

Introduction

John Day's Growth Strategy

- Combating population decline through **public-sector investments**
- Pursuing **joint investment strategies** with public & private agencies

Strategy for Growth

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



Differentiated capabilities

- 1. Digital marketing/re-branding
- 2. Recreational amenities
- 3. Competitive broadband
- 4. Housing & Development



Cost structure alignment

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



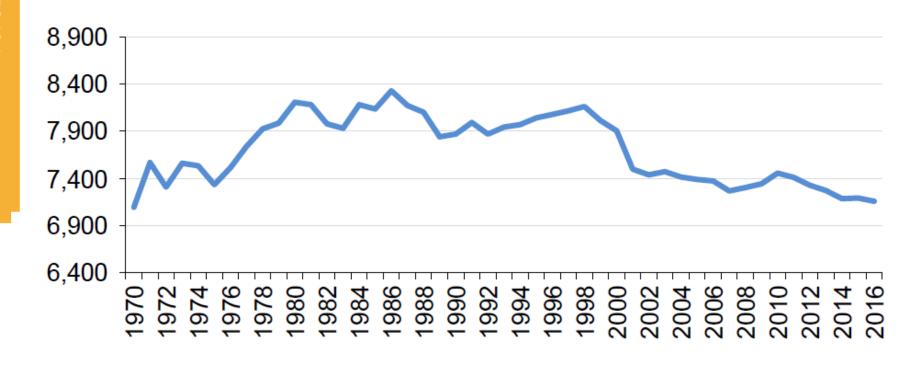
Reorganize for growth

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



Grant County Population Decline

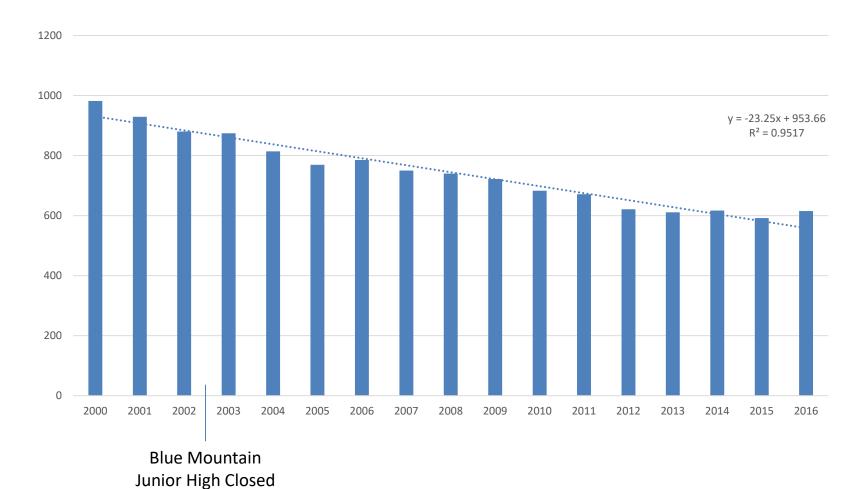
50 Years of "Net-Zero" population growth





