

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

6:00 PM

**Donald W. Reynolds
Community Center
and Library
1515 W. Main Street
Durant, Oklahoma**

October 27, 2022

SPECIAL CALLED AGENDA

CALL TO ORDER

ROLL CALL

ORDER OF BUSINESS

1. Administration

- a. Presentation of Parks Master Plan with Following Discussion Open for Public Participation

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 21st day of September, 2022 and that an agenda of said meeting was posted at the place of such meeting at 10:45 a.m. on the 21st day of September, 2022.



Cynthia J. Price, City of Durant



The City of Durant

Memorandum

Date: 10/27/2022
To: Mayor and City Council
From:
Re: Administration

Council Information / Action Requested

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

ATTACHMENTS:



The City of Durant

Memorandum

Date: 10/27/2022
To: Mayor and City Council
From: Ryan Brewer, Parks and Recreation Manager
Re: Presentation of Parks Master Plan with Following Discussion Open for Public Participation

Council Information / Action Requested

Information only.

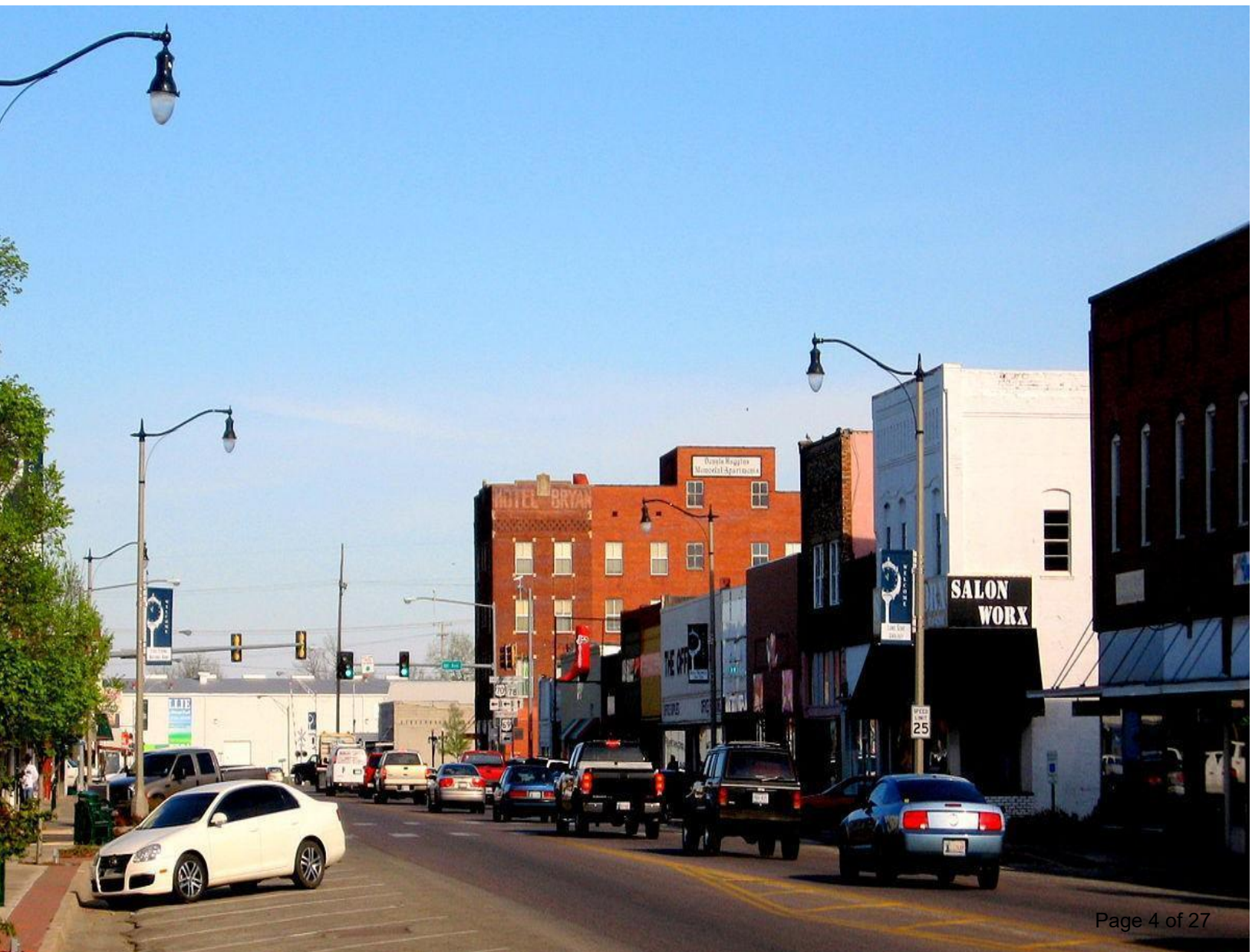
City Staff Information / Action Follow-up, if Council authorizes this action:

