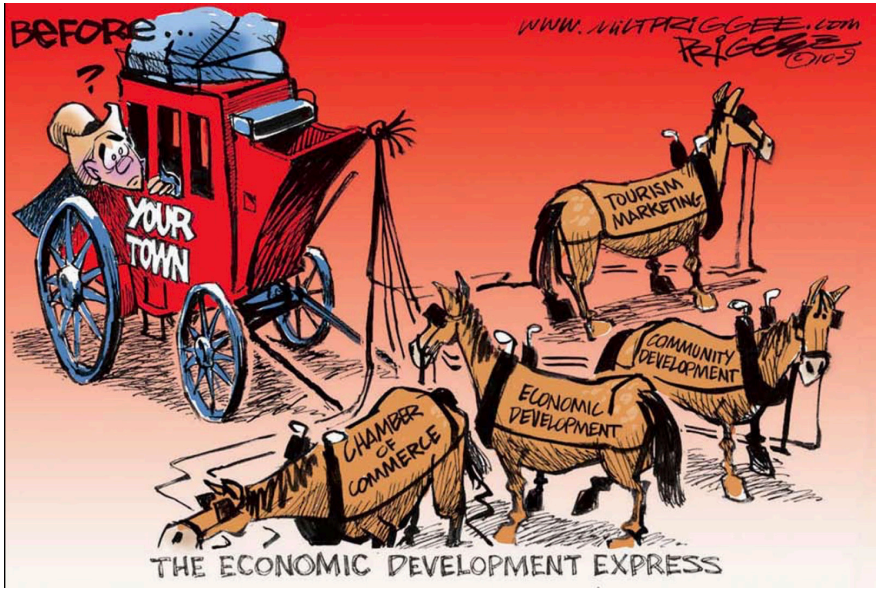
1

Create the Destination Durant Team:
Your "board of directors"

Timeline: February 2021
Lead: City of Durant (Mayor)
Cost: None
Funding source: N/A

For nearly every recommendation made in this plan, there is a how-to video in the Destination Development Association (DDA) Resource Center's video library. Many are shown throughout this plan, but for each recommendation where a video is not referenced, chances are there is one available in the library.

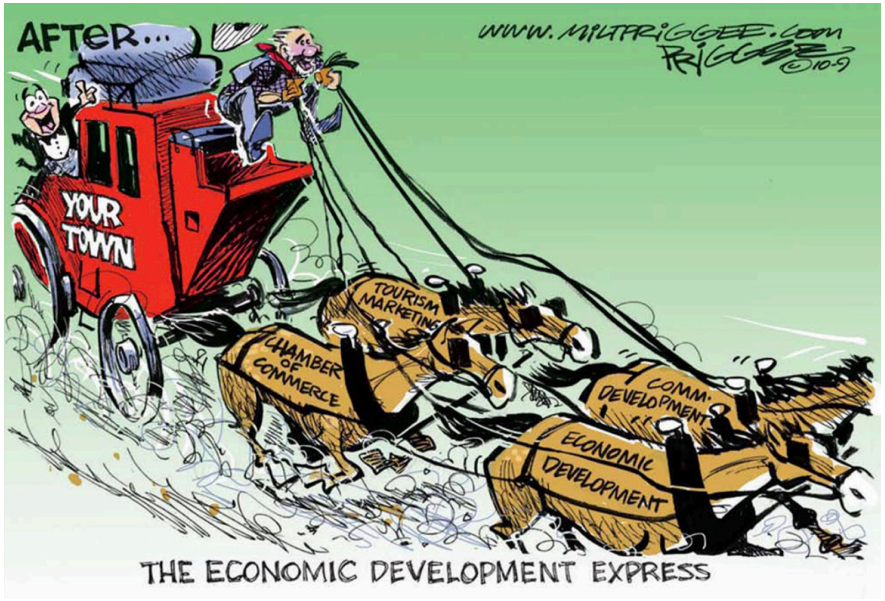
If you cannot locate a particular video on a particular topic, please let Natalie or Roger know what the topic is and they can steer you to the right video. These are important as they detail WHY you should implement each particular recommendation, but also show relevant case histories and examples, and include step-by-step instructions - far more than detailed in this plan.



The Destination Durant Team

- Imagine Durant
- BlueZones Team
- Durant trails
- Choctaw Nation
- Durant Chamber of Commerce
- Main Street Durant
- City of Durant (Mayor or council representative)
- City of Durant (City Manager)
- City of Durant (Planning, Community Development)
- City of Durant (Public works | Parks)
- Durant Tourism Tax Trust Authority
- Economic Development (Industrial Development)
- Alliance Health
- Southeastern Oklahoma State University
- Downtown property owner
- Downtown business owner

NOTE: These are not in any particular order



Details

The Destination Durant Team would be charged with:

- Implementation of this plan.

- Would be the "Selection Committee" for the city with related projects in this plan where consulting and other services are required for implementation.

2

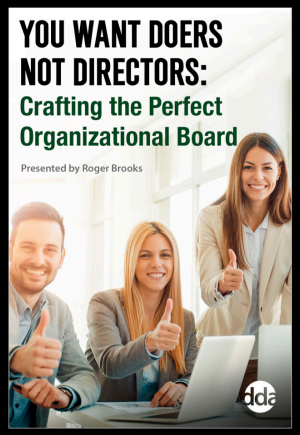
Set a monthly meeting schedule (or every two weeks) for the Destination Durant Team (monthly meetings are not included in this plan's timeline)

Timeline: February 2021
Lead: DDTeam
Cost: None
Funding source: N/A

3

Have the "DDTeam" watch the organizational DDA videos: You want Doers, not Directors

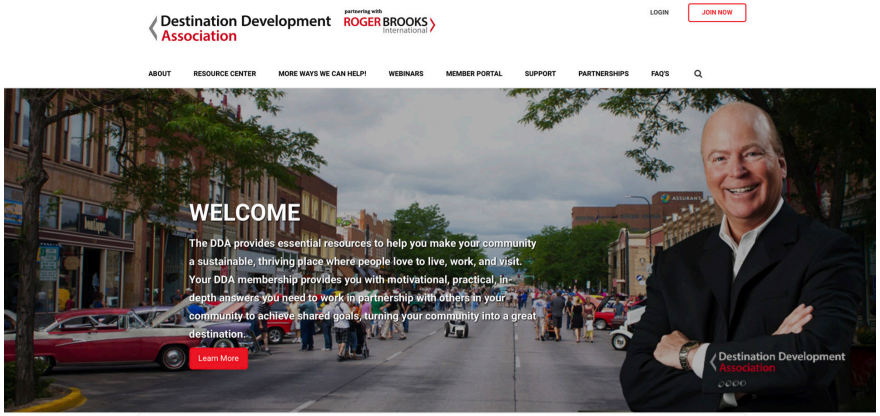
Timeline: February 2021
Lead: The DDTeam
Cost: None
Funding source: N/A



Perhaps two brown-bag breakfasts or lunches - one video each time. Invite other civic leaders. Stream on a large screen if possible.

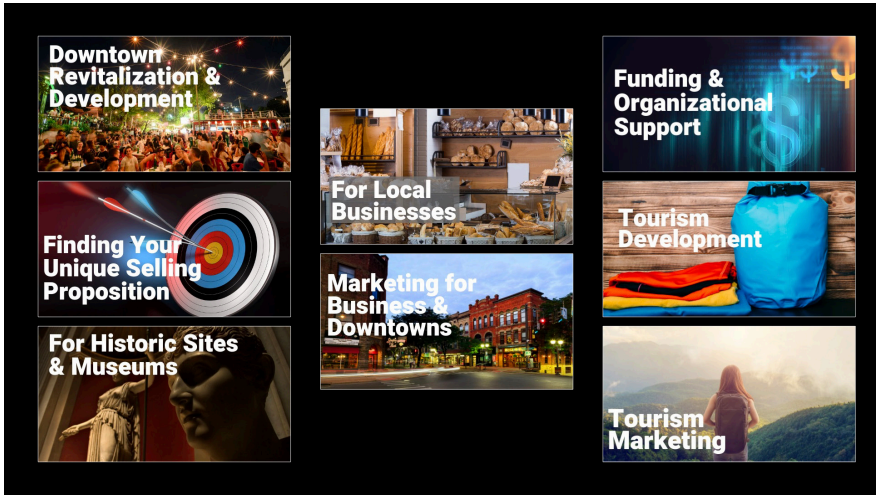
Make sure the Team is on board. It's ok if a few people bow out. It's easy to be a "director," but a "doer" requires a commitment and action.

Imagine Durant has a year long subscription to the Destination Development Association (DDA) Resource Center and all webinars



Subscription Plans

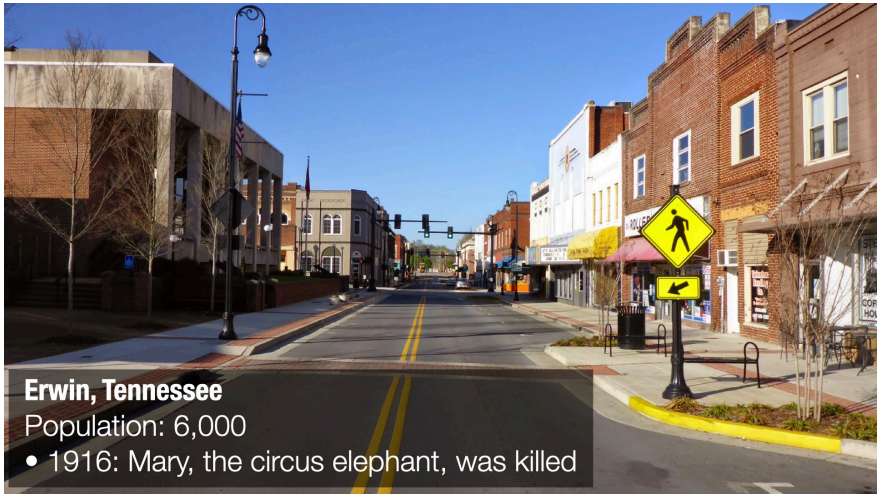
MONTHLY SUBSCRIPTION PLAN

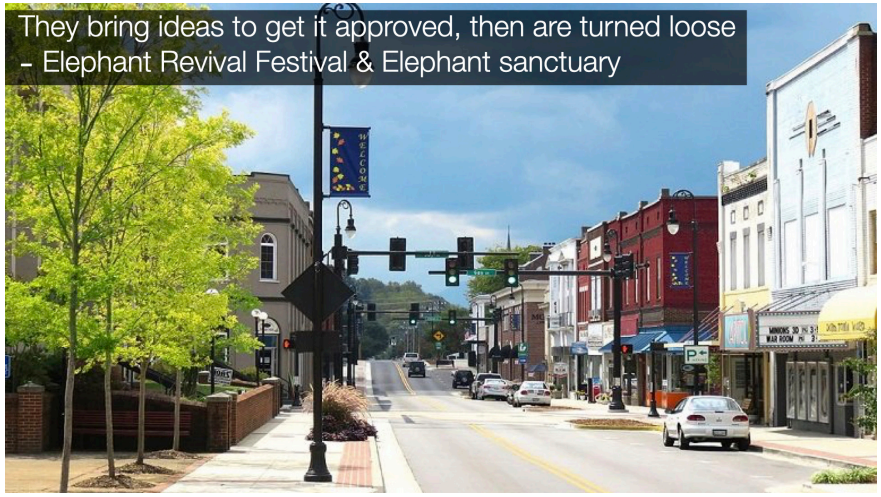


4

Activate your Young Professionals:
Give them a seat at the table

Timeline: February and ongoing
Lead: Mayor working with the Chamber
Cost: None
Funding source: N/A

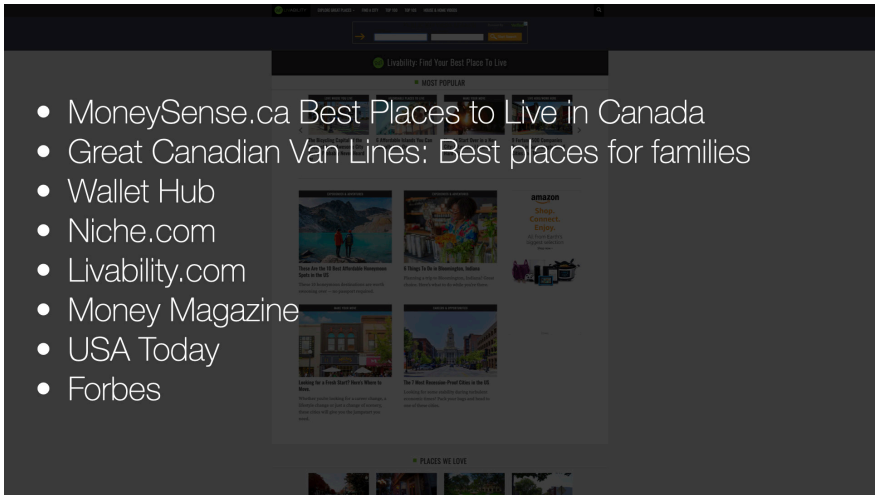



They bring ideas to get it approved, then are turned loose
- Elephant Revival Festival & Elephant sanctuary

- Weekly farmers market
- Restaurants can now sell liquor
- Updated zoning: Upper level residential
- Condos in former dilapidated buildings
- Nine new businesses have opened
- President of the millennial group - Communications Director
- Microbrewery opened
- Developers are coming
- Festivals are a big draw
- More visibility for the town, more local pride

WHAT PEOPLE WANT

Those in their 20s, 30s, and 40s



- MoneySense.ca Best Places to Live in Canada
- Great Canadian Van Lines: Best places for families
- Wallet Hub
- Niche.com
- Livability.com
- Money Magazine
- USA Today
- Forbes

3 Good educational system & child care

5 Cultural depth: visual/performing arts | education | food

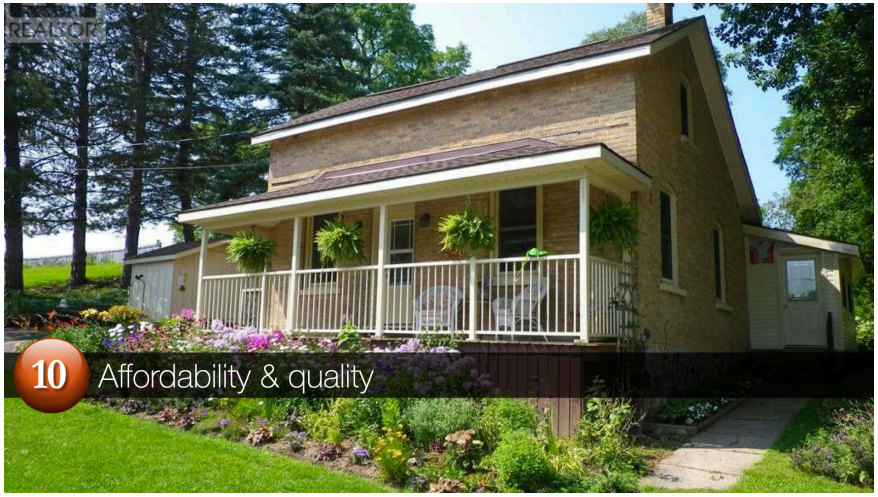
4 An engaged community: sense of belonging (downtown)

6 Life after 6:00 pm (downtown)

7
Top-notch recreation (surpassing other areas)

LEWIS PARK
90 Huron Street

Engaging Millennials:
Their Future is Your Future
Join us for the live
presentation in June



This team will chart your future for generations:
They must be doers, not directors!

5

Dedicate a full-time position to this effort for the 2021 calendar year. This person needs to be ultra-focused and dedicated to implementing this plan.

Timeline: February 2021
Lead: Imagine Durant
Cost: Cost of the contract or position
Funding source: TBD

6

Finding Durant's Unique Selling Position:
Contract for branding services (issue an RFQ)

Timeline: March 2021
Lead: DDTeam
Cost: $65,000
Funding source: Combination of partnerships

Details

The challenge with implementing a plan like this one is that these initiatives frequently are added to an individual's already full workload.

Perhaps a person could be "reassigned" to implementing this plan for 2021, or could be contracted out for the year, or could be a new hire, perhaps with the city.

Expecting a volunteer effort by the team to implement this plan may lead to a much longer timeline and/or initiatives getting missed or forgotten.

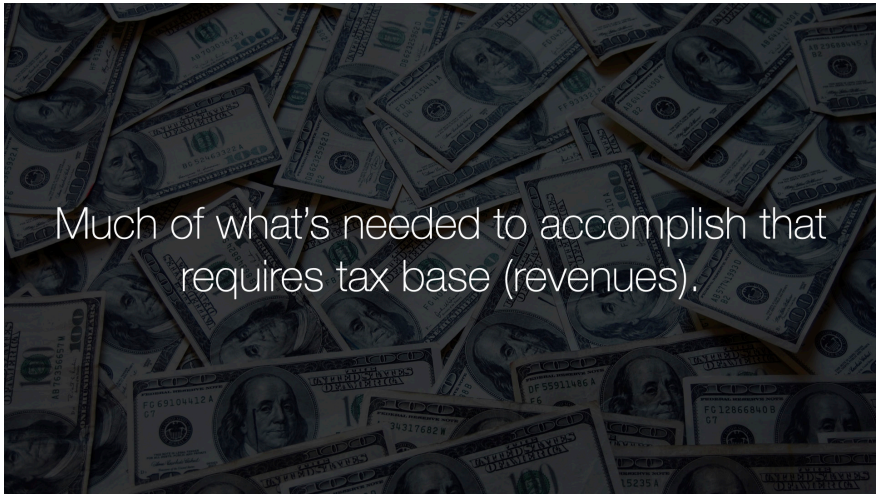
The Choctaw Nation's "brand":

Halito!

Faith • Family • Culture

The mission, and purpose of governments & local supporting organizations…

is to improve the quality of life for their citizens.



RULE 1

You must differentiate yourself.

Consider showing, in a public forum or via Zoom, the video "The Art of Branding a Community," in the DDA video library, in the Branding section. This is a great way to educate your local residents and stakeholders about branding - and that this is NOT just about logos, slogans and marketing. There is a complete "how to" session in the DDA video library that provides step-by-step instructions on how to successfully brand Durant. While this is not an easy task, it really is necessary.

This does NOT throw away the "City of Magnolia's" or the Magnolia Festival, but is a way to define your future, and what you want Durant to be known for, particularly downtown, BESIDES Magnolia's.

You must have product that backs it up.

WHY

This is important

You must have a plan so you can
"tell the world"

597

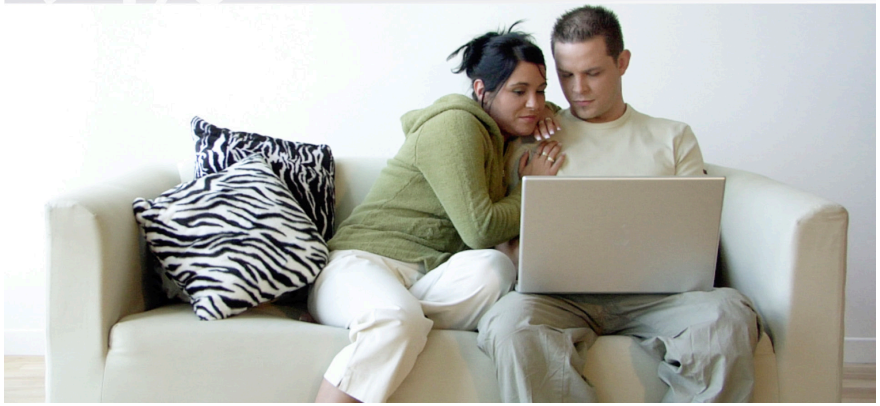
Cities and towns in Oklahoma
What sets Durant apart from the other 596?

97%

of community-based marketing is typically ineffective because it's generic and could fit anyone, anywhere.

The Internet has changed everything

94%



What do you have
that the people you are hoping
to attract can't get or do
closer to home?

Location is ALWAYS second to the "primary draw" -
that one thing that puts you on the map.

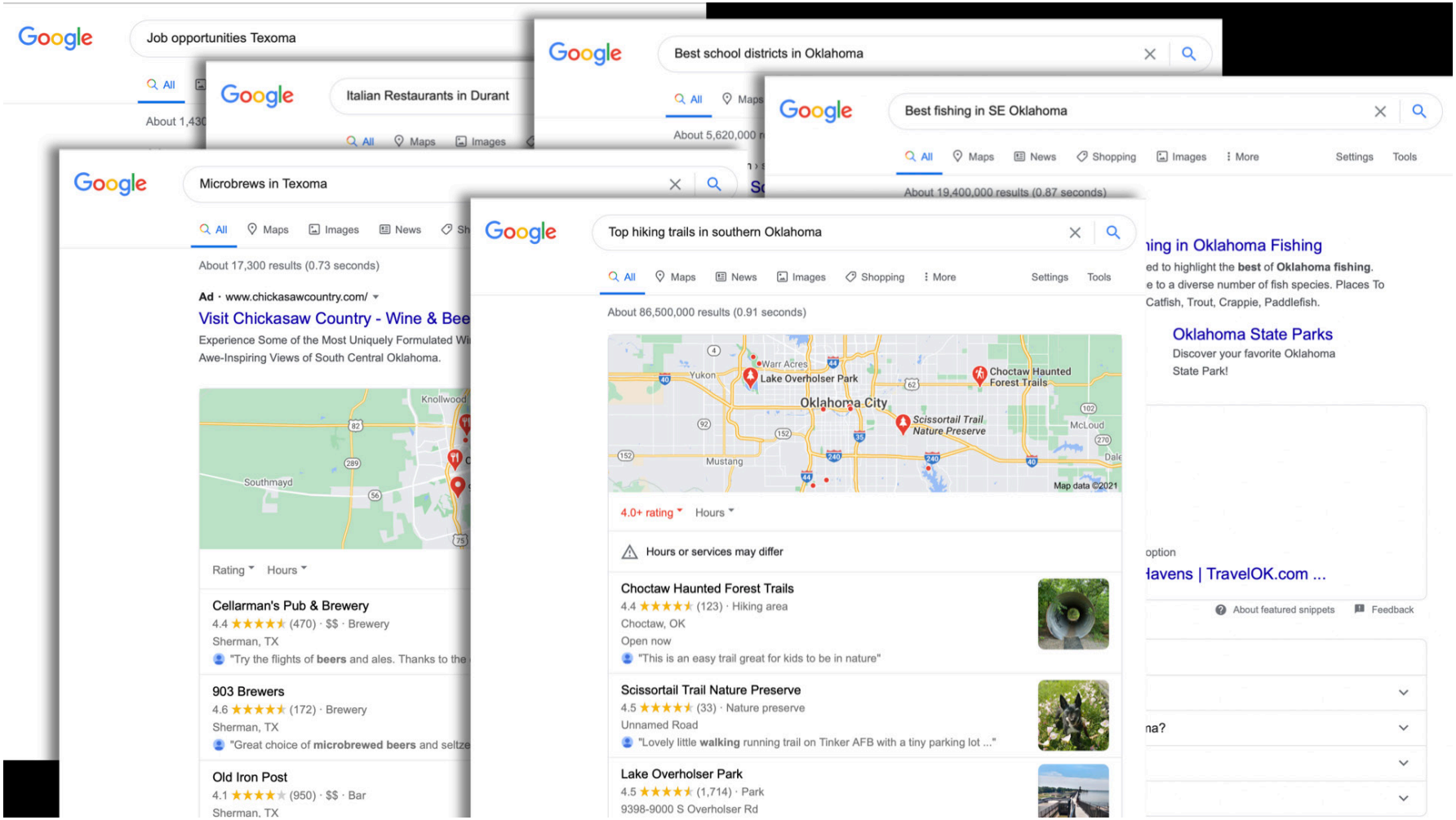
To win you must quit marketing geography first.
It's always second to the experience.

Why should someone invest in Durant?
Why should anyone move here?
Why should people visit you?

So, what do you have in Durant
that they can't get - or do -
closer to home?

To win you must be
DIFFERENT or clearly better* -

* only by third-party endorsement



When we use the Internet, we rarely type in the name of the city first. As you can see from the examples, above, we typically type in what we are looking for (the experience) and THEN the approximate location. This is why "branding" is so important. If your primary brand (or experience) is fishing, when people look for top fishing destinations in Southern Oklahoma or Northern Texas, you want Durant to show up. When you use a search engine and type in Durant and then can see you're at the top of the list, remember: you're likely one of the very few people ever doing that. This is why you MUST stand out from the crowd. There are nearly 600 cities and towns in Oklahoma. What set's Durant apart from all the rest? What makes you worth a special trip? Why should we choose to live in Durant over every other location in the region? If you're about entertainment, then people drawn to that will gravitate to Durant - to live, to tap into the brand, or to visit.

1

Logos and slogans are NOT brands.

WHAT

branding is all about

Brand identities
make up **2% of a brand**
but get
98% of the political attention locally.

Do you purchase any of these products because you like their logo?
Of course not: You base your purchasing decision on the product. The logo is just your "identity"

2

A brand is a perception

Good brands evoke emotion.

They sell a feeling - not a place, not a product.

A brand is also a promise and to be successful you must deliver on that promise. That people get what they expect - that you live up to what you say you're about.

HOW PERCEPTIONS CREATE A BRAND:

1. Visual cues: Along the highways, as you take each exit, as you drive through neighborhoods and downtown.

2. The people and attitudes.

3. Word of mouth.

4. Publicity/Social media

Tourism organizations tend to sell
cities, towns & counties before experiences.

Economic development organizations tend to sell
buildings, land, & infrastructure before opportunities.

Sometimes communities need
"repositioning" or "rebranding."

3

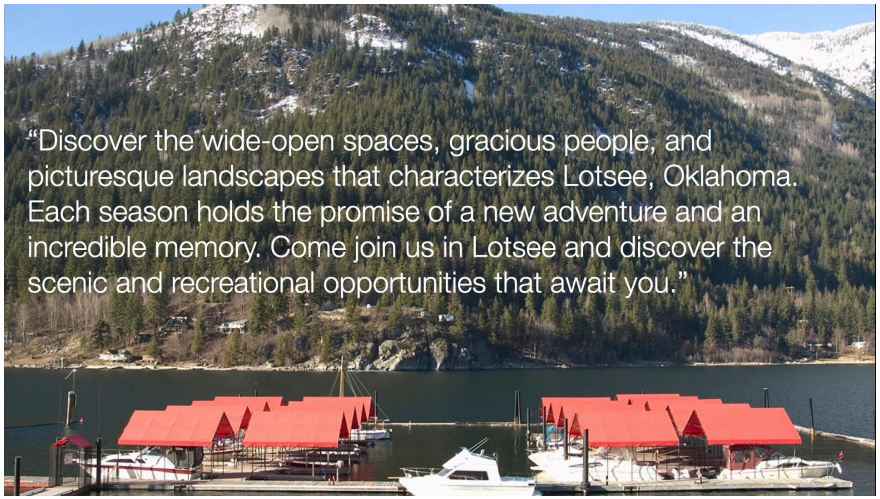
Successful brands have a narrow focus

You MUST jettison the generic

The rule

You simply can't be all things to all people.

The narrower the focus,
the stronger your success will be



Something for everyone will result in
mediocrity & ultimate failure.

You MUST
jettison the generic

Avoid these words & phrases:

- Explore
- Discover
- Experience...
- Outdoor recreation
- Unlike anywhere else
- So much to see and do
- The four season destination
- Where the seasons come to life
- Historic downtown
- Center of it all
- Best kept secret
- We have it all
- Visit (name of city)
- Beauty & heritage
- Naturally fun
- Gateway
- Close to everywhere
- Right around the corner
- Your playground
- So much history
- Purely natural
- The place for all ages
- ...and so much more!
- Home away from home
- A slice of heaven
- It's all right here
- Recreation unlimited
- The perfect getaway
- The place for families
- Start your vacation here
- Recreational paradise
- Take a look!
- Naturally....
- Culturally rich
- Welcome to my town!
- Always something happening
- Rediscover
- "Real Oklahoma"
- Slow down & enjoy
- Real people. Real fun.
- Lose yourself here
- Fresh fun (the word fresh)
- Tour.Taste.Toast (period fetish)
- This is the place
- A real treasure
- Waiting for you
- Far from ordinary
- Relax. Recharge. Rejuvenate.

If you need a few of these, let me know!

Avoid these words & phrases:

- Open for business
- Location, location, location
- Job training
- Ready and available workforce
- Available sites
- We're here to help
- Growing business is in our nature
- Opportunity is closer than you think
- Poised for growth
- Growth (in every form)
- Where business grows
- Grow your business
- Opportunity (in every form)
- The direction you'll want to grow
- Success (in every form)
- Supporting business
- Advantage (in every form)
- Choose us!
- Quality of life (no!)
- A better way to work
- Connect. Promote. Grow.
- Creating opportunities
- ...and so much more!
- Properties ready for development
- Expanding markets
- Infrastructure in place
- Prosper in [name of city]
- Better skills, better jobs
- Land of opportunity
- Results
- We mean business
- You can have it all!

YOU MUST JETTISON THE GENERIC

Lure

What sets you apart from everyone else and makes you the destination of choice.

Amenities

Parking, restrooms, visitor information, lodging, dining, fuel, medical and other services.

Diversions

Things I can do closer to home, but will do while I'm in Durant.

Ambiance

Historic downtowns, landscaping, street trees, scenic vistas

Icon

The photo opportunity.
The world's largest…

4

So much so that your name becomes synonymous with your brand

Rule

Always promote the primary lure.
Your anchor tenant.

WORD GAMES

Country music capital -	Nashville
Gambling/adult fun -	Las Vegas
Kids & family -	Disneyland/Disneyworld
Music theater Capital -	Branson
Graceland/Elvis -	Memphis
Winery capital (U.S.) -	Napa Valley
Frozen tundra -	Green Bay, WI
Water parks -	Wisconsin Dells

The rule

Don't just market what you have.
Market what differentiates you.

WORD GAMES

Hershey, PA -	Chocolate
Gettysburg, PA -	The Civil War
Lancaster, PA -	Amish
Washington DC -	Government
Hollywood -	Movies and stars
Durant -	????

5

Brands are built on product,
not just marketing.

St. Albert, Alberta

Population	61,000
Claim to fame	Highest taxes in Alberta
Challenge	Being more than a bedroom community
The brand	High end bedroom community

City	Jackson, Wyoming
Population	12,000
Brand	The home of Western Living
Foundation	110 galleries & western living shops
Results	Nearly 4 million visitors a year

The BrandPromise
The botanic arts city

Alberta
St. Albert
Cultivate Life

Borders

Cultivate the kid in you.
Cultivate the gardener in you.

