



DRAFT
John Day 2045 Vision Statement
December 3, 2025

The draft vision was developed with the following framework:

1. **Future Description**: What will John Day be like in 2045?
 - i. What will we have?
 - ii. What will we be known for?
 - iii. What will we achieve?
2. **Guiding Values**: What will be our guiding values to get us there?
 - i. How will we balance competing priorities?
 - ii. What do we want to preserve, amidst all the change?
 - iii. What is most important to us about our community?

Draft 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 Vision Focus Area Statements

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 diverse retail 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 support residents in their daily lives and strengthen 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 and education/job training opportunities
- Access to quality healthcare
- Safety and security