

The City of Durant encourages participation from all its citizens. If participation at any public meeting is not possible due to a disability, notification to the City Clerk at least 48 hours prior to the scheduled meeting is encouraged in order to make the necessary accommodations. The City of Durant may waive the 48-hour rule if interpreters for the deaf (signing) or translation services for limited English proficient (LEP) individuals are not the necessary accommodation.

PARKS AND RECREATION ADVISORY BOARD

4:00 PM

**Roscoe J. Hatfield
Council Chambers,
300 West Evergreen,
Durant, Oklahoma**

February 15, 2022

AGENDA

SWEARING IN CEREMONY OF PHILLIP HIGHTOWER

CALL TO ORDER

ROLL CALL

ORDER OF BUSINESS

1. Consent Items

To help streamline meetings and allow the focus to be on other items requiring strategic thought, the "Consent Items" portion of the agenda groups the routine, procedural, and self-explanatory non-controversial items together. These items are voted on in a single motion (one vote). However, any Council member requesting further information on a specific item thus removes it from the "Consent Items" section for individual attention and separate vote.

- a. Consider Approval of Meeting Minutes of August 17, 2021

2. Consider Items Removed from Consent

3. Information Items

- a. Parks and Recreation Manager Report
- b. Carl Albert Disc Golf Course Statistics

4. Administration

- a. Consider Nomination and Election of Chairman
- b. Consider Nomination and Election of Vice Chairman if Needed
- c. Consideration of Parks Master Plan for Possible Recommendation to Durant City Council

5. New Business

ADJOURNMENT

CERTIFICATE

This is to certify that in conformity with the Oklahoma Open Meeting Act, public notice of the date, time and place of this meeting was filed with the City Clerk of Durant on the 15th day of November, 2021 and that an agenda of said meeting was posted at the place of such meeting at 8:00 a.m. on the 11th day of February, 2022.



Cynthia J. Price, City of Durant



The City of Durant

Memorandum

Date: 2/15/2022
To: Mayor and City Council
From: Cynthia Price, City Clerk
Re: Consider Approval of Meeting Minutes of August 17, 2021

Council Information / Action Requested

Approval of Meeting Minutes of August 17, 2021

City Staff Information / Action Follow-up, if Council authorizes this action:

ATTACHMENTS:

1. Parks and Recreation Advisory Board Minutes 08172021 cjp

This is to certify that in conformity with the Oklahoma Open Meeting Act, public notice of the date, time and place of this meeting was filed with the City Clerk of Durant on the 5th day of November, 2020 and that an agenda of said meeting was posted at the place of such meeting at 3:35 p.m. on the 13th day of August, 2021.



Cynthia J. Price, City of Durant

**MINUTES OF THE MEETING OF PARKS AND RECREATION ADVISORY BOARD
August 17, 2021 AT 4:00 PM
Roscoe J. Hatfield Council Chambers
300 West Evergreen
Durant, Oklahoma**

CALL TO ORDER

Chairman Simulescu called the meeting to order at 4:01 p.m.

ROLL CALL

Present:

Board Member Bishop
Board Member Delloro
Board Member Robinson
Vice Chairman Brittingham
Chairman Simulescu

Absent:

None

ORDER OF BUSINESS

1. Consent Items

To help streamline meetings and allow the focus to be on other items requiring strategic thought, the "Consent Items" portion of the agenda groups the routine, procedural, and self-explanatory non-controversial items together. These items are voted on in a single motion (one vote). However, any Council member requesting further information on a specific item thus removes it from the "Consent Items" section for individual attention and separate vote.

- a. Consider Approval of Regular Meeting Minutes of May 18, 2021

Motion To: Approve Consent Item As Presented

Motion By: James Bishop

Seconded By: Mike Delloro

Ayes: Bishop, Brittingham, Delloro, Robinson, Simulescu

Nays: None

Abstain: None

2. Consider Items Removed from Consent

3. Information Items

- a. Parks and Recreation Manager Report

4. Administration

5. New Business

There was no new business.

ADJOURNMENT

Motion To: Adjourn Meeting

Motion By: Steve Brittingham

Seconded By: Mike Delloro

Ayes: Bishop, Brittingham, Delloro, Robinson, Simulescu

Nays: None

Abstain: None



The City of Durant

Memorandum

Date: 2/15/2022
To: Mayor and City Council
From: Ryan Brewer, Parks and Recreation Manager
Re: Parks and Recreation Manager Report

Council Information / Action Requested

Information only.

City Staff Information / Action Follow-up, if Council authorizes this action:

ATTACHMENTS:

1. Park advisory Board Quarterly Meeting November



THE CITY OF DURANT

Parks and Recreation Department

TO: Durant Parks Advisory Board
FROM: Ryan Brewer, Director of Parks and Recreation
DATE: November 10, 2021
SUBJECT: FY 22 2nd and 3rd quarter Report

