

John Day's Strategy for Growth

Target Demographics

1. Digital commuters
2. Active retirees
3. Young, working families



Differentiated Capabilities

- Digital marketing/re-branding
- Recreational amenities
- Competitive broadband
- Housing/ community development



Cost Structure Alignment

- Investments that fuel growth
- Align costs with capabilities
- Cut “non-strategic” spending
- Dedicated and secure funding
- Monetize existing assets



Reorganize for Growth

- Identify strategic partners
- Engage local stakeholders
- Build internal capacity