



Dear Commissioners,

As the official tourism organization for Durant and the proud Gateway to Lake Texoma, we write in strong support of the proposed Tax Increment Financing (TIF) project plan for the Pointe Vista development.

This project presents an opportunity that would provide countless economic benefits and growth for Durant and beyond. Additionally, these developments align directly with our mission to promote Durant and the surrounding region as a vibrant destination for visitors, family and future residents. Pointe Vista's project represents a transformative, tourism-centered initiative that would assuredly uplift our entire region through economic impact.

Lake Texoma is already one of our greatest assets, drawing millions of visitors annually and making it one of the most visited lakes in the Southwest U.S. Pointe Vista will elevate this already-thriving destination by creating a dynamic, family-friendly environment that complements the charm and hospitality our community is already known for. We see this project as a cornerstone of regional progress. With expanded amenities, modern infrastructure and increased capacity for visitors, this development will strengthen Lake Texoma's appeal as a tourism anchor for our state.

Durant businesses, especially those in the hospitality and retail sectors, stand to benefit tremendously from increased tourism traffic. More visitors mean more opportunities for our shops, restaurants and event venues year-round. Not only will Pointe Vista draw attention to our community and the surrounding areas, but it will also expand our tax base. With developers assuming responsibility for key infrastructure investments upfront, the TIF plan is a fiscally responsible partnership that drives public benefit without raising taxes on residents.

Discover Durant strongly encourages the Marshall County Commissioners to approve this TIF proposal and help ensure that Lake Texoma, and Durant, continue to grow and welcome millions more to experience all our region has to offer.

This is more than a development project. It's a bold step toward shaping the future of tourism and economic vitality within our region. With your support, we can turn potential into progress and position our community for long-term success.

Thank you for your leadership and thoughtful consideration.

A handwritten signature in black ink that reads 'SM Hunt'.