



Vision, Strategic Direction, and Execution

Vision

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

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

Strategic Themes



Master Code: Care for yourself, care for others, care for this place.

Strategic Direction

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

Learning & Growth for All Citizens

Continuous journey of learning for every generation resulting in enriched lives and families.
Grow. Educate. Develop.

Healthy & Connected Culture

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

Vibrant & Thriving Community

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

Execution Map

Learning & Growth for All Citizens

(GROW)

- Grow citizen participation, education and income opportunities especially in marginalized and less advantaged socio and economic areas.

(EDUCATE)

- Create a world-class educational system that is demand driven, responsive to the needs to Durant businesses and communities, fosters innovation and facilitates entrepreneurship.

(DEVELOP)

- Develop people by recruiting and retaining the next generation of talent & community leaders by connecting all generations with leadership development with core values.

Healthy & Connected Culture

(LIVING)

- Create healthy environments by developing a community master plan & plans for mature, revitalized neighborhoods and well developed new housing.

(PLAYING)

- Connect people with one another through arts, sports, food, faith and community activities so caring for one another is a spiritual outcome.

(WELLBEING)

- Improve quality of life (as a state of complete physical, mental and social wellbeing) through improving health measure results, accessibility and affordability.

Vibrant & Thriving Community

(VIBRANT)

- Develop a proactive plan for infrastructure that creates a vibrant economy and grows community.

(THRIVING)

- Develop a thriving economy that encourages small business, entrepreneurship and supports work force development.

(PROUD)

- Encourage community pride through engaging community members, providing opportunities for personal expression, and collective enrichment. (community brand)

5 Year Path

	Year 1	Year 2 & 3	Year 3 & 4
Learning & Growth for All Citizens	<ul style="list-style-type: none"> Connect Durant Educational institutes with businesses. Create a long-term master plan to increase High School and VOTEC graduation rates Support and mentor students seeking volunteer opportunities.. Multi Generational teaching of reading. Develop VOTEC local Strategy for workforce. 	<ul style="list-style-type: none"> Improve low income citizens/students access to participate in educational development. Develop internships between businesses and education so that kids connect things to do with their education experiences. Empower citizens to take responsibility with community led initiatives. Utilize senior centers to help develop youth (generations teaching generations). Promote and support apprentice programs certified by the Apprenticeship and Training Bureau. 	<ul style="list-style-type: none"> Continue to be mindful of socioeconomic and class segregation and enable changes for integration. Commit to effective, innovative public schools that graduate students prepared for secondary education. Design a strong University system that works with public schools, the higher education system and Durant area employers to develop, train and retain a competitive workforce. Develop job opportunities for SOSU students to match skill sets of graduates and keep them in Durant. Develop Food Forest /Rooftop Garden-Open sourcing of food for the community. Elders giving knowledge to younger people wanting to learn how to grow their own food.
Healthy and Connected Culture	<ul style="list-style-type: none"> Develop City Plan for districts & neighborhoods. Develop city plans for increasing and creating diversity in housing. Set targets and work towards them. Develop specs and locations for front porch housing. Create plans to develop world class “Central Park”. Develop a community calendar and website. Encourage churches to combine outreach (ministry alliance). Foster a safe community through mapping & monitoring safe routes to schools. Develop & expand trails & sidewalks. Support Farmers Market & encourage farm to table restaurants. 	<ul style="list-style-type: none"> Enlarge school boundaries lines to include Silo (and other) school districts. Develop environmentally informed building codes for housing developers and enforce them. Develop multiple strategies of home ownership with financial institutions, state and federal funding bodies. Expand Durant city boundaries north west and east and consider annexing in the future (Calera, Silo). Increase housing for elderly and senior citizens. Integrate art with a community/university partnership. Improve family quality of life by developing recreational and entertainment venues for all generations. Create a vibrant downtown with coffee shops, restaurants, downtown theatre & unique shops with better parking. Collaborate to create a better, more affordable healthcare system for Durant residents. Reduce the stigma associated with mental health by promoting an understanding of it and plans to heal it. 	<ul style="list-style-type: none"> Develop McKinney Style Housing in northwest and northeast brown and green fields. City and State Social Services develop strategy and funding for homeless shelter and transitional living. Improve housing stock downtown by developing lofts and renovating existing commercial for mixed use. Revitalize and restore core housing in Old Durant. Map a plan for growth through employing sustainable growth & development practices. Make OKLAHOMA SHAKESPEAREAN FESTIVAL World Class drama event – Community Theatre – Dinner Theatre Support the development of Transportation Plan. Maintain road systems through citizen engagement and adopting a section of road. Implement MAPP Assessment Recommendations to improve mental health measures.
Vibrant and Thriving Community	<ul style="list-style-type: none"> Contract with OU for City Planning Intern & Develop City Planner Scope of Work Control growth & planning by developing a County Master Plan. Enforce building codes. Develop plans for a free Wi-Fi City Create diversity & offer incentives for small businesses. Create plan for smart job growth. Develop concept for small business incubators & implement Pilot Project. Develop a more accessible recycling program. Involve citizens in development of Downtown Main Street. 	<ul style="list-style-type: none"> Hire a city planner Develop a plan to Improve transportation systems & infrastructure such as streets, sidewalks and neighborhood walkability. Extend the landing strip at local airport to allow for and attract visitors; also capitalizing on the strong aviation program at SE. Complete market research, plan & build community/convention center. Support workforce development & community amenities initiative that meet the needs of employers. Develop community gardens and eco parks. 	<ul style="list-style-type: none"> Use Solar Energy to power marquees similar to NYC. Integrate parks/trail systems into neighborhood, industrial, businesses & utility corridor planning to encourage healthier lifestyles and to provide a high-quality work environment. Develop and train qualified applicants for the job market; matching the needs of current and future employers. Develop tourism and hospitality facilities that showcase the city's assets. Establish an Arts Program to engage the community.