Parks Department

The following work completed in the months August-January

1. Filled the Recreation Event Coordinator position hiring Christopher Lovelady. He is starting September 7, 2021.
2. Pool season has ended
 - a. This year we had 12,069 guest, 226 swim lessons, and 108 pool parties resulting in \$94,957.50 in net sales
3. Four Score Boards have been install at DMSC. Programming for the video advertisement on November 13. Youth Scoreboard, a Barry Switzer Company at no cost to the city we had to provide the wiring to power the boards, provided the scoreboards.
4. Found CIP Skid Steer and now waiting on the brush hog attachment
5. Carl Albert Playground Grant work finished.
6. Held a Ribbon Cutting ceremony at Carl Albert with a pumpkin painting event. Had roughly 60 people paint pumpkins
7. Heaters installed into Park Bathrooms. So Far, we have installed heaters in Carl Albert, Dixon Durant, Billy Miller 1 and Lake Durant. Other Bathrooms are going too completed in November.
8. Temporary Pickle ball Courts painted at Dixon Durant. Supplies can be checked out from the Library. Clinics planned to start soon. Partnered with Imagine Durant, Blue zone Projects and Ardmore Institute of Health.
9. Recreation leagues have wrapped up or are wrapping up had a total of 977 players participate in various leagues
 - a. Soccer had 368 players totaling to be \$3680
 - b. Softball had 168 players totaling to be \$1680
 - c. Baseball Bryan County Sports had 108 players totaling to be \$1080, OK Kids had 121 kids for \$1210
 - d. Football had 212 players totaling to be \$2320.
 - e. Fall Recreation leagues revenue is \$9770 excluding football
10. Started the process of obtaining website for field reservation, RV reservations, and Swimming lessons and pool memberships should be up and running by end of May
11. Playground inspection done by Oklahoma Municipal Assurance Group

12. Decorated the city with Christmas Decorations; includes Christmas tree at City Hall, Banners, wreaths and garland down city streets
13. Trimmed trees at all parks
14. Finished refurbishing DMSC Concession stands
15. Painted DMSC Bathrooms
16. Tournaments
 - a. Held 1 Adult Softball Tournament at DMSC
 - b. Possibility of having 10 Slow Pitch Softball Tournaments in 2022 with National Champion Sports
17. Special Events
 - a. September 23rd- Last Fall Concert Series
 - b. December 3rd- Tree lighting Ceremony
18. Attended the following Trainings
 - a. September 9th - Training Good News in Parks
 - b. September 16th - Training Make a splash best practices for designing inclusive water play destinations
 - c. September 29th- Training Empowering professionals to dismantle health inequities and systemic racism in Parks and Recreation
 - d. October 6th- Sent Rick Mote to Pesticide and Herbicide conference to keep his license to spray parks.
 - e. October 13th- Sent Dewey Bias and Shawn Watkins to Work zone safety and flagging training.
 - f. November 4th- Chainsaw and speed line training
 - g. January 11th- identifying hazards in the workplace



The City of Durant

Memorandum

Date: 2/15/2022
To: Mayor and City Council
From: Cynthia Price, City Clerk
Re: Carl Albert Disc Golf Course Statistics

Board Member James Bishop will present the report.

Council Information / Action Requested

Information only.

City Staff Information / Action Follow-up, if Council authorizes this action:

ATTACHMENTS:

1. Carl Albert Disc Golf Course Stats and Improvements 1.28.22

Carl Albert Disc Golf Course Statistics

Carl Albert Disc Golf Course is growing in popularity and notoriety. The following is a compilation of player statistics from UDisc for all 201 Oklahoma courses and 2 closest Texas courses from January 2018 to August 2021:

- Ranked 1st in 9-hole courses out of all 201 courses in Oklahoma
- Ranked 2nd in rounds played for small town populations behind only Mustang, OK
- Ranked 13th in all of Oklahoma when including 18-hole courses
- Currently holds a 4.1 rating out of 5.0, tied for 12th in the top 20 courses
- 3,079 verified miles walked by players

Carl Albert's proposed course enhancements:

- Improve course safety with updated concrete tee pads in compliance with PDGA standards
- Improve course safety with hole design adjustments moving away from higher trafficked areas
- Add 4 new holes to make Carl Albert Course PDGA tournament eligible
- Improve course safety and playability through updated course artwork and kiosk signage
- Improve economic impact to Bryan County by having a second course eligible to host PDGA sponsored events