ATTACHMENTS:

1. Parks and Recreation Master Plan FINAL



Durant Parks Master Plan



City of Durant Marketing Plan

Table of Contents

| | |
|------------------------------|----|
| Executive Summary | 2 |
| Department Overview | 3 |
| Parks Overview | 5 |
| Products and Services | 14 |
| Situational Analysis | 16 |
| Market Segmentation | 18 |
| Marketing Techniques | 19 |
| Evaluation | 20 |
| Appendices | 19 |

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.

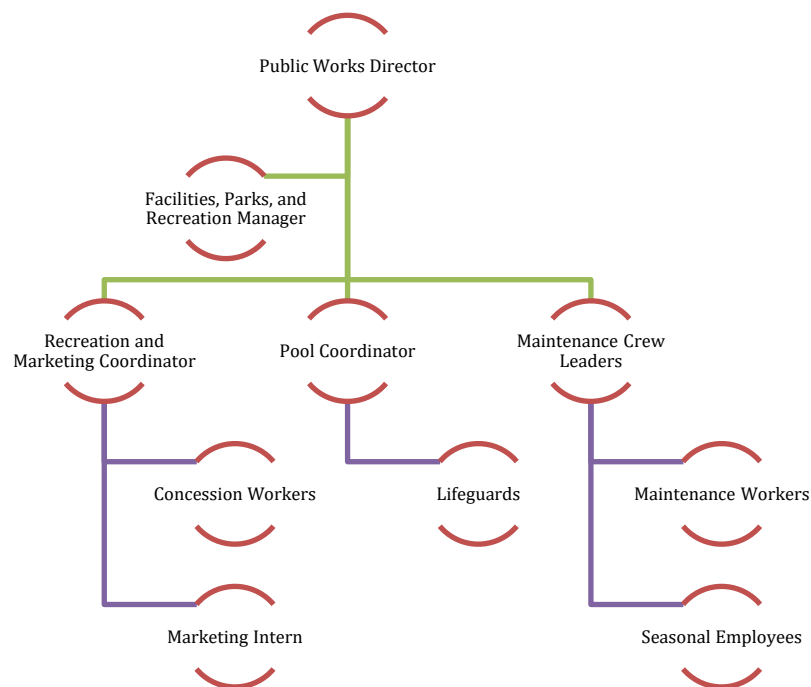
Prepared - The DPRD aims to provide quality programs and facilities. We should be held accountable for our actions and this means that we are open to feedback from our citizens if we are not ready or performing at a high standard.

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.

| <u>Recommended Improvements For Current Amenities At Lake</u> | <u>EST Cost</u> |
|--|-------------------------|
| <u>Durant</u> | |
| Aerobic Sewage System | \$25,000 |
| Refurbish 10 RV camping spots | \$100,000 |
| Rebuild 2 existing bathrooms | \$100,000 |
| LED Security Lights | \$20,000 |
| <i>Total Recommended Improvements For Current Amenities</i> | <i>\$245,000</i> |
| <u>Recommended New Improvements At Lake Durant</u> | <u>EST Cost</u> |
| Fishing Dock | \$100,000 |
| New Parking Lot | \$75,000 |
| Add 10 RV Camping Pads | \$80,000 |
| RV access Road | \$50,000 |
| Tent Sites | \$45,000 |
| New Bathroom by RV Sites | \$75,000 |

| | |
|--|--------------------|
| Playground structure for 5-12 | \$150,000 |
| Dog Park | \$50,000 |
| Horseshoe courts | \$50,000 |
| Ropes course | \$100,000 |
| Canoes, Kayaks, Paddleboards | \$50,000 |
| Total Recommended New Improvements | \$825,000 |
| Total For All Improvements At Lake Durant | \$1,070,000 |

▪ **Eco Park (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.