Year 1 - Learning for All Citizens

	Objectives	Possible Steps	Citizens	Civil Society (Non-Profit)	Civic Managers (Government)	Businesses	Possible Leaders
	<p>Connect Durant Educational institutes with businesses.</p>	<ul style="list-style-type: none"> Identify Top 10 workforce opportunities. Identify job vacancies that we are unable to fill. Identify under-employed Establish a semi-annual summit between businesses and VoTech/SOSU/High School 	<ul style="list-style-type: none"> SOSU's President of Student Government DHS' President of Student Government PTO Parent Advisory Council Kay Barber/Career Management Center @ SOSU 	<ul style="list-style-type: none"> Employers Association Young Professionals Organization Chamber of Commerce 	<ul style="list-style-type: none"> Superintendent of Schools Vo-Tech Superintendent DIA SOSU President OK Works 	<ul style="list-style-type: none"> Choctaw Nation Alliance Health Alorica Durant Public Schools Walmart SOSU Big Lots Distribution Center Indian Nation Cardinal Glass First United Bank 	<ul style="list-style-type: none"> DIA
	<p>Create a long-term master plan to increase High School and Votech graduation rates.</p>	<ul style="list-style-type: none"> Preparation for children entering kindergarten Program to enhance reading levels Receiving education and counselling on career choices by 8th grade in connection to industry and continued through high school Increased participation in extracurricular activities for youth. <ol style="list-style-type: none"> Connect with transportation Identify and connect donors with school to donate band instruments <ul style="list-style-type: none"> Identify volunteers to 	<ul style="list-style-type: none"> Parent Groups Teacher Associations 	<ul style="list-style-type: none"> Ministerial alliance Churches with transportation 	<ul style="list-style-type: none"> Superintendents Votech Superintendents 	<ul style="list-style-type: none"> DIA Businesses with top 10 workforce opportunities Businesses for donations Library 	<ul style="list-style-type: none"> Duane Merideth