Ranking all 201 Oklahoma Courses From 2018 to Aug 2021

Udisc Rank	City Location	City Population	Course Name	Holes	Player Rating	Course Length Ft	2018	2019	2020	Aug 2021	Total 18-21	Miles Walked
1	Norman, OK	122,837	Griffin Park	18	4.3	6,637	2,065	2,674	7,290	5,733	17,762	22,327
2	Oklahoma City, OK	643,692	Will Rogers Park DGC	18	4.0	4,850	2,229	2,239	6,236	3,917	14,621	13,430
3	Edmond, OK	92,009	Tye F. Cunningham DGC	18	4.2	5,054	1,341	1,390	5,175	5,001	12,907	12,355
4	Tulsa, OK	402,324	Hunter Park	18	4.4	5,207	1,450	1,922	4,970	4,275	12,617	12,443
5	Tulsa, OK	402,324	McClure Park	18	4.2	5,733	2,268	2,578	4,363	3,317	12,526	13,601
6	Oklahoma City, OK	643,692	Dolese OG & Pro 24 Courses	18	4.2	5,269	1,525	2,247	4,523	2,900	11,195	11,172
7	Tulsa, OK	402,324	Chandler Park Black (Bears lair)	18	4.1	3,750	1,101	1,403	3,977	4,318	10,799	7,670
8	Norman, OK	122,837	Northeast Lions Park	18	4.4	5,445	1,234	1,893	3,555	2,813	9,495	9,792
9	Stillwater, OK	49,952	Hoyt Grove	18	4.2	5,820	774	932	4,709	2,899	9,314	10,267
10	Broken Arrow, OK	108,496	Haikay Creek Park	18	4.1	6,904	1,283	817	3,471	2,422	7,993	10,451
11	Tulsa, OK	402,324	Riverside Park	18	4.1	5,182	1,052	1,298	3,079	2,510	7,939	7,792
12	Mustang, OK	21,459	Wild Horse Park	18	4.2	5,757	675	974	3,541	2,529	7,719	8,416
13	Durant, OK	17,856	Carl Albert Disc Golf Course	9	4.1	2,714	884	673	2,375	2,058	5,990	3,079
14	Noble, OK	6,837	Kenneth King Park	18	4.4	5,364	819	1,187	2,070	1,864	5,940	6,035
15	Tulsa, OK	402,324	Course Dovillio	18	4.1	6,481	859	926	2,362	1,736	5,883	7,221
16	Broken Arrow, OK	108,496	Nienhuis Park	9	4.2	2,922	1,018	806	2,052	1,268	5,144	2,847
17	Krebs, OK	2,041	Eagle Hill	18	4.2	4,062	1,084	622	1,694	1,666	5,066	3,897
18	Edmond, OK	92,009	Oklahoma Christian University	12	3.8	3,290	441	572	2,759	1,205	4,977	3,101
19	Tulsa, OK	402,324	Chandler Park - Moose Run	18	4.0	4,152	476	431	1,427	2,551	4,885	3,841
20	Stillwater, OK	49,952	Boomer Lake Park	18	4.0	6,162	524	720	2,162	1,279	4,685	5,468
30	McAlester, OK	18,045	Buffalo Run	18	4.4	6,017	483	450	1,096	1,109	3,138	3,576
32	Checotah, OK	3,142	Checotah Disc Golf Course	18	3.7	6,298	711	402	1,140	647	2,900	3,459
36	Ardmore, OK	24,821	Broadlawn Park	18	3.7	4,861	666	556	841	609	2,672	2,460
107	Durant, OK	17,856	Craig Parker Memorial DGC	18	4.5	6,781				595	595	764
126	Madill, OK	3,937	Vista Del Lago	9	3.9	3,864			361	124	485	355
OK-9th	Denison, TX	24,340	Munson Park	18	4.5	7,169	1652	1,866	3,121	2,702	9,341	12,683
OK-16th	Sherman, TX	42,432	Pecan Grove West	18	4.4	7,971	1,010	1,270	1,452	1,357	5,089	7,683

S C O P E O F P R O J E C T



All the tee pads currently at Carl Albert Park were laid "above ground" which results in a drop off which can be hazardous for twisting ankles and falling after throws.

The photo above shows a drop off of roughly 7 inches. The current dimensions of the tee pads are 3 feet by 12 feet. (Much too narrow and too long with a minimum of 6-8 inch "drop off".



The proposed tee pads would sit flush to the ground. This design would prevent any "drop off" and players would simply be stepping onto the ground after throws.

Additionally the trapezoid shape of the tee pad allows players the ability to take angled run ups and is a nice feature that many of the top courses in the DFW area feature.



The City of Durant

Memorandum

Date: 2/15/2022
To: Mayor and City Council
From: Cynthia Price, City Clerk
Re: Consider Nomination and Election of Chairman

Former Chairman Michael Simulescu resigned from the board on August 17, 2021.

Council Information / Action Requested

Nomination and Election of Chairman

City Staff Information / Action Follow-up, if Council authorizes this action:

ATTACHMENTS:



The City of Durant

Memorandum

Date: 2/15/2022
To: Mayor and City Council
From: Cynthia Price, City Clerk
Re: Consider Nomination and Election of Vice Chairman if Needed

This item is in place in the event the current vice chairman is elected by the board to become chairman.

Council Information / Action Requested

Nomination and Election of Vice Chairman if Needed

City Staff Information / Action Follow-up, if Council authorizes this action:

ATTACHMENTS:



The City of Durant

Memorandum

Date: 2/15/2022
To: Mayor and City Council
From: Ryan Brewer, Parks and Recreation Manager
Re: Consideration of Parks Master Plan for Possible Recommendation to Durant City Council

