

PRESS RELEASE

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City of John Day, Oregon
Melissa Bethel, City Manager
bethelm@johnday-or.gov
(541) 575-0028



FOR IMMEDIATE RELEASE

The City of John Day is pleased to announce the development of a **DRAFT Vision Statement and Vision Focus Areas**, as part of the John Day 2045 Community Vision and Strategic Plan project.

The draft Vision Statement and Focus Areas were drawn directly from extensive public input received from more than 200 local residents participating through surveys, small group conversations, and a public meeting held in November 2025.

The language in the draft Vision Statement and Focus Areas describes the future John Day wants to have by 2045 – a future with a thriving economy, high quality of life, and a supportive and safe environment that maintains the small-town values and character that make the community distinctive.

The City is seeking additional feedback from residents on the draft Vision Statement and Focus Areas before official adoption by the City Council. Through a second survey and an upcoming town hall meeting (Wednesday, January 14th at 6 pm at the John Day Senior Center), residents will be asked to confirm whether the language in the draft reflects the aspirations of the community, and to suggest any necessary edits or additions. Residents can complete an online survey today by visiting <https://www.surveymonkey.com/r/JDvisiondraft> or picking up a paper copy from City Hall.

Once officially adopted, the Vision will be used to inform the development of a Strategic Plan for the City of John Day that will define actionable steps the City will take over the next several years to help implement the Vision. Those steps will be further detailed and refined through the City's annual budget process.

DRAFT John Day 2045 Community Vision Statement

"In 2045, John Day is a safe, thriving, and welcoming place where families flourish, businesses succeed, and visitors discover the spirit of Eastern Oregon. Nestled in the Blue Mountains along the free-flowing John Day River, our town is the heart of Grant County, with affordable living, well-paying jobs, quality schools, and healthcare access that make this an exceptional place to call home. Rooted in our rich history yet forward-looking, we embrace opportunity while maintaining our unique character to preserve the small-town warmth, community cohesion, and connection to the land that defines us."

DRAFT John Day 2045 Community Vision Focus Areas

In 2045 John Day Has: A Thriving Economy

“John Day is home to a steadfast and sustainably growing population, distinct local businesses, and a resilient economy that offers opportunity and long-term prosperity. A vibrant and active downtown supports local entrepreneurship, attracts new investment, and offers residents and visitors a variety of shops, services, and places to gather. Recreation-based tourism, strong local industries, and strengthened retail and options make John Day a regional destination where people experience the energy of a flourishing rural town.”

Key concepts:

- Sustainable population and growth
- Successful local businesses and economic vitality
- Active downtown that supports local community needs and entertainment
- Options for groceries, restaurants, etc.
- Visitors and tourism, town attracts shoppers and economic investment, especially recreation based

In 2045 John Day Offers: Family Friendly, Excellent Quality of Life

“John Day provides well-paying jobs, affordable cost of living, and access to housing that welcomes families and people of all generations to embrace frontier living and build their futures here. A variety of community amenities including parks, recreational opportunities, gathering places, and local services supports residents in their daily lives and strengthens our small-town sense of connection. Activities and programs for all ages make John Day a vibrant place to enjoy a balanced and fulfilling quality of life.”

Key concepts:

- Well-paying jobs
- Affordable cost of living
- Access to housing
- Variety of community amenities
- Activities for all ages

In 2045 John Day Provides: Support and Safety for Residents

“John Day provides strong schools, accessible healthcare, and essential services that help residents of all ages stay healthy, supported, and prepared for the future. High-quality educational opportunities with pathways into trades and technical careers prepare students for bright futures without needing to leave the community. A safe, peaceful, and secure environment supported by responsive public safety agencies, ensures that John Day remains a place where people are protected, healthy, and cared for.”

Key concepts:

- Good schools
- Access to quality healthcare
- Safety and security