• **Recommended Ideas for Park**

- Rebuild it to be a golf course w/ disc golf holes as well Estimated cost to build a golf course is anywhere between \$5-\$10 million
- Clear paths and replace broken paths to be a natural walking trail with minimum work to the land to help the natural ecosystem in the area \$50,000

▪ **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.

| <u>Recommended Improvements For Current Amenities At DMSC</u> | <u>EST Cost</u> |
|--|------------------------|
| LED Lighting in Park | \$2,400,000 |
| Repave Parking Lot | \$600,000 |
| Worker shop | \$300,000 |
| Replace broken concrete & new walking trails | \$60,000 |
| Shade structures x 12 | \$200,000 |

| | |
|---|--------------------|
| Bring in Softball Outfield Fences | \$45,000 |
| Bullpen & Batting Cages x 8 | \$125,000 |
| Playground structures X 4 | \$120,000 |
| Replace scoreboards X 5 | \$32,500 |
| Resurface Track & other track improvements | \$250,000 |
| New field goal Post | \$25,000 |
| Total For Recommended Improvements For Current Amenities | \$4,157,500 |
| <u>Recommended New Improvements At DMSC</u> | EST Cost |
| Sport field expansions | \$2,000,000 |
| Indoor Recreation Building | \$2,000,000 |
| New Bathroom and Concession at Soccer | \$400,000 |
| Total For Recommended New Improvements | \$4,400,000 |
| Total For All Improvements At DMSC | \$8,557,500 |

- **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.

| <u>Recommended Improvements For Current Amenities At Slaton Park</u> | <u>EST Cost</u> |
|---|------------------------|
| Resurface Parking Lot | \$55,000 |
| Refurbish Concession & Bathrooms | \$75,000 |
| Security Lights | \$22,000 |
| Replace Chain Link Fence | \$20,000 |
| LED Field Lights | \$50,000 |
| Total For All Improvements At Slaton Park | \$222,000 |

- **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.

| <u>Recommended Improvements For Current Amenities At Carl</u> | <u>EST Cost</u> |
|--|------------------------|
| <u>Albert Park And Pool</u> | |
| Replace Old Playgrounds | \$300,000 |
| Refurbish Bathrooms | \$60,000 |
| Refurbish Pavilions | \$10,000 |
| New Parking lot and security Lights | \$60,000 |
| Resurface Parking Lots | \$50,000 |
| Expand Skate Park | \$300,000 |
| Close through Road | \$2,000 |
| New Pool Slide | \$60,000 |
| Refurbish Pool Pump house | \$75,000 |
| Resurface Pool | \$10,000 |
| Pool Lighting | \$20,000 |
| Total For Recommended Improvements For Current Amenities | \$947,000 |
| <u>Recommended New Improvements At Carl Albert Park And</u> | |
| <u>Pool</u> | |
| New Bathroom | \$50,000 |
| Pickle Ball Courts | \$30,000 |
| Fitness Park | \$48,000 |
| Horseshoe Pits | \$36,000 |
| Cornhole Pits | \$5,000 |
| Add more benches, Tables, and Chairs for pool | \$5,000 |
| Total For Recommended New Improvements | \$174,000 |
| Total For All Improvements At Carl Albert Park | \$1,121,000 |

- ***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.

| <u>Recommended Improvements For Current Amenities At Billy</u> | <u>EST Cost</u> |
|---|------------------------|
| <u>Miller Park</u> | |
| Resurface Parking Lots | \$80,000 |

| | |
|---|---------------------------|
| Put up fence for BM3 | \$22,000 |
| Fix Field Lighting for all fields | \$220,000 |
| Rebuild Concession and Bathrooms X 3 | \$150,000 |
| New Scoreboards for Baseball/Softball fields x 4 | \$50,000 |
| Resize BM 1, BM 2, BM Annex to Adult size fields | \$66,000 |
| Refurbish Pavilion | \$10,000 |
| <i>Total For Improvements For Current Amenities</i> | <i>\$598,000</i> |
| <u>Recommended New Improvements At Billy Miller Park</u> | <u>Est Cost</u> |
| Street Parking for Billy Miller 3 | \$32,000 |
| New Multipurpose fields for Soccer and Lacrosse | \$75,000 |
| Parking lot off of 9 th street for Multipurpose fields | \$300,000 |
| Additional Basketball Courts | \$40,000 |
| <i>Total For Recommended New Improvements</i> | <i>\$447,000</i> |
| <i>Total For All Improvements At Billy Miller Park</i> | <i>\$1,045,000</i> |