Council Information / Action Requested

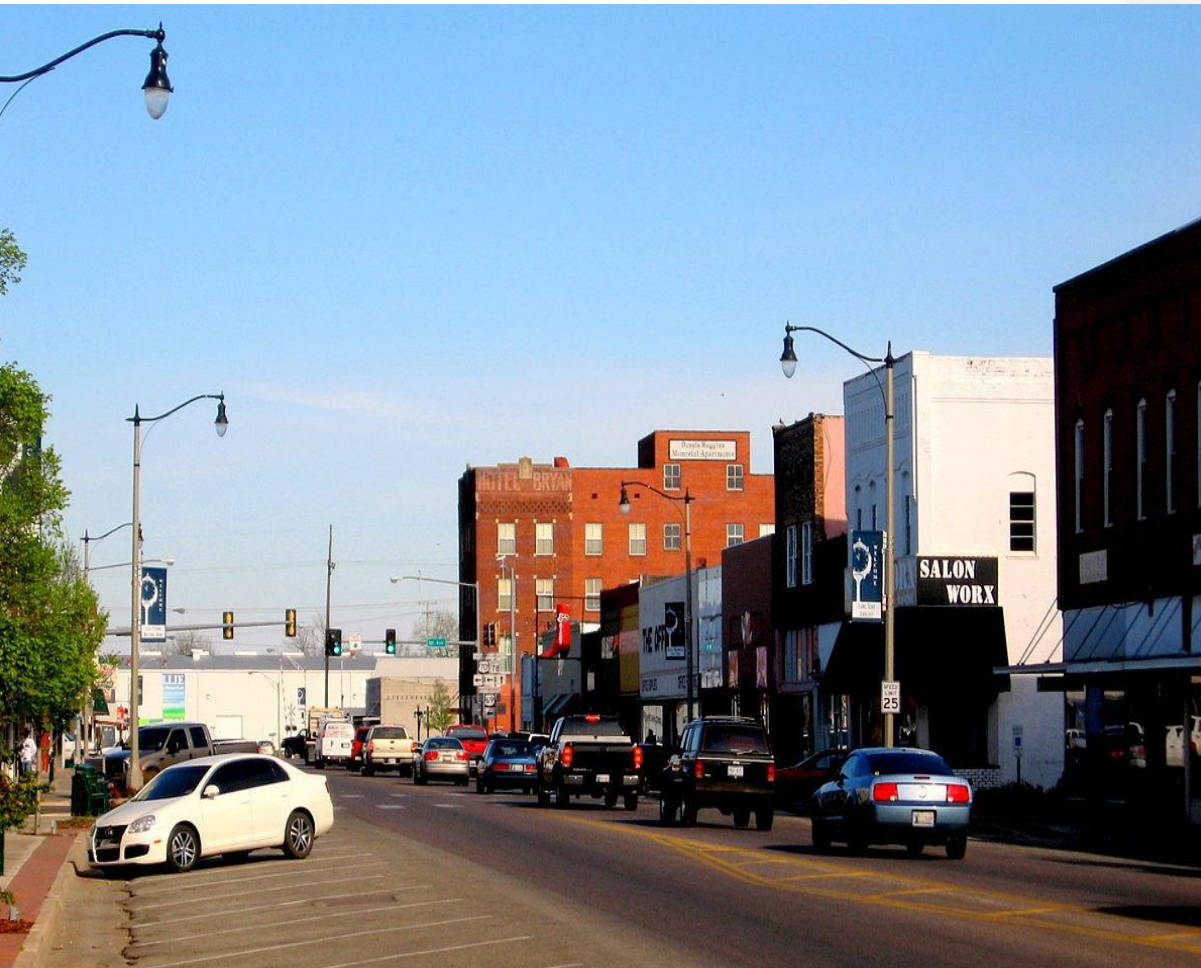
City Staff Information / Action Follow-up, if Council authorizes this action:

ATTACHMENTS:

1. Parks and Recreation Master Plan



Durant Parks Master Plan



City of Durant Marketing Plan

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Evaluation	18
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Executive Summary

The City of Durant Parks and Recreation Department (DPRD) is responsible for coordinating, developing, implementing and maintaining park programs, policies, facilities, special events and leisure services for the City of Durant, Oklahoma. The management and staff of the DPRD are committed to a set of key performance goals and objectives which includes a marketing plan. This marketing plan will outline the general marketing strategy of the department. This marketing plan will also cover opportunities, challenges, and issues that the department has identified as important. Moving forward, this marketing plan will act as a guideline for the department but is subject to change.

City and Department Summary

The City of Durant is located approximately 90 miles north of Dallas/Fort Worth and is situated on approximately 17,152 acres (26.8 square miles) in Bryan County. Durant is the largest city within the Choctaw Nation and offers abundant recreational and entertainment choices. This includes the city-owned facilities of the DPRD which is spread across roughly 1000 acres of developed public park land. These park lands include facilities like Lake Durant and the Durant Multi-Sports Complex. The system of parks in Durant are designed to support a range of active and passive recreation experiences. Additionally, the DPRD is responsible for the maintenance of Durant City Hall, the Donald W. Reynolds Community Center and Library and a few other facilities throughout Durant.

Purpose of Durant Parks and Recreation

The DPRD exists to provide five key purposes:

- Improve health of citizens
- Enhance quality of life for citizens through programs, facilities, and events
- Create opportunities for development and growth
- Provide consumer specific recreational activities and services
- Maximize use of city-maintained recreational facilities

Department Overview

The DPRD is responsible for planning, developing, implementing, and managing the parks, facilities, events, leisure services, programs and policies established under the leadership of the City Council and City Administration.

Other responsibilities include:

- Providing equal opportunity for all residents to participate in recreational programs and to fully use the facilities of the department
- Providing trained and qualified personnel for facility maintenance
- Welcoming public input into planning and evaluation of recreation programs, facilities, and services

The DPRD's mission and leadership guides the efforts to evaluate the needs of citizens and work towards providing amenities that improve the quality of life of citizens and visitors to Durant.

Mission

"The City of Durant Parks and Recreation Department will provide programs, parks and facilities that positively impact quality of life and meet community needs for opportunities in recreation and wellness."

Vision

"The vision of the City of Durant Parks and Recreation Department is to enhance the health, well-being and quality of life of our community through recreation and wellness."

Values

Innovation – The DPRD encourages an organizational culture that values new ideas and is unopposed to changing the way things have been done. We want to do things the right way, not just any way.

Connected - The DPRD works to connect and collaborate with the citizens of Durant and find out how we can make your recreational experiences better.