Cultivate the athlete in you.

Cultivate your dreams.
Cultivate the musician in you.
Cultivate the athlete in you.

Cultivate
your dreams.
St. Albert
Alberta
Cultivate Life

THOMAS
COFFEE
HOUSE

St. Albert Map

la crema caffé
A LITTLE TASTE OF ITALY

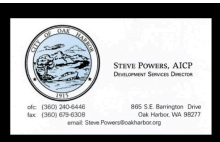
6

Never, ever use focus groups

THE 7 PHASES OF A PUBLIC PROJECT

1. Enthusiasm
2. Planning
3. Disillusionment
4. Fear & panic
5. Search for the guilty
6. Punishment of the innocent
7. Praise and honors for the non-participants.

Focus group result:
"We have something for everyone!"
Generic | a cartoon



Top-down branding efforts fail
98% of the time:

The brand needs to come from the business community: your economic engine

Keep it simple

Oak Harbor
WHIDBEY ISLAND, WASHINGTON

7

You never “roll out” your brand until you can deliver on the promise

8

Great brands always start with a plan

Branding (what is it you want to be known for?)
Development (what you need to do to “own” the brand)
& Marketing (how to tell the world)
Action Plan (the to-do list)

9

You build your brand on feasibility, not just local sentiment.

11

Brands must be inherent in the community:
More than skin deep.
More than just marketing.

10

Brands last for generations.
This is NOT something you do every few years.

12

Don't let local politics kill your branding efforts

"I can't give you a surefire formula for success,
but I can give you a formula for failure:
try to please everybody all the time."

- Herbert Bayard Swope, first recipient of the Pulitzer Prize

The three killers

1. Local politics
2. Lack of champions
3. Lack of money (private & public)

A by-product of brands "for the people"
is the committee that compromises and
kills a potential brand home run.

This is why you never see statues
of committees in public parks;
you see brave leaders!

You cannot do branding
by public consent

Branding is not a top-down exercise

WHAT
doesn't work

A festival or event

What's your brand the other 363 days of the year?

Famous residents of yesteryear
Static displays: past history

Remember that history isn't a point in time.
Today is the day you start creating your future.

Your location

"The heart of..."
"Center of it all"
"Close to everything"

Being all things to all people

If it can fit ANYONE in your market,
toss it and start over.

The ~~three~~ four ingredients to a successful branding effort

Patience
Passion
Persistence
Pain

Repeat after me. This is the Durant pledge.

I promise to promote only what's TRULY unique.

I promise to be different.

I promise not to repeat things other people say.

Initial branding ideas for Durant

Entertainment (music | art | culinary | spirits)
Basecamp to Lake Texoma
Downtown: Food | truly unique shops | the vibe

A strong candidate

Entertainment

Music & performing arts | SOSU concerts | Shakespearean Festival | Live music in local establishments | "Music on the Square" - the Durant plaza (coming soon) | Concerts at the Casino | Food-based entertainment - culinary

Remember:
Entertainment may be your brand, but that's not your slogan or tagline. That always comes AFTER you decide on what you want to be known for. Then you work on your messaging: the look and feel of the brand and your tagline.

Taglines for a downtown with a focus on entertainment might be along the lines of "It's Showtime!" or "Always Entertaining," or "Downtown Durant: Time to Play!" Once you solidify your brand - what it is you want to be known for, then note what you have that will deliver on that promise (the product, experiences and amenities), and then work on what the "look and feel" of the brand is: Your logo, your tagline, and key marketing messages.

7

Encourage the casino to install some temporary wayfinding through and around construction areas

Timeline: March 2021
Lead: Choctaw Casino
Cost: To be determined
Funding source: Casino development

Develop some temporary wayfinding signage - it took us 20-minutes to get to the Inn

Signage like this is far too small to be read from a vehicle.

8

Issue RFQ for the development of a photo and b-roll video library

Timeline: March 2021
Lead: DDTeam | Durant Tourism | Economic Dev.
Cost: None
Funding source: N/A

Details

- Promote five seasons - not just winter, spring, summer and fall. Instead:
  - Winter Wonderland
  - Spring Fling
  - Summer Fun
  - Fall Festival of Color
  - The Holidays
- Always showcase people enjoying activities

9

Issue RFQ for marketing expertise:
Digital | SEO | Copy writing | Graphic design
Collateral materials: for all local stakeholder organizations

Timeline: March 2021
Lead: DDTeam | Durant Tourism
Cost: None
Funding source: N/A

Details

- Style Guide
- Pole banners (citywide, downtown)
- The Very Best of Durant rack brochure
- RVers Guide rack brochure
- Social media channel graphics
- New stand-alone tourism website
- Online press kit (part of the website)
- Supervise professional photographer
- Initial video clips

Details

- The firm you contract with will work on a project basis, other than perhaps the public relations aspect which could be on a monthly retainer basis, since it's an ongoing initiative.

10

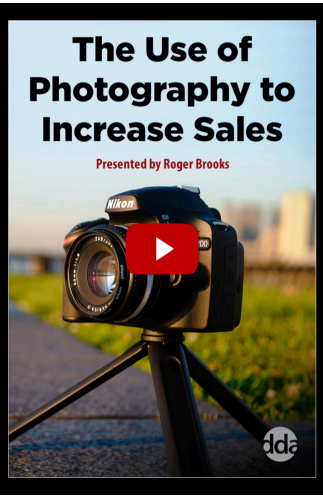
Watch the DDA videos on photography and videography

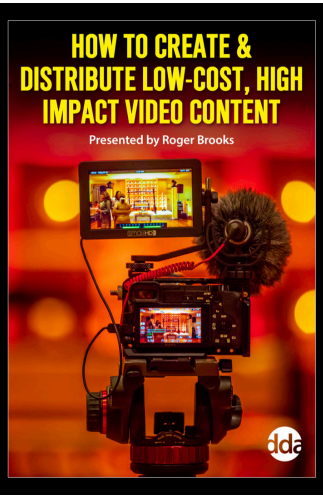
Timeline: March 2021
Lead: DDTeam | Durant Tourism | Economic Dev.
Cost: None
Funding source: N/A

11

Work with the city on funding the development of a downtown Business Improvement District

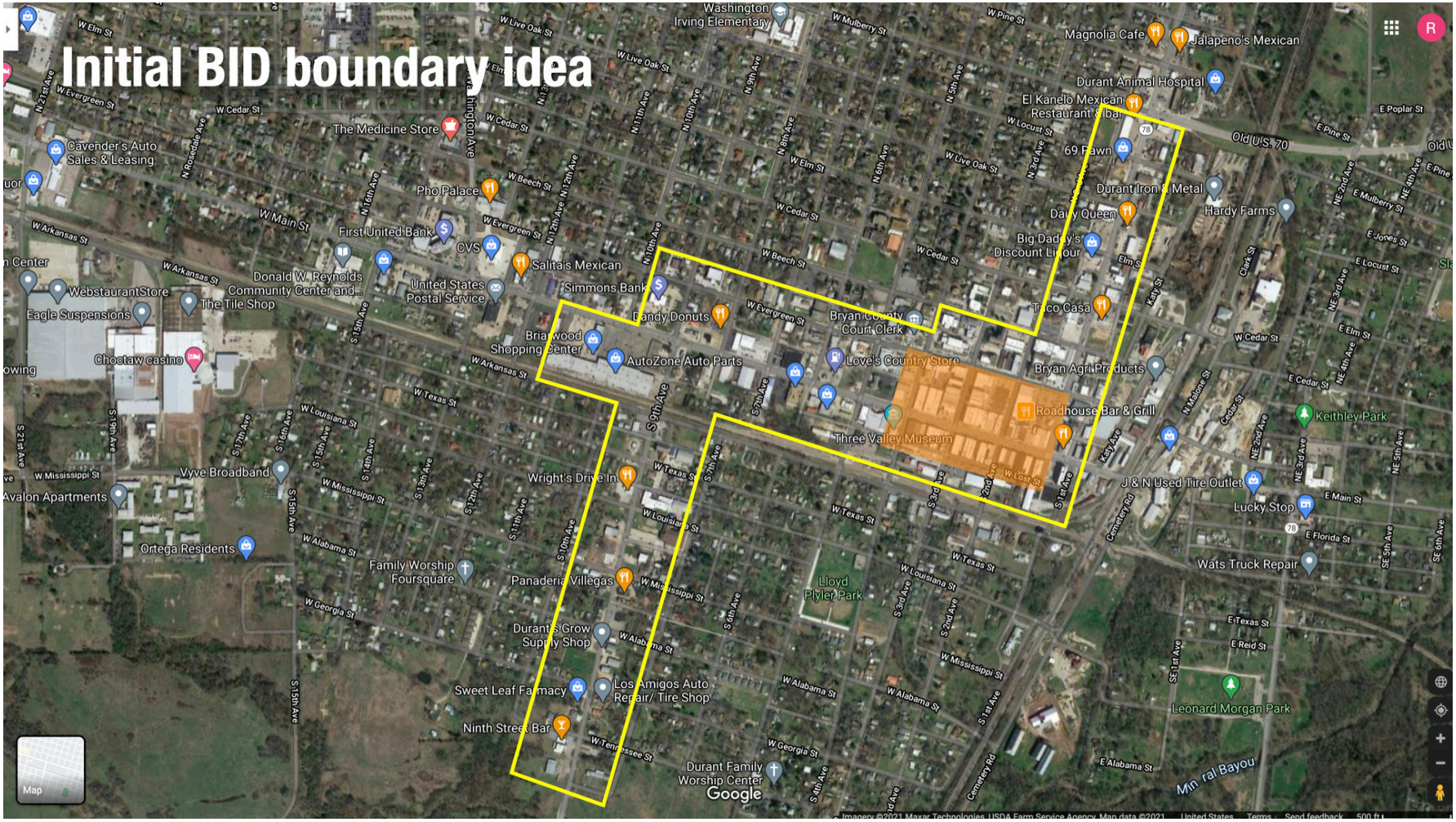
Timeline: March 2021
Lead: City of Durant | Main Street Durant
Cost: None
Funding source: N/A

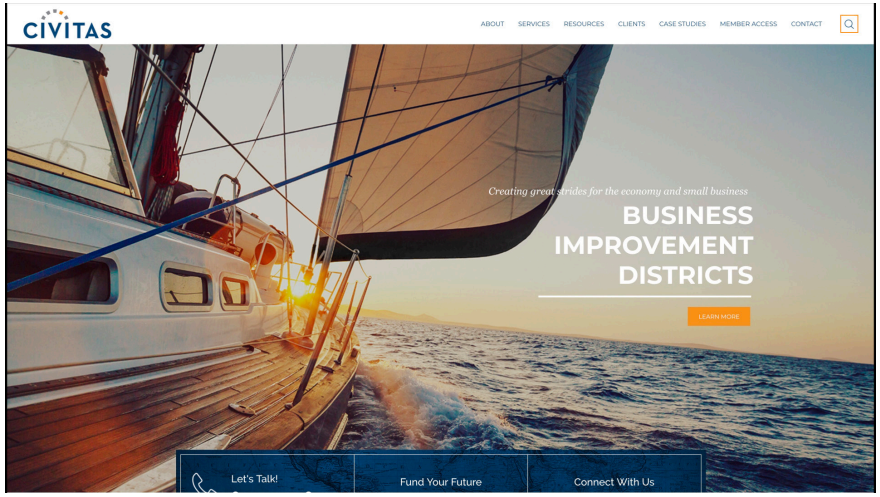


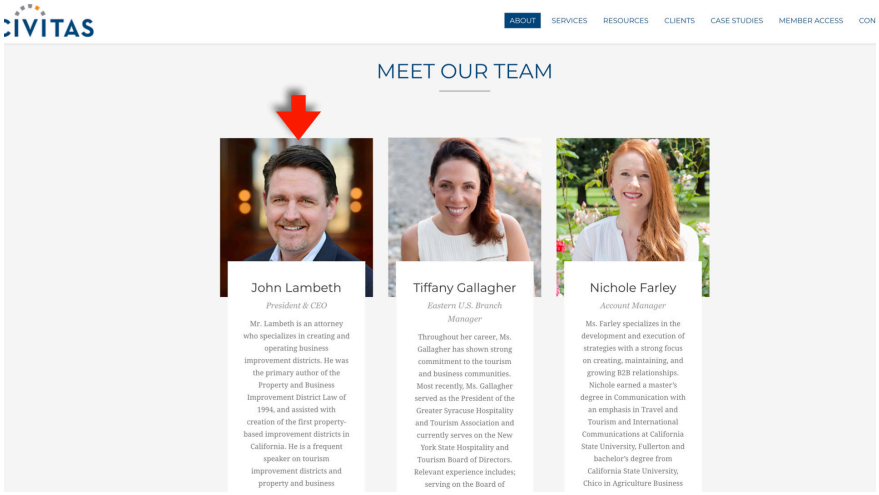


Details

- Contract with Civitas or RFQ (no more RFP's!)
- Define the geographic boundaries
- Determine annual funding needs | goals
- Work with property owners & merchants on funding amounts
- Specify where the money will be spent and how it will benefit them
- Start date: January 1st, 2022


Initial BID boundary idea
Washington Irving Elementary
Magnolia Cafe
Jalapeno's Mexican
Durant Animal Hospital
El Kanelo Mexican Restaurant & Bar
The Medicine Store
Cavender's Auto Sales & Leasing
Pho Palace
69 Pawn
Durant Iron & Metal
Hardy Farms
Dairy Queen
First United Bank
CVS
Salita's Mexican
Big Daddy's Discount Liquor
Donald W. Reynolds Community Center and...
United States Postal Service
Simmons Bank
WebstaurantStore
The Tile Shop
Eagle Suspensions
Dandy Donuts
Bryan County Court Clerk
Taco Casa
Briarwood Shopping Center
AutoZone Auto Parts
Love's Country Store
Bryan Agri Products
Choctaw casino
Roadhouse Bar & Grill
Three Valley Museum
Keithley Park
Vyve Broadband
Avalon Apartments
Wright's Drive In
J & N Used Tire Outlet
Lucky Stop
Ortega Residents
Family Worship Foursquare
Panaderia Villegas
Lloyd Pyler Park
Wats Truck Repair
Durant's Grow Supply Shop
Sweet Leaf Farmacy
Los Amigos Auto Repair/ Tire Shop
Ninth Street Bar
Leonard Morgan Park
Durant Family Worship Center
Google
Map





Note

Do not issue an RFP.
Instead: Issue a RFQ
(Request for Qualifications)

Details

- Contract with Civitas or RFQ (no more RFP's!)
- Define the geographic boundaries
- Determine annual funding needs | goals
- Work with property owners & merchants on funding amounts
- Specify where the money will be spent and how it will benefit them
- Start date: January 1st, 2022

The idea

The city funds the creation of the BID
and then is reimbursed by the BID
the second, third and fourth years of operation

Cost guesstimate: $60,000

12

Street cleaning twice a week:
including Art Alley, all curbside gutters, sidewalks

Timeline: March 2021
Lead: City of Durant | Main Street Durant
Cost: ????
Funding source: General funds | BID funds

Details

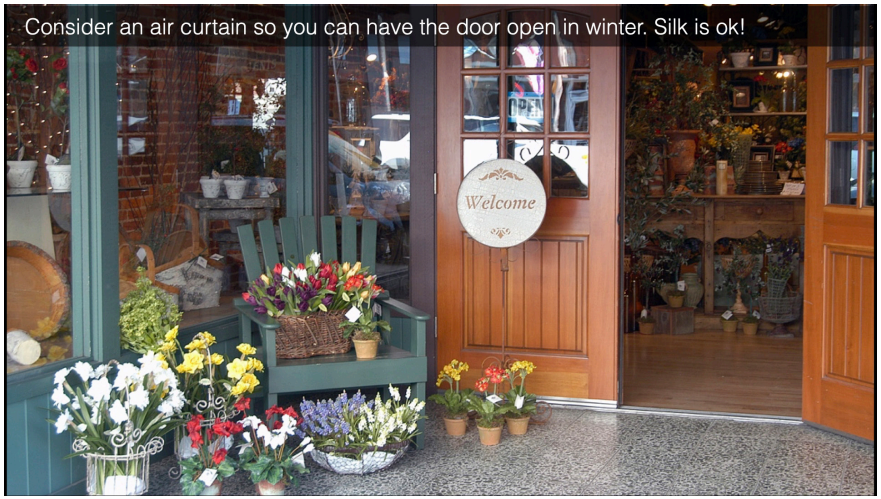
- Hire homeless and disadvantaged, displaced locals
- Work with youth organizations (a fundraising tool)
- Add more trash cans downtown: mid-block, art alley
- Contract with retail parking lot sweeping services
- Work with local business so they re-lock dumpsters after using them

13

Work with the city to allow all retailers 36” along facades for beautification, extending retail displays to exterior spaces: Leave 48” for ADA access

Timeline: March 2021
Lead: City of Durant | Main Street Durant
Cost: None
Funding source: N/A

Banff, Alberta


Consider an air curtain so you can have the door open in winter. Silk is ok!
Welcome

Blaine, Washington

14

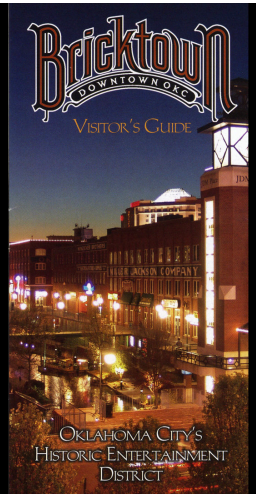
Set up a series of brown-bag lunch/Zoom presentations.
Show the video
"The 70% Rule: Curb Appeal & First Time Sales"

Timeline: March 2021
Lead: Main Street Durant
Cost: None
Funding source: N/A

15

Give the core downtown district a name:
Have the city council adopt it.

Timeline: March 2021
Lead: DDTeam | Main Street Durant
Cost: None
Funding source: N/A



Give downtown a name:

- Vancouver: Gastown
- Seattle: Pioneer Square
- San Diego: Gaslamp Quarter
- Portland: Pearl District
- Nelson, BC: Baker Street
- Barrie, ON: Uptown Barrie
- New Orleans: Bourbon Street, French Quarter
- Woodlands, TX: Marketplace
- San Antonio: The Riverwalk
- Hawthorne, NV: Patriot Square
- Denver, CO: Larimer Square
- Boulder, CO: Pearl Street Mall
- Reading, OH: The Bridal District

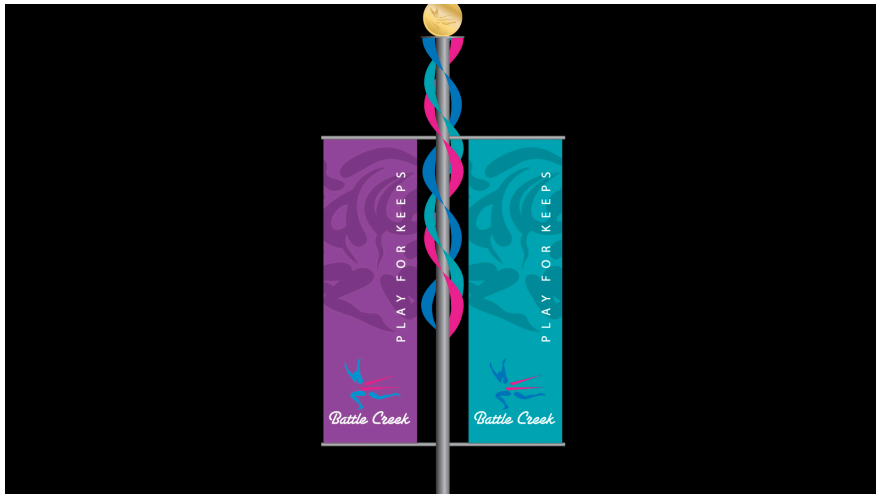
The Pearl District in Portland, OR

What to do

Naming a downtown district makes it a destination, not just a place.

Initial ideas

- The Landing
- The Arts District
- Blue Zone (“The Zone”)
- The Rail District | The Station
- Lost Street District | Sooner District
- East End | Magnolia District
- Magnolia District (if you can deliver)



16

Secure domain names for the downtown district and have them point to the Durant Main Street website

Timeline: March 2021
Lead: Main Street Durant
Cost: $30
Funding source: Current budget

17

Purchase display advertising with editorial commitment in RV Magazine

Timeline: March 2021
Lead: Durant Tourism | Lake Texoma Association
Cost: Est. $5,000 each ($10,000 half to full page)
Funding source: Lodging taxes

Advertise in RV Magazine in May/June (the planning months)

1. Go to TrailerLife.com contacts
2. Request media kit & editorial calendar
3. If there are travel destinations featured in your area, consider negotiating display ads combined with editorial copy (50/50)
4. RV Magazine will replace both Trailer Life and MotorHome magazines.

18

Issue RFQ for a **Design, Programming and Management Plan** for Historic Market Square as a full-time gathering place

Timeline: March 2021
Lead: City of Durant | Imagine Durant
Cost: $70,000
Funding source: Grants, Lodging Taxes, General Funds

This is perhaps the most important of all the initiatives in this plan. You can implement the other downtown recommendations in this plan, but if you can't get your local residents and their visitors downtown on a consistent basis, businesses will continue to struggle downtown and vacant spaces will remain that way.

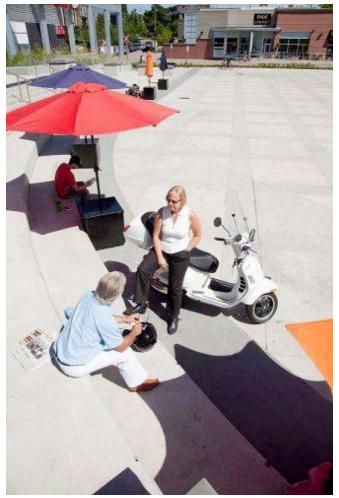
The goal of any downtown is to make it a central gathering place for local residents, their visitors and to visitors coming into the area. Additionally, it should be a focus, beyond the campus, for university students and faculty.

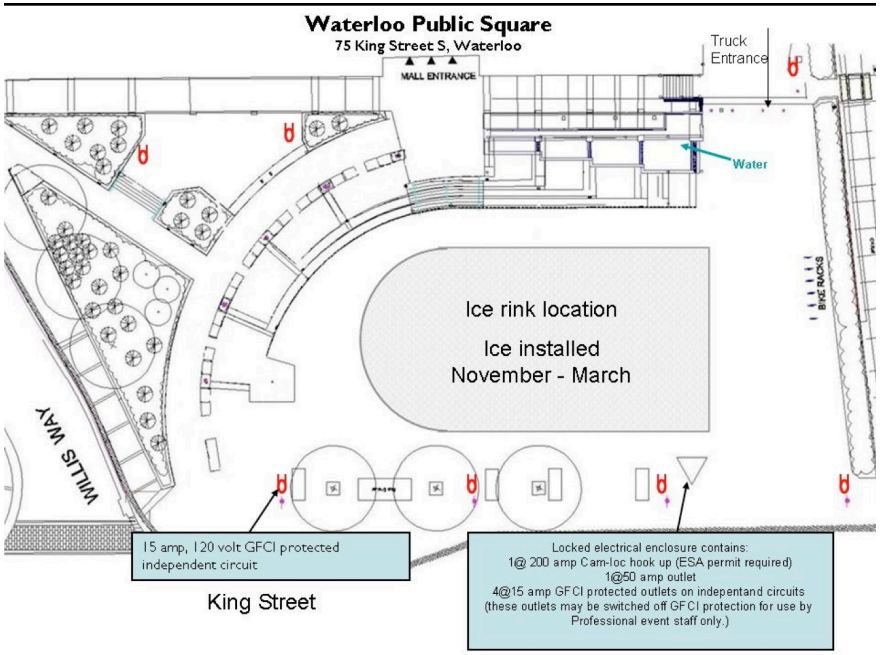
There are numerous videos in the DDA video library specific to plazas (in the Downtown Development section). Please watch some of these for ideas, examples, and case histories.

And of all the places we've ever worked, Durant already has a plaza in a great location, ready to go with some tweaks and enhancements. This one project will REALLY make Durant THE example for other cities everywhere to emulate.

Case History: Waterloo Public Square

Location	Waterloo, Ontario
Population	97,500
When developed	Opened in 2009 (two years in planning)
Approximate cost	$2.1 million
Size	13,200 square feet (1,226 sq. meters)





What was it prior?	A parking lot for the mall
Funding sources?	The city
Management?	The city's Community Culture Recreation Services
Annual budget?	$44,400 (programming, marketing, supplies)
Notes:	- Events almost every weekend June - October - Regular weekday programming May - September - Every other weekend January - May, Nov., Dec. - Brought businesses together, involved them in events

Case History: Main Street Square

Location	Rapid City, South Dakota
Population	70,000
The challenge	How to increase tourism spending in Rapid City

1

The number one activity of visitors is shopping, dining & entertainment in a pedestrian-friendly setting

Michelle Lintz
Executive Director, Rapid City CVB
(Now retired)

"Branding, Development & Marketing Action Plan"

The goal: To increase visitor spending IN Rapid City. To have Rapid City be a destination in its own right.

This is where 80% of all non-lodging visitor spending takes place.

2

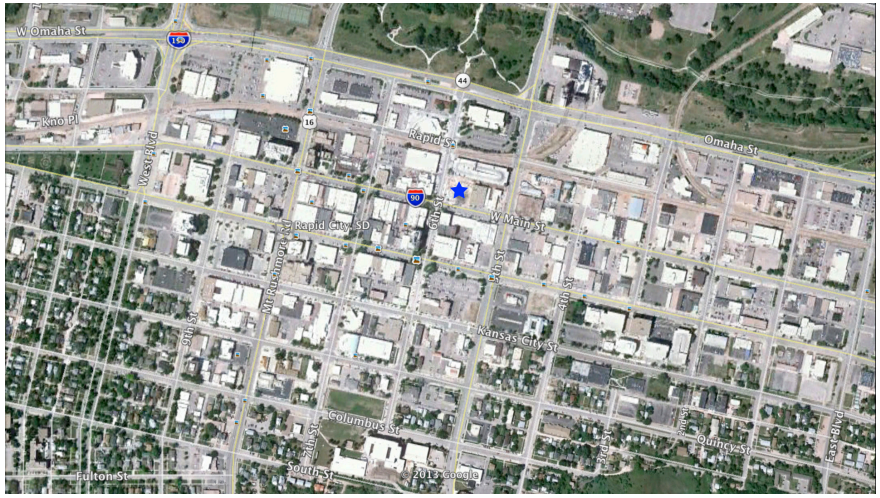
We're spending money later in the evening

That gave rise to a new downtown organization
"Destination Rapid City"

70% of all consumer retail spending takes place after 6:00 pm
Are you open?

Timeline
2008: Recommendation
2009: Funding
2010: Design
2011: Construction
Oct. 2011: Grand opening

Are you open?
A plaza can make you the
"after work, after school" destination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Kansas City St
Columbus St
Quincy St
Fulton St
2012 Google

July 16, 2011
W Main St
© 2013 Google

ENTRANCE
Coca-Cola

Shave Ice Paradise
Shave Ice Paradise

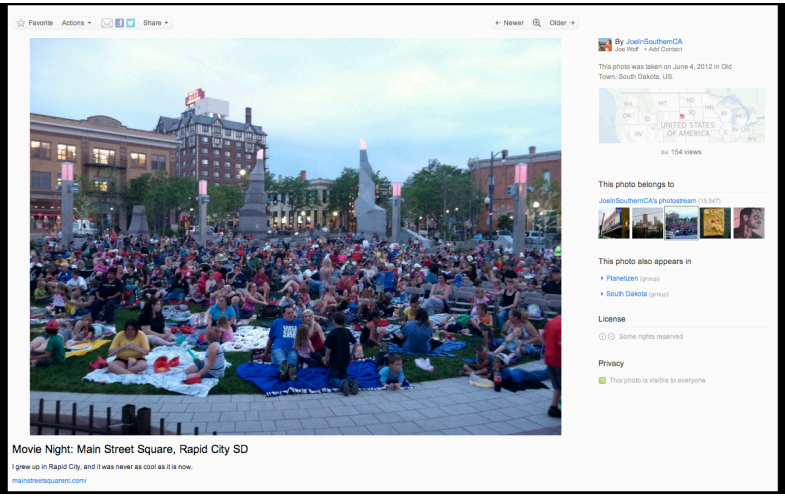
BOTTICELLI

BOTTICELLI

Ongoing operations, marketing & maintenance:
$500,000 each year

Paid through a Business Improvement District levy, lots of sponsors & "partners."

Revenue sources:	Annual revenues:
Beer garden sales	$150,000
Sponsorships	$120,000
Vendor booth sales	$ 90,000
Ice skate rentals	$130,000
City of Rapid City	$ 50,000
Destination Rapid City	$ 50,000
	$590,000



"I love the Square and as someone who works downtown I have seen the difference it has made. I see so many more locals coming down here to just hang out and have fun, and I come back downtown on the evenings and weekends now, which I never did before.

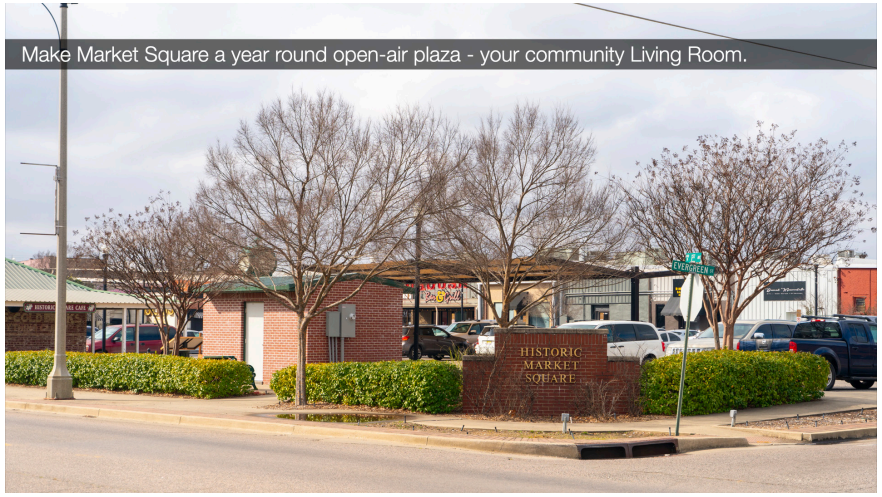
I love seeing my friends, colleagues, and everyone from my cashier at the grocery store to my hairdresser to the mayor hanging around events at the Square.

