

# Durand Charm Action Plan

## Vision

*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.*

## High Priority Goals

**Business Promotion:**  
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.

**Beautification and Design:**  
Durand's beautifully restored downtown is the jewel in the cap of a neat and picturesque community. The downtown features beautifully restored facades, accessible sidewalks with plants, trees, and flowers softening the look of the downtown.

**Parks & Recreation:**  
There is always something to do in Durand for residents and guests of all ages! The community boasts thriving parks system and high quality facilities that allow various community organizations to offer a wide variety of athletic, educational, and entertainment options.

**Attractions:**  
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.

**Education:**  
Durand schools are among the best in the nation with vigorous college prep courses as well as vocational options.

**Economic Development:**  
Durand has a thriving economy where businesses offering high wage employment options are attracted, retained, and grown with a variety of incentives, programs and utilizing state of the art technology.

## Strategies

**Top Strategies:**

1. Develop special events to showcase retail businesses in and around Durand.
2. Develop lines of communication between the business district as well as attractions.
3. Develop a marketing and advertisement plan for the Durand business district through surveying the region.
4. Develop a welcome program

**Top Strategies:**

1. Develop fundraising plan and strategy.
2. Create a system of attractive signage that brings people to town.
3. Transform sidewalks for ease of access, i.e. wheelchai, walker accessible.
4. Develop a streetscape plan for trees, flowers, lights, sidewalks etc., from Main St. to Route 75
5. Work with business owners to coordinate a unified restoration plan.

**Top Strategies:**

1. Investigate and develop funding options for parks and recreation development.
2. Develop activities and events for community members and visitors.
3. Develop a series of sporting and recreational facilities for events, activities, and educational opportunities.
4. Develop a unique summer youth programs for local and regional children.

**Top Strategies:**

1. Create activities/events to attract visitors and businesses
2. Expand and improve current community events.
3. Create winter activities
4. Improve the community by creating attractions that not only bring visitors but also improve the community as a whole.

**Top Strategies:**

1. Develop new classes for non-college bound students.
2. Develop communication avenues between school and community.
3. Promote community service and involvement.

**Top Strategies:**

1. Strategize ways to encourage entrepreneurs to establish business in our community.
2. Develop an advertising package that will sell the benefits of Durand to businesses.
3. Create vocational and other workforces training opportunities.
4. Identify current capabilities and assets.
5. Develop economic tools and incentives to use to attract and develop businesses.

## Projects

1. Continue Friday Night Frenzy events on the square
2. Encourage businesses to have longer hours for shopping
3. Create a wine and beer tasting event
4. Survey and develop a marketing plan for Durand businesses
5. Coordinate Sidewalk sales
6. Develop and maintain website
7. Organize an advertising co-op.

1. Redesign of the town square & Center Street
2. Overall beautification of Durand
3. Develop signage that attracts individuals to Durand at the intersections of IL 70 & 75
4. Continue Fundraising events: Duck Race and Bingo
5. Encourage shop owners to restore or beautify buildings.
6. Develop Beautification Plan for Durand Square.

1. Research grants for adding & improving parks and recreation
2. Design classes that can be held in the park for youth.
3. Create a "Christmas in the Park" event to highlight the park and its unique features.
4. Work to restore wildflower & prairie habitat in Saelens Park.
5. Investigate water features that be added to parks.

1. Offer Friday Night Frenzy events in collaboration with the Business Promotion Committee.
2. Expand Halloween attractions through Halloween on the Square, Hay Bale Decorations, and Haunted Hayrides
3. Develop a "Soundgarden" in Saelens Park that brings individuals to Durand
4. Organize painting murals on community history and heritage.

1. Design, improve, and enact community education courses for residents and non-college bound students.
2. Increase public awareness of school library and summer reading program.
3. Create community service scholarship program that promotes community service and involvement.
4. Bring in programs to enhance & promote the school's "GRRR" mission.

1. Tap into Northern Illinois fiber optic ring.
2. Research ways to assist existing entrepreneurs.
3. Research ACT national career readiness certificate and best ways to utilize it
4. Survey existing infrastructure
5. Develop a fund to promote business development
6. Create a matrix of available funding for new or expanding businesses

