



Lost Street Parking & Downtown Placemaking Project

Project Purpose. Transform Lost Street into a safer, more attractive and more functional parking and pedestrian-support area within the Durant Main Street District. The project includes new lighting, pavement, parking striping, directional arrows, a finished fence with mural and visitor photo opportunities, and landscaping.

Tourism & Economic Rationale

Parking is not simply a transportation issue in a tourism district; it is part of the visitor experience. Clearly marked, well-lit and attractive parking reduces friction for visitors, improves perceived safety, and helps concentrate pedestrian activity near businesses and attractions. The fence, mural and photo opportunities also convert otherwise functional infrastructure into a destination feature capable of generating user-created social media content.

The economic case is supported by the size of the surrounding visitor economy. Oklahoma's 2025 tourism industry generated \$12.8 billion in direct visitor spending and supported 109,300 jobs. Choctaw Country's 2025 snapshot reports \$1.276 billion in visitor spending, including \$257.5 million in food and beverage spending and \$287.2 million in recreation spending. Texas travel spending reached \$98.7 billion in 2025. For Durant, these figures point to an opportunity to capture a larger share of visitor spending that already moves through the Oklahoma-Texas border region.

Strategic DTEDA Value

- Adds usable and clearly organized parking capacity to support the Main Street District.
- Improves nighttime visibility and the perceived safety of visitors, residents and downtown employees.
- Creates a visual gateway/placemaking element through the mural, fence and visitor photo opportunities.
- Supports restaurants, retail, events and attractions by improving access and reducing visitor frustration.
- Makes future downtown events easier to manage through directional circulation and defined parking.
- Improves the appearance of an underutilized urban space and strengthens the overall destination image of Historic Downtown Durant.

Recommended Performance Measures

Measure parking spaces added or improved; occupancy during normal days and major events; lighting/safety improvements; pedestrian counts; visitor photo/social-media engagement; downtown sales-tax performance; business-owner feedback; and visitor satisfaction. DTEDA can establish a baseline before construction and compare activity at 6, 12 and 24 months after completion.

Key benchmark sources: Oklahoma Tourism & Recreation Department; Choctaw Country Tourism; Texas Travel Research / Travel Texas; Visit Dallas tourism impact data.