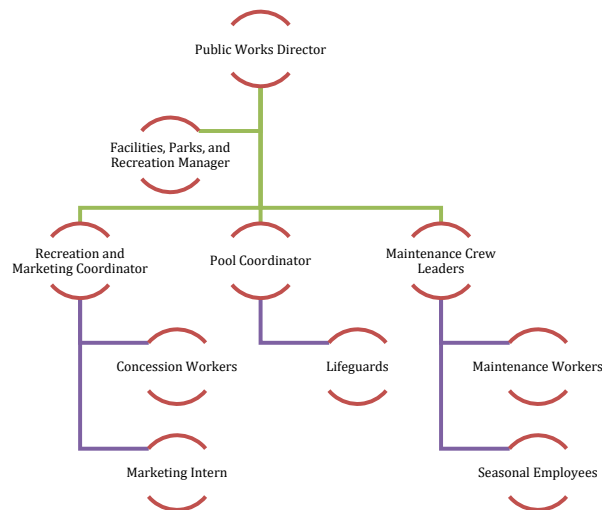
Prepared - The DPRD aims to provide quality programs and facilities. We should be held accountable for our actions and this means that we are open to feedback from our citizens if we are not ready or performing at a high standard.

Goals

The DPRD has identified three goals for our marketing plan:

- 1. Increase and diversify our efforts
- 2. Reach as many people as we can
- 3. Offer quality products, services and programs

Organizational Chart



Parks Overview

Park Category	Number of Sites
Considerable Parks	4
Community Parks	5
Mini Parks	4

Considerable Parks

These parks are the recreational areas with sizeable acreage measuring more than 10 acres. These parks have developed land with ball fields, skate parks, campgrounds and more. They also have undeveloped land that can be utilized for future projects.

- **Lake Durant**

A 713.7 acre plot that includes a 296-acre lake that is a great fishing spot for local citizens. Lake Durant features covered pavilions with picnic tables, restrooms and RV campers. Lake Durant also features a two-mile-long nature hiking trail and a disc golf course.

- **Recommended Improvements**

- Refurbish Bathrooms x2.....\$100,000
- Refurbish Lake House.....\$100,000
- Playground Structures.....\$150,000
- RV Pads.....\$200,000
- Tent Sites.....\$3,000
- Fishing Dock.....\$75,000
- New Bathroom.....\$300,000
- New Parking Lot.....\$75,000
- Swim Beach.....\$125,000
- Horseshoe courts.....\$10,000
- Lighting.....\$50,000
- ❖ **Total Investment.....\$1,188,000**

▪ **Former Country Club**

The Country Club (CC) is a 142.37 acre plot that has not been used in over a decade but was previously used as a golf course and it is situated directly across from the DMSC. Previously, it featured several small hazard ponds, a paved golf cart track, a clubhouse and storage sheds. Once a Parks and Recreation Master Plan is created, we will have direction for the CC and can reutilize the space. From there, we can create a marketing schedule to showcase the new uses of the CC.

• **Recommended Improvements**

- Walking Trail.....\$50,000
- Refurbish Clubhouse and cart barn.....\$300,000
- Playground Structure.....\$100,000
- Recreation Center.....\$2,000,000
- ❖ **Total Investment.....\$2,450,000**

▪ **Durant Multi-Sports Complex (DMSC)**

A 187 acre facility situated just outside of downtown Durant. The DMSC not only draws visitors from Bryan County but also attracts tourists from outside the county and state. It serves as a large, active recreation hub for team sports and recreational activities. The sports complex consists of four baseball fields, four softball fields, eight soccer fields and a football stadium/track field.

• **Recommended improvements**

- Shade Covers.....\$77,000
- Parking Lots.....\$500,000
- New Shop.....\$300,000
- Turf infields.....\$900,000
- Soccer Bathroom and Concession.....\$300,000
- Batting Cages.....\$40,000
- Soccer LED lighting.....\$400,000
- Sidewalk around Soccer.....\$40,000
- LED lighting around park.....\$1,500,000
- New Road and Parking lot.....\$500,000

- Playground Structures x 4\$260,000
- Fitness Park.....\$40,000
- Sports expansion.....\$2,000,000
- Indoor Turf Practice Area.....\$750,000
- ❖ **Total Investment.....\$11,207,000**

● **Slaton Park**

A 25.7 acre plot that includes 8 acres of developed city land. The park includes a lighted adult softball field, concession stand, public restrooms, and a set of covered bleachers.

● **Recommended Improvements**

- Refurbish Concession and Bathroom.....\$100,000
- Repave Parking Lot.....\$50,000
- Lighting.....\$50,000
- Replace chainlink fence around Ball Field.....\$20,000
- ❖ **Total Investment.....\$220,000**

▪ **Carl Albert Park and Pool**

A 23 acre park that is designed to meet the recreational needs of multiple neighborhoods or larger sections of the Durant community. The park includes multiple picnic facilities, a dream basketball court, a netted turf multi-purpose area, a walking trail, multiple playgrounds, a disc golf course and a swimming pool.

