

DURAND CHARM ACTION PLAN 2018



<p>Vision</p>	<p><i>The Village of Durand is a friendly, economically stable community that has a unique charm highlighted by its town square. Visitors to Durand are welcomed by its residents and businesses; and return to enjoy a variety of local events and festivals that take advantage of spacious parks, rich history and beautiful rural setting. The residents of Durand are proud of its top-ranked schools, many social opportunities and a strong belief in volunteerism. Everyone from life-long residents to first-time visitors feel right at home in Durand.</i></p>			
<p>Mission</p>	<p><i>Durand Charm's purpose, through charitable donations, is to lessen the burden of government, and increase civic awareness through volunteer engagement in the community of Durand and surrounding areas.</i></p>			
<p>High Priority Goals</p>	<p>Business and Economic Development</p>	<p>Beautification and Parks</p>	<p>Attractions</p>	<p>Education</p>
	<p>Durand has a thriving retail and service economy that both attracts visitors from near and far with unique and niche shops as well as providing for the day-to-day needs and wants of the region and providing ample employment opportunities. The goal is to attract businesses who will offer high wage employment options . Businesses will be retained and grown with a variety of incentives, programs and utilizing state of the art technology.</p>	<p>Durand's is a unique and picturesque community. Once the downtown streetscape is completed, it will feature beautifully restored facades, accessible sidewalks with plants, trees and flowers softening the look of the downtown. There is always something to do in Durand for residents and guests of all ages! The community boasts thriving park system that allow various community organizations to offer a wide variety of athletic, educational and entertainment options.</p>	<p>Durand is a destination location, perfect for a weekend getaway with fabulous shops and restaurants as well as frequent festivals, activities and special events that cater to visitors.</p>	<p>Durand schools are among the best in the nation, with vigorous college prep courses as well as vocational options.</p>

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Strategies	Top Strategies	Top Strategies	Top Strategies	Top Strategies
	1. Strategize ways to encourage entrepreneurs to establish business in our community	1. Investigate and develop funding options for parks and recreation development	1. Create activities/events to attract visitors and businesses	1. Develop communication avenues between school and community
	2. Develop lines of communication between the business district as well as attractions	2. Create a system of attractive signage and social media that brings people to town.	2. Expand and improve current community events	2. Promote community service and involvement
	3. Develop a marketing and advertisement plan for the Durand business district through surveying the region	3. Develop activities and events for community members and visitors	3. Create winter activities	3. Create vocational and other workforce training opportunities
	4. Develop a welcome program for realtors promoting Durand and the surrounding area	4. Develop a unique summer youth program for local and regional children	4. Improve the community as a whole, by creating attractions that will bring visitors. Improving the community as a whole.	
	5. Develop an advertising package that will sell the benefits of Durand to new businesses			
	6. Identify current assets and research infrastructure capabilities.			
7. Develop economic tools and incentives to use to attract and develop businesses				

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Projects	1. Tap into Northern Illinois fiber optic ring	1. Whirligig Project - offer Whirligig's in the park, community and to residents to add visual interest in the community.	1. Movie Night in the Summer June, July and August	1. Design, improve and enact community education course for residents and non-college bound students
	2. Research ways to assist existing entrepreneurs	2. Help promote the overall beautification of Durand	2. Expand Fall Activities: Halloween on the Square, Harvest Hayride and Scarecrow Contest	2. Increase public awareness of public library and summer reading program
	3. Create a wine and beer tasting event	3. Hold the Merry & Bright Lighting Contest for residents in the community. Three winners determined in December.	6. Create a "Christmas in the Park" event to highlight the park and its unique features.	3. Support and promote programs introduced by the Durand Police Department
	4. Survey and develop a marketing plan for Durand businesses	4. Hold a Yard of Month contest honoring residents who's yard have a lot of curb appeal. Two winners determined monthly May - October		
	5. Survey existing infrastructure in the village	5. Help design and establish an official Disc Golf Course in Saelen's Park with the help of the Village of Durand		
	6. Create a matrix of available funding for new or expanding businesses	7. Research grants for adding & improving parks and recreation		
	7. Develop professional relationship with Village Zoning Board	8. Design classes that can be held in the park for youth		

2018 Fundraisers	Season/Date	Location	Chairman
Duck Race	4th of July	Saelen's Park - Otter Creek	Jessica Travis/Ashlee Deitmeier
Spring Plant	May	TBD	TBD
Fall Plant Sale	August/September	TBD	TBD
Adopt-a-Pot	May	Businesses thru out Durand	Connie Liptak
Auction	Saturday, August 11, 2018	American Legion	Jody Meissen/Gary Ingram
Candy Cane Lane	Sunday, November 18, 2018	Durand CUSD #322	Marsha Opperman/Sue Gibler

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Durand Charm Global Goals	Timeline
Organize painting murals on community history and heritage	3 Year Goal
Durand Charm to be the go-to organization when there is something that needs to be accomplished.	3 Year Goal
Durand Charm to be an actual strategic partner to the Village of Durand	3 Year Goal
Durand Charm to be self-funded.	3 Year Goal
Durand Charm to have a vibrant volunteer base.	3 Year Goal
Re-organization of the committees and their events, i.e. the framework, and action plans	3 Year Goal
Want Durand Charm to see measurable results.	3 Year Goal
To see the downtown under construction.	3 Year Goal
Develop a streetscape plan for trees, flowers, lights, sidewalks, etc. from Main St. to Route 75.	3 Year Goal
Develop a series of sporting and recreational facilities for events, activities and educational opportunities.	3 Year Goal
Work to restore wildflower and prairie habitat in Saelens Park.	3 Year Goal
Clear results in the community.	5 Year Goal
We would like to see Durand Charm as a respected organization.	5 Year Goal
We would like everyone in the Village to know who Durand Charm is.	5 Year Goal
We would like Village Volunteers to ask for self-recruitment.	5 Year Goal
We would like to see Durand Charm large enough to grow out of our office space and have a need for a larger area.	5 Year Goal
We would like to see the downtown square project done and focus on a park district and/or increased relationship with the "Y".	5 Year Goal
We would like to see Durand as a growing community, more businesses, people moving in which will have a large impact on the Village as well as increased revenue from businesses.	5 Year Goal
We would like to see a large cooperation between all the organizations in town.	5 Year Goal
Investigate water features that could be added to the park	5 Year Goal