It gives a sense of community that we only had at Summer Nights before. I am so glad we have it."

Main Street Square
is now as big an attraction as
Mt. Rushmore.

Downtown business?

- 14 merchants - "Best thing Rapid City has ever done."
- No retail vacancies
- Lower turnover of retailers
- Businesses now open later into the evening
- Many of the businesses have broken sales records
- The average population age is dropping (young people want to live there)
- Rapid City now a great place for conferences, conventions, and trade shows



Make Market Square a year round open-air plaza - your community Living Room.

Generations
MERLE NORMAN
Marie's

Bliss Boutique
BLIS
Bliss

R HIBACHI/SUSHI
BAR AND GRILL
580.634.2655
Durant Mercantile
OPEN

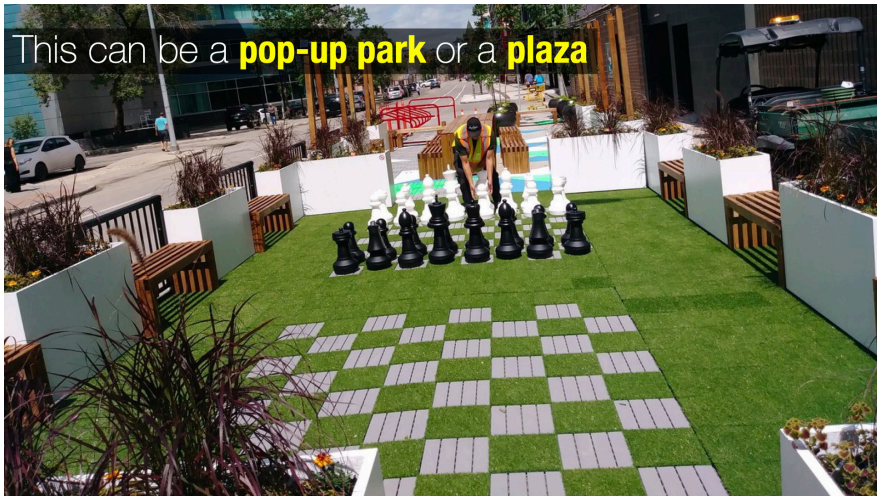
Grayson
Home
Health

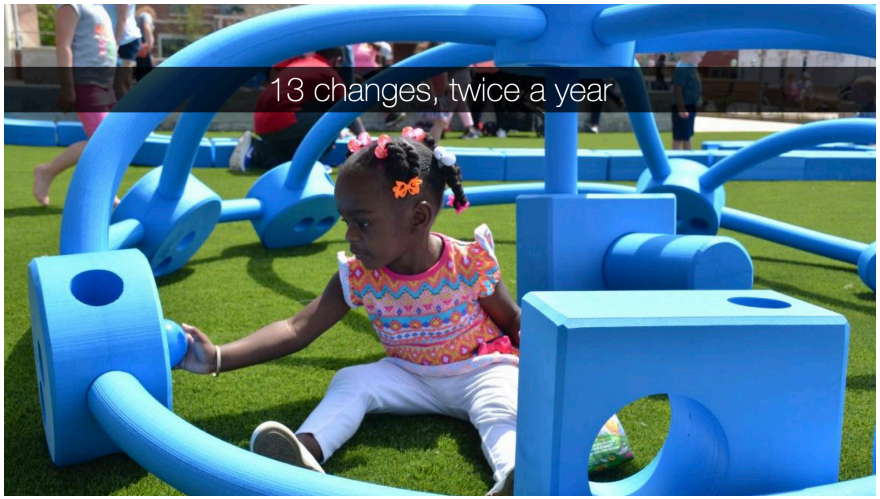
How to Design and Develop
a Low-Cost Amazing Plaza
Presented by Roger Brooks
Destination Development
Association

Communities spend a fortune on:
• Streetscapes
• Facade improvements
• Downtown events
• Marketing
• Beautification
• Parking issues
• Retail & business recruitment

But they are still missing the primary ingredient:
Programming
ICON MEDIA
ASHEVILLE

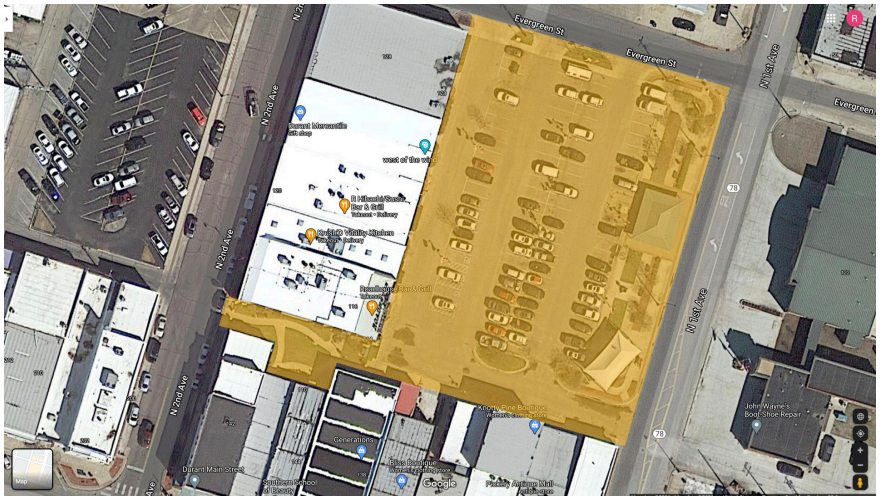
Think of downtown as your
"Community Living Room"
Yarmouth, Nova Scotia


This can be a **pop-up park** or a **plaza**


13 changes, twice a year

Asheville, North Carolina

Nelson, British Columbia


Evergreen St
N 2nd Ave
N 1st Ave
Google

April - June 2021

Locate a storage facility for activity FF&E
Furniture, Fixtures & Equipment:
3,000 to 5,000 square feet w/easy access to downtown

Timeline: April 2021
Lead: DDTeam
Cost: None yet
Funding source: N/A

20

Begin acquiring activity FF&E and begin placing them around town to create activity downtown

Timeline: April 2021
Lead: DDTeam | Main Street Durant
Cost: Donations | Sponsorships
Funding source: Various | Grants | Foundations

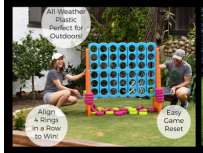
Plaza sponsor menu

48 qty. US Games standard hula hoops, 36": $164
48 qty. Hoop bundle pack 32": $200
Three racks @ $190 each: $570
Total investment: $950

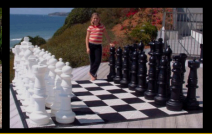
Six Magis Spun Armchairs @ $400 each
Total investment: $2,400

1 harp, 1 Pagoda bells, 1 Melody
From Freenotes Harmony Park
or Ensemble Collection (5 instruments)
Total investment: $7,000 to $20,000

Plaza sponsor menu

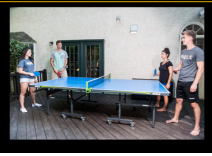


Six ECR4Kids 4-to-score giant game set @ $200 each.
Six Giant Jenga sets @ $70 each.
Total investment: $1,250



Four MegaChess w/25" tall King @ $750 each.
Total investment: $1,800

Option: 37" tall King $1,100 each.
Total investment: $3,500



Four Playcraft Extera Outdoor Foosball tables @ $1,200 each
And four Joola Nova Outdoor table tennis tables, paddles, and covers, bag of balls @ $700 each.
Total investment: $7,600

Plaza sponsor menu

8 qty. 10'x10' Ez Pop-up Canopy Tent
with removable end side walls, roller bag,
four sand bags with each: $290 each
Total investment: $2,500

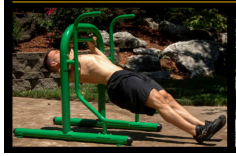
Park In A Cart Portable Skatepark w/cart
Total investment: $4,500 or $9,000 for two

4 quantity Driveway Games all-weather
corn hole set: $120 each
Total investment: $500

Plaza sponsor menu

8 qty. Tacklife Gas Fire Table, 28", 50,000 BTU
Auto-ignition, propane tank, one fill: $220 each
Total investment: $1,800

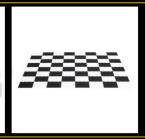
3 qty. (1 for parts) Zume Games portable
badminton set w/freestanding base: $40
Extra rackets, shuttlecocks
Total investment: $150



1 Stamina outdoor fitness multi-station: $240
3 qty. Stamina outdoor fitness striders: $440
Total investment: $1,600

Plaza sponsor menu

200 qty. Value Series gray rattan indoor-outdoor stack
chairs @ $26 each: $5,200
50 qty. Round Coral steel patio table 32.5" @ $60 ea:
$3,000
50 qty. Jordan Mfg. 9' Market umbrella @ $52 ea: $2,600
Total investment: $10,800



4 qty. MegaChess Giant Checkers Set - 10" @ $200
This uses the same mats as the chess sets.
Four separate mats @ $65 each.
Total investment: $1,060

4 full Imagination Playground 105-piece sets $4,975 ea.
4 storage carts @ $1,200 ea.
Total investment: $24,700

Approximate cost:
6 4-to-score, **6** giant Jenga sets, **4** MegaChess sets, **4** MegaCheckers sets, **4** foosball tables, **4** ping pong tables, **96** hula hoops, **6** Spun Chairs, **5** musical instruments, **8** vendor tents, **2** portable skatepark kits, **4** corn hole sets, **8** fire pits, **3** badminton sets, **4** exercise machines, **4** 105-piece Imagination Playground sets, **4** storage bins, **50** tables, **50** umbrellas, **200** stackable chairs.

Consider:
For **everything** shown here: $76,110
Sponsor sandwich boards or plaques: $2,000

NOTE:
When you contract for the
Design, Programming and Management Plan
they will answer all of these questions, and will create an annual budget, operations plan, funding plan, storage, etc.

21

Work with SOSU with regards to downtown programming, marketing, social media, digital marketing: real life marketing experience

Timeline: April 2021
Lead: DDTeam | Durant Tourism
Cost: None
Funding source: N/A

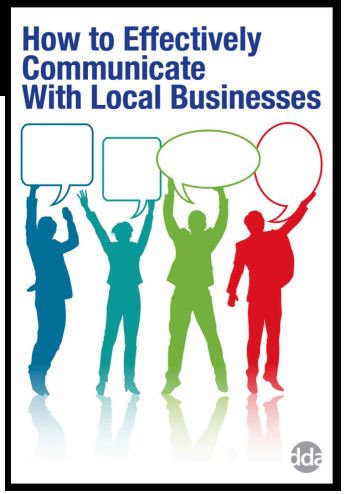
22

Urge the City to hire a full-time public information officer with an immediate start

Timeline: April 2021
Lead: City of Durant
Cost: TBD
Funding source: General funds

NOTE:

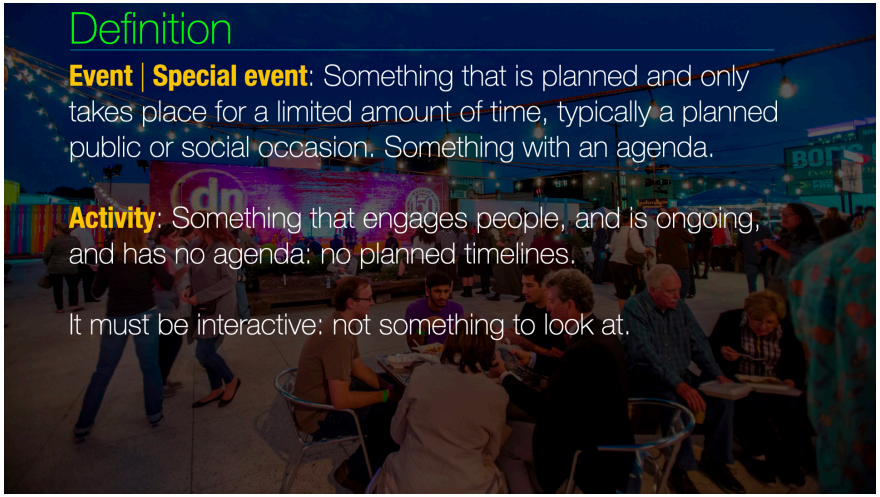
This person is the conduit between the city and the Destination Durant Team - and will steer the public outreach effort throughout the process and implementation of this plan.



23

Durant Tourism should not be a grant organization. Sorry. Focus: Increasing visitor spending through product development and marketing

Timeline: April 2021
Lead: Durant Tourism
Cost: None
Funding source: N/A



24

Issue an RFQ for a
"**Tourism Marketing and Development Action Plan**"

Timeline: April 2021
Lead: Durant Tourism
Cost: $45,000
Funding source: Lodging tax revenues/reserve

25

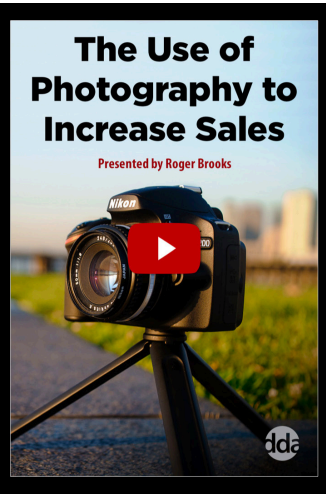
Contract for professional marketing and photography services:
Will work on a project basis

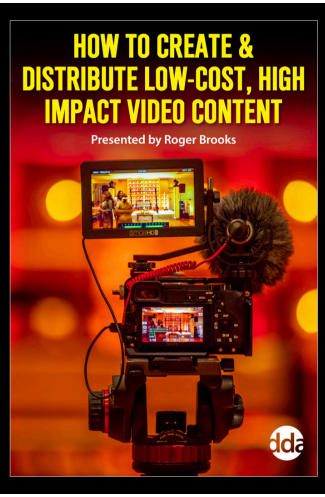
Timeline: April 2021
Lead: DDTeam | Durant Tourism
Cost: None
Funding source: N/A

26

Have the selected marketing teams watch the DDA videos on photography and videography

Timeline: April 2021
Lead: GRV Team
Cost: None
Funding source: N/A





27

Begin moving benches against facades, facing out.

Timeline: April 2021
Lead: Main Street Durant | City of Durant
Cost: None - labor only
Funding source: N/A

Historic Old
Durant

Remember
Women account for 80% of all spending.

This would be great if flanked by pots and planters
Durant

Think benches
Always at the facade, facing the street

Priorities: safe, well lit, full of life, and people

Eufaula, Oklahoma

28

Encourage retailers to extend window displays to exterior spaces

Timeline: April 2021
Lead: Main Street Durant
Cost: None
Funding source: N/A

See project #13 for examples

29

Create and install decorative bike racks downtown that fit the new "brand" - the feeling you want to portray

Timeline: One a month starting in April
Lead: DDTeam | Main Street Durant | Durant Trails
Cost: $500 per month ($7,500 total)
Funding source: N/A

30

Purchase 24/7 tourism brochure distribution racks and holders

Timeline: April 2021
Lead: DDTeam | Durant Tourism
Cost: $10,000
Funding source: N/A

Details

- At the Chamber offices
- At Main Street offices
- At City Hall
- Three Valley Museum
- In the big-box area (two locations)
- At the University (two locations)
- Sports Complex
- Lake Texoma Association
- Choctaw Casino | Headquarters
- Historic Market Square

Visitor Center
Visitor Center
North Platte
Lincoln County
Convention & Visitors Bureau

NEBRASKA
North Platte
Lincoln County Convention & Visitors Bureau
www.VisitNorthPlatte.com
308-532-4729
Monday ~ Friday: 8:00 AM to 6:00 PM
Saturday & Sunday: 8:00 AM to 6:00 PM

Visitor Information Centers in the Digital Age
Presented by Roger Brooks
VISITOR INFORMATION CENTER
dda

Gig Harbor, WA
RESTROOMS
WALK to HARBOR

Gig Harbor, WA

The Bruce Peninsula, Ontario

Mahone Bay, Nova Scotia

Oxnard, California

Wickford, Rhode Island

31

Marketing agency: Create the Brand Style Guide. Work with the casino on continuity

Timeline: April 2021
Lead: DDTeam | Durant Tourism
Cost: $15,000
Funding source: Lodging Taxes

Details

The Brand Standards (Style Guide)

- Focus it for downtown and tourism
- Keep it creative
- Include local organizations & the city
- Create concepts for community, economic and tourism development

32

Marketing agency: Design and bring live the social media channels: Facebook | Instagram | YouTube | Twitter

Timeline: April 2021
Lead: DDTeam | Durant Tourism
Cost: $5,000
Funding source: Lodging Taxes

33

Schedule the spring photo shoot working with your marketing agency & the Lake Texoma Association, Choctaw Nation

Timeline: April 2021
Lead: DDTeam | Durant Tourism
Cost: $10,000
Funding source: Lodging Taxes

35

Create "The RVers Guide to Lake Texoma & Durant, Oklahoma"

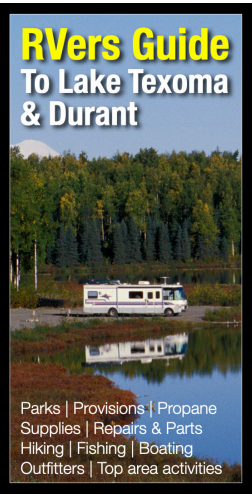
Timeline: April 2021
Lead: Durant Tourism | Marketing agency
Cost: $5,000 (primarily self funding)
Funding source: Lodging tax funds

34

Host an in-person or Zoom meeting and show the DDA film "Marketing to RVers" for Durant Tourism, Army Corp, State Parks, and private campgrounds

Timeline: April 2021
Lead: DDTeam | Durant Tourism
Cost: None
Funding source: N/A

Create a rack brochure "The RVers Provisioning Guide to Lake Texoma"



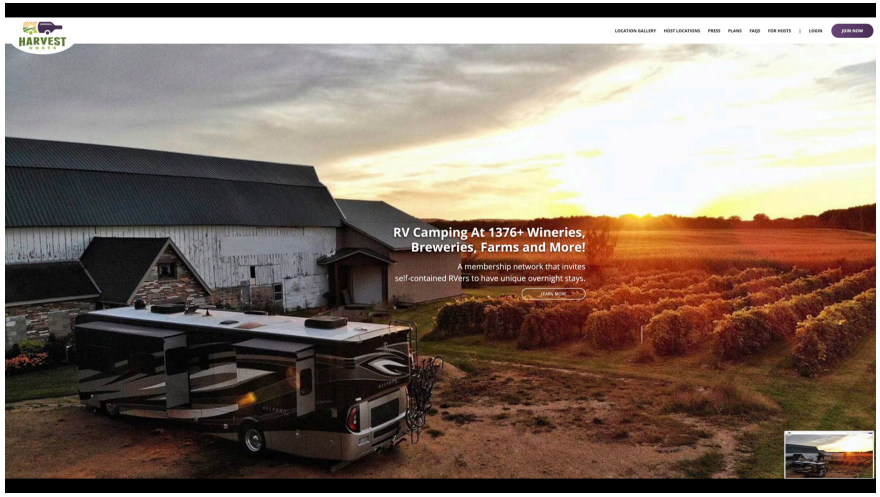
- **Walmart**: RV Supplies, Diesel
- **Tractor Supply**: Propane & supplies
- **Lowes**: Hardware
- **Pruett's Foods**: Groceries
- Choctaw Casino KOA
- Catfish Bay State Park
- Army Corp Campgrounds
- Lake Durant Campground
- Other area campgrounds
- Top 3 hiking trails
- Boat rentals & gear
- Fishing: Bait, licenses, guides
- Downtime in Downtown Durant

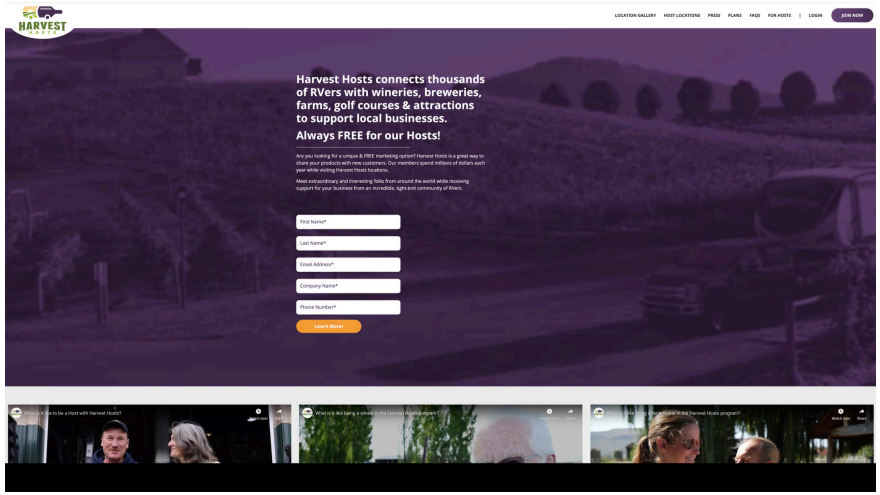
36

Encourage local attractions (golf courses, historical attractions, wineries, etc.) to join Harvest Host (it's free!)

Timeline: April | May 2021
Lead: Durant Tourism
Cost: None
Funding source: N/A

Work with farms, wineries, golf courses: Harvest Host





37

Work with other campgrounds to encourage campers to post reviews on Campendium, AllStays

Timeline: May 2021
Lead: Durant Tourism
Cost: None
Funding source: N/A

38

Create a beautification buying co-op
(when you develop the BID, this could be included)

Timeline: April | May 2021
Lead: Main Street Durant
Cost: $7,000
Funding source: Donations

Fact

Curb appeal can account for up to

70% of first-time sales

at restaurants, golf courses, wineries, retail shops and lodging facilities.

Erin, Ontario

St. Jacobs, Ontario

St. Jacobs, Ontario

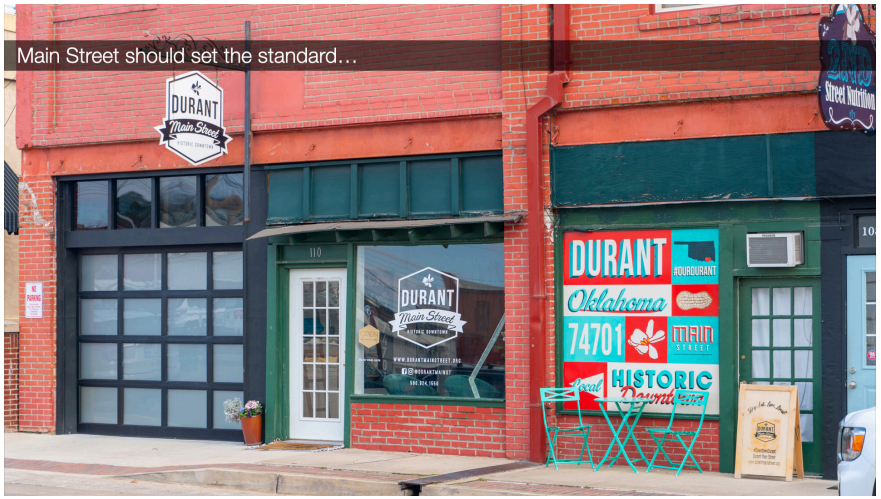
Elora, Ontario

Erin, Ontario

39

Have City Hall, the Chamber, and Main Street set the standard: pots every 3', benches

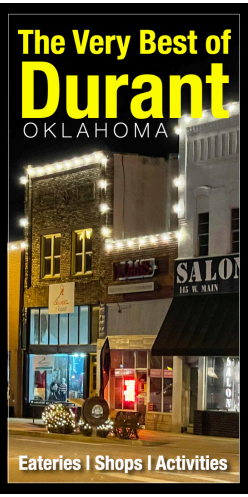
Timeline: May 2021
Lead: Each organization
Cost: TBD
Funding source: Paid by each



40

Create The Very Best of Durant brochure

Timeline: May 2021
Lead: DDTeam | Durant Tourism
Cost: $3,000
Funding source: Largely co-op funded



Sample criteria:

- Must be highly regarded
  (80%+ positive peer reviews, regional publications…)
- Must have good curb appeal
- Must be open year round
- Must be open until at least 6:00 pm
- Must be open six days a week
- Must be unique to you!

Market your top:

- Restaurants (6)
- Retail shops (6)
- Activities (7)
- Attractions (3)

Don't let local politics kill this effort!

Details

- Lake Texoma
- Fort Washita
- Catfish Bay State Park
- Crystal Creek Winery
- Jones Powersports
- Choctaw Casino
- Chickasaw Pointe Golf Course
- The Southern Drawl Boutique
- Mitchell Jewelers
- Main Street Barbecue
- Roma Italian Restaurant
- The Trippie Hippie Company
- Caked Up!
- Kopper Kettle
- Three Valley Museum
- Cactus Gypsies
- KC Roadhouse
- Bliss Boutique
- Marie's
- Craft Pies Pizza Company
- Bathhouse Soapery
- Opera House Coffee
- U/We Gifts

Mackinaw to Alpena is only a 2 hour drive on US 23.
Selecting Alpena's best resta
retail and attractions is all a
listening and experiencing…
Sure, we have a checklist of criteria,
of that comes second to what peop
So we listened. We checked them o
ourselves. We've worked in a thous
communities in North America, but
would go out of our way to come t
Alpena to go to any one of these. E
By the way, we think Alpena is a gr
and we are proud to be a part of its
transformation from a "hidden gem
"destination of choice." One last thi
could add another "Best of", it woul
people of Alpena. They are among
friendliest we've ever met.
Roger Brooks, President and
Destination Development I
For more information about Alpena,
please visit the Alpena Convention
and Visitors Bureau web site or call:
www.alpenacvb.com
1-800-4-ALPENA
Cover dessert photo courtesy of The Cell
"tres leche cake with toasted coconut an
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Phone: (98
www.thunde
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a national treasure, nearly
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preserves many of these sh
water depths ranging from
making the sanctuary a po
snorkelers and kayakers.
Come explore the history a
wrecks at the Great Lakes M
the Sanctuary's river front
a life-size replica of a ninet
you explore the shipwreck
of a Great Lakes storm. Tou
a shipwreck resting on the
getting wet!
The Heritage Center also fe
high-definition theater, bo
archaeological conservatio
Center is a great family des
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meaningful personal gifts, fas
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• Hats
• Scarfs
• Handbags
Magnabilities
How Cute Is
SASSY CHIC BOUTIQUE
parks and beaches along the
Huron. The path provides an
tour of the city by foot, rollerb
is now available at the Great L
Center. Download a map from
pick one up at the Community
at 235 W. Chisholm St.
The Great Lakes Maritime
Heritage Trail is part of the
City of Alpena's Bi-Path and
features a boardwalk, a pedes
themed riverfront park, histor
interpretive signage that high
culture of
New in 20
Thunder
Sanctuary
rental. A great selection of Ral
and children as well as Burley
are available. Bikes are availab
first-come, first-served basis.
guided tours are available. For
Sanctuary
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home decor and gift bliss. Enjoy a cu
or smoothie from our full service coff
relax and enjoy everything possible t
home. Decide on the perfect gift for
and let us gift wrap it just for them.
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• Kitchen Gadgets
• Candles
• Clocks & Lamps
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Alpena,
Phone: (98
www.myers
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and Third in Downtown
Alpena is your place for
affordable style!
Known for their
superior customer
service, the staff of
Myers' Fashions, Etc. is
waiting to assist you in
choosing just the right
outfit or accessories.
Myers' features the
largest costume
jewelry department in
Northeast Michigan as
well as a wide selection of
Beads, a line exclusive to M
love the selection of handb
and Myers' even offers com
storage to cleaning and gla
stop when it co
I found more g
here at Myers'
boutiques! Grea
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4268 Truckey Road • Alpena, MI 49707
Phone: (989) 356-1041
www.stoneyacreswinery.net
OPEN YEAR-ROUND! Summer hours: Memorial Day-Labor Day
Tue-Sat 11am-6pm and Mon-Sun 12-5pm. Call for winter hours.
Stoney Acres Winery began in 1999 by selling
beer and winemaking supplies and ingredients
to home brewers and vintners, and now
produces approximately 2,500 cases of wine
annually. The Winery makes several different
kinds of grape and fruit wines including
Silver City White (Riesling) and Silver City Red
(Merlot). Your visit may include complimentary
wine tasting of the many fruit wines including cherry,
pear, apple and several berry varieties.
The Winery also offers a number
of handmade delights, including
hand-dipped gourmet wine
truffles, fudge, candy bars, solid
chocolate roses, cheese popcorn,
old fashioned caramel corn and
triple chocolate drizzled caramel
corn. New at Stoney Acres Winery is a line of Shipwreck
Soda! Delicious root beer, cream soda, raspberry and
orange soda are named for some of the famous shipwrecks
in Thunder Bay!
"The Monohansett"
Raspberry Soda
For a more unique wine tasting experience, Stoney Acres
Wines may be sampled during a most exquisite meal
prepared before you on two antique wood cook stoves
by Jan & Jack Matthias at Thunder Bay Resort in Hillman
during their "Elk Viewing Carriage/Sleigh Ride Gourmet
Dinner & Wine Tasting" events. For more information
please contact Thunder
Bay Resort directly at
800-729-9375.