Year 1 – Healthy and Connected Culture

	Objectives	Possible Steps	Citizens	Civil Society (Non-Profit)	Civic Managers (Government)	Businesses	Possible Leaders
	<ul style="list-style-type: none"> Develop subdivision plans similar to McKinney that feature front porch housing, sidewalks, and trails. 	<ul style="list-style-type: none"> Work with City/County leadership to invest in City Planner resource Work with local developer (s) to promote a front porch neighborhood concept. Develop codes for county development 	<ul style="list-style-type: none"> Kin Whittington 		<ul style="list-style-type: none"> Marty Cook OU Institute of Quality Communities 	<ul style="list-style-type: none"> Local Housing Developers Subdivision Developers Buddy Holder Denny Hall Dr. Ken Whittington Choctaw Nation First United Bank Realtors 	<ul style="list-style-type: none"> Dr. Whittington
	<ul style="list-style-type: none"> Develop City/County plans for increasing and creating diversity in rental housing including Downtown apartments 	<ul style="list-style-type: none"> Use City Planner to develop a planned approach to housing development to ensure needs of diverse populations are met currently and in the future. Work with existing City leadership to define minimum standards for inhabited dwellings within Durant (if not yet defined), and also to assure minimum standards are met. No tolerance for inhabited dwellings that do not meet minimum defined standards. Identify possible developers Identify buildings and lots downtown that can be utilized as downtown living 	<ul style="list-style-type: none"> Home Owners Associations (if any) Tammy Cross Brenda Shipman Shane Knight Blake Wright 	<ul style="list-style-type: none"> Durant Main Street 	<ul style="list-style-type: none"> City Council City Manager Code Enforcement Marty Cook Chad Hitchcock 	<ul style="list-style-type: none"> Realtors Local contractors DIA Shane Knight 	<ul style="list-style-type: none"> Shane Knight (Downtown) DIA(outer development) Chad Hitchcock (rental)
	<ul style="list-style-type: none"> Create plans for a world class “Central Park” 	<ul style="list-style-type: none"> Work with community focus groups to develop a vision for Carl Albert Park. Create indoor outdoor pool Work with Texoma Health Foundation for planning and grant funding. 	<ul style="list-style-type: none"> Chad Hitchcock (Park Advisory Board) 	<ul style="list-style-type: none"> Durant Trails and Open Spaces Texoma Health Foundation 	<ul style="list-style-type: none"> Keech Ballard, Parks and Recreation 	<ul style="list-style-type: none"> Choctaw Nation 	<ul style="list-style-type: none"> Durant Trails and Open Spaces

Year 1 – Healthy and Connected Culture

	Objectives	Possible Steps	Citizens	Civil Society (Non-Profit)	Civic Managers (Government)	Businesses	Possible Leaders
	<ul style="list-style-type: none"> Develop a community calendar 	<ul style="list-style-type: none"> Work with Tourism Trust Board to develop a community calendar. 		<ul style="list-style-type: none"> Churches Turning Point Coalition 	<ul style="list-style-type: none"> Chamber of Commerce Tourism Trust Board 	<ul style="list-style-type: none"> Bryan County Patriot 	<ul style="list-style-type: none"> Tourism Board Chair
	<ul style="list-style-type: none"> Churches combine outreach (ministry alliance) 	<ul style="list-style-type: none"> Work within existing leadership structure of Durant Ministerial Alliance to formalize and expand community outreach efforts through area clergy and churches 		<ul style="list-style-type: none"> Ministerial Alliance Churches United Way 			<ul style="list-style-type: none"> Pam Robinson
	<ul style="list-style-type: none"> Foster a safe community through mapping and monitoring safe routes to school 	<ul style="list-style-type: none"> Work through City resources to plan for and then develop pedestrian routes to and from Durant's elementary schools 			<ul style="list-style-type: none"> City Manager City Grants Writer 		<ul style="list-style-type: none"> JJ Wilson
	<ul style="list-style-type: none"> Develop and expand trails and sidewalks. 	<ul style="list-style-type: none"> Continue to support development of trail system. Work with City leadership to examine current plans and develop additional plans for sidewalk expansion. Recognize the need for safe pedestrian travel for access to essential services and key trade areas. Work with City Grants 	<ul style="list-style-type: none"> Sharon Robinson 	<ul style="list-style-type: none"> Durant Trails and Open Space 	<ul style="list-style-type: none"> City Manager City Streets Department City Grants Writer 		<ul style="list-style-type: none"> Durant Trails & Open Spaces