● **Recommended Improvements**

- Parking Lot Repaving.....\$25,000
- Skate Park Refurbish.....\$250,000
- New Pool Slide.....\$60,000
- Pickleball Courts.....\$60,000
- Fitness Parks.....\$40,000
- Replacing Playground Structures.....\$230,000
- New Bathroom.....\$200,000
- Cornhole and Horseshoe pits.....\$20,000

- Upgrade pool chemical system.....\$50,000
- Refurbish Bathrooms.....\$50,000
- Additonal Lighting.....\$50,000
- ❖ **Total Investments.....\$1,035,000**

- **Billy Miller Park**

A 19 acre plot that includes 7 acres of developed city land. The park has four lighted ball fields (2 softball and 2 baseball), concession stands, restrooms, covered spectator seating, playground equipment and a paved basketball goal.

- **Recommended improvements**

- Refurbish Concession 3 Stands.....\$150,000
- Replace Playground structure.....\$100,000
- Repair Park lights and fence on ball field.....\$75,000
- 4 New Score Boards.....\$60,000
- Soccer Field Expansion.....\$50,000
- New Parking lot on West Side of Soccer expansion.....\$100,000
- New Bathroom and Concession for Soccer.....\$300,000
- ❖ **Total investment.....\$835,000**

Community Parks

These parks are the recreational and social hubs of the community and include open space areas, ball fields and/or developed recreation facilities. The developed land portion of these parks are less than 10 acres in size but a few of the parks have additional acreage that can be utilized for future projects.

- **Dixon Durant Park (Rocket Park)**

A 4.9 acre park that includes a covered pavilion, ADA accessible restrooms, six lighted tennis courts, a small basketball court, a 1/4 mile walking track and playground equipment.

- Recommended Improvements
 - Lighting around walking trail.....\$50,000
 - Replace Playground structures x3.....\$305,000
 - Resurface Tennis Courts.....\$600,000
 - Refurbish and build new Pavilions.....\$50,000
 - Install new Pickleball courts.....\$60,000
 - Install new Splash Pad.....\$150,000
 - Install new Fitness Park.....\$40,000
 - ❖ **Total Investment.....\$1,255,000**

- **Leonard Morgan Park**

A 7.8 acre park that includes soccer fields, lighted baseball fields, playground equipment and restrooms.

- **Recommended Improvements**
 - Refurbish Bathroom/Concession.....\$50,000
 - Repave Parking Lots.....\$30,000
 - Replace Playground structure.....\$65,000
 - New Lighting.....\$50,000
 - ❖ **Total Investment.....\$195,000**

- **Lloyd Plyler Park**

A 6.2 acre park that includes three lighted baseball fields, batting cages, concession, restrooms, playground equipment, a covered pavilion and street parking.

- **Recommended Improvements**
 - Replace Playground Structures.....\$167,000
 - Angled Parking and Sidewalk around Park.....\$55,000
 - Expand Pavilion.....\$45,000
 - Install New Splash Pad.....\$150,000
 - New Basketball Courts.....\$25,000

- o New Lighting.....\$50,000
- ❖ **Total Investment.....\$492,000**

- **Heritage Crossing**

A 10 acre plot of land, donated by a local developer after the city agreed to install a roadway, located at the Heritage Crossing neighborhood. The current developed park size is less than a .5 acre and it includes a few picnic tables. The DPRD cannot install major projects here due to the majority of the park lies in a flood zone.

Mini Parks

These are the smallest designation of city-designated parks. Mini parks have been defined as roughly 2.5 acres or less in size and designed to address a location specific recreation need.

- **Jacob's Park (Remington Hills Park)**

A .51 acre park that includes one playground in the middle of a neighborhood.

- **Recommended Improvements**

- o Replace Playground Structure.....\$55,000
- o Angled Parking.....\$6,000
- ❖ **Total Investment.....\$61,000**

- **Keithley Park and Splash Pad**

A 2.6 acre park that includes playground equipment, a pavilion, a paved walking track, ADA accessible restrooms, a lighted little league baseball diamond and a splash pad.

- **Recommended Improvements**

- o Structures for splash pad.....\$22,000
- o Replace Playground Structure.....\$180,000
- o Refurbish Bathroom and Concession Stand.....\$50,000
- o Shade Structure for Splash Pad.....\$30,000
- o Fitness Park.....\$40,000
- o Replace Fence around Ball Field.....\$20,000
- o New Lighting.....\$50,000
- ❖ **Total Investment.....\$392,000**

- **Schuler Park**

A 1.5 acre park that includes a pavilion, ADA accessible public restrooms, playground equipment and grills.

- **Recommended Improvements**

- Dog Park.....\$15,000
- Refurbish Bathroom.....\$50,000
- Replace Playground Structure.....\$68,000
- New Lighting.....\$50,000
- ❖ **Total Investment.....\$183,000**

- **Country Crossing**

A 2 acre undeveloped park that currently has a pond. The land was donated by a citizen and is maintained by the DRPD.

Products and Services

The DPRD offer a number of services throughout Durant which include:

- Maintenance of parks including athletic and multi-purpose fields
- Maintenance of aquatic facilities including the pool at Carl Albert Park and the splash pad at Keithley Park
- Maintenance and operation of a variety of courts including tennis and basketball
- Maintenance and operation of the Carl Albert skatepark
- Maintaining outlets for boating and fishing at Lake Durant and RVs for camping
- Development of capital improvements including the construction, maintenance, and enhancements of facilities
- Operation of the Durant Multi-Sports Complex
- Athletic services include youth sports such as football, softball, soccer and baseball through staff, contracted vendors or third party contracted organizations
- Concession services for athletic fields and aquatic facilities
- Rental facilities for use by the community