Alpena Shi
www.alp
Experience t
rich history
below the w
Explore the shipwrecl
National Marine Sanc
bottom boat Lady Mic
waters and large view
the wrecks – without
During the 2 hour cru
magnificently preserv
scenic shorelines. Lea
legends and lore of Th
famous shipwrecks as
Departing from the w
Alpena, the 65-foot La
you on a comfortable
of Lake Huron's Shipw
experience for passer
The Lady Michigan is
Bay River just behind
Heritage Center in Alp
Art In The L
109 N Second Ave Suite 300 • A
Phone: (
www.ar
www.faceboo
Art in the Loft
Gallery 109 is NE
fine arts center with over 7000 sq fee
devoted to the exhibit of fine art by l
artists. Each exhibit season offers new
for sale, including jewelry, paintings,
glass, photography, textiles and
Located on the third
Building in downtown
surrounded by shoppi
activities. Visitors are
their lunch or a sna
view of Lake Huron
Art in the Loft hosts
of events workshop
including:
SummerView Exhib
WinterView Exhib
Young Artists Exhibit ~ a month long
youthful creativity in April features th
artists from throughout Northeast M
Workshops for all ages ~ ArtsCool su
offer creative opportunities for stude
National Artist Workshop Series
offers destination workshops
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renowned instructors.
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• Lumbering & Farming History
• Native American Gallery
• Wildlife Gallery
• Museum Gift Shop
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The Black Sheep serves lunch daily
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chuck true char-grilled to
your liking. Appetizers
available anytime and
into the evening.
Our daily Happy Hour starts at 4:00
where the Guinness is always flowi
as well as eight other Michigan and
U.K. beers on tap. We also offer a
full bar and a wide variety of wines,
bottled beer, and the soon to be
famous Black Sheep Bloody Mary.
The Black Sheep also offers 'LIVE'
entertainment every Wednesday, F
featuring Michigan's finest musicia
say we support local area business
products as much as possible. Bec
on Facebook at The Black Sheep Pu
updated on our daily specials and e
The Black Sheep Pub... "Keep Calm and Carry On"
The Cellar
313 N. Second Ave
The Ce
operat
the sce
downt
you're
appetizer to share, in the m
cocktails, or want a dining e
to none, The Cellar has it
all! Our menu features a
full gamut of fresh salads,
steaks, pasta, fresh wild
seafood, homemade
desserts, and much more.
Northern Michigan experie
Wednesday - Saturday start
For reservations, please call
Voted Best
Overall Restaurant
Sunrise Side ~ 2012
Mentioned in Mid-West Living M
Court Yard Rist
2024 US 23 South • Alpen
Phone: (989) 356-9
www.courtyardristora
Open at 4:00, 7 days
A hometown favorite for more tha
Court Yard Restaurant is known fo
freshest ingredients to create a pa
that reflect the culture of Northea
With an onsite garden
that provides home
grown vegetables and
fruits, the Court Yard
seasonal features are
often a popular choice
for dinner.
Excep
servic
favori
dishe
exten
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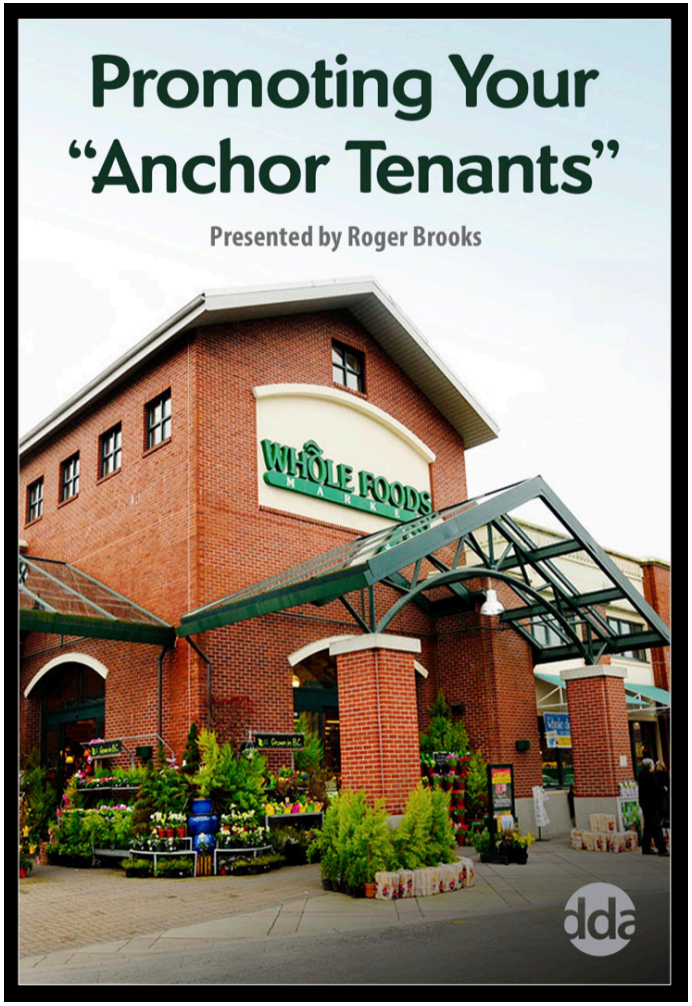
you w
exper
dine a
Visit the Courtyard
on facebook to get
information on
live music, events,
and daily features:
www.faceboook.com/courtyardalpena
Downtow
Downtown Scoops Ice Crea
Shoppe is the perfect stop
your walk downtown. Enjoy
homemade waffle cone ma
fresh each morning and fill
with your favorite hand dip
ice cream. Our gourmet old
fashioned malts and shakes
are custom made with your
favorite flavor.
Downt
Scoo
Gift
M
proc
select
We welcome phone orde
out of town shipp
Hand Dipped
Soft Serve
FlavorBurst
Sundaes
Malts
Mixers
Down
SCO
Ice Cream
Putting smiles on face
The Fresh Palaté Restaurant
109 N. 2nd Ave. • Alpena, MI 49707
Downtown Alpena Inside the Center Building
Phone: (989) 358-1400
www.thefreshpalategourmet.com
The Fresh Palaté provides high
quality, healthy, fresh, unique
food at competitive prices.
Our downtown location
and creative, vibrant décor
provide customers with a
unique, energetic atmosphere
for a positive, unforgettable dining experience.
The Fresh Palaté focuses on the health
and well being of our customers, staff
and our environment.
We emphasize friendly,
courteous, and prompt service
with menu items such as paninis,
burritos, salads, wraps prepared with
fresh and organic ingredients.
We are open Monday through Friday 9am-7pm and
Saturday 9am-5pm, and even have a morning menu!
We also offer custom catering for all occasions
specializing in weddings.
Inspired to provide healthy alternatives, Stacie Smithem-
Peterson and Eric Peterson, Alpena natives, strongly
support local and organic farmers. They work hard every
day to provide whole foods for our community. The Fresh
Palaté accommodates specific needs…vegetarian, vegan,
gluten allergies and
meat lovers all the same;
Gourmet whole
foods for all palates.
Live Green and Eat Smart!!



41

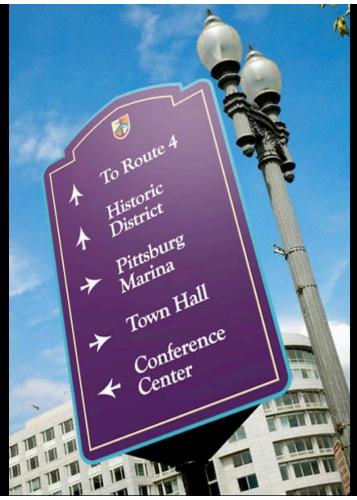
In the Chamber Guide and other resources, let people know what the letters REI stand for (this is a key resource locally)

Timeline: May 2021
Lead: DDTeam
Cost: None
Funding source: N/A

42

Find funding avenues for the design and installation of a comprehensive wayfinding system

Timeline: May 2021
Lead: City of Durant
Cost: $50,000 design | $300,000 installed
Funding source: N/A



Pittsburg, California

What to do

Make this a priority.
It's an investment - not an expense.

Hire professionals.
This is a science as much as an art.

NORTH ADAMS
Mt. Williams Greenhouses
NORTH ADAMS
DOWNTOWN
MASS COLLEGE
MASS MoCA
ROUTE 8

The Pavilion
The Mall
Convention Center • Hotel
Conference Center • Resort
SIX PINES DRIVE

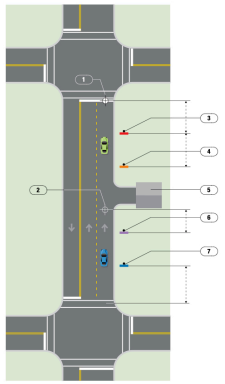
DOWNTOWN
MODESTO
City Hall & County Offices
Convention Center
State Theatre
McHenry Ave

K
DOWNTOWN KALAMAZOO
KALAMAZOO MALL DISTRICT

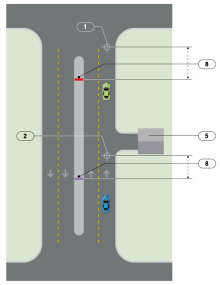
French Lick, Indiana

Wayfinding is an investment, not an expense

- Plays a role in your branding efforts
- A major component in your marketing efforts
- Reinforces a positive experience
- Increases spending locally
- Educates visitors and locals about what you have and where it's located
- Builds community pride
- Is as much a science as an art



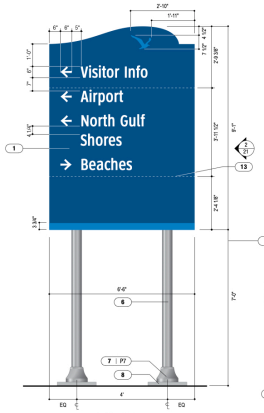
1 VEHICULAR GUIDE SIGN PLACEMENT
DRIVER'S RIGHT SIDE OF STREET

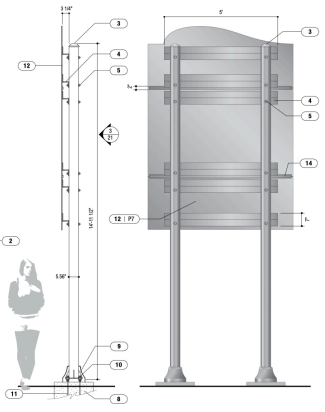


2 VEHICULAR GUIDE SIGN PLACEMENT
DRIVER'S LEFT SIDE IN MEDIAN DIVIDE

1. In-route decision point
2. Destination arrival decision point
3. Vehicular guide signs may be placed on the driver's right side of the street between 100 and 200 feet before an in-route decision point. If a speed limit is more than 50 mph, vehicular guide signs should be placed between 150 to 300 feet before an in-route decision point.
4. If a second vehicular guide sign is required before an in-route decision point, it may be placed no closer than 50 feet to the following sign.
5. Destination
6. Vehicular guide signs may be placed on the driver's right side of the street between 50 and 100 feet before a destination arrival decision point. If a speed limit is more than 50 mph, vehicular guide signs should be placed between 100 to 150 feet before a destination arrival decision point.
7. A vehicular guide sign may be placed no closer that 50 feet from a preceding decision point or intersection.
8. In conditions where the driver's right side of the street is not conducive for sign placement and a street is divided by a median that is wider than a proposed sign and is not populated with visual barriers or is within the opposing traffic's line of site, guide signs may be placed on the driver's left side in the median. Distance from decision point as indicated in drawing 1 still apply.

NOTE: The placement distance between a vehicular guide sign and a decision point may vary depending on actual speed, number of lanes, congestion and competing visual elements and obstructions. Final sign placement should be based on on-site field study of existing conditions. Consult with the local transportation authority for compliance requirements.



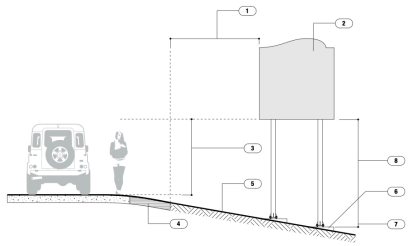


1 FRONT VIEW
SCALE: 1/2"=1'-0"

2 SIDE VIEW
SCALE: 1/2"=1'-0"

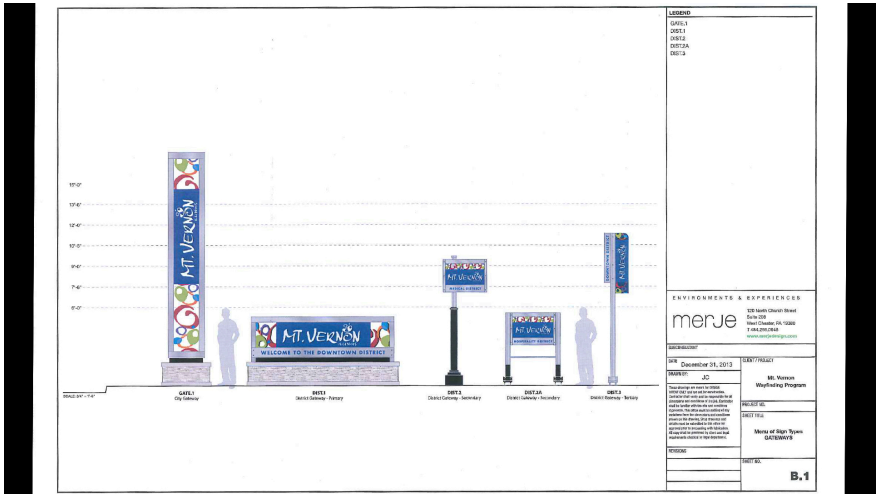
3 REAR VIEW
SCALE: 1/2"=1'-0"

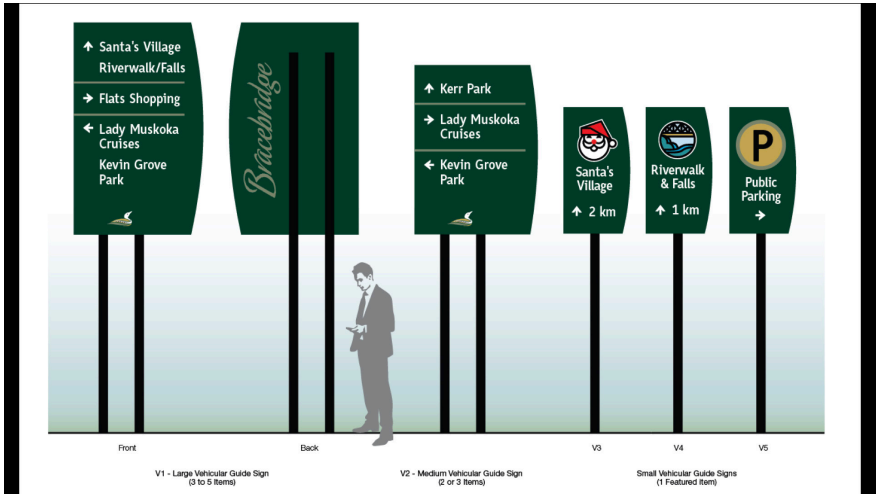
1. Exterior grade high quality digital print on 3930 Prismatic prismatic reflective sheeting applied to aluminum panel. Covered with UV gloss over laminate.
2. Refer to page 26 for maintaining perceptive panel height on variable shoulder slopes. Panel clearance must be raised to 7'-0" if the sign is placed within a pedestrian access area.
3. Galvanized coin cap.
4. Aluminum z-angle bar brackets fill weld to back of sign panel and thru bolt to sign post.
5. Tamper-proof thru-bolts, lock washers and nuts.
6. 5.66"ø galvanized steel post. Fabricator to engineer wall thickness.
7. Aluminum cover.
8. 3000 psi concrete foundation cylinder. Fabricator to engineer dimensions.
9. Welded flange and mounting plate.
10. FHWA-approved Transpo PoleSafe® breakaway supports to be attached to J-bolts below and flange plate above per approved details. Coordinate to be installed and torqued according to manufacturer's specifications.
11. Galvanized "J" anchor bolts.
12. 1/4" aluminum sheet.
13. Panel seam
14. Aluminum z-clip and flatbar



1 PERPENDICULAR TO STREET
SCALE: N/A

1. The inside edge of the sign panel must not invade the corresponding highway right-of-way. Fabricator shall verify right-of-way demarcations for all sign locations.
2. Sign Panel
3. Maintain 7'-0" from street grade to bottom of vehicular guide signs. In regions where highway equipment may require exceptional clearance, verify compliance requirements with ALDOT
4. Street / hwy shoulder (beginning of regulated right-of-way or set-back)
5. Grade
6. Concrete footer
7. Concrete footer must never exceed more than 4" above grade to comply with regulated break-away system requirements.
8. Variable height


MT. VERNON
WELCOME TO THE DOWNTOWN DISTRICT
merje
B.1


Santa's Village
Riverwalk/Falls
Flats Shopping
Lady Muskoka Cruises
Kevin Grove Park
Bracebridge
Kerr Park
Lady Muskoka Cruises
Kevin Grove Park
Santa's Village
2 km
Riverwalk & Falls
1 km
P
Public Parking
Front
Back
V3
V4
V5
V1 - Large Vehicular Guide Sign (3 to 5 Items)
V2 - Medium Vehicular Guide Sign (2 or 3 Items)
Small Vehicular Guide Signs (1 Featured Item)

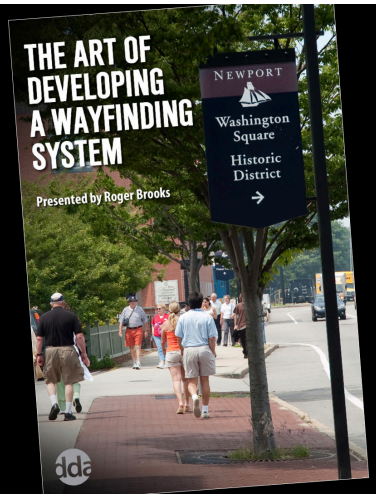
Public Washrooms
Ahead this Block
Ovation Plaza
2 Blocks West
Farmers' Market
3 Blocks West
Theater District
2 Blocks West
Free Public Parking
3 blocks East
STOP

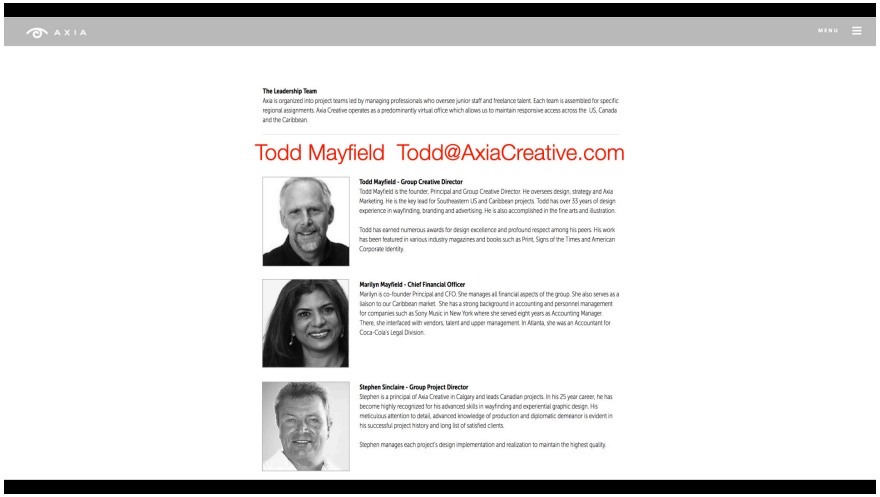
Lady Muskoka Cruises
Santa's Village
Falls
Ball's Flats Retail

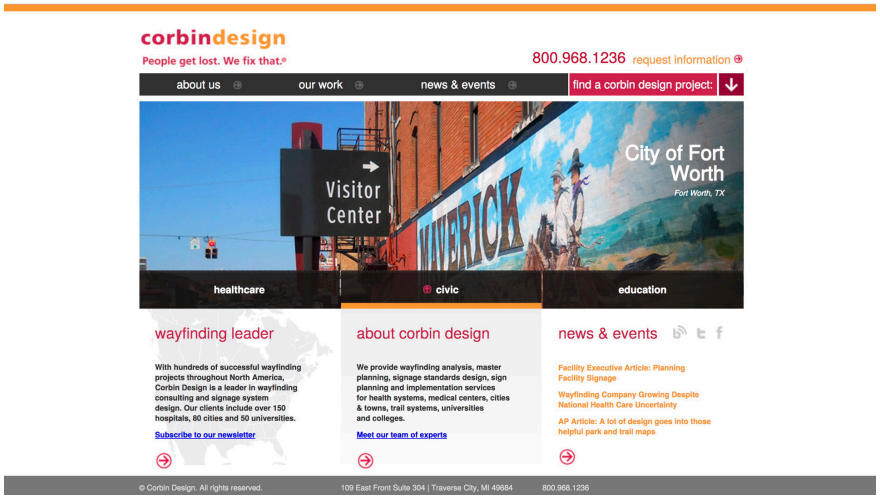
What to do

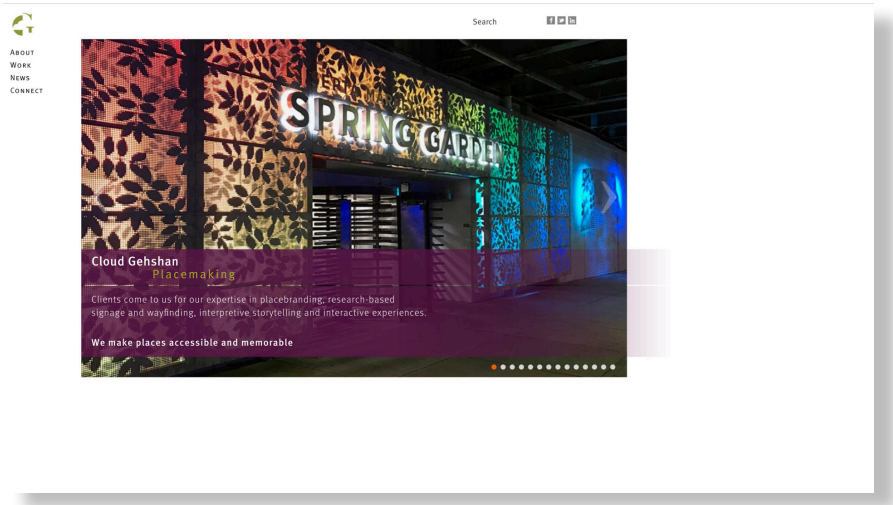
Watch the video.
Apply for grant funding.
Issue an RFQ to a pre-determined budget.

System design guesstimate: $30,000 to $60,000





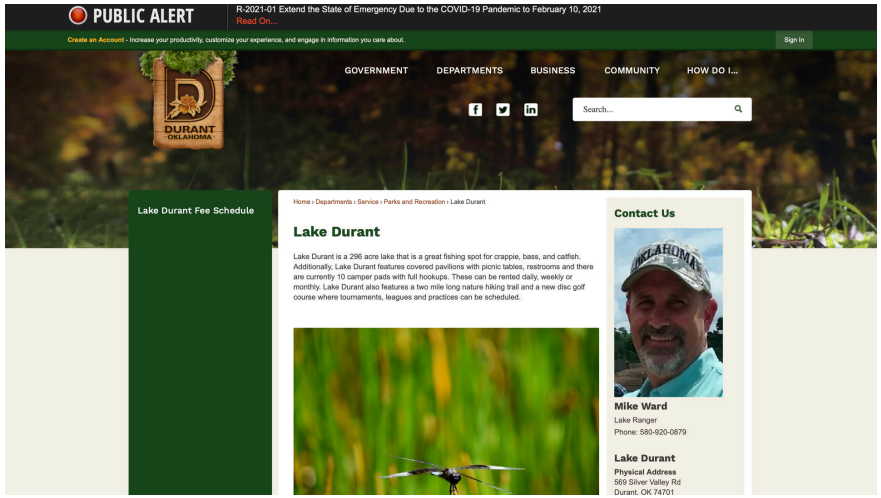




43

Add Lake Durant campsites to Campendium, AllStays other RV apps

Timeline: May 2021
Lead: Durant Tourism
Cost: None
Funding source: N/A


PUBLIC ALERT
R-2021-01 Extend the State of Emergency Due to the COVID-19 Pandemic to February 10, 2021
Read On...
Create an Account - Increase your productivity, customize your experience, and engage in information you care about.
Sign In
GOVERNMENT
DEPARTMENTS
BUSINESS
COMMUNITY
HOW DO I...
Search...
DURANT
OKLAHOMA
Lake Durant Fee Schedule
Home › Departments › Service › Parks and Recreation › Lake Durant
Lake Durant
Lake Durant is a 296 acre lake that is a great fishing spot for crappie, bass, and catfish. Additionally, Lake Durant features covered pavilions with picnic tables, restrooms and there are currently 10 camper pads with full hookups. These can be rented daily, weekly or monthly. Lake Durant also features a two mile long nature hiking trail and a new disc golf course where tournaments, leagues and practices can be scheduled.
Contact Us
Mike Ward
Lake Ranger
Phone: 580-920-0879
Lake Durant
Physical Address
589 Silver Valley Rd
Durant, OK 74701

44

Set up a distribution program for both the RVers Guide and The Very Best of Durant brochures at RV parks & campgrounds

Timeline: May 2021
Lead: Durant tourism
Cost: $500 a month (contracted)
Funding source: Lodging tax funds

45

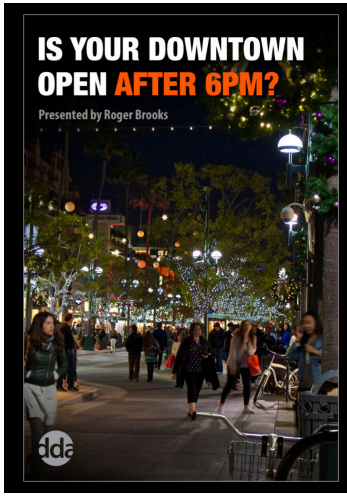
Host an in-person and Zoom presentation of the DDA video "Staying open after 6:00 pm"

Timeline: May 2021
Lead: Main Street Durant
Cost: None
Funding source: N/A

Details

- Refill each kiosk with brochure distribution
- Lake Texoma Association
- Visitor information centers throughout the county
- Durant chamber of commerce
- At lodging properties (call them first)
- Real estate offices in the county
- The university campus
- City Hall, Main Street office, other locations

- Once each week



This video will explain how to make this happen using a "Shared Worker" program

46

Create a “Shared Worker” program for downtown Durant

Timeline: June 2021
Lead: Main Street Durant | DDTeam
Cost: None
Funding source: N/A

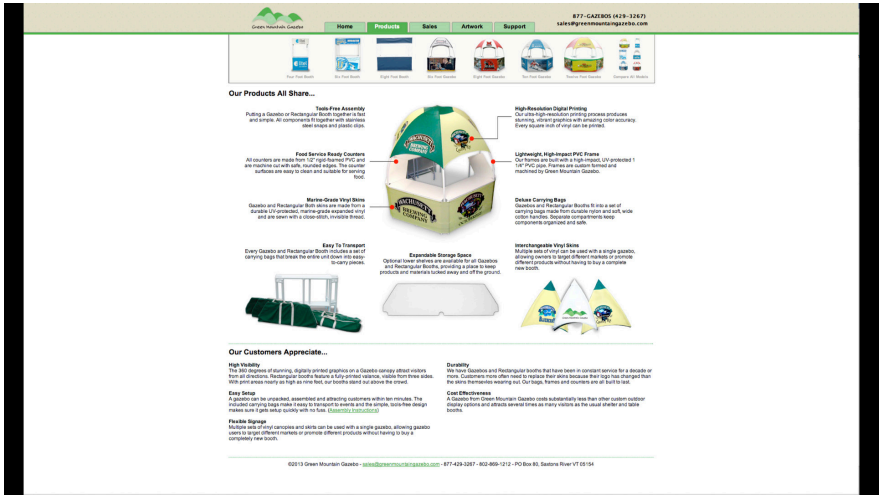
47

Purchase three portable visitor information kiosks

Timeline: June 2021
Lead: Durant Tourism
Cost: $7,500
Funding source: Lodging taxes

Mobile visitor information - Banff, Alberta

Super-portable and easy to store
Green Mountain Gazebo
Cost: 6' base price: $1,750. Printing: $225 - $850
- Gazebo frame, unprinted vinyl canopy & skirt
- Two counters
- 3 carrying bags
Bought four. Tourism uses two. One for parts.
Used during the peak summer seasons


Home
Products
Sales
Artwork
Support
877-GAZEBOS (429-3267)
sales@greenmountaingazebo.com
Our Products All Share...
Tools-Free Assembly
Food Service Ready Counters
Marine-Grade Vinyl Skins
Easy To Transport
High-Resolution Digital Printing
Lightweight, High-Impact PVC Frame
Deluxe Carrying Bags
Interchangeable Vinyl Skins
Expandable Storage Space
Our Customers Appreciate...
High Visibility
Easy Setup
Flexible Signage
Durability
Cost Effectiveness

Use the portable kiosks at:
Fairground events
Choctaw Event Center
The Stockyards
Sports complex
Downtown festivals & events
Farmers Market
Conferences & trade shows

CHOCTAW
COUNTRY
WHERE WILL YOUR TRIP TAKE YOU IN CHOCTAW COUNTRY
TELL US YOUR STORY
www.ChoctawCountry.com

48

Make a list of upcoming events in 2021 and work to set up the kiosks at those events. Schedule staff and/or volunteers.

Timeline: June 2021
Lead: Durant Tourism
Cost: None
Funding source: N/A

49

Lease the outdoor seating space along 1st next to Main Street Barbecue for outdoor dining (if they'd like it)

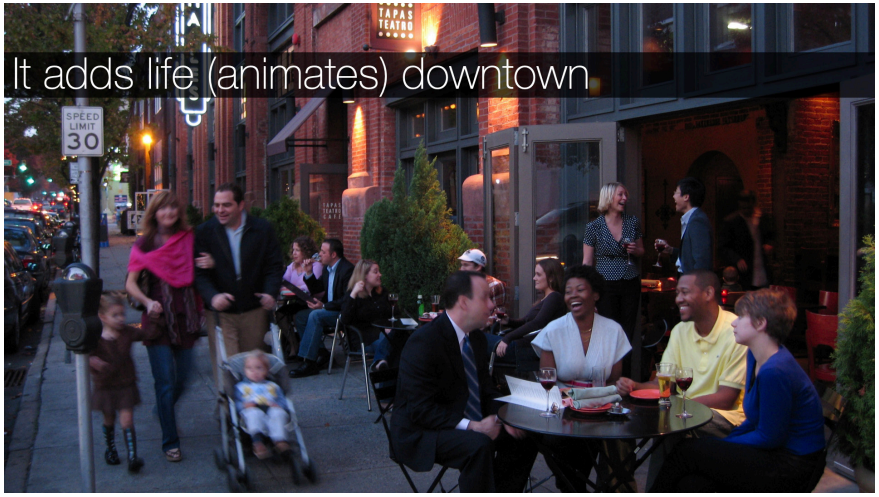
Timeline: June 2021
Lead: City of Durant | Main Street Durant
Cost: None
Funding source: N/A

Lease this to Main Street Barbecue for $1 a year w/stipulations.