Declining Student Enrollment

Grant School District 3





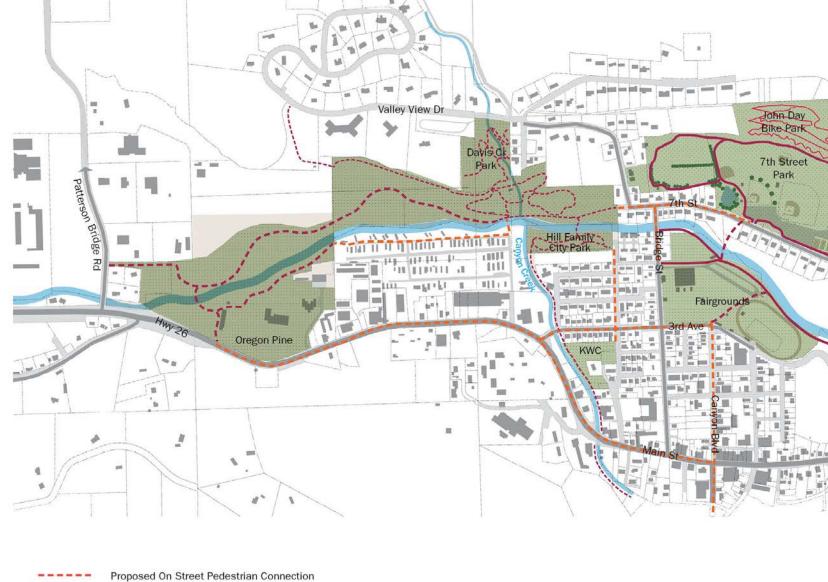
Community Investment Strategy

A Five-Year Investment Plan for John Day, 2020-2025

	Greenhouse Industry	Marketing and Tourism	Competitive Broadband	Business Development & Support	Opportunity Areas	Housing & Community Development
1	Identify a source of low-cost power to supply local greenhouses	Identify a lead Marketing and Tourism organization for the John Day area	Apply for grants to support the development of high-speed broadband in John Day	Seek partnerships to enhance and support existing businesses	Acquire funding for John Day River restoration work/ Oregon Pine Lake/ Water garden	Identify targeted areas for infra- structure to support new housing development and adopt a housing plan
2	Explore relationships with other greenhouse operators across the Western United States and Canada	Strengthen marketing presence	Partner with organizations to seek opportunities to leverage new high-speed broadband	Develop a plan to attract new entrepreneurs	Finalize site for the waste- water plant, the reclaimed water network, and new utility services	Acquire land for new housing development
з	Carefully monitor the costs and revenues from the initial phase of greenhouses	Provide clear messages to the local community about marketing and tourism efforts	Develop a broadband plan to connect each premise in John Day to fiber	Advance growth and concentrate resources in target areas: Recreation, Healthcare, & Greenhouse Agriculture	Work with local business to expand riverfront recreation and food services	Acquire land for downtown parking
4	Establish partnerships with regional growers, food outlets and distributors	Engage and empower local entrepreneurs to promote John Day and encourage local entre- preneurship	Create a community accessible space with 24/7 access to high-speed internet.		Connect the River Recreation Area to the Integrated Park System and Main Street	Create an online clearinghouse for local housing developers / contractors
5	Identify food processing and production activities to incent a "food cluster"	Identify stable funding sources for marketing and tourism activities				Explore options for streamlining the housing entitlement process
6	Partner with educational institutions to	Implement public policies that promote				
	create a greenhouse learning center	recreation and destination tourism				
	← ARTS & CULTURE →					