Year 1 – Healthy and Connected Culture

	Objectives	Possible Steps	Citizens	Civil Society (Non-Profit)	Civic Managers (Government)	Businesses	Possible Leaders
	<ul style="list-style-type: none"> Support Farmers Market and encourage farm to table restaurant. 	<ul style="list-style-type: none"> Promote Saturday Farmers Market and allow for expansion if demand warrants. Promote development of relationships between existing Durant restaurants and Farmers Market participants to establish a farm to table concept. Arrange meeting with Rick Wells about expansion 	<ul style="list-style-type: none"> TJ & Meg Ammos Sean Burrage 	<ul style="list-style-type: none"> Main Street 		<ul style="list-style-type: none"> Farm to table rest. Owner in McKinney (Rick Wells) Journey 	<ul style="list-style-type: none"> Dale Jackson, Choctaw Nation
	<ul style="list-style-type: none"> Coordination of existing and/ or development of existing resources to identify and promote wellness activities 	<ul style="list-style-type: none"> Identify current wellness activities in the community (ie. Basketball, Swimming, Softball) Develop a resource to highlight those activities(Chamber Welcome Packet) 	YMCA of SEOK	<ul style="list-style-type: none"> YMCA of SEOK (Mona Campbell) 		TSET Healthy Living Grant	<ul style="list-style-type: none"> TSET
	<ul style="list-style-type: none"> Create a culture of diversity and equality 	<ul style="list-style-type: none"> Create more diversified events Teach ESL at the local library 			<ul style="list-style-type: none"> Bilingual conversation at City Hall 	<ul style="list-style-type: none"> Library 	<ul style="list-style-type: none"> Pastor Benito

Year 1 – Vibrant and Thriving Community

	Objectives	Possible Steps	Citizens	Civil Society (Non-Profit)	Civic Managers (Government)	Businesses	Possible Leaders
	<ul style="list-style-type: none"> Contract with OU Institute of Quality Communities to retain City Planning Intern 	<ul style="list-style-type: none"> Develop plans & budget for City Planner Develop Scope of Work for City planner Work with Choctaw Nation to share Planner 	<ul style="list-style-type: none"> OU Institute intern 		<ul style="list-style-type: none"> City Manager Choctaw Nation of Oklahoma County 	<ul style="list-style-type: none"> Housing/subdivision developers realtors 	<ul style="list-style-type: none"> City Manager
	<ul style="list-style-type: none"> Control growth & planning by developing a long term County Master Plan 	<ul style="list-style-type: none"> Connect County and City Voices Align City and County codes/ordinances Identify growth perimeters Develop a potential CDC 	<ul style="list-style-type: none"> OU Intern 		<ul style="list-style-type: none"> City Council County Commissioners State Representative Rural Water Districts City Manager 		<ul style="list-style-type: none"> OU Intern City Manager Ron Boyer
	<ul style="list-style-type: none"> Enforce building codes. 	<ul style="list-style-type: none"> Asses building issuers Incentives for those following codes Comprehensive issues review City Wide and/or focused sections 	<ul style="list-style-type: none"> Volunteers 		<ul style="list-style-type: none"> City Marty Cook 	<ul style="list-style-type: none"> Code Enforcement Officers 	<ul style="list-style-type: none"> Destry Hawthorn
	<ul style="list-style-type: none"> High Speed Internet for businesses & residents 	<ul style="list-style-type: none"> Develop Master plan for City Municipal Fiber Network Capitalize on “Complete Street Plan” w/ “Dig Once” concept 	<ul style="list-style-type: none"> OU Institute Chris Pierce 		<ul style="list-style-type: none"> City Manager Choctaw Nation Bryan County DIA 	<ul style="list-style-type: none"> Cherokee Comm. Professional Comm. Computer Services 	<ul style="list-style-type: none"> Deputy City Manager IT Expert SOSU or Choctaw Nation of Oklahoma