50

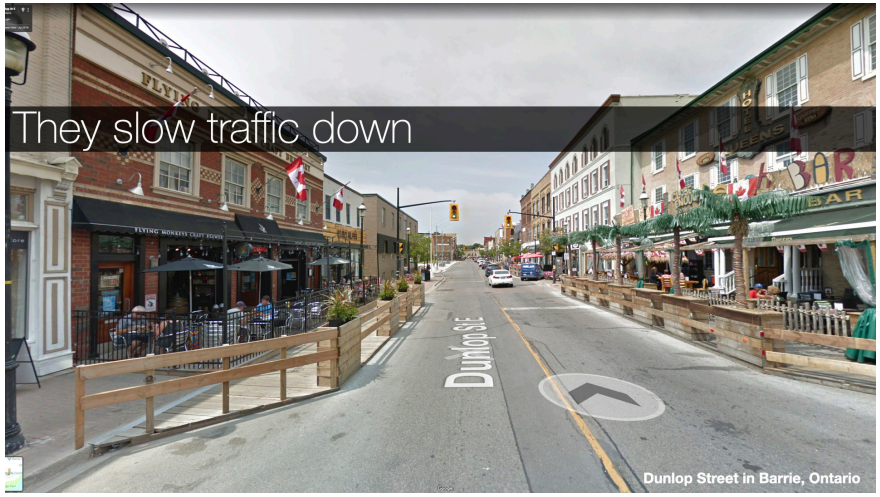
Schedule an in-person and Zoom presentation of the DDA video "Sidewalk Dining: The Do's, Don'ts, and Some Awesome Examples"

Timeline: June 2021
Lead: Main Street Durant
Cost: None
Funding source: N/A



It reduces criminal behavior

They catch your eye
Brooklyn, New York


They slow traffic down
Dunlop St E
Dunlop Street in Barrie, Ontario

They increase sales 30% or more.

They make downtown more attractive

Do you ever eat outside at home?

Lets people know you have life after 6:00 pm!
E. 4th Street, Cleveland, Ohio

Ever have a picnic at a local park?

Do Rite Donuts, Chicago - no heaters

51

Develop guidelines to allow and encourage restaurants to create outdoor seating areas, pedestrian bypasses

Timeline: June 2021
Lead: City of Durant | Main Street Durant
Cost: $5,000 if contracted
Funding source: General funds

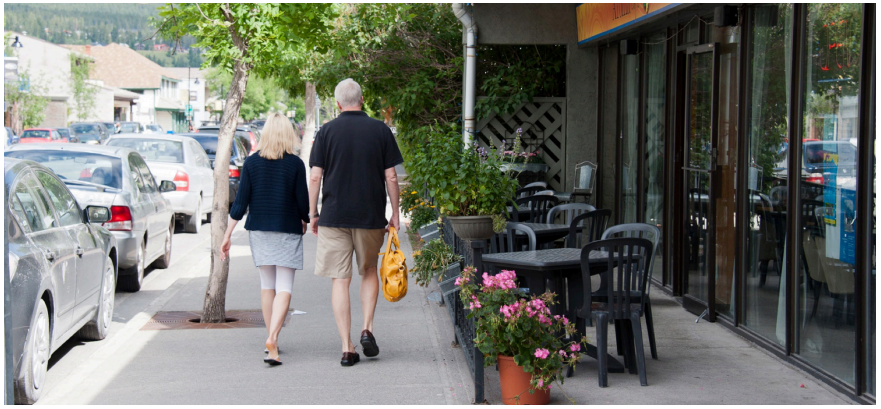
Encourage and support sidewalk cafe dining.

Wolfville, Nova Scotia

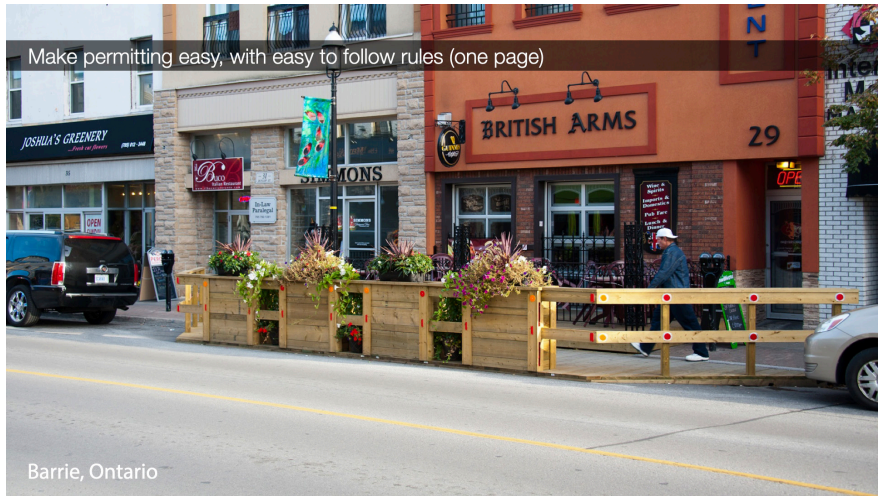
Wolfville, Nova Scotia

Canmore, Alberta

Wolfville, Nova Scotia



Canmore, Alberta



Make permitting easy, with easy to follow rules (one page)

Barrie, Ontario

52

Have the public restrooms actually open to the public: Make sure there is a maintenance program for them

Timeline: June 2021
Lead: City of Durant | Main Street Durant
Cost: $1,500 month
Funding source: General funds

53

Snail-mail The Very Best of Durant to all households within the county with the teaser card

Timeline: June 2021
Lead: DDTeam
Cost: $3,500
Funding source: TBD

Details

Teaser card sample text:

The number one reason people travel is to visit friends and family. We hope you will enjoy and keep this brochure so that when friends and family visit you, you will share the Very Best of Durant with them. After all, we believe every dining room table should be a concierge desk.

Durant, OK
Latitude : 33.993076 - -96.385384
Rings: 3, 5, 10 mile radii

Latitude: 33.9931
Longitude: -96.3854

	3 mile	5 mile	10 mile
Census 2010 Summary			
Population	15,844	21,579	29,742
Households	6,303	8,511	11,626
Families	3,743	5,310	7,551
Average Household Size	2.34	2.41	2.46
Owner Occupied Housing Units	3,046	4,586	7,054
Renter Occupied Housing Units	3,257	3,925	4,572
Median Age	31.5	32.8	35.0
2020 Summary			
Population	17,179	24,250	33,591
Households	6,819	9,546	13,103
Families	4,000	5,911	8,436
Average Household Size	2.36	2.43	2.48
Owner Occupied Housing Units	3,118	4,941	7,673
Renter Occupied Housing Units	3,701	4,604	5,430
Median Age	33.3	34.6	36.6
Median Household Income	$36,787	$39,253	$41,865
Average Household Income	$52,416	$56,872	$60,423

July - September 2021

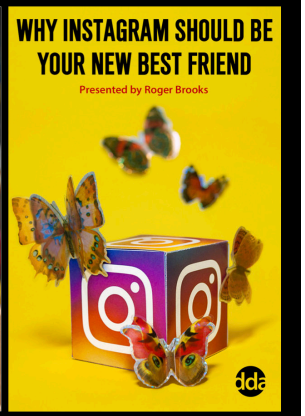
Schedule the summer photo shoot

Timeline: July 2021
Lead: Durant Tourism
Cost: $10,000
Funding source: Lodging taxes

55

Begin posting two photos on Instagram and Facebook every day: Consider using Hootsuite (or similar to automate this)

Timeline: July 2021
Lead: Durant Tourism | Main Street Durant
Cost: None | Staff time
Funding source: N/A

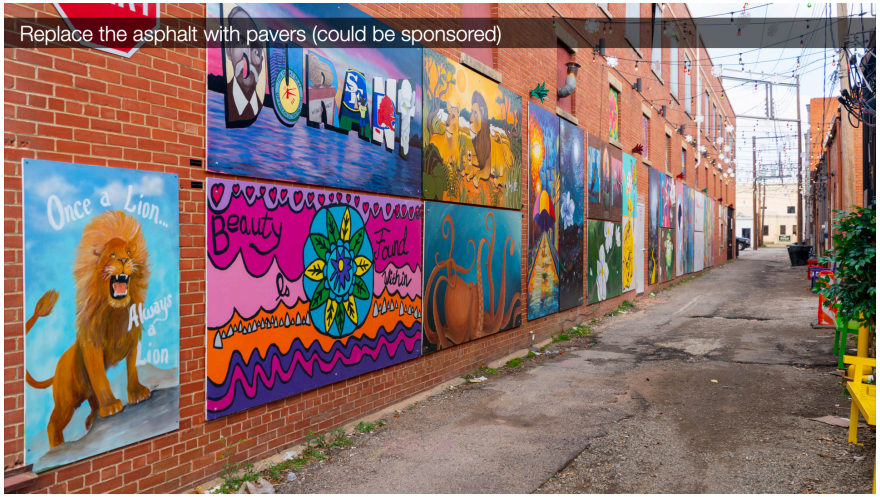


56

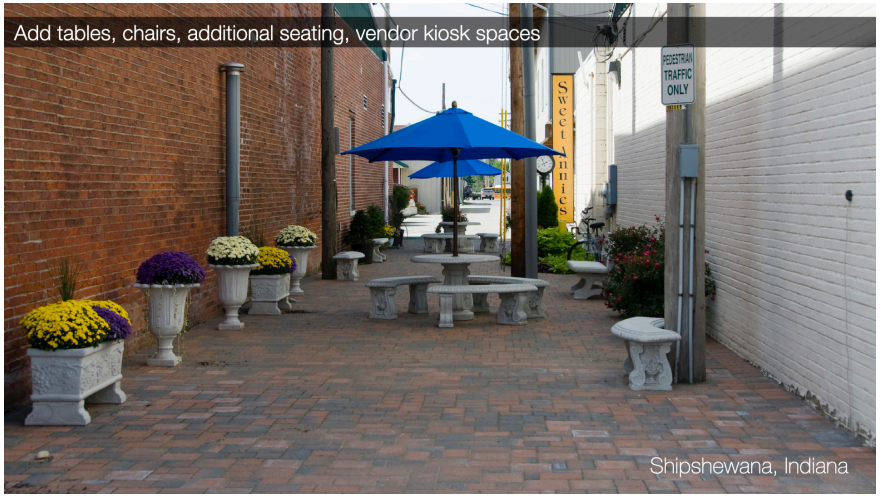
Close Art Alley to vehicle traffic and replace the asphalt with pavers. Add tables and seating. Allow for vendor spaces.

Timeline: July 2021
Lead: City of Durant | Main Street Durant
Cost: $50,000
Funding source: Fund raising, grants, foundations

Close Art Alley to vehicle traffic. This could be a great attraction.



Replace the asphalt with pavers (could be sponsored)



Add tables, chairs, additional seating, vendor kiosk spaces

Shipshewana, Indiana

Engraved brick pricing

Polar Engraving Prices - https://polarengraving.com

- 4” x 8” Brick is $17.50
- 8” x 8” Brick is $25.50
- 12” x 12” Brick is $46.50

Brick Markers - https://www.brickmarkers.com/

Engravestone - https://engravestone.com/

4 x 8 Brick with 1-2 lines engraving - $13 per brick
4 x 8 Brick with 3 lines engraving - $17 per brick
8 x 8 Brick with 1-5 lines engraving - $25 per brick

BrickMarkers.com

BRICK & TILE PRICING

No Minimum Order Required

PRICE INCLUDES:

- SHIPPING (within the 48 contiguous U.S.)
- A COMBINATION OF ALL SIZES (EXCLUDING MINI'S) TO CREATE A TOTAL OF 100 OR MORE
- VARIETY OF BRICK/PAVER/TILE COLORS
- CHOICE OF TRUE TYPE FONTS FROM OUR EXCLUSIVE SELECTIONS
- FREE CLIPART (view clipart for our full clipart library)
- LIFETIME GUARANTEE

CLAY BRICK/PAVER (2¼" THICK)

Size	Lines & Characters Available	Price per Unit
4x8 Brick*	3 lines / 20 characters per line	$17.50/$18.00**
8x8 Brick*	6 lines / 20 characters per line	$29.50/$30.00**

*Volume pricing available - call for additional information (1-800-634-8948) or fill out our contact form

POTENTIAL PROFITABILITY CHART FOR BRICK FUNDRAISING CAMPAIGNS

SIZE	SOLD	PRICE PER BRICK	DONATION	COST	TOTAL PROFIT!
4" x 8" Brick	50	$17.50	$100	$875.00	$4,125.00
4" x 8" Brick	100	$17.50	$100	$1,750.00	$8,250.00
4" x 8" Brick	300	$17.50	$100	$5,250.00	$24,750.00
4" x 8" Brick	500	$17.50	$100	$8,750.00	$41,250.00
8" x 8" Brick	50	$25.50	$250.00	$1,275.00	$11,225.00
8" x 8" Brick	100	$25.50	$250.00	$2,550.00	$22,450.00
8" x 8" Brick	300	$25.50	$250.00	$7,650.00	$67,350.00
8" x 8" Brick	500	$25.50	$250.00	$12,750.00	$112,250.00
12" x 12" Brick	50	$46.50	$500.00	$2,325.00	$22,675.00
12" x 12" Brick	100	$46.50	$500.00	$4,650.00	$45,350.00
12" x 12" Brick	300	$46.50	$500.00	$13,950.00	$136,050.00
12" x 12" Brick	500	$46.50	$500.00	$23,250.00	$226,750.00

This scenario adds up to a net of $53,375

Approximate cost: 3,000 square feet: $45,000
- 13,500 total bricks (4" x 8" x 2.5")
- Selling 500 bricks: $41,000 net
- Donations | Grants | Foundations: $4,000

Consider:
- Asphalt or concrete will work just fine
- Paint it! Decorate it.
- Activities are more important than the surface

57

Create a retail blade sign buying co-op:
work with a local or regional sign company,
Waive the signage permit fee for 2021

Timeline: August 2021
Lead: Main Street Durant | City of Durant
Cost: $200 to $600 with lighting
Funding source: A merchant cost

Create a blade sign buying co-op. Can you tell me what's in any of these shops?

What to do

Use perpendicular “blade” signs.
Make them consistent height and size.

Nantucket, Massachusetts

Valparaiso, Indiana

Carmel, California

Canmore, Alberta

Lethbridge, Alberta

Suggestions for retail signage:

No lower than 7'

No higher than 9'

No wider than 42"

Lethbridge, Alberta

58

Host an in-person and Zoom presentation of the DDA video "The Rules of Business & Community Signage

Timeline: August 2021
Lead: Main Street Durant
Cost: None
Funding source: N/A

59

Create a Design Review process for downtown business signage and sandwich boards with the Main Street board doing this instead of the planning commission

Timeline: August 2021
Lead: City of Durant | Main Street Durant
Cost: None
Funding source: N/A

60

Contract for design of the wayfinding system:
Wayfinding system design with fabrication drawings

Timeline: August 2021
Lead: City of Durant
Cost: $60,000 to design the system
Funding source: N/A

Make sure your wayfinding system includes pedestrian wayfinding and "More to Explore" signage.

Include hashtags at all gateway entry signs
For the community and for downtown
The DDTeam would take the lead in coming up with the actual hashtags. Initial ideas:

#LakeTexoma
#DoinDurant
#DurantLanding

Some of your best businesses are not on Main Street

OPEN

ALVINAS
JEWELRY

WORLD'S LARGEST
PEANUT
DEDICATED TO THE BRYAN COUNTY
PEANUT GROWERS AND PROCESSORS
NOV. 15, 1974
ICE HOUSE

French Lick, Indiana
French Lick
Town Green
West Baden
Springs Hotel
Historic
French Lick
Indiana Railway
Museum
The Boulevard
Business District
FRENCH LICK
RESORT · CASINO

61

Double the number of trash cans downtown: at each intersection (all four corners) and mid-block

Timeline: August 2021
Lead: City of Durant
Cost: $10,000
Funding source: General funds

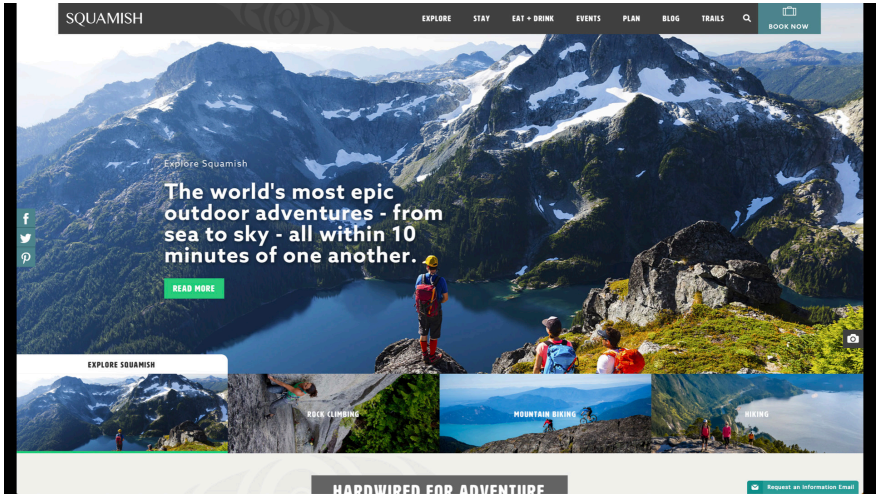
62

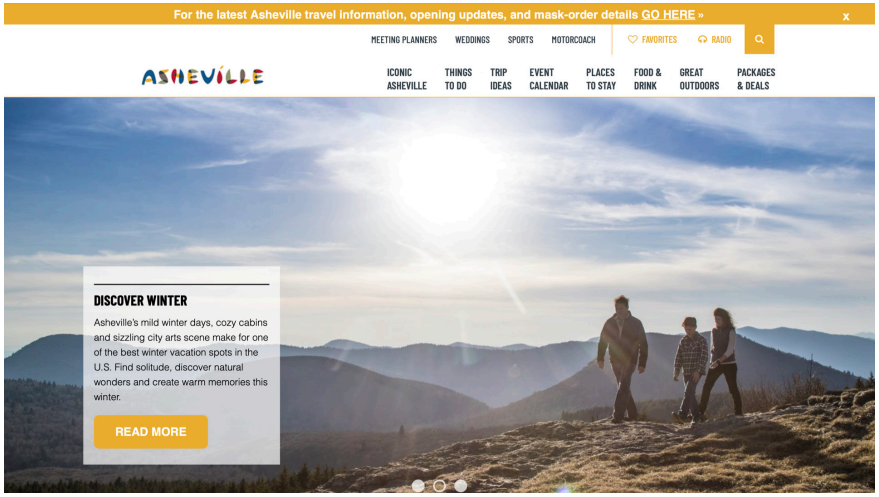
Redevelop the tourism website from the ground up with SEO, heavy photography, links to SM, YouTube

Timeline: August 2021
Lead: Durant Tourism
Cost: $20,000
Funding source: Lodging tax revenues

Details

- Durant Tourism would "own" the site
- Includes social media
- #CreateAHashtag #TheDistrict
- Includes content development (SEO, photography, videography, copy, links, etc.)
- Press room
- VisitDurant.com would point to this site
- NO MORE LISTS





exploresquamish.com

exploreasheville.com

It's time Durant really got into the tourism game.
You have a world-class opportunity. Time to take advantage of it.

QUESTION:
Is the Chamber of Commerce the right entity to do this?

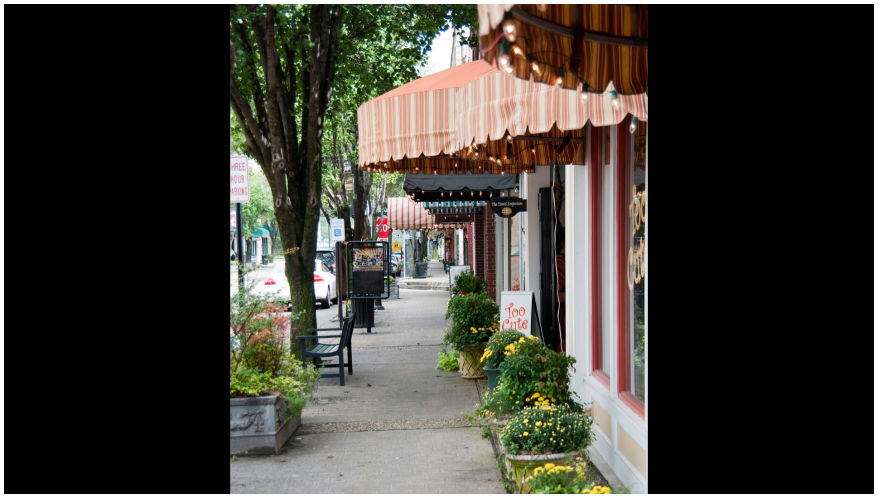
63

Work with an awning sales & fabrication company, having them work with downtown property owner and tenants: Replacing flat-roof awnings, and adding awnings throughout downtown

Timeline: September 2021
Lead: Main Street Durant
Cost: $5,000 for concepts, ideas, walk through
Funding source: Grants | City | Foundations

El Dorado, Arkansas

Welcome
to
Destination


Too Cute

64

Restore upper facades to brick or use trompe l'oeil

Timeline: September 2021
Lead: Main Street Durant
Cost: Grants to property owners
Funding source: TBD

Craft Pies looks absolutely amazing. Great architecture and curb appeal.

Redevelop the facades with original brick (re-manufactured) or trompe l'ceil murals

October - December 2021

65

Add teeth (penalties) for violation of ordinances that limit the use of plastic and vinyl temporary signs downtown: Enforce the ordinance(s)

Timeline: October 2021
Lead: City of Durant | Main Street Durant
Cost: None
Funding source: N/A

Plastic & vinyl banners: Only for 90-days on opening a business.

This sign has far too much text on it and no real appeal that draws you in.

Replace with a framed sign - or even just a blade sign under the awning.

66

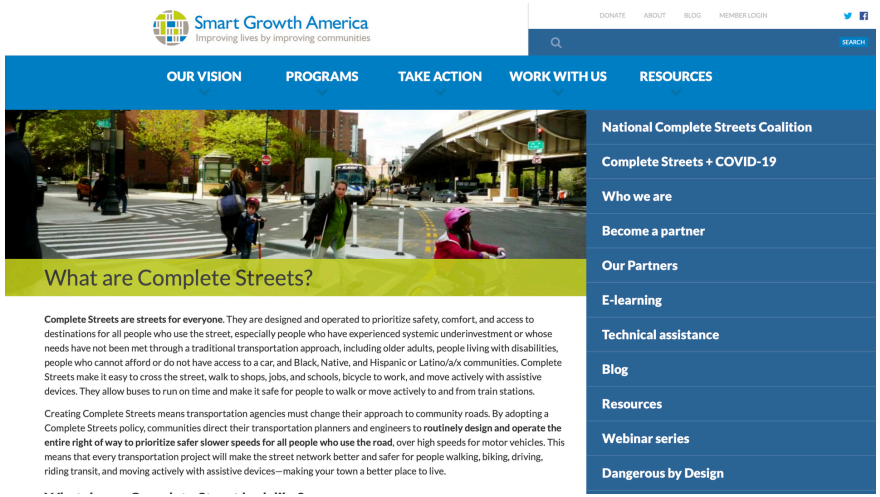
Schedule the fall photo shoot

Timeline: October 2021
Lead: Durant Tourism
Cost: $10,000
Funding source: Lodging tax funds

67

Develop a well-signed pedestrian and biking route from the University to downtown. Update the route, add better signage, improve the experience. Involve Blue Zones in this.

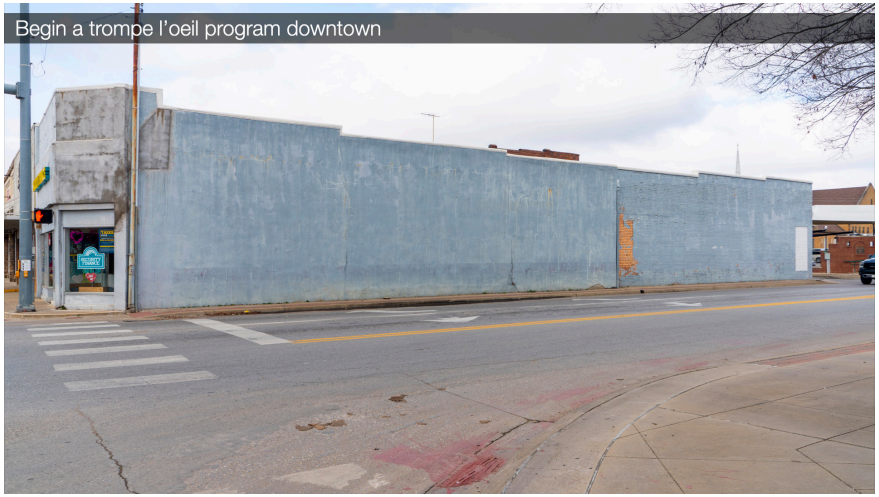
Timeline: October 2021
Lead: City of Durant | SOSU | Blue Zones | Durant Trails
Cost: None unless contracted
Funding source: TBD



68

Visit with the City of Huntsville, Texas regarding their trompe l'oeil facade easement program

Timeline: October 2021
Lead: City of Durant | Main Street Durant
Cost: $1,500 (travel | lodging)
Funding source: General funds



OLESALE
MEN'S CORNER LUNCH
Women's
CORNER
LUNCH

After

Before

WINSLOW ★ ARIZONA
ONE WAY

WINSLOW ★ ARIZONA

Develop a Facade Easement program and grants

Visit with the City of Huntsville, Texas for how they implemented their program

The biggest eyesore on Main Street. Sorry.

69

Look for grant funding for the trompe l'oeil program: There is grant funding available through the National Endowment for the Arts (NEA)

Timeline: November 2021
Lead: City of Durant
Cost: None
Funding source: N/A

70

Work with a few building owners on obtaining a facade easement for facade improvement, trompe l'oeil murals

Timeline: December 2021
Lead: City of Durant | Main Street Durant
Cost: None
Funding source: N/A

71

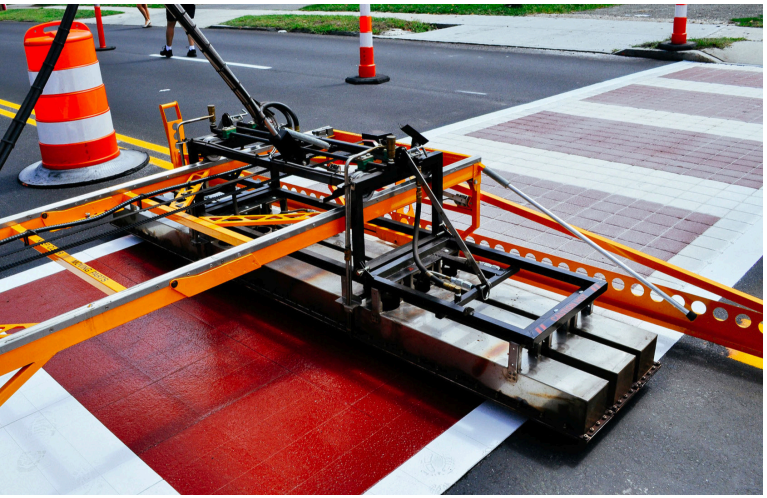
Continue adding rooftop LED lighting to all of the buildings on Main Street from 4th to 1st and from Main, one block north, to 2nd and 3rd Streets

Timeline: December 2021
Lead: Main Street Durant
Cost: $20,000 (guesstimate)
Funding source: BID funding

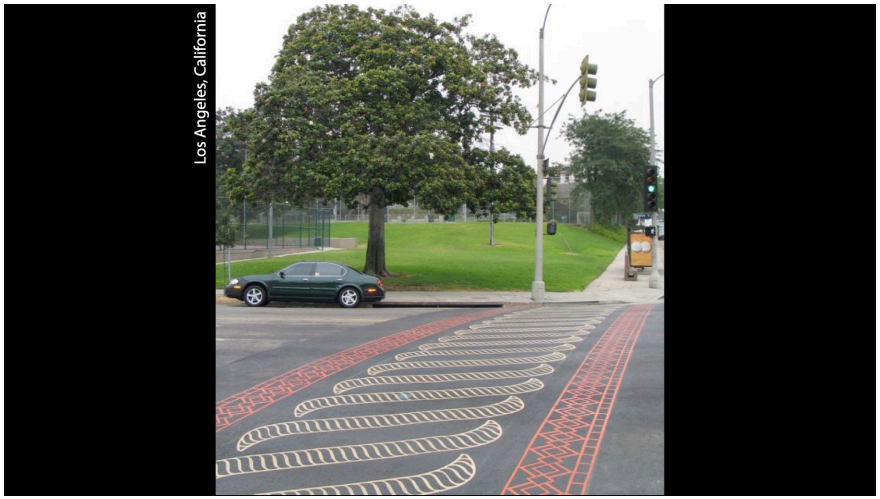
72

Design and install decorative crosswalks at all downtown gateway locations, including mid-block crosswalks: Look for “StreetPrint” and the “duratherm” process

Timeline: December 2021
Lead: City of Durant
Cost: $70,000 for all intersections
Funding source: TBD



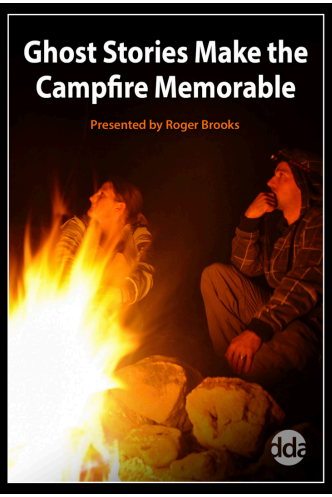
Hamilton, California


Los Angeles, California

73

Begin working with local historical societies, volunteers, museum curators, on rotating exhibits to keep from being a “been there, done that” attraction

Timeline: December 2021
Lead: DDTeam
Cost: None
Funding source: N/A



Details

Have local museum staff and volunteers watch the two videos (previous page)

Work with them to rotate displays, tell stories rather than simply display artifacts

Have them encourage visitors to share their experience on social media channels

Develop consistent days and hours among all local museums

January - June 2022

74

Schedule the winter photo shoot

Timeline: January 2022
Lead: Durant Tourism
Cost: $10,000
Funding source: Lodging tax funds

75

Question: The County Community Center and Fairgrounds - Any plans? Making it look better? Upgrades? Maintenance?

Timeline: Spring 2022
Lead: Bryan County | Imagine Durant
Cost: TBD
Funding source: General funds | grants

76

Change the downtown sign at the Multi-Sports Complex:
Shops • Dining • Entertainment
Downtown Durant - 2 miles (distance)

Timeline: January 2022
Lead: Main Street Durant
Cost: $1,200
Funding source: BID funding

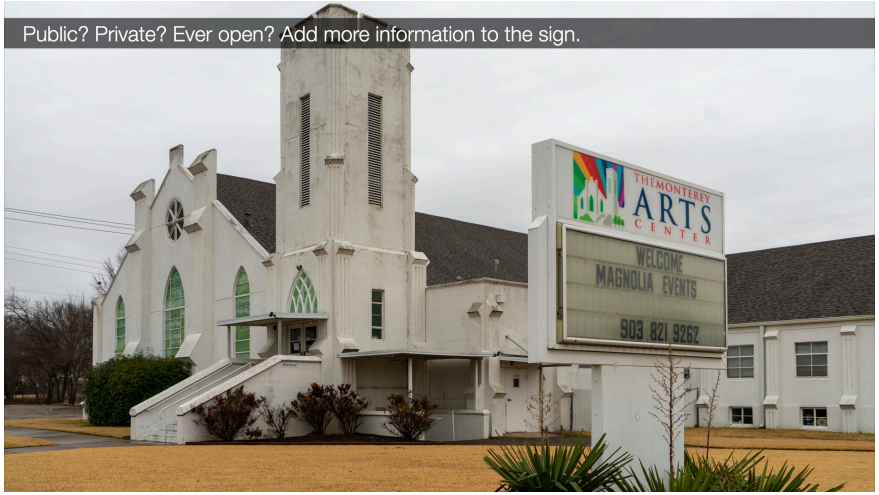
Very good placement! Promote the activity, not the fact that it's historic.