Community Relations

The DPRD participates in regular meetings with other agencies, special-interest organizations, committees, and boards. These provide valuable insight into community issues and interests. The meetings also provide the opportunity to explain upcoming projects, programs, and actions with interested citizens. Some of these groups include:

- Durant Disc Golf
- Bryan County Sports
- Durant Football and Cheerleading
- Durant Girls Softball
- Durant Independent School District Athletics
- Durant Lacrosse
- Durant OK Kids Baseball
- Durant Soccer Club
- PAC Sports

- Southeastern Oklahoma State University (SE-OSU) Athletics

The DPRD also coordinates focus groups and/or public meetings for specific projects, such as the Parks Master Plan and capital improvement projects. The DPRD provides reports to the following commissions or committees that help make decisions about Parks and Recreation priorities, projects, funding and help build community support and excitement for projects and issues:

- Durant City Council (DCC)
- Durant City Facilities Authority (DCFA)
- Parks and Recreation Advisory Board (PRAB)
- Durant Main Street
- Imagine Durant

Situational Analysis

Strengths

a. Durant Multi-Sports Complex (DMSC) - The DMSC is a large sports complex that is close to the Dallas metroplex. This provides plenty of opportunities to run camps, tournaments or special events that range throughout the state of Oklahoma and into Texas. The DMSC has been maintained well and has good customer service, as management is always on-site.

B. Country Club- The old country club has the potential to add multiple amenities that will benefit the city of Durant. Starting out with building a community center so citizens have the option to rent out for gatherings.

Weaknesses

a. Modernization - The Parks department and the DMSC currently do not operate under an online system or software. All transactions, field rentals and concession orders are completed by hand and this is a slow process. The DPRD has plans to move to an online system and it will be necessary to thrive.

b. Poor Communication - Since the department does not operate under a software, we currently rely on texts or phone calls from leagues, tournaments, or events to make updates. This leads to improper information, missed notices or no notices at all. The department needs to establish guidelines for communication between our partners so we can properly prepare events and adapt in a quick and efficient manner. This poor communication can also extend to employees. It is important that employees interact with each other and disseminate information in a timely manner. This includes ensuring that each employee is comfortable with the use of phone calls, text messaging and emails.

Opportunities

a. Updating Facilities - Many of the facilities are currently being enhanced including the DMSC and Carl Albert Park. Most of the other parks could also be enhanced. Some of them require larger projects but many could be improved quickly.

b. Partnering with City Organizations - There are some organizations throughout the city that would be interested in partnering with the DPRD to create better opportunities for citizens. A couple of examples would be Imagine Durant and Durant Main Street.

c. New Programs- The city is lacking city sponsored adult recreation programming. The DPRD has the opportunity to create adult recreation leagues and fitness programming to the city that could provide a majority of the citizens activities to invest in.

Threats

a. Funding - The budget can be an issue when it comes to park improvements. Many DPRD projects are not cheap and money has to be managed wisely.

b. Local Talent Pool - The Choctaw Nation and Choctaw Casino can take reliable workers away from the city. They hire similar positions as the DPRD.

c. Close Competitors - Texoma Health Foundation Park is just thirty minutes away from the DMSC and provides similar services. There are other competitors within an hour as well like Atoka Sports Complex and the North Dallas area.

Market Analysis

The City of Durant has a variety of public and private recreation opportunities available to residents and visitors. This includes a variety of recreation service providers, including private non-profits like club sports (Durant Softball League, OK Kids Baseball, etc.), private for-profit businesses (Nautilus Family Fitness, Workout Anytime Durant, etc.) and other governmental agencies like the Durant School District. Since the DPRD shares many of the same priorities and goals as these providers, we are often attempting to attract the same audience. Therefore, it is important for the DPRD to be aware of nearby recreation providers and the services they provide. Some of the other major recreation providers in the larger Texoma area include Texoma Health Foundation Park, Atoka Sports Complex, Sherman Parks & Recreation and Denison Parks & Recreation. When setting our pricing, events, and marketing strategies, the DPRD will always investigate outside programs, resources, and fees before developing a final plan. This is essential because the DPRD must remain competitive and market our current programs and new events to inform the community and separate our offerings from other providers.

Market Segmentation

Demographics play a large role in recreational needs and interests. As community demographics such as age, income and ethnicity change, recreational activity interest will change.

Population

In 2020, the US Census indicated a total population of roughly 18,589 in Durant, with a median age of 33.2 years. The population breakdown for the city is 51.8% Female and 48.2% Male and the average household size is roughly 2.5, which is slightly lower than the average in Oklahoma (2.58) and nationally (2.62). However, the City of Durant features the Choctaw Casino & Resort (CC&R). The result is that the City of Durant

experiences large fluctuations in visitors on weekends, holidays, and any time the CC&R has events. This means that when the CC&R pulls people to Durant, the DPRD may see an uptick in the number of people who are looking for recreational opportunities and can benefit from the increased traffic.

Race, Housing and Poverty

In 2020, 70.4% of Durant citizens identified as white alone. In the same year, 14.3% of citizens identified as American Indian and Alaska Native, 8.5% as Hispanic or Latino, 2.3% as Black or African American, 0.8% as Asian and 8.3% of citizens identified as being two or more races. Additionally, the estimated median household income in Durant in 2020 was \$38,603, which was quite a bit lower than Oklahoma's national median household income of \$52,919 and the national median household income of \$62,843. The City of Durant also has 22.7% of people who are living in poverty (compared to Oklahoma at 15.2%; and the U.S. average of 11.4%). These trends showcase that the City of Durant has a unique market segmentation. The median citizen who lives in Durant is below the state and national household income level, but the city sees an influx of visitors who are at a higher likelihood for discretionary income. In general, Durant citizens expect affordable prices regarding the programs and services the DPRD offers and will need to be accounted for. Ultimately, this segmentation provides a unique challenge and opportunity for the DPRD to provide programs and services that meet the needs of varied populations.