Year 1 – Vibrant and Thriving Community

	Objectives	Possible Steps	Citizens	Civil Society (Non-Profit)	Civic Managers (Government)	Businesses	Possible Leaders
	Create diversity & offer incentives for small businesses	<ul style="list-style-type: none"> • Develop incentive plans for small businesses • Contact loan institutions • Create map of all vacant buildings in town 		<ul style="list-style-type: none"> • Main Street • Chamber of Commerce 	<ul style="list-style-type: none"> • Community Development Office 	<ul style="list-style-type: none"> • REI • OKSBDC • CNSBDC • Banks 	<ul style="list-style-type: none"> • Community Development Office
	Develop concept for small business incubators & implement Pilot Project	<ul style="list-style-type: none"> • Identify successful small businesses owners • Create mentorship programs for those wanting to start businesses 		<ul style="list-style-type: none"> • Main Street • Chamber of Commerce 	<ul style="list-style-type: none"> • DIA 	<ul style="list-style-type: none"> • REI • OKSBDC • CNSBDC • Banks 	<ul style="list-style-type: none"> • REI
	Develop a more accessible recycling program	<ul style="list-style-type: none"> • Develop Glass Recycling program • Create a pilot curbside recycling for City's residence 	<ul style="list-style-type: none"> • Libby Callicoat 		<ul style="list-style-type: none"> • City of Durant • City of Calera 	<ul style="list-style-type: none"> • Cardinal Glass • Choctaw Nation Recycling 	<ul style="list-style-type: none"> • Tracy Horst • Deputy CM

Year 1 – Vibrant and Thriving Community

	Objectives	Possible Steps	Citizens	Civil Society (Non-Profit)	Civic Managers (Government)	Businesses	Possible Leaders
	Involve citizens in development of Downtown Main Street.	<ul style="list-style-type: none">• Work with John Wyatt to get information on Just Serve• Find Developers to create downtown apartments• Work with entrepreneurs to help with start up business	<ul style="list-style-type: none">• John Wyatt• Blake Wright• Tammy Cross• Brenda Shipman• Jeff Woodard	<ul style="list-style-type: none">• Durant Main Street			<ul style="list-style-type: none">• Stephanie Gardner with Durant Main Street

Results

Grow

- A drug free community due to economy through education, mentoring, positive youth programs, sports, and higher paying jobs

Educate

- 90% HS Graduation rates
- +% of HS students enrolled in college classes
- +% HS Students enrolled and completing Certification in VOTECH

Develop

A community filled with retained leaders who understand the core values of the community

Living

- Revitalized core housing & Neighborhoods
- New master planned developments
- A sense of community within neighborhoods

Playing

- A greater quality of life for families
- An active downtown with family activities
- A great place for culture and community to connect
- A caring connected community

Wellbeing

- A place where health is a priority on all levels
- Accessibility and affordability to health care is easily obtained
- Bryan county is in the top 15 of 77 counties on health outcomes
- A connected and safe community

Vibrant

- Community plan for infrastructure such as streets, sidewalks and neighborhood walkability
- A city planner on staff
- Improved sufficient transportation systems

Thriving

- Small businesses that meet the needs of a college town
- Workforce developed for local jobs
- Entrepreneurs opening successful business

Proud

- Citizens who are prideful in their community and volunteer their time
- A community brand that we are known for