77

Work with arts businesses on South Ninth:
"Coming soon," hours, activities, etc.
Develop a plan to develop sidewalks from Main to the creek

Timeline: Spring 2022
Lead: DDTeam
Cost: None
Funding source: N/A

Public? Private? Ever open? Add more information to the sign.



Really? Is it ever open? Do we knock or just walk in? Needs much better signage.

South Ninth an arts district? Really. Don't go beyond the creek. This would need major work. Prioritize downtown first.

78

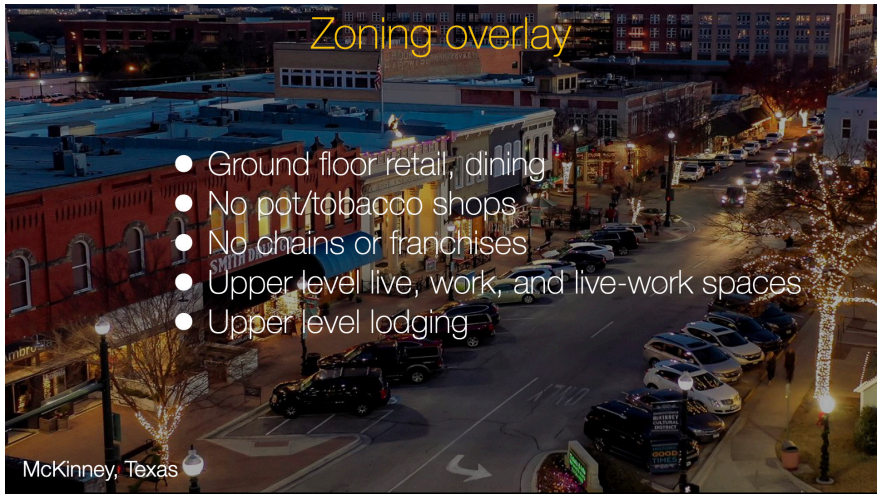
The Choctaw South Ninth Plan:
Improve this street AFTER all the rest of the work listed in this plan. Downtown is first, then South Ninth can be next.

Timeline: Spring 2022
Lead: Choctaw Nation | City of Durant
Cost: TBD
Funding source: TBD

79

Create a zoning overlay for The District

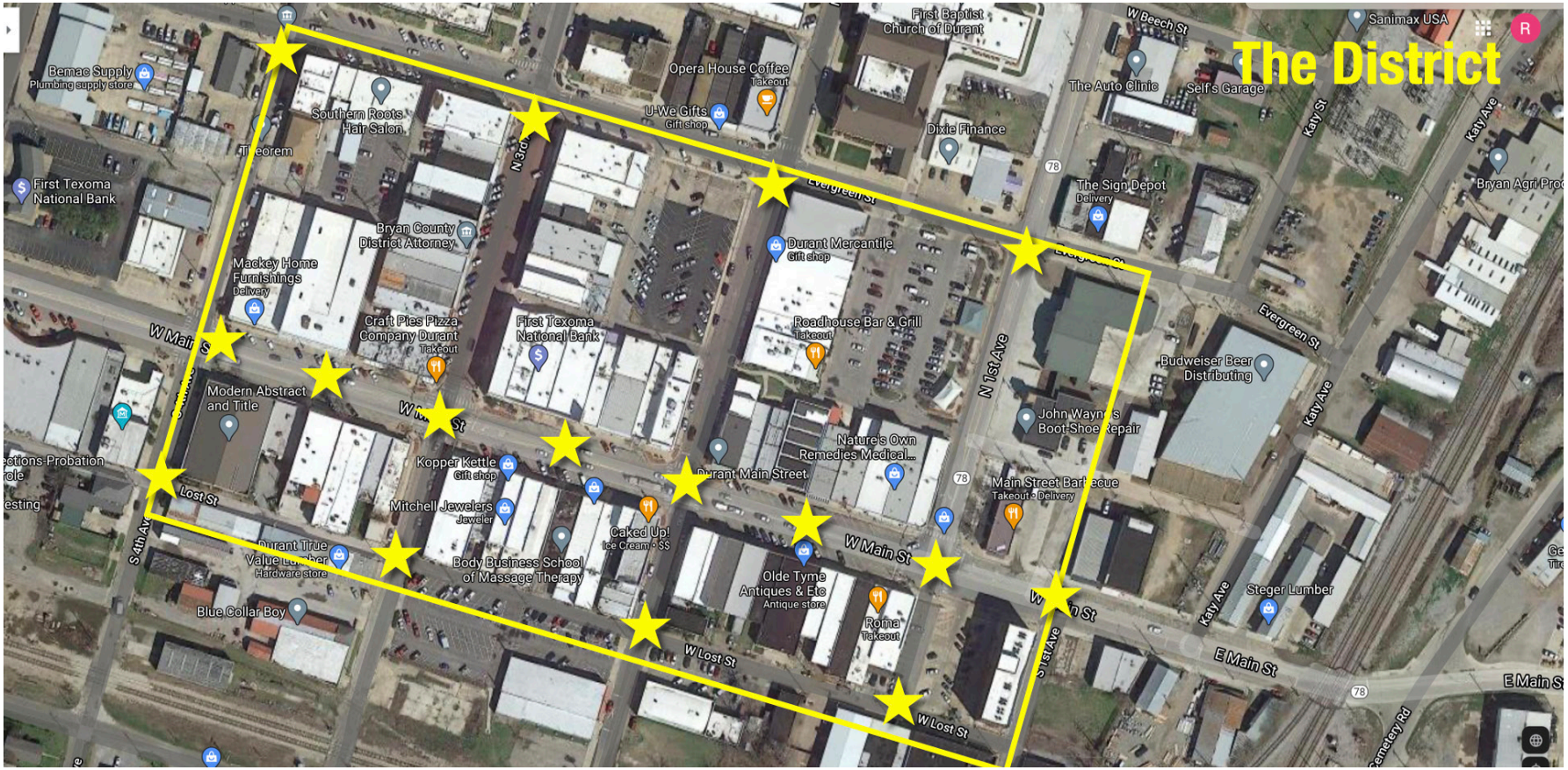
Timeline: February 2022
Lead: City of Durant | Main Street Durant
Cost: None unless contracted
Funding source: TBD



Zoning overlay "Destination Retail District"

Ground floor uses:

- Restaurants | eateries & food-related businesses
- Etsy-style retail specialty shops
  - Outfitter
  - Bike store
  - Clothing, fashions, shoes
  - Games | toys | education
  - Book stores
  - Galleries | Artists in action
- No chains or franchises (unless regional to Oklahoma|Texas|Texoma
- **Upper floor:** live/work space, lodging (with ADA access)
- Boutique hotel
- Micro-brews | wineries
- No adult-oriented shops
- No vape | smoking | pot shops (this is a Blue Zone)



80

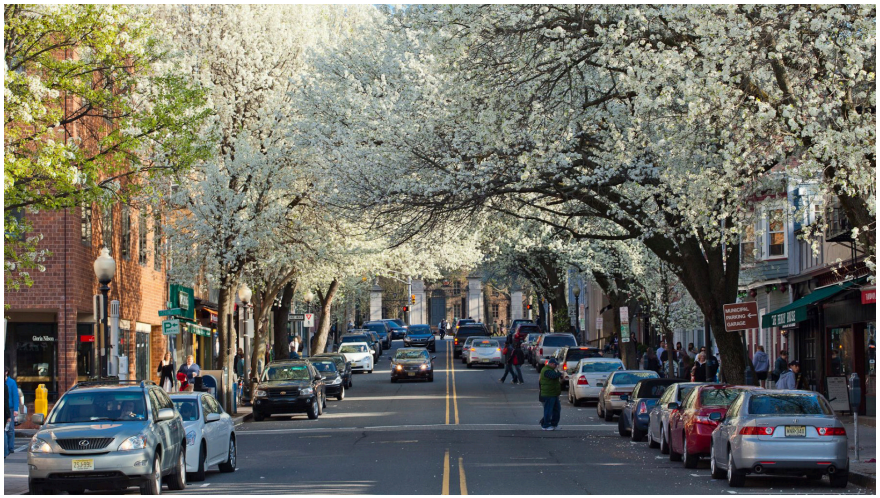
Contract for the addition of street trees every 30 feet along Main Street between 4th and 1st

Timeline: March 2022
Lead: City of Durant
Cost: $200,000
Funding source: Grants, general funds, BID funding

FOX
Greenville circa 1980s

NO TURN ON RED
W. Washington ST
SUSHI

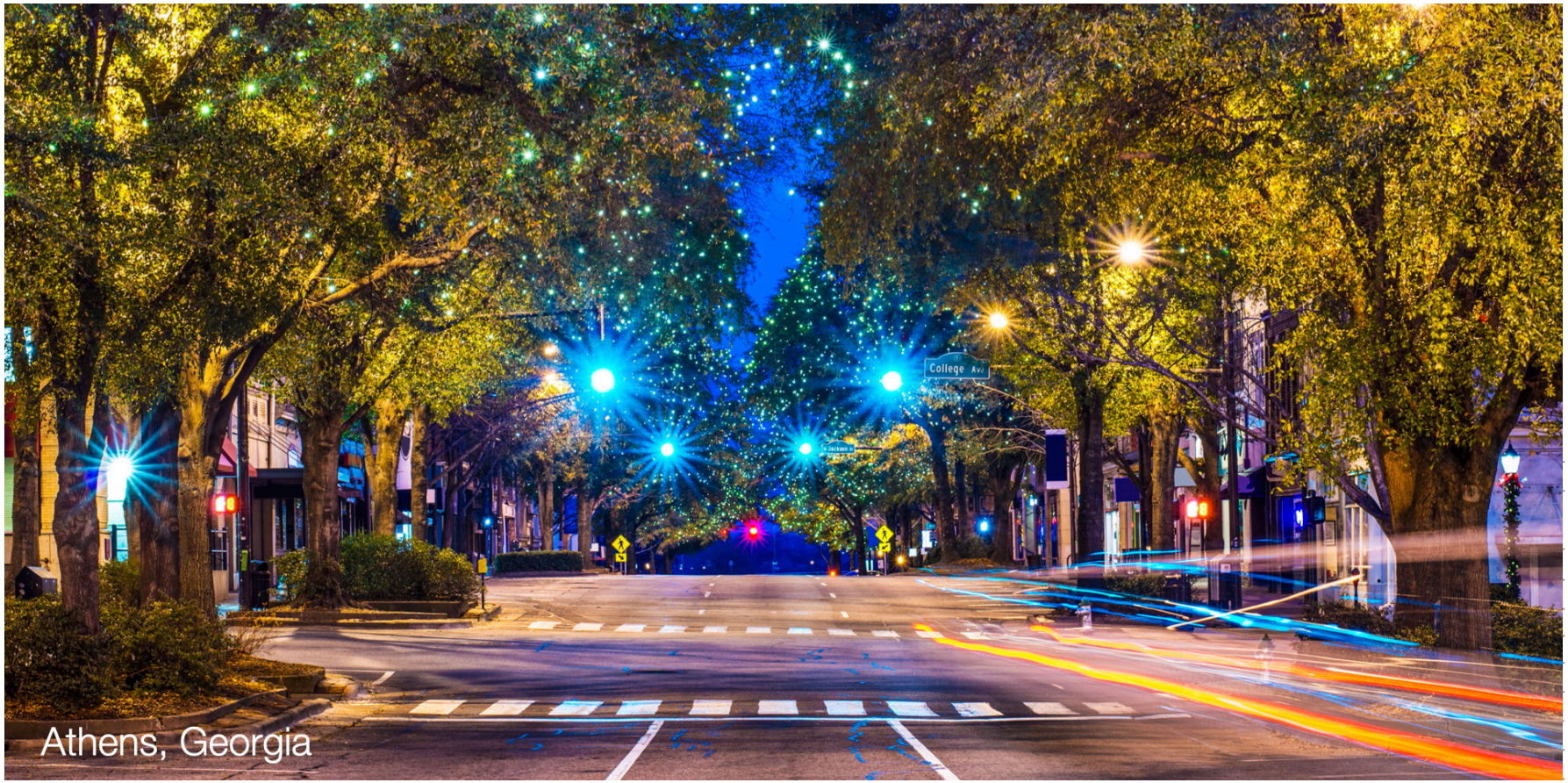
Beattie PL
FALLS PARK
ONE WAY
College ST



Los Gatos, California

ROCK
York, Pennsylvania

New York City

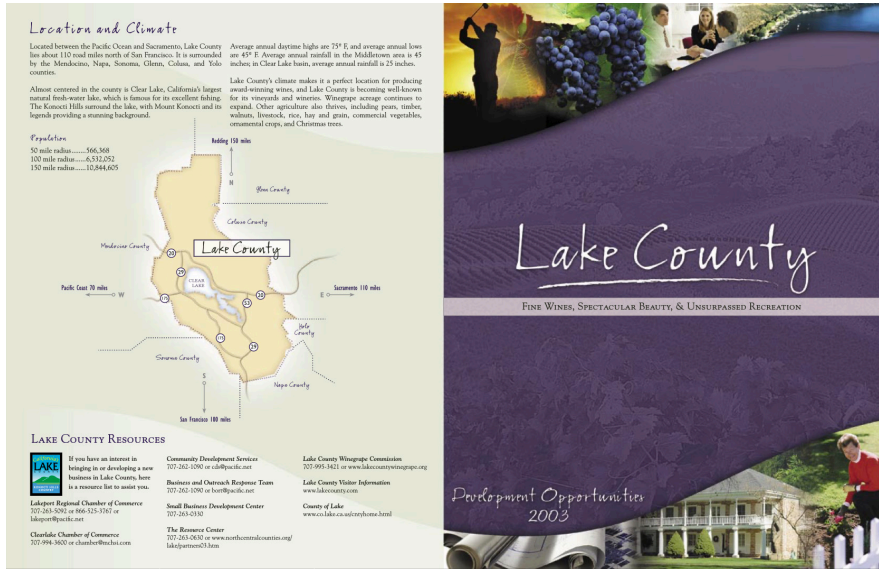

College Ave
Athens, Georgia

ROXY
Juice

81

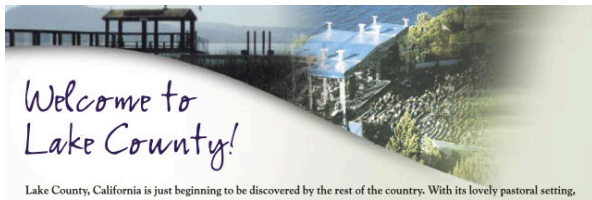
Develop a Durant Community Profile (annually) and "Opportunities" brochure

Timeline: March 2022
Lead: Durant Economic Development
Cost: $10,000 including design, printing
Funding source: TBD



Details

- Print 6,000
- Include as downloads on City, Chamber, Main Street, Tourism websites
- Distribute the Community Profile to local real estate agencies
- Distribute at city hall, library, hospital, etc.



Welcome to Lake County!

Lake County, California is just beginning to be discovered by the rest of the country. With its lovely pastoral setting, vineyards, sunshine, clean air, and wealth of recreational activities, the county has just about everything one could ask for. Clear Lake, California's largest natural freshwater lake, is the centerpiece of the county, and offers world-class fishing, plus boating and watersports. Other outdoor activities include golf, hiking, bicycling, bird watching, and gliding. There are concerts, museums, art galleries, and wine tasting.

The towns of Lake County are friendly and charming. The small town atmosphere is a refreshing change from the hustle and bustle of high-traffic cities. The air is some of the cleanest you'll find in the country. There is room to move, room to breath, and room to grow in Lake County. Housing is affordable, and new neighbors are welcome.

Community Services

Schools

The Lake County Office of Education serves the seven school districts of Lake County. They include:

- Kelseyville Unified School District
- Konocti Unified School District
- Lakeport Unified School District
- Lucerne Elementary School
- Middletown Unified School District
- Upper Lake Union Elementary Schools
- Upper Lake High School District

In addition, there are the Lake County Community Court School and community preschools in the county. More information can be at the Lake County Office of Education website – www.lake-coe.k12.ca.us

There are two community colleges:
Mendocino College –www.mendocino.cc.ca.us
Clear Lake Community College – http://Lakecampus.org

Libraries

The four branches of the library are operated by Lake County. They offer internet access, including internet cataloguing, searching, database searching, and full-text access to many major newspapers. Libraries are located in Lakeport, Clearlake, Middletown, and Upper Lake.

Medical

The cities of Lakeport and Clearlake both have hospital facilities with 24-hour emergency care. The Lake County Health Department and both hospitals offer public health services. In addition, there are several nursing facilities, convalescent care homes, and an assisted living facility located in Lake County.

Police and Fire

Emergency 911 service is available for police, fire and ambulance. The cities of Lakeport and Clearlake provide local law enforcement, as well as the California Highway Patrol and the county Sheriff's Department.

Lake County fire districts provide fire protection, in addition to the U.S. Forest Service and the California Department of Forestry.

Transportation

Local bus and Dial-a-Ride services are offered by Lake Transit. (707-994-3334)
Daily Greyhound bus service is available to San Francisco daily.

Lampson Field, located in Lakeport, is operated by the county. It has a 3,600 foot runway. 12,500 lbs. weight limit for aircraft. The elevation is 1,380 feet. MSL. 27 airplane tie-downs are available for a nominal county fee. Private fuel service is available, as well as other aviation services.

Communication Services

Media

There is one daily newspaper in Lake County – The Lake County Record Bee. In addition, there is a weekly newspaper – The Middletown Times Star, and a bi-weekly newspaper – the Clear Lake Observer. The San Francisco Chronicle is also available.

Lake County Television is a local access channel.

MediaCom provides cable access and programming.

Radio stations in Lake County include: KNTI 99.5 FM, KQPM 105.9 FM, KUKI 97.1 FM, KWNE 94.5 FM, KXBX 98.3 FM, and KXBX 1270 AM.

Recreation and Attractions

Wineries

Lake County's climate, altitude, and soils provide the perfect location for producing premium quality wine grapes. The following wineries and tasting rooms are open to the public; inquire as to hours and special events.

Guenoc and Langtry Estate Vineyards and Winery
Award-winning wines and special events
Open daily for tastings, tours by appointment
(707) 9987-2385

Ployez Winery
Lower Lake
Tasting room
(707) 994-2106

Steele Wines
Kelseyville
Harvest Festival in October
(707) 279-9475

Wildhurst Vineyards'
Kelseyville
Tasting room
(707) 279-4302

Red Hill Wine Tasting
Kelseyville
Tasting room – assorted local wines
(707) 279-9433

From the Vine
Lakeport
Wine tasting
(707) 263-5787

Blue Lakes Lodge Wine Cellar
Near Upper Lake
Wine tasting
(707) 275-2181

Fishing

Clear Lake is California's largest natural freshwater lake, and has a fishing season of 365 days a year. In addition, there are other lakes, reservoirs, and streams, making Lake County a fisherman's paradise.

- Clear Lake sports bass, catfish, crappie, and bluegill.
- Blue Lakes have trout, catfish, bluegill, and bass.
- The Highland Springs Reservoir has catfish, bass, crappie and bluegill.
- The Indian Valley Reservoir sports trout, bass, catfish, kokanee, and crappie.
- Lake Pillsbury offers bass, sunfish, and trout.

For more information, please call the Lake County Visitor Information Center at (707) 263-9544 or 1-800-525-3743.

Casinos

Three casinos in Lake County offer a variety of gaming entertainment.

Twin Pine Casino, with slot machines, keno, electronic bingo, video poker, and other games, also features special events, drawings, live action table games, and a café. Located in Middletown.
707-987-0197 or 800-564-4872.

Robinson Rancheria Bingo & Casino, located between Nice and Upper Lake, features a bingo hall, video gaming, and a café.
707-275-9000 or 800-809-3636.

Konocti Vista Casino offers blackjack and poker games and tournaments, as well as more than 270 pull tab video machines. Located off Soda Bay Road in Lakeport, the Casino also has a diner.
707-262-1900 or 800-FUN-1850.

Trails

Scenic trails and pathways for bicyclists, joggers, hikers, horseback riders, and walkers are plentiful and varied throughout Lake County. The Mendocino National Forest, Boggs Mountain, Cow Mountain and Cache Creek are some favorite areas. More information can be found at the Lake County Visitor Information Center and the Bureau of Land Management.

Watersports

With the largest natural freshwater lake in California right in the middle of the county, Lake County offers incomparable boating, fishing, and swimming. Clear Lake has over 100 miles of shoreline and an average depth of 28 feet. Water temperature varies from 40° in the winter to 75° in the summer.

Golf

Lake County has five golf courses, four of which are 9-hole, and one is a championship 18-hole course. The courses offer views of Clear Lake or the surrounding forests. There are also driving ranges, a miniature golf course, and a disc (Frisbee) golf course.

Adams Springs Golf Course, 9 holes (707) 928-9992
Buckingham Golf & Country Club, 9 holes (707) 279-4863
Clear Lake Riviera Yacht & Golf Club, 9 holes (707) 277-7575
Hidden Valley Lake Golf Course, 18 holes (707) 987-3035
Cobb Meadows Golf Course, 9 holes (707) 928-5276

Lodging Facilities

Lake County features a wide variety of accommodations, including hotels, motels, lakeside resorts, cottages, bed-and-breakfast inns, vacation home rentals, RV parks, and campgrounds.

Business and Industry

Principal Industries

The primary industries in Lake County include government with approximately 3,700 total employees, service with 3,680 jobs, retail sales with 2,870 workers, agriculture with about 930 jobs, construction and mining employing 700, transportation and public utilities with 550 employees, manufacturing with 540 jobs, finance, insurance, and real estate with about 510 workers, and wholesale trade with about 330 jobs.

Largest Employers

500 to 999 Employees
Lake County

250 to 499 Employees
McLaughlin Mine
Sutter Lakeside Hospital
Konocti Unified School District
Konocti Harbor Resort & Spa
Kelsey Clinic

100 to 249 Employees
Wal-Mart #1979
Robinson Rancheria Bingo Casino
Konocti Vista Casino
Foods Etc.

Principal Industries

Earnings By Industry Per Worker (Thousands)

	1999	2005 (projected)
Services	149,730	205,578
Government & Public Administration	120,127	151,625
Retail Trade	66,333	74,823
Construction	37,942	45,301
Agriculture & Mining	31,229	48,673
Transportation & Public Utilities	26,686	30,201
Finance, Insurance & Real estate	20,908	25,722
Manufacturing	19,260	21,403

Building Permits for Year 2000

County		City of Lakeport	
Single Family	Multi-Family	Single Family	Multi-Family
135	52	5	-0-

Building Permits for Year 2001 – Countywide – residential – 213
Building Permits for Year 2002 – Countywide – residential - 358

Housing Units

1998	21,359
1999	21,393
2000	21,563
2001	32,670

Taxes

The State of California authorizes a personal and business Income Tax. In addition, there is a statewide Sales and Use Tax. The state rate is 7.25% The rate in Clearlake Park is 7.75%, and the rate in Clearlake is also 7.75% The rate in the remainder of Lake County is the state rate of 7.25%

Property Taxes

The property tax rate in California, including the rate of cities, counties, schools, and special districts, is limited to 1% of the market value.

Points of Interest

Parks

Lake County has over 10,000 acres of parks, public lands, and 500 square miles of waterways. Enjoy swimming, fishing, picnicking, hiking, bicycling, and boating.

State and Federal Lands

- Clear Lake State Park (707) 279-4293
- Anderson Marsh State Historic Park & McVicar Preserve (707) 994-0688
- Boggs Mountain Demonstration State Forest
- Cow Mountain Recreation Area BLM
- Cache Creek Access Trail BLM
- Mendocino National Forest – Lake Pillsbury

Lake County Parks (707) 262-1618

- Hinman
- Middletown Pool/Tennis
- Upper Lake
- Rodman Slough
- Middletown Trailside Nature Preserve
- Lakeside
- Kelseyville
- Highland Springs Recreation Area
- Pioneer
- Lower Lake
- Keeling
- Clearlake Oaks Beach
- Lucerne Clubhouse
- Lucerne Harbor
- Alpine
- Nice Beach

City Parks (707) 994-8201

- Redbud Park – Clearlake
- Austin Park – Clearlake
- Highlands Park – Clearlake
- Westshore Pool – Lakeport
- Library Park – Lakeport
- Westside Community Park – Lakeport

Museums

- Lake County Museum (707) 263-4555
  Pomo Indian Basket Collection, local history
- Lower Lake Historical Schoolhouse Museum (707) 995-3565
  Restored schoolroom, minerals, local history
- Clear Lake State Park Museum (707) 279-4293
  Native American & natural history
- Stone House Museum (707) 987-2254
  Open by appointment, contact Mrs. Saunders

Landmarks

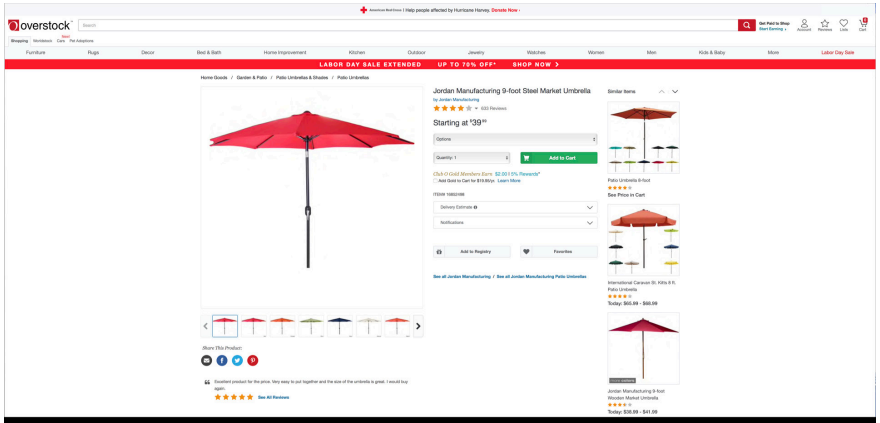
- Stone & Kelsey Home
  Intersection of Main St & Bell Hill Rd, Kelseyville
- The Battle of Bloody Island
  Intersection of St Hwy 20 and Reclamation Rd
- Sulphur Bank Mine
  Intersection of St Hwy 20 & Sulphur Bank Rd
- Lower Lake Stone Jail
  16118 Main St, Lower Lake
- The Stone House
  Hidden Valley Lake off Hwy 29
- St. Helena Toll Road & Bull Trail
  NW corner of St Hwy 29 & Hill Ave, Middletown
- Historic Courthouse
  255 N Main St, Lakeport

For more information, call (707) 262-1618

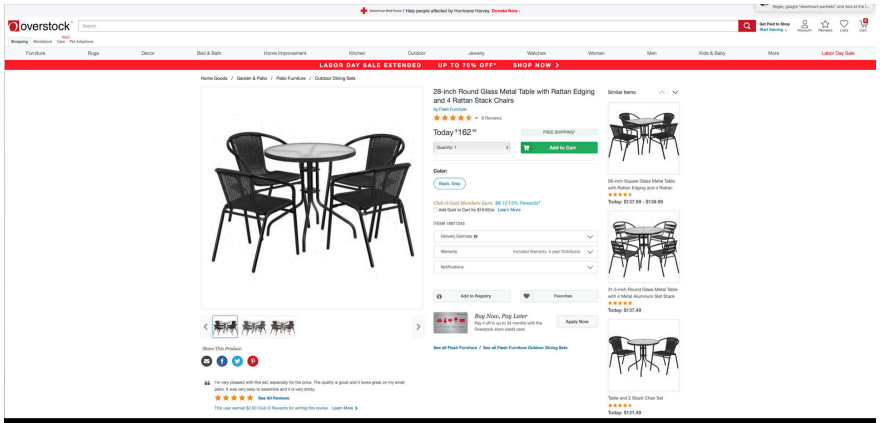
82

Begin programming downtown with activities at least 250 days a year

Timeline: May 2022 (or sooner, if possible)
Lead: DDTeam | City | Main Street Durant
Cost: Staff time | $25,000 replacements
Funding source: BID funding, earned revenues



9' umbrellas are just fine. Always go with red and yellow - mix them up. Make it colorful.



Look at getting sets. Always round tables: 28” to 36” (no larger)
Budget to replace 10% each year.