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.

| <u>Recommended Improvements For Current Amenities Dixon</u> | <u>EST Cost</u> |
|--|------------------------|
| <u>Durant Park</u> | |
| Lighting around walking trail and around the park | \$20,000 |
| Build new pavilion and rebuild existing | \$25,000 |
| Refurbish Tennis courts | \$400,000 |
| Convert Tennis courts to Basketball courts | \$200,000 |

| | |
|--|------------------------|
| Replace old playground structures | \$305,000 |
| Immortalize Rocket and seal it off | \$75,000 |
| Rebuild Bathrooms | \$50,000 |
| Total For Improvements For Current Amenities | \$1,075,000 |
| <u>Recommended New Improvements At Dixon Durant</u> | <u>Est Cost</u> |
| Pickleball courts x 2 | \$20,000 |
| Fitness Park | \$40,000 |
| Splash Pad | \$300,000 |
| New Bathroom by splash pad | \$75,000 |
| Total For Recommended New Improvements | \$435,000 |
| Total For All Improvements At Dixon Durant Park | \$1,510,000 |

- **Leonard Morgan Park**

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

| <u>Recommended Improvements For Current Amenities At</u> | <u>EST Cost</u> |
|---|------------------------|
| <u>Leonard Morgan Park</u> | |
| Park Lighting | \$50,000 |
| Refurbish Concession and bathroom | \$50,000 |
| Replace Playground Structure | \$65,000 |
| Repave Parking Lots | \$60,000 |
| Total For All Improvements At Leonard Morgan Park | \$225,000 |

- **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.

| <u>Recommended Improvements For Current Amenities At Lloyd</u> | <u>EST Cost</u> |
|---|------------------------|
| <u>Plyler Park</u> | |
| Extend sidewalk round the park North and East side | \$15,000 |
| Street parking North and East side | \$35,000 |
| Expand Pavilion | \$45,000 |

| | |
|---|------------------------|
| Replace Playground structure | \$200,000 |
| Concrete batting cages ground | \$5,000 |
| Park Lighting around Park | \$50,000 |
| Work on Concession stand | \$10,000 |
| Total For Recommended Improvements For Current Amenities | \$360,000 |
| <u>Recommended New Improvements To Lloyd Plyler Park</u> | <u>Est cost</u> |
| Basketball court | \$30,000 |
| Pickle ball Courts | \$20,000 |
| Splash pad with shade | \$300,000 |
| Parking lot | \$140,000 |
| Lights in new Parking lot | \$25,000 |
| Total For Recommended New Improvements | \$515,000 |
| Total For All Improvements At Lloyd Plyler Park | \$875,000 |

- **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.

| <u>Recommended Improvements For Current Amenities At</u> | <u>EST Cost</u> |
|---|------------------------|
| <u>Jacob's Park</u> | |
| Replace Playground Structure | \$55,000 |
| Angled Parking | \$6,000 |

| | |
|---|-----------------|
| Total For All Improvements At Jacob's Park | \$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.

| <u>Recommended Improvements For Current Amenities At Keithley Park And Splash Pad</u> | <u>EST Cost</u> |
|--|------------------------|
| Replace Playground Structure | \$180,000 |
| Rebuild Bathrooms and Concession Stands | \$75,000 |
| Shade structure around splash pad | \$30,000 |
| Park Lighting | \$50,000 |
| LED field lighting | \$55,000 |
| Replace Scoreboard | \$20,000 |
| Total For Recommended Improvements For Current Amenities | \$360,000 |
| <u>Recommended New Improvements At Keithley Park And Splash Pad</u> | <u>Est Cost</u> |
| Fitness Park | \$40,000 |
| Total For Recommended New Improvements | \$40,000 |
| Total For All Improvements At Keithley Park And Splash Pad | \$400,000 |

- **Schuler Park**

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

| <u>Recommended Improvements For Current Amenities At Schuler Park</u> | <u>Est Cost</u> |
|--|------------------------|
| Rebuild bathroom | \$50,000 |
| New LED park lighting | \$30,000 |
| Replace Playground | \$75,000 |
| Refurbish Pavilion | \$30,000 |
| Total For Recommended Improvements For Current Amenities | \$155,000 |

| <u>Recommended New Improvements at Schuler Park</u> | <u>Est Cost</u> |
|--|-------------------------|
| Dog Park | \$20,000 |
| <i>Total For Recommended New Improvements</i> | <i>\$20,000</i> |
| <i>Total For All Improvements For Schuler Park</i> | <i>\$175,000</i> |

- **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.