Marketing Techniques

The DPRD is currently working on developing new techniques to help promote and advertise what the city has to offer. These new techniques include but are not limited to variety of print, electronic, and media tools to reach new consumers in the Texoma Metro area.

Program Guide

Many park and recreation departments create a program or activity guide that allows citizens or visitors to locate facilities, special events, athletic leagues and find general information about a department. [A program guide can be provided in print or online](#)

format (social media and website) so large audiences can be reached. Once established, it will be an easy way for citizens to stay informed.

Printed Materials

The DPRD will look to create fliers and other printed materials for events and services (see Appendix A). These can be displayed throughout the city or distributed at events. Internally, these materials may be placed throughout City Hall.

Website

The DPRD maintains one website which will be regularly updated with events and information: [City of Durant Parks and Recreation](#)

Additionally, the DPRD will manage the recreation software for the city once it is implemented in 2021 and it will be used to complete reservations, bookings, and special requests.

Social Media

Currently, the DPRD maintains and manages its social media presence primarily through Facebook. Facebook works well because we are able to respond to questions and comments directly on the Facebook page or through direct message. As of now, the DPRD operates through Facebook pages (DMSC, Lake Durant and the Durant Pool). We would like to merge Lake Durant, Durant Pool and Parks & Recreation into one page where citizens can stay up to date on everything without having to follow four different pages. We also want to start informing citizens of what is happening throughout our parks and making updates when new features are added like the Carl Albert Park project (see Appendix B & C).

Email

The DPRD can utilize blast emails to routinely inform people regarding program details, reminders, and upcoming opportunities.

Commented [RB1]: We will have to develop programs before making a program guide. As of right now most of our programs isn't even our programs its just relaying info about recreation leagues. I will have Chris start coming up with programs we can start at low cost and start developing a guide for the FY 23.

Commented [JD2R2]: ok

Commented [RB3]: Still trying to get IT and Treasury dept to give me the go ahead on which Credit Card Processing company they want us to use. Once they give me that info we will go ahead and sign up for CIVIC REC

Commented [JD4R4]: ok

Radio Advertisements

For large events or series, the DPRD can make use of local radio stations and provide information over the radio quickly. These will have to be prepared and accounted for in the yearly budget.

City Newsletter

A DPRD newsletter could be delivered once monthly with paychecks to city employees. This would keep city employees up to date on events and programs to all city workers

Evaluation

Evaluating the marketing plan is as important as identifying the strategic issues and goals.

Appendices

Appendix A

Sample Printed Material: Carl Albert Park Ribbon Cutting



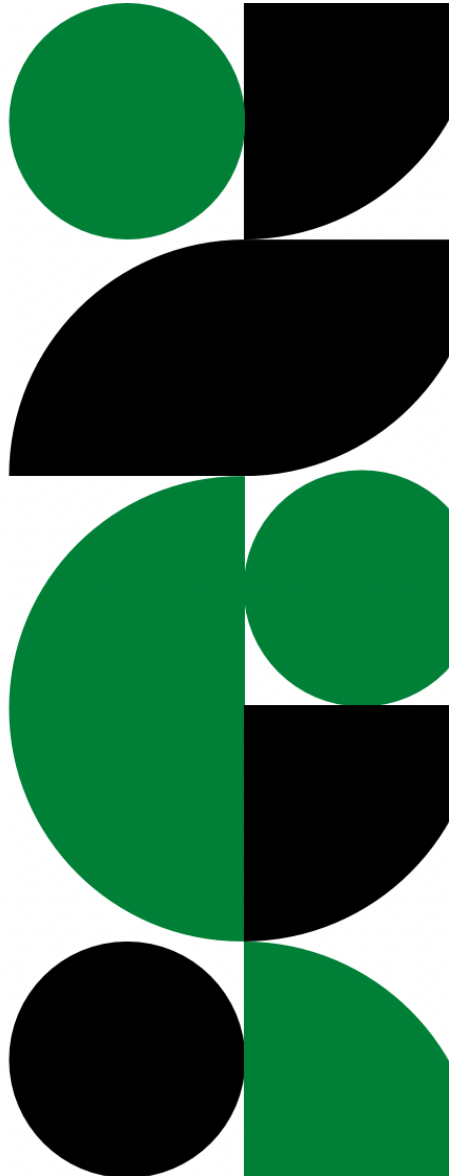
Carl Albert Ribbon Cutting Ceremony

Join us in celebrating the new
addition to our park!!

March 6 | 9 AM to 7 PM
Carl Albert Park

Bring your family and friends to
come enjoy the new playgrounds
and sport courts!

Snacks, drinks & fun will be
provided.



Appendix B

Sample Social Media Post: Carl Albert Park Ribbon Cutting

Carl Albert Ribbon Cutting Ceremony

**Bring your family and friends to come
enjoy the new playgrounds and sport
courts at our park!**

Snacks, drinks & fun will be provided.



Appendix C

Sample Social Media Post: Connect with Us