Cannon Beach, Oregon

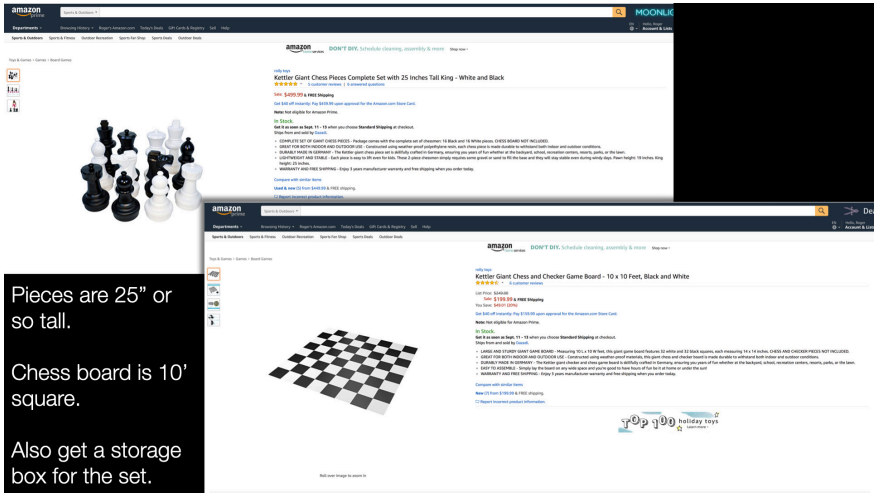
Greenville, South Carolina

Nelson, British Columbia

Asheville, North Carolina

What to do

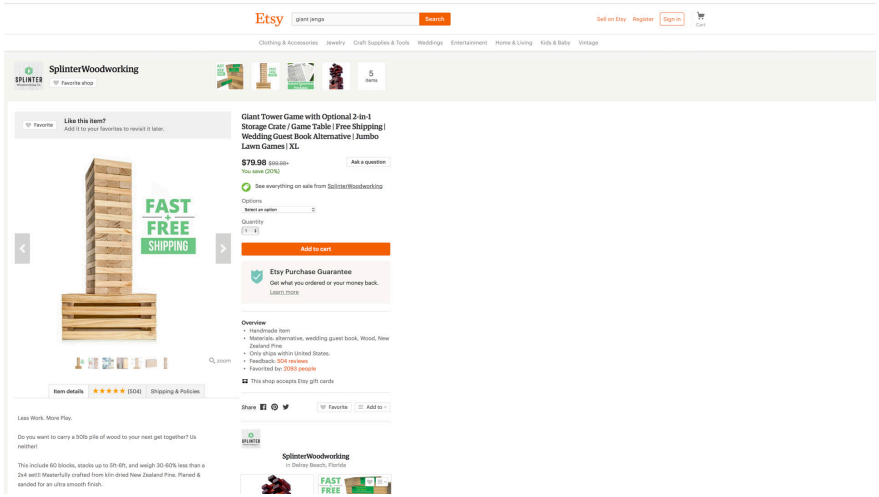
Bring downtown to life!
Start with Friday evenings, Saturday, and Sunday afternoons

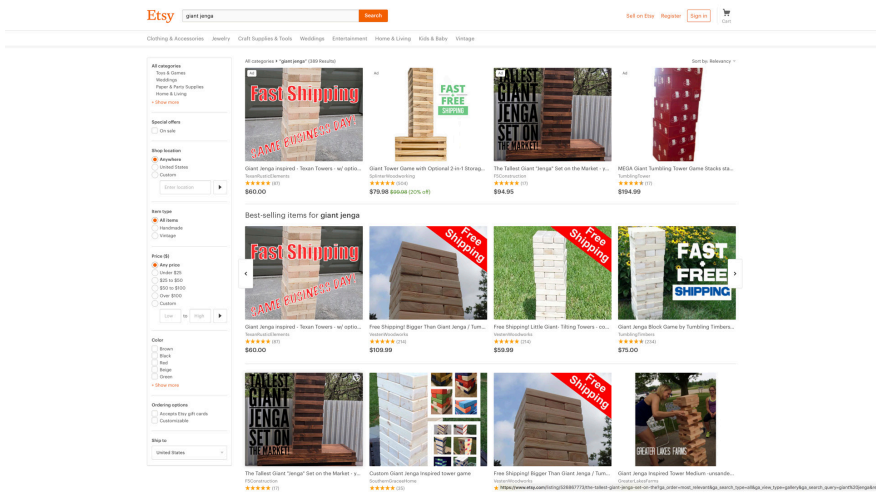


Pieces are 25” or so tall.

Chess board is 10’ square.

Also get a storage box for the set.



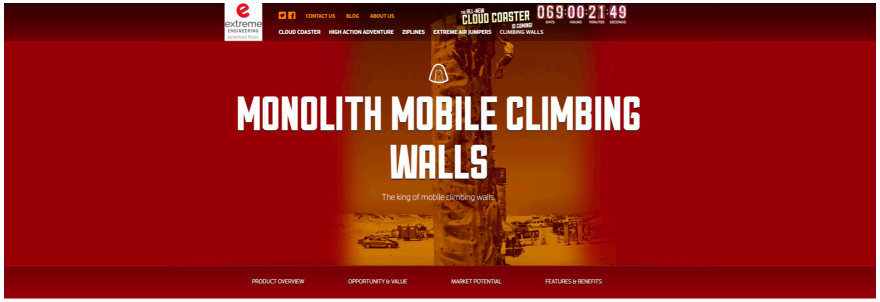


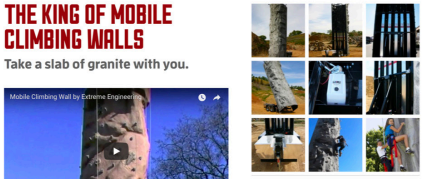
Imagination Playground

Before

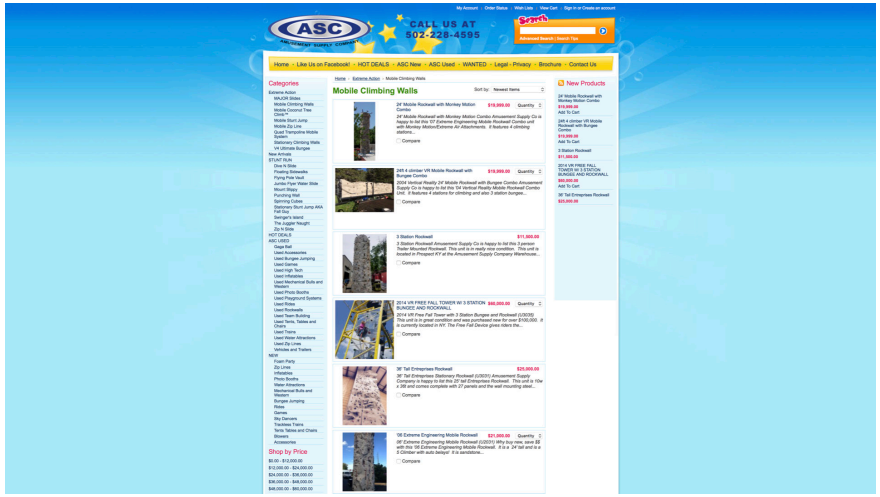
Sport and fitness

Little to no cost to you but a BIG draw


MONOLITH MOBILE CLIMBING WALLS
The king of mobile climbing walls.
CLOUD COASTER
069:00:21:49
PRODUCT OVERVIEW
OPPORTUNITY & VALUE
MARKET POTENTIAL
FEATURES & BENEFITS

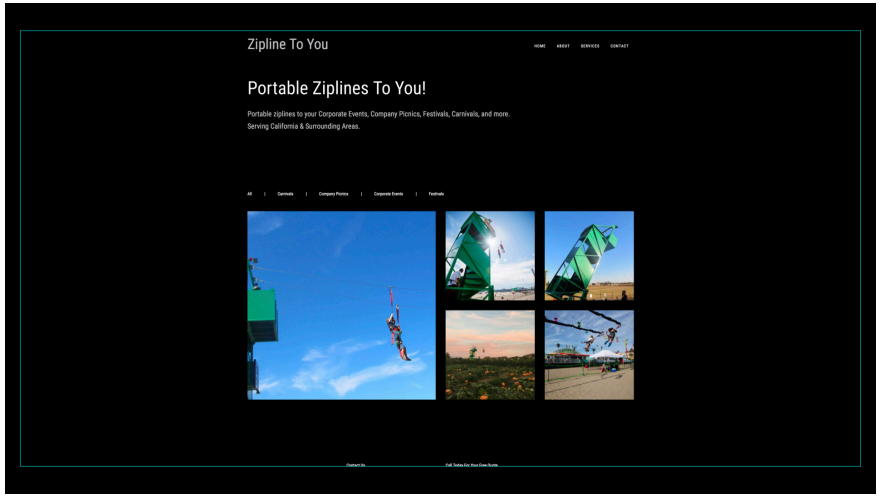

THE KING OF MOBILE CLIMBING WALLS
Take a slab of granite with you.

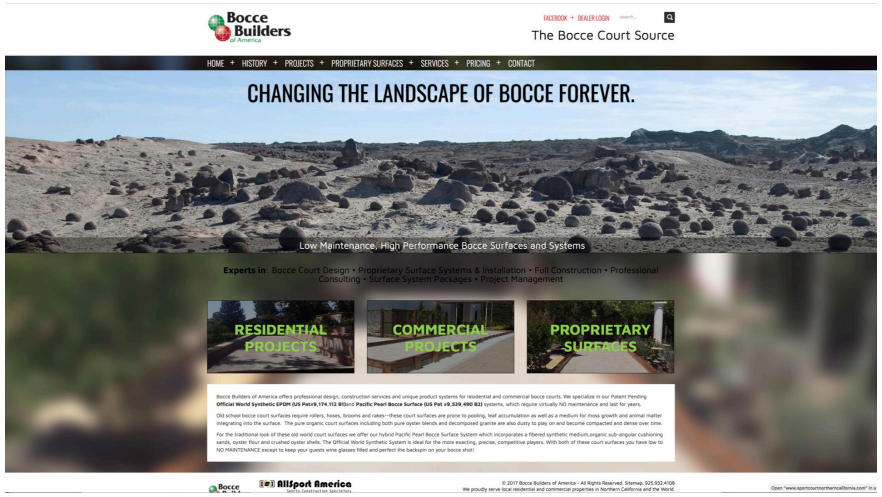
Mobile zip line anyone? Yeah!


ASC
CALL US AT
502-228-4595
Mobile Climbing Walls

Google: Portable or Mobile zip lines

CITY MARKET


Zipline To You
HOME
ABOUT
SERVICES
CONTACT
Portable Ziplines To You!
Portable ziplines to your Corporate Events, Company Picnics, Festivals, Carnivals, and more.
Serving California & Surrounding Areas.
All
Carnivals
Company Picnics
Corporate Events
Festivals


Bocce Builders of America
The Bocce Court Source
HOME + HISTORY + PROJECTS + PROPRIETARY SURFACES + SERVICES + PRICING + CONTACT
CHANGING THE LANDSCAPE OF BOCCE FOREVER.
Low Maintenance, High Performance Bocce Surfaces and Systems
RESIDENTIAL PROJECTS
COMMERCIAL PROJECTS
PROPRIETARY SURFACES
AllSport America

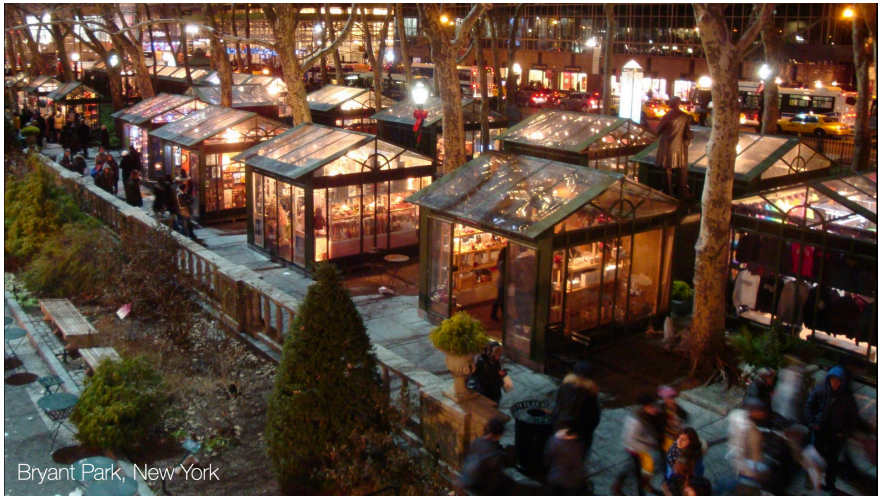
Yoga

Zumba

Tai Chi

Bryant Park, New York

Ralph Brennan
JAZZ
KITCHEN
Downtown Disney, Anaheim


Bryant Park, New York

July - December 2022

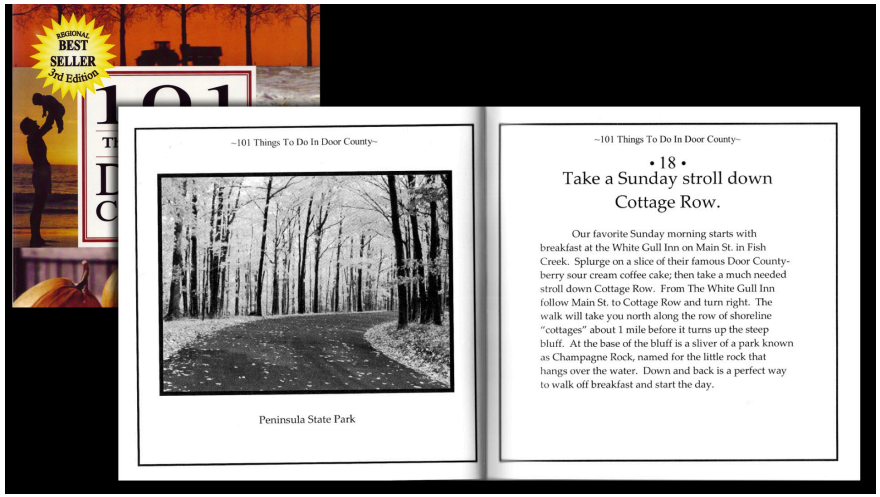
Contract for the next one-year Action Plan:
Move those that weren't accomplished during this timeline to the next year's projects

Timeline: July 2022
Lead: DDTeam
Cost: Private sector initiative
Funding source: Grants

84

A private-party opportunity:
Create the "Hidden Gems of Durant & Lake Texoma"

Timeline: July 2022
Lead: DDTeam
Cost: Private sector initiative
Funding source: Grants



Details

You would work with them, as a small business, to assist in getting it published, printed, placed on Amazon, and distributed at retail locations around the county and in neighboring counties.

Print 3,000 at a time. Cost (in full color): About $4
Wholesale: $8 Retail: $15

85

Invite clubs and organizations to downtown Ashland

Timeline: July 2022 and ongoing
Lead: Durant Tourism |DDTeam
Cost: Staff time only
Funding source: N/A

Inviting clubs & organizations

You provide the venue, they do the work including marketing!

Outcome

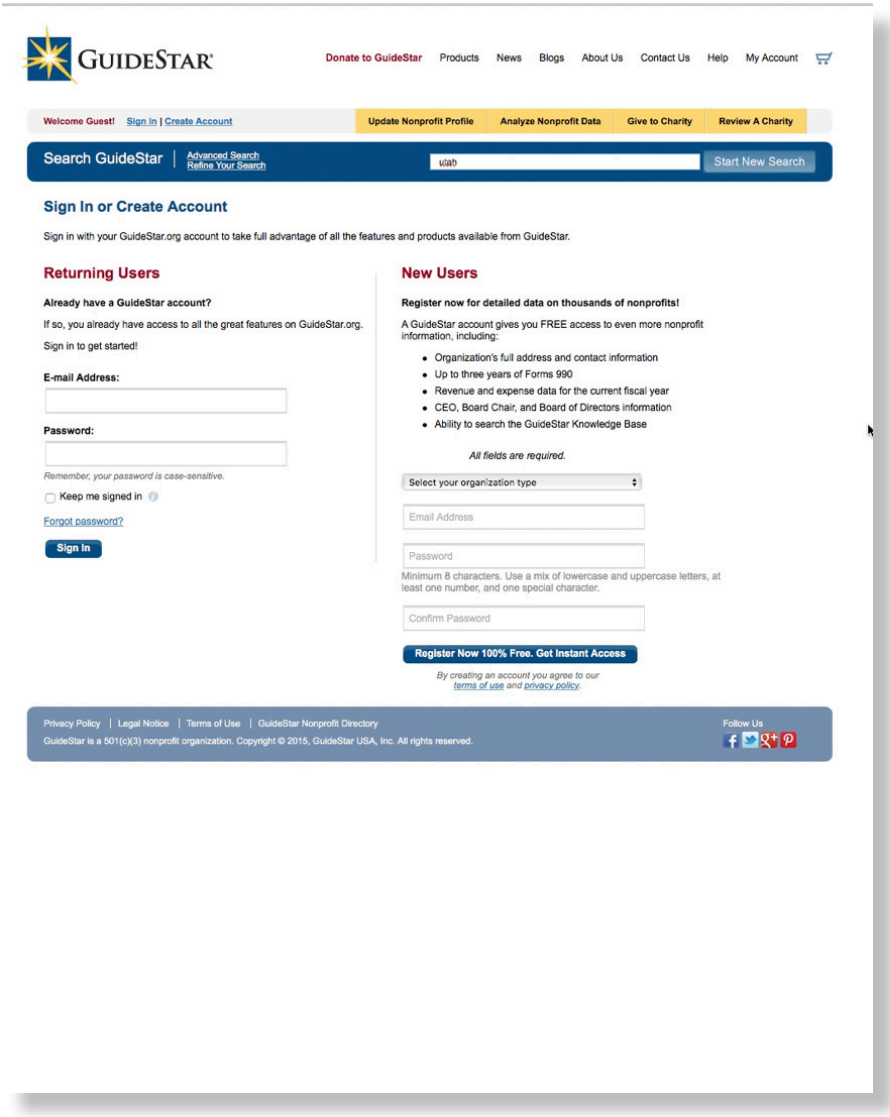
Solvang is now an extremely popular event destination. What are you doing this weekend?

Cost

About $200 in mailing costs, stationary, welcome signs.

What to do

Develop a database of regional clubs and organizations


GUIDESTAR
Donate to GuideStar
Products
News
Blogs
About Us
Contact Us
Help
My Account
Welcome Guest!
Sign In | Create Account
Update Nonprofit Profile
Analyze Nonprofit Data
Give to Charity
Review A Charity
Search GuideStar
Advanced Search
Refine Your Search
utah
Start New Search
Sign In or Create Account
Sign in with your GuideStar.org account to take full advantage of all the features and products available from GuideStar.
Returning Users
Already have a GuideStar account?
If so, you already have access to all the great features on GuideStar.org.
Sign in to get started!
E-mail Address:
Password:
Remember, your password is case-sensitive.
Keep me signed in
Forgot password?
Sign In
New Users
Register now for detailed data on thousands of nonprofits!
A GuideStar account gives you FREE access to even more nonprofit information, including:
Organization's full address and contact information
Up to three years of Forms 990
Revenue and expense data for the current fiscal year
CEO, Board Chair, and Board of Directors information
Ability to search the GuideStar Knowledge Base
All fields are required.
Select your organization type
Email Address
Password
Minimum 8 characters. Use a mix of lowercase and uppercase letters, at least one number, and one special character.
Confirm Password
Register Now 100% Free. Get Instant Access
By creating an account you agree to our terms of use and privacy policy.
Privacy Policy | Legal Notice | Terms of Use | GuideStar Nonprofit Directory
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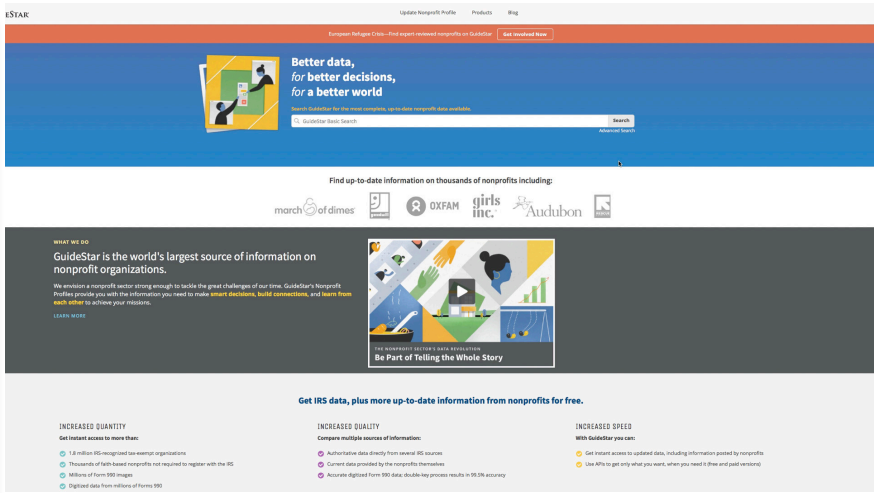
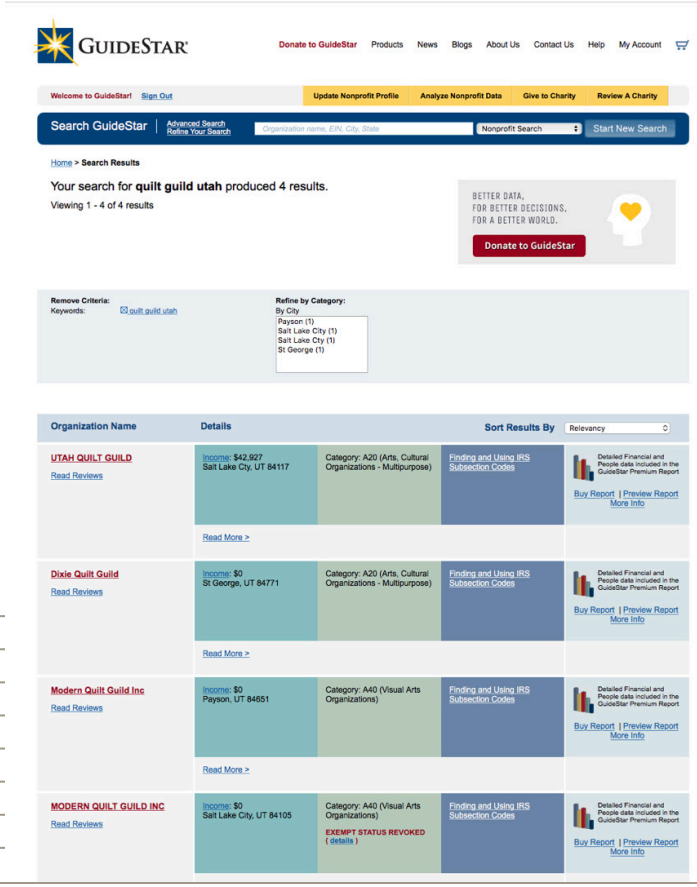

Better data,
for better decisions,
for a better world
Find up-to-date information on thousands of nonprofits including:
GuideStar is the world's largest source of information on nonprofit organizations.
Be Part of Telling the Whole Story
Get IRS data, plus more up-to-date information from nonprofits for free.


GUIDESTAR
Donate to GuideStar
Products
News
Blogs
About Us
Contact Us
Help
My Account
Welcome to GuideStar!
Sign Out
Update Nonprofit Profile
Analyze Nonprofit Data
Give to Charity
Review A Charity
Search GuideStar
Advanced Search
Refine Your Search
Nonprofit Search
Start New Search
Home > Search Results
Your search for quilt guild utah produced 4 results.
Viewing 1 - 4 of 4 results
BETTER DATA, FOR BETTER DECISIONS, FOR A BETTER WORLD.
Donate to GuideStar
Remove Criteria:
Keywords:
quilt guild utah
Refine by Category:
By City
Payson (1)
Salt Lake City (1)
Salt Lake City (1)
St George (1)
Organization Name
Details
Sort Results By
Relevancy
UTAH QUILT GUILD
Read Reviews
Income: $42,927
Salt Lake City, UT 84117
Category: A20 (Arts, Cultural Organizations - Multipurpose)
Finding and Using IRS Subsection Codes
Buy Report | Preview Report
More Info
Read More >
Dixie Quilt Guild
Read Reviews
Income: $0
St George, UT 84771
Category: A20 (Arts, Cultural Organizations - Multipurpose)
Finding and Using IRS Subsection Codes
Buy Report | Preview Report
More Info
Read More >
Modern Quilt Guild Inc
Read Reviews
Income: $0
Payson, UT 84651
Category: A40 (Visual Arts Organizations)
Finding and Using IRS Subsection Codes
Buy Report | Preview Report
More Info
Read More >
MODERN QUILT GUILD INC
Read Reviews
Income: $0
Salt Lake City, UT 84105
Category: A40 (Visual Arts Organizations)
EXEMPT STATUS REVOKED
(details)
Finding and Using IRS Subsection Codes
Buy Report | Preview Report
More Info

What to do

Purchase copies of club/organization newsletters, magazines, publications.

Durant Oklahoma • Recovery Action Plan 183

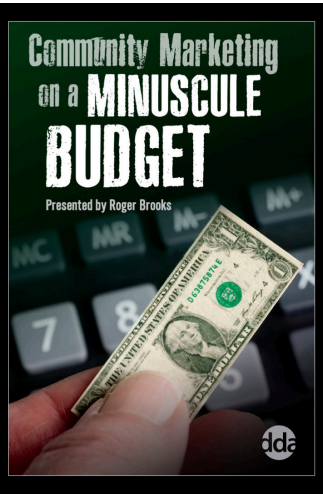
Cost

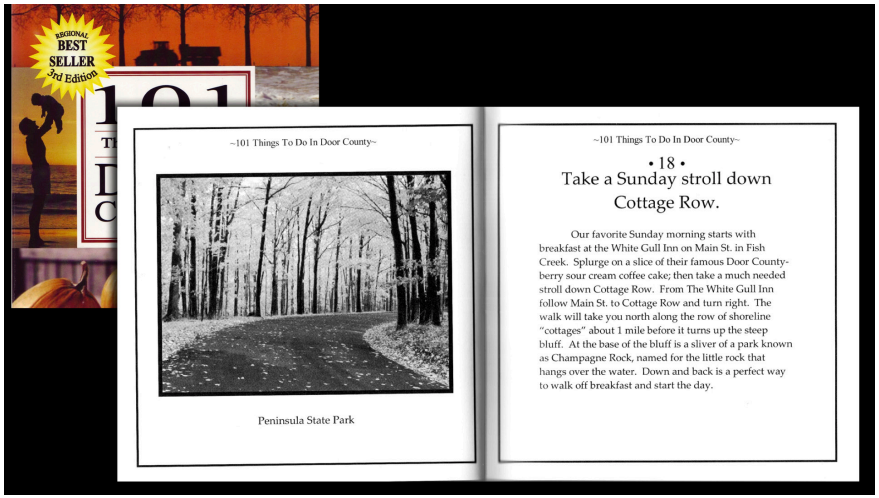
Nothing.
Clubs and organizations are looking for itineraries & ideas.

86

Recruit a great local writer and have them develop the Hidden Gems of Oklahoma's Lake Texoma & Durant

Timeline: Summer 2022
Lead: DDTeam
Cost: private sector initiative
Funding source: N/A





Details

You would work with them, as a small business, to assist in getting it published, printed, placed on Amazon, and distributed at retail locations around the county and in neighboring counties.

Print 3,000 at a time. Cost (in full color): About $4
Wholesale: $8 Retail: $15

87

Issue an RFQ for the design, development, fabrication & installation of cross-street gateways at Main and 4th, and Main and 1st

Timeline: Summer 2022
Lead: City of Durant | DDTeam
Cost: $30,000 for design, construction drawings
Funding source: TBD

Increases the perceived value
Creates pride of ownership
Gets your attention
Says something about the community
Sells the real estate faster
At an increased value
All these reasons apply to communities.

88

Begin a downtown recruitment program:
Boutique hotel | Outfitter | An additional fine dining restaurant | Micro-brewery | bike shop

Timeline: Summer 2022
Lead: Durant Economic Development | Main Street
Cost: None - staff time
Funding source: N/A

89

Once funding is secured, install the two gateways to The District

Timeline: Fall or winter 2022
Lead: City of Durant | DDTeam
Cost: TBD ($300,000)
Funding source: TBD

90

Begin adding art to “The Peace Wall” at the end of Art Alley, extending west

Timeline: Fall 2022
Lead: Main Street Durant
Cost: TBD
Funding source: TBD

91

Create a Master Plan for Lost Street:
Another pedestrian-friendly gathering area

Timeline: Winter 2022
Lead: City of Durant | Main Street Durant
Cost: $60,000 range
Funding source: Grants, mix of sources

92

Install downtown district pole banners:
Design five, one for each marketing season

Timeline: Winter 2022
Lead: Main Street Durant
Cost: $20,000 range for all
Funding source: BID funding

93

Don't fold to the CAVER'S

Timeline: All the time
Lead: Everyone
Cost: Just mental anguish
Funding reason: Only psychiatric

Citzens **A**gainst **V**irtually **E**verything

All of your local stakeholder organizations:
Have fun!
Loosen up!
Add color to your downtown!
And to your life!
Make downtown your top priority

2023

94

Create a rubber-tire trolley system to and from:
The casino, SOSU, the hotel district
Contract for a Trolley Development Plan

Timeline: 2022 to start planning
Lead: City of Durant | Bryan County
Cost: TBD
Funding reason: TBD

DETAILS:

- Route planning
- Schedules
- Capital funding ideas, options, sources
- Revenue planning
- Operations: who will run it? Own it?