- **Market Square/Pocket Park**

An urban Park with a concert stage, shaded parking, restrooms, tables, and benches

| <u>Recommended New Improvements at Market Square Park</u> | <u>Est Cost</u> |
|--|------------------------|
| Shade Structure | \$30,000 |
| <i>Total For Recommended New Improvements</i> | <i>\$30,000</i> |
| <i>Total For All Improvements For Market Square Park</i> | <i>\$30,000</i> |

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 skate park
- 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.

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](#)

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).

Email

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

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



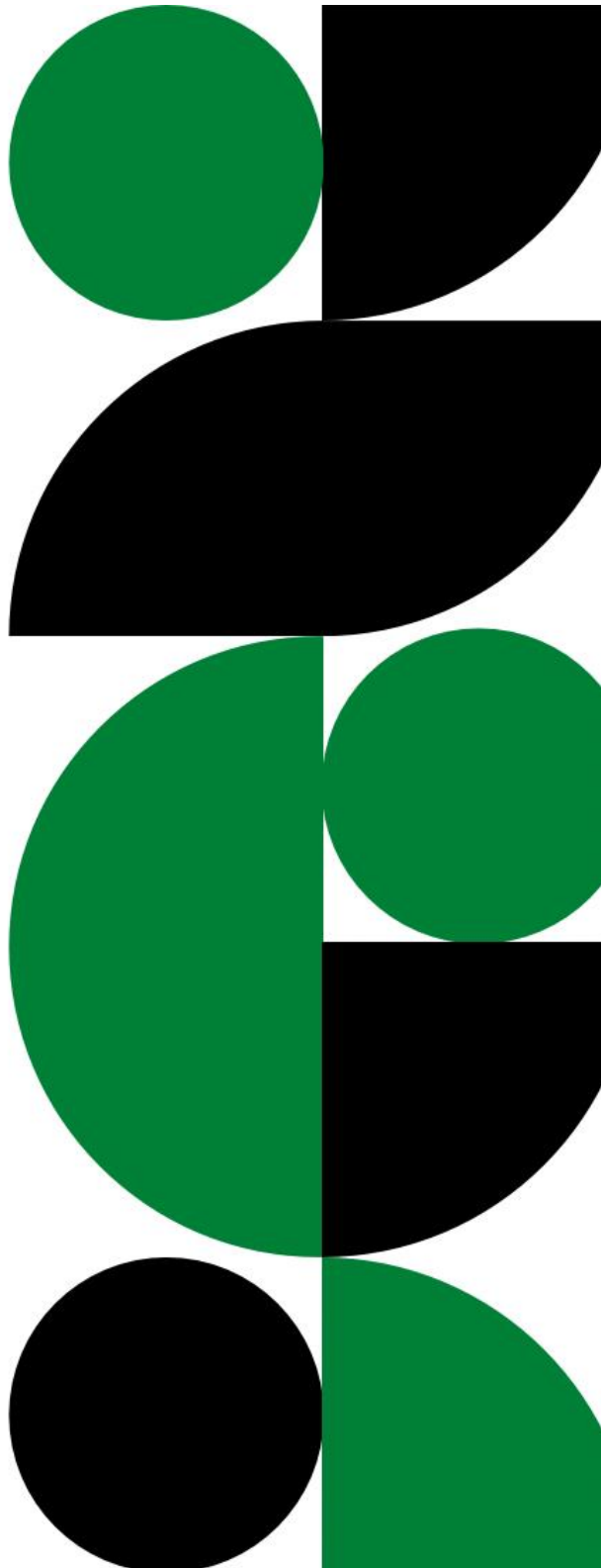
Carl Albert Ribbon Cutting Ceremony

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