Implement policies that promote recreation & tourism

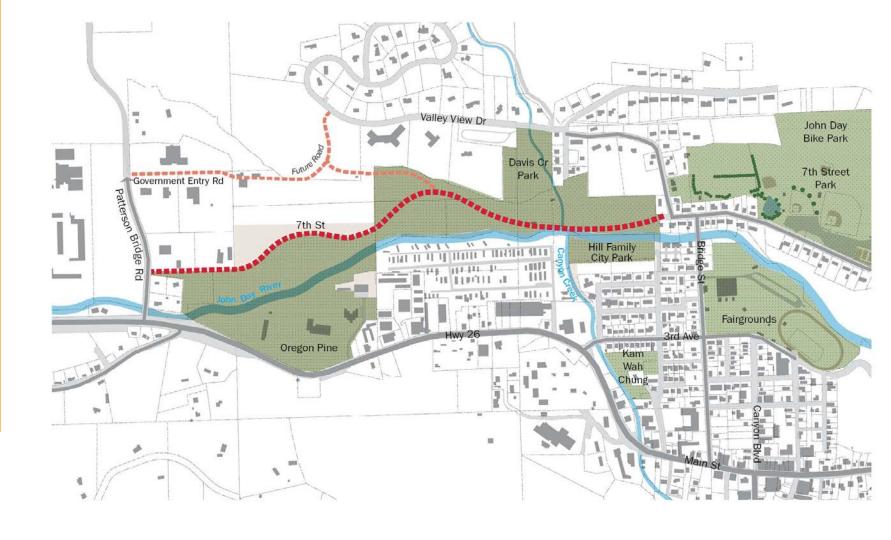




Proposed On Street Pedestrian Connection
Proposed Trail

AN INTEGRATED PARK AND TRAIL SYSTEM













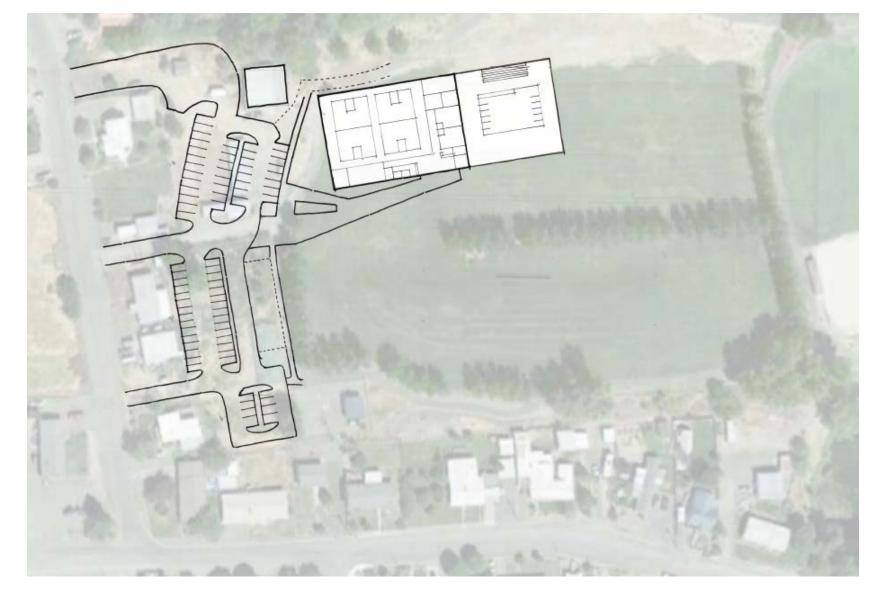


New Aquatic Center/Rec Center



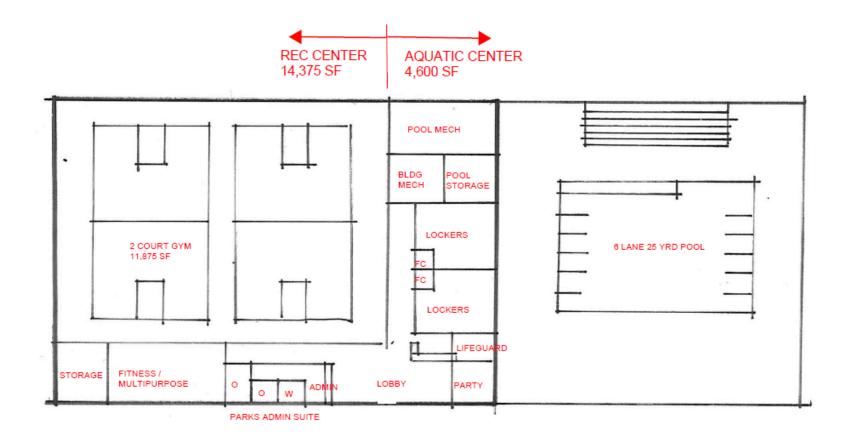


Draft Site Concept (Pre-decisional)





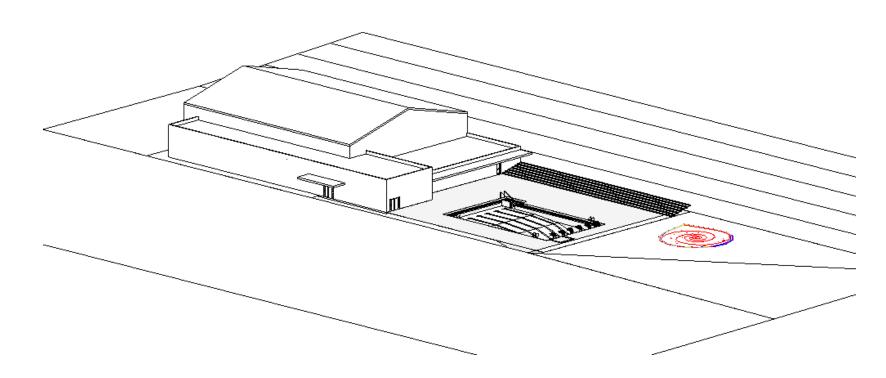
Draft Schematic (Pre-decisional)



JOHN DAY AQUATIC CENTER OPTION 5

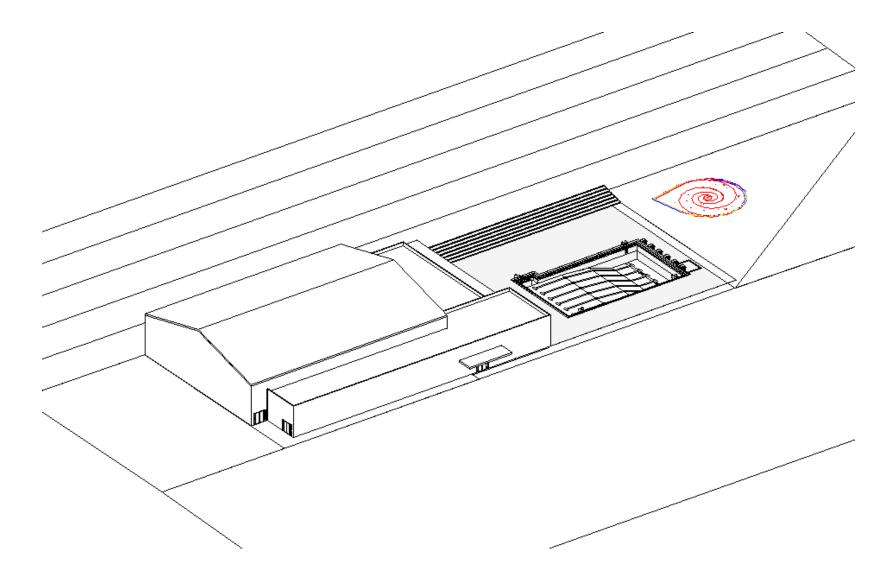


Site Massing (Pre-decisional)





Site Massing (Pre-decisional)





Questions for Discussion

- Do we need year-round recreation space that is open to the public?
- Would this help with the school district's and city's efforts to attract and retain students and families?
- Would the school district consider partnering with the City, County and Parks & Recreation District on a joint investment strategy to develop a recreation center as part of the proposed aquatic center?
 - Aquatic Center would be taxpayer funded (May ballot)
 - Recreation Center would be funded by public agencies (through an intergovernmental agreement)
- Why now?
 - Reduces cost of construction (built simultaneous with pool)
 - Low interest rates (currently 2.6%) for capital projects



Related Investments

- Inn at Whiskey Flat (2020-2021)
- New Wastewater Treatment Plant (2020-2022)
- Kam Wah Chung Heritage Site (2020 2023)

County Fairground Study (Ongoing)