Success of trolleys

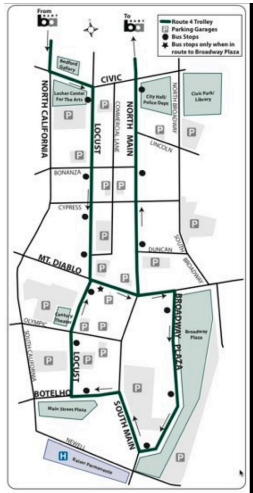
Every 15 minutes:
Convenience rules the day

RED ROUTE
GATLINBURG
Gateway to the Smokies
RED ROUTE
WELCOME TO
GATLINBURG, TN

DOWNTOWN
RIDE FREE
BIENVENIDOS
BIENVENIDO

SANTA BARBARA TROLLEY
SANTA BARBARA TROLLEY

Free trolley from BART and garages



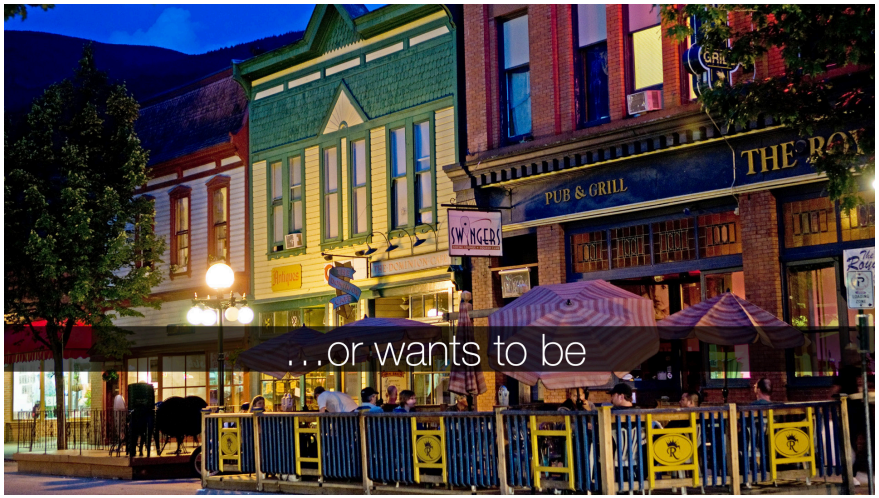
Walnut Creek trolley system
- From BART through downtown every 20 minutes
- It's free
- $200,000 a year
- Can offset $100,000 with on-board marketing
- By reducing the required parking spaces, it creates developable land - tax base

What to do:
- Don't rely 100% on the ITE manual!
(Institute of Transportation Engineers)

shift happens

Without change communities die | To win you need to enter the world of placemaking

SHIFT 1

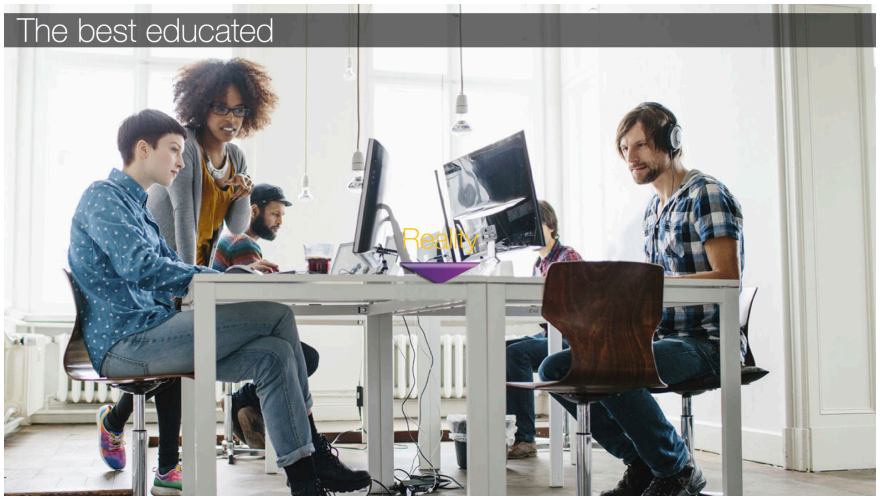


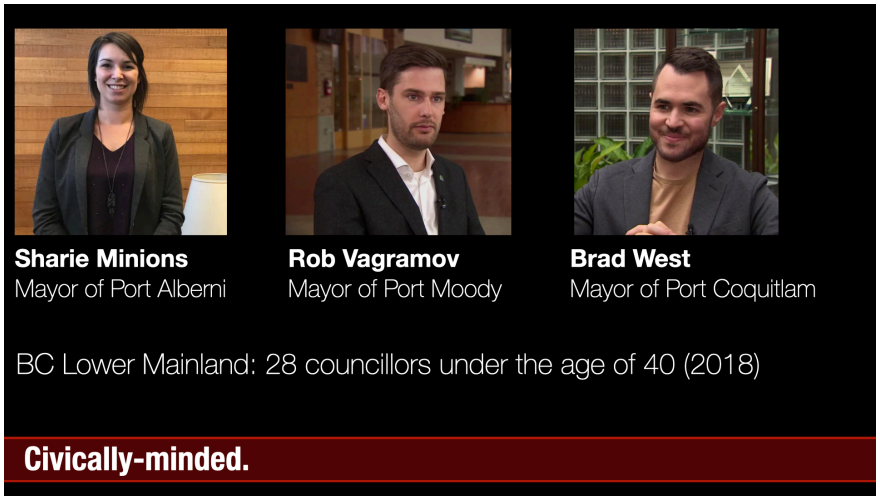
Focus of every elected official: quality of life.

SHIFT 2

Millennials (born between 1981 and 1996)

Diverse


The best educated
Reality


Sharie Minions
Mayor of Port Alberni
Rob Vagramov
Mayor of Port Moody
Brad West
Mayor of Port Coquitlam
BC Lower Mainland: 28 councillors under the age of 40 (2018)
Civically-minded.

GROCERIES
SYRUP 27
10 lb bag
OTATOES 29
"The way it used to be" is no longer an option

SHIFT 3

Local officials: Engage and activate your Millennials

Quality of life priorities:
Schools I Neighborhoods I Downtown I Recreation I Affordability
1
2
3
4
5
"A way to make a living"

SHIFT 4

SHIFT 5

Durant Oklahoma • Recovery Action Plan 201

The fastest growing trend in tourism: RVing
$114 billion industry (U.S.)

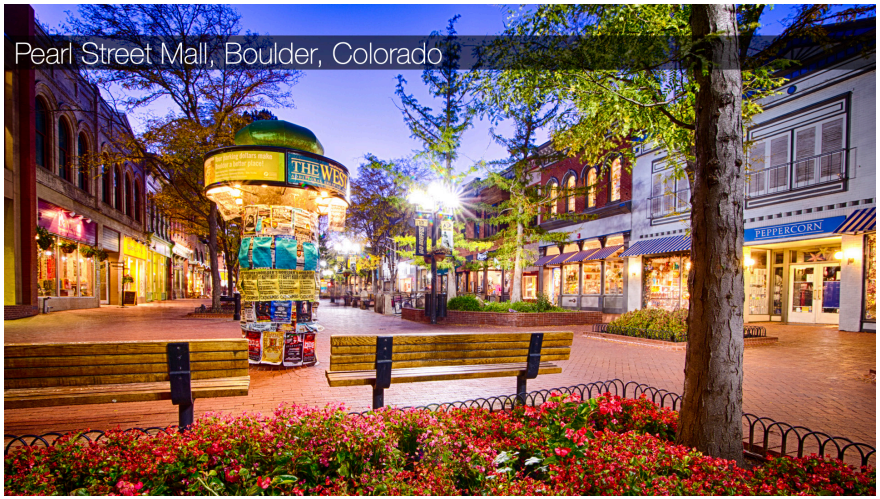
Priority: A pedestrian-friendly experience

SHIFT 6

Only **70%** of Millennials have a drivers license. Age: 24

We are moving to the European standard
AVIVA

TIPS


Pearl Street Mall, Boulder, Colorado
PEPPERCORN

CIBC Banking Centre
Revelstoke, British Columbia

SHIFT 7

ingredient b

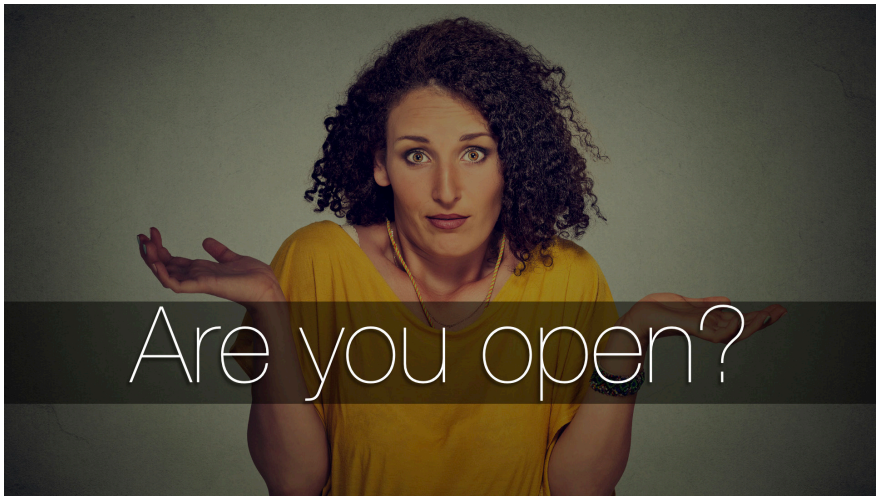
Downtowns are about life after 6:00

SHIFT 8

amazonfresh
amazonfresh.com
Convenience rules the day

70% of all retail spending: After 6:00

Average time for dinner: 7:00 to 7:30


Are you open?

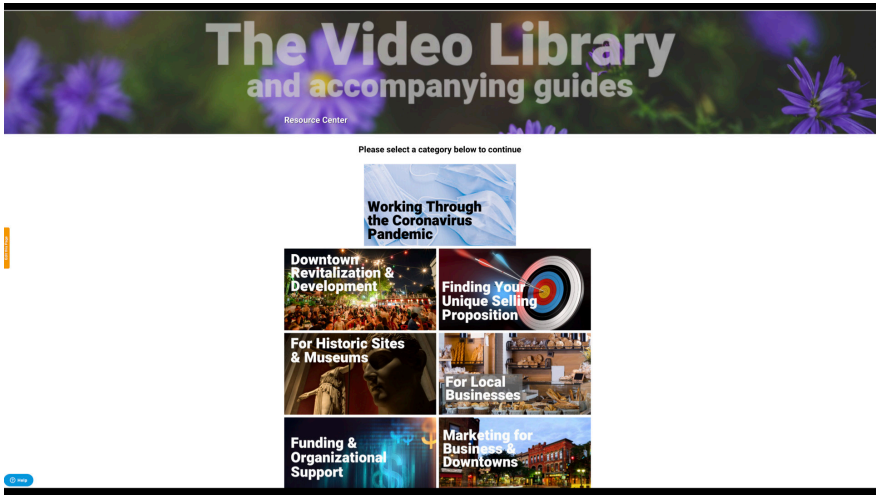
Your downtown is your community living room

Downtown is tourism's best friend

The key ingredient: programming

Bottom line

2030



93

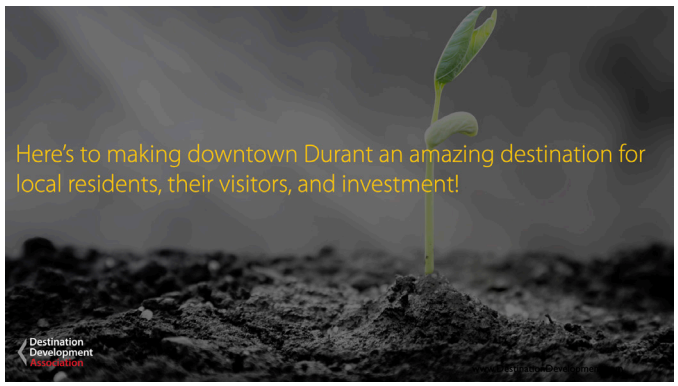
Make the core downtown area
vehicle free (except for emergency and delivery vehicles)

The heart and soul of any community,
besides its people, is its downtown.

Here's to the extraordinarily bright future of
your economic development efforts!

Welcome
To
DURANT
JH
Palm to Pine
Here's to making Durant an even better, thriving place to live, work, invest in, and visit.

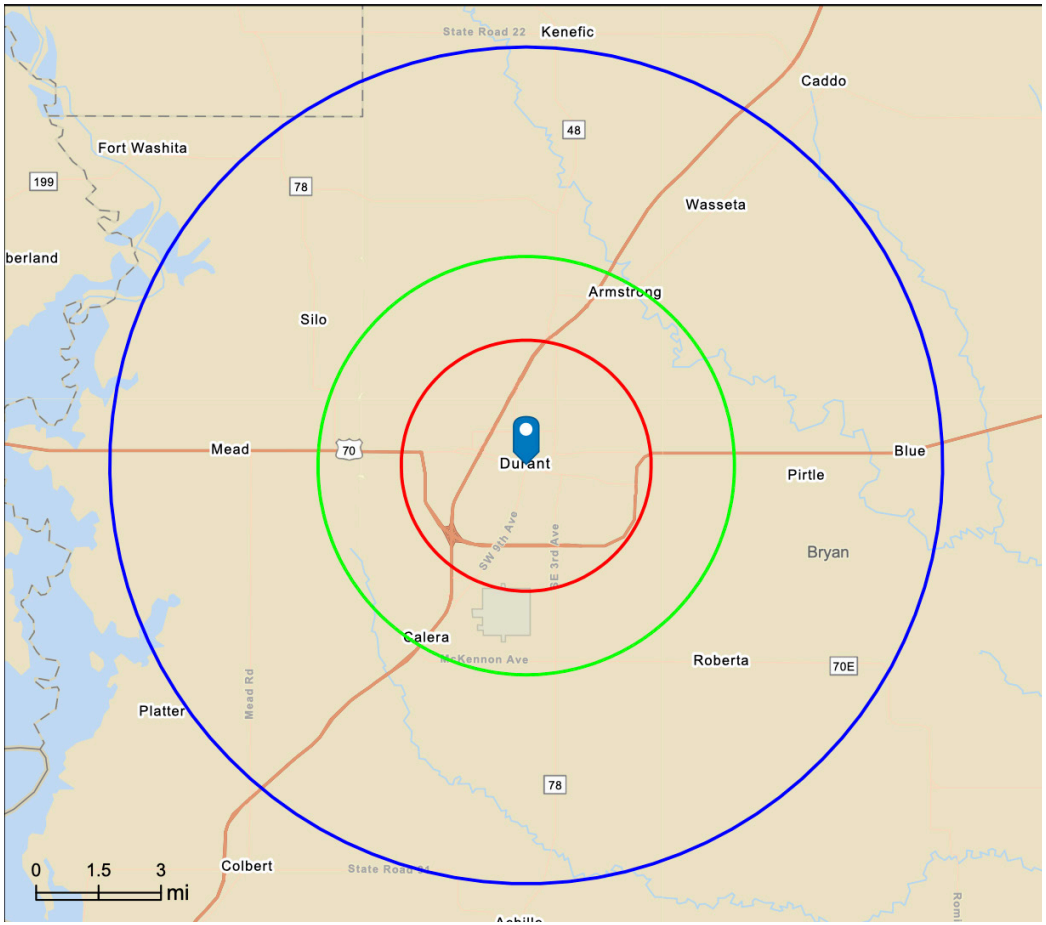
Here's to the success of your downtown efforts!
linkedin.com/in/rogerbrooksintl
@Roger_Brooks
facebook.com/RogerBrooksIntl/
travelwithrogerbrooks
travelwithrogerbrooks.com
ROGER BROOKS International
Join us Destination Development Association
www.DestinationDevelopment.org


Here's to making downtown Durant an amazing destination for local residents, their visitors, and investment!
Destination Development Association

THE GREAT SEAL OF THE CITY OF DURANT
FOUNDED 1872

Demographics

This effort is for the people of Durant



Demographic and Income Comparison Profile

Durant, OK
Latitude : 33.993076 - -96.385384
Rings: 3, 5, 10 mile radii

Latitude: 33.9931
Longitude: -96.3854

	3 mile	5 mile	10 mile
Census 2010 Summary			
Population	15,844	21,579	29,742
Households	6,303	8,511	11,626
Families	3,743	5,310	7,551
Average Household Size	2.34	2.41	2.46
Owner Occupied Housing Units	3,046	4,586	7,054
Renter Occupied Housing Units	3,257	3,925	4,572
Median Age	31.5	32.8	35.0
2020 Summary			
Population	17,179	24,250	33,591
Households	6,819	9,546	13,103
Families	4,000	5,911	8,436
Average Household Size	2.36	2.43	2.48
Owner Occupied Housing Units	3,118	4,941	7,673
Renter Occupied Housing Units	3,701	4,604	5,430
Median Age	33.3	34.6	36.6
Median Household Income	$36,787	$39,253	$41,865
Average Household Income	$52,416	$56,872	$60,423
2025 Summary			
Population	17,621	25,151	34,982
Households	7,001	9,901	13,639
Families	4,090	6,114	8,758
Average Household Size	2.36	2.43	2.48
Owner Occupied Housing Units	3,164	5,116	7,991
Renter Occupied Housing Units	3,837	4,785	5,649
Median Age	34.5	36.0	37.9
Median Household Income	$37,347	$40,291	$43,448
Average Household Income	$56,044	$61,779	$65,921
Trends: 2020-2025 Annual Rate			
Population	0.51%	0.73%	0.81%
Households	0.53%	0.73%	0.81%
Families	0.45%	0.68%	0.75%
Owner Households	0.29%	0.70%	0.82%
Median Household Income	0.30%	0.52%	0.75%

Demographic and Income Comparison Profile

Durant, OK
Latitude : 33.993076 - -96.385384
Rings: 3, 5, 10 mile radii

Latitude: 33.9931
Longitude: -96.3854

	3 mile		5 mile		10 mile	
2020 Households by Income	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
<$15,000	1,147	16.8%	1,477	15.5%	1,920	14.7%
$15,000 - $24,999	1,146	16.8%	1,474	15.4%	1,854	14.1%
$25,000 - $34,999	924	13.6%	1,248	13.1%	1,611	12.3%
$35,000 - $49,999	1,169	17.1%	1,591	16.7%	2,149	16.4%
$50,000 - $74,999	999	14.7%	1,448	15.2%	2,119	16.2%
$75,000 - $99,999	640	9.4%	986	10.3%	1,384	10.6%
$100,000 - $149,999	558	8.2%	916	9.6%	1,344	10.3%
$150,000 - $199,999	105	1.5%	169	1.8%	362	2.8%
$200,000+	130	1.9%	237	2.5%	360	2.7%
Median Household Income	$36,787		$39,253		$41,865	
Average Household Income	$52,416		$56,872		$60,423	
Per Capita Income	$20,606		$22,452		$23,793	
2025 Households by Income	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
<$15,000	1,154	16.5%	1,483	15.0%	1,912	14.0%
$15,000 - $24,999	1,153	16.5%	1,482	15.0%	1,853	13.6%
$25,000 - $34,999	935	13.4%	1,262	12.7%	1,620	11.9%
$35,000 - $49,999	1,220	17.4%	1,658	16.7%	2,230	16.4%
$50,000 - $74,999	1,015	14.5%	1,480	14.9%	2,170	15.9%
$75,000 - $99,999	658	9.4%	1,029	10.4%	1,459	10.7%
$100,000 - $149,999	591	8.4%	1,006	10.2%	1,506	11.0%
$150,000 - $199,999	119	1.7%	204	2.1%	451	3.3%
$200,000+	157	2.2%	297	3.0%	438	3.2%
Median Household Income	$37,347		$40,291		$43,448	
Average Household Income	$56,044		$61,779		$65,921	
Per Capita Income	$22,020		$24,379		$25,928	

Demographic and Income Comparison Profile

Durant, OK
Latitude : 33.993076 - -96.385384
Rings: 3, 5, 10 mile radii

Latitude: 33.9931
Longitude: -96.3854

	3 mile		5 mile		10 mile	
2010 Population by Age	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Age 0 - 4	1,160	7.3%	1,585	7.3%	2,100	7.1%
Age 5 - 9	926	5.8%	1,313	6.1%	1,844	6.2%
Age 10 - 14	869	5.5%	1,252	5.8%	1,839	6.2%
Age 15 - 19	1,390	8.8%	1,764	8.2%	2,308	7.8%
Age 20 - 24	2,018	12.7%	2,450	11.4%	2,861	9.6%
Age 25 - 34	2,253	14.2%	2,995	13.9%	3,913	13.2%
Age 35 - 44	1,722	10.9%	2,422	11.2%	3,458	11.6%
Age 45 - 54	1,737	11.0%	2,457	11.4%	3,671	12.3%
Age 55 - 64	1,562	9.9%	2,295	10.6%	3,394	11.4%
Age 65 - 74	1,122	7.1%	1,631	7.6%	2,468	8.3%
Age 75 - 84	744	4.7%	997	4.6%	1,357	4.6%
Age 85+	340	2.1%	418	1.9%	530	1.8%
2020 Population by Age	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Age 0 - 4	1,151	6.7%	1,625	6.7%	2,165	6.4%
Age 5 - 9	1,013	5.9%	1,501	6.2%	2,082	6.2%
Age 10 - 14	951	5.5%	1,432	5.9%	2,020	6.0%
Age 15 - 19	1,288	7.5%	1,685	6.9%	2,188	6.5%
Age 20 - 24	1,807	10.5%	2,194	9.0%	2,663	7.9%
Age 25 - 34	2,835	16.5%	3,861	15.9%	5,001	14.9%
Age 35 - 44	1,909	11.1%	2,795	11.5%	3,938	11.7%
Age 45 - 54	1,655	9.6%	2,476	10.2%	3,677	10.9%
Age 55 - 64	1,710	10.0%	2,533	10.4%	3,891	11.6%
Age 65 - 74	1,513	8.8%	2,257	9.3%	3,364	10.0%
Age 75 - 84	909	5.3%	1,317	5.4%	1,885	5.6%
Age 85+	441	2.6%	573	2.4%	716	2.1%
2025 Population by Age	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Age 0 - 4	1,195	6.8%	1,695	6.7%	2,244	6.4%
Age 5 - 9	1,029	5.8%	1,538	6.1%	2,130	6.1%
Age 10 - 14	965	5.5%	1,492	5.9%	2,144	6.1%
Age 15 - 19	1,382	7.8%	1,858	7.4%	2,450	7.0%
Age 20 - 24	1,763	10.0%	2,142	8.5%	2,556	7.3%
Age 25 - 34	2,592	14.7%	3,495	13.9%	4,529	12.9%
Age 35 - 44	2,229	12.7%	3,315	13.2%	4,543	13.0%
Age 45 - 54	1,636	9.3%	2,491	9.9%	3,725	10.6%
Age 55 - 64	1,695	9.6%	2,537	10.1%	3,876	11.1%
Age 65 - 74	1,594	9.0%	2,372	9.4%	3,638	10.4%
Age 75 - 84	1,079	6.1%	1,602	6.4%	2,354	6.7%
Age 85+	461	2.6%	616	2.4%	794	2.3%

Demographic and Income Comparison Profile

Durant, OK
Latitude : 33.993076 - -96.385384
Rings: 3, 5, 10 mile radii

Latitude: 33.9931
Longitude: -96.3854

	3 mile		5 mile		10 mile	
2010 Race and Ethnicity	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
White Alone	11,769	74.3%	16,109	74.7%	22,457	75.5%
Black Alone	349	2.2%	394	1.8%	430	1.4%
American Indian Alone	2,196	13.9%	2,994	13.9%	3,999	13.4%
Asian Alone	125	0.8%	166	0.8%	188	0.6%
Pacific Islander Alone	1	0.0%	4	0.0%	7	0.0%
Some Other Race Alone	391	2.5%	476	2.2%	591	2.0%
Two or More Races	1,013	6.4%	1,436	6.7%	2,071	7.0%
Hispanic Origin (Any Race)	1,091	6.9%	1,358	6.3%	1,688	5.7%
2020 Race and Ethnicity	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
White Alone	12,158	70.8%	17,262	71.2%	24,235	72.2%
Black Alone	481	2.8%	549	2.3%	602	1.8%
American Indian Alone	2,591	15.1%	3,683	15.2%	4,956	14.8%
Asian Alone	145	0.8%	197	0.8%	223	0.7%
Pacific Islander Alone	3	0.0%	9	0.0%	14	0.0%
Some Other Race Alone	563	3.3%	706	2.9%	883	2.6%
Two or More Races	1,239	7.2%	1,844	7.6%	2,676	8.0%
Hispanic Origin (Any Race)	1,522	8.9%	1,963	8.1%	2,461	7.3%
2025 Race and Ethnicity	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
White Alone	12,132	68.9%	17,422	69.3%	24,585	70.3%
Black Alone	539	3.1%	618	2.5%	680	1.9%
American Indian Alone	2,752	15.6%	3,967	15.8%	5,366	15.3%
Asian Alone	154	0.9%	211	0.8%	240	0.7%
Pacific Islander Alone	3	0.0%	11	0.0%	17	0.0%
Some Other Race Alone	666	3.8%	844	3.4%	1,062	3.0%
Two or More Races	1,374	7.8%	2,078	8.3%	3,032	8.7%
Hispanic Origin (Any Race)	1,813	10.3%	2,368	9.4%	2,987	8.5%

Demographic and Income Comparison Profile

Durant, OK
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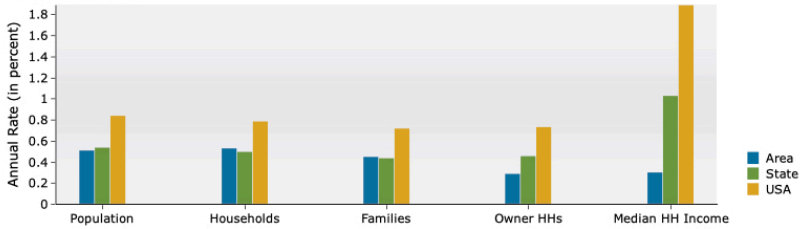
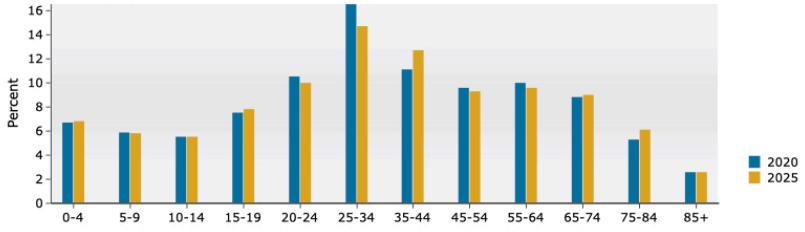
Latitude: 33.9931
Longitude: -96.3854

3 mile

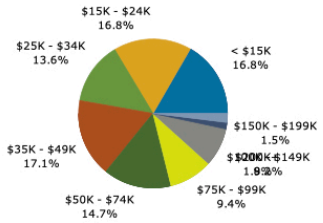
Trends 2020-2025



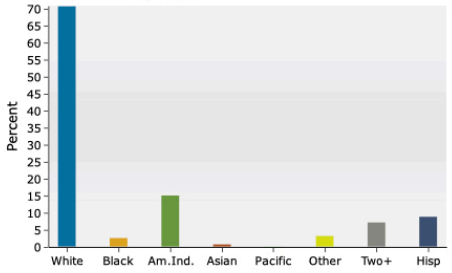
Population by Age



2020 Household Income



2020 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

January 21, 2021

Demographic and Income Comparison Profile

Durant, OK
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Rings: 3, 5, 10 mile radii

Latitude: 33.9931
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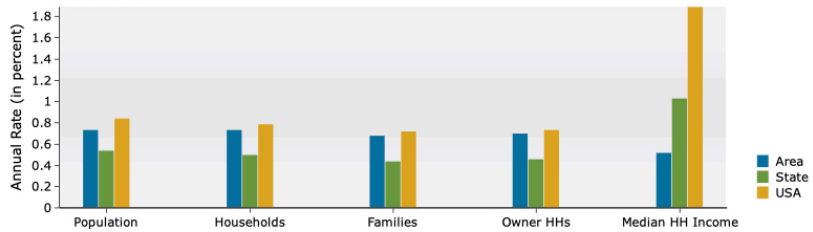
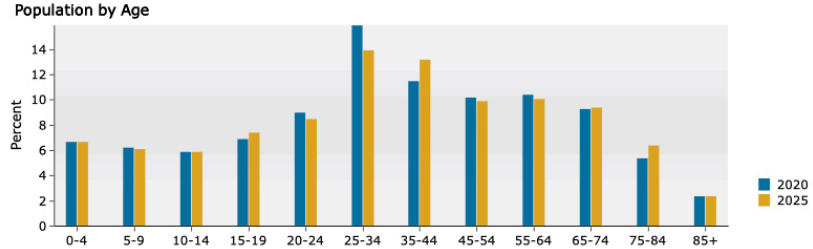
5 mile

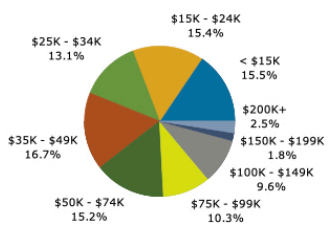
Trends 2020-2025



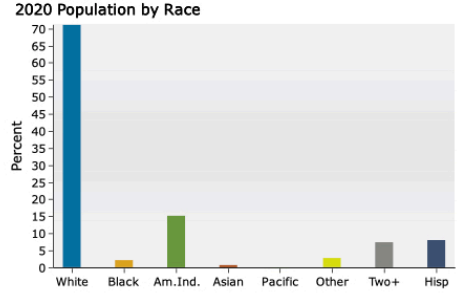
Population by Age



2020 Household Income



2020 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

January 21, 2021

Demographic and Income Comparison Profile

Durant, OK
Latitude : 33.993076 - -96.385384
Rings: 3, 5, 10 mile radii

Latitude: 33.9931
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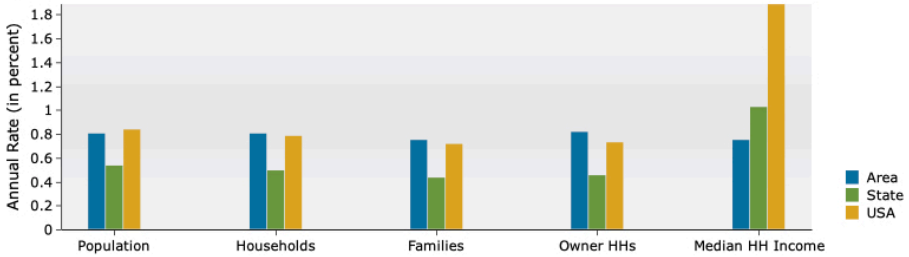
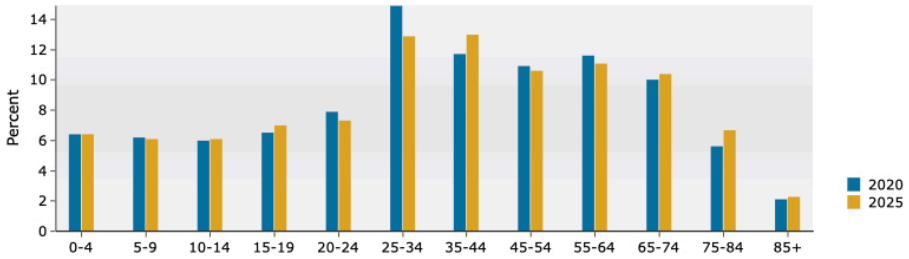
10 mile

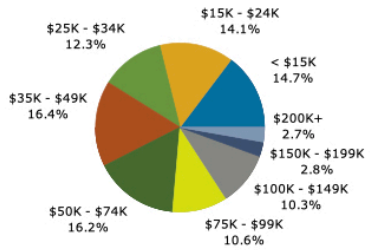
Trends 2020-2025



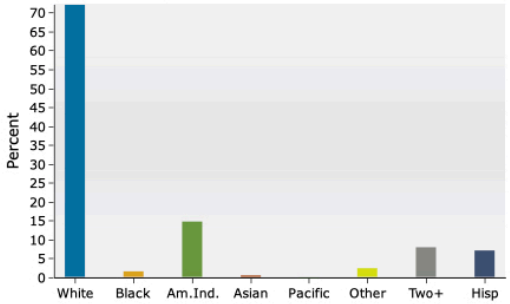
Population by Age



2020 Household Income



2020 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

January 21, 2021

Contact Information

Roger Brooks International, Inc.
24654 N. Lake Pleasant Pkwy
Suite 103-487
Peoria, AZ 85383
(206) 241-4770

Email: Natalie@RogerBrooksTeam.com
www.RogerBrooksInternational.com

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International

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