

Goal	Action Item	Action	Timeframe (Months)
1	1.1	Establish a stakeholder group (“John Day Vision Team”) to guide overarching John Day identity vision	0-3
1	1.2	Establish a comprehensive communications strategy with both “push” and “pull” communications and a consistent branding/marketing “Discover John Day” campaign	3-9
1	1.3	Adopt a single community calendar of events and virtual “concierge” service to make it easy for residents and visitors to participate in local events	6-18
1	1.4	Install information kiosks and establish a wayfinding system linking downtown and surrounding recreation areas	12-24
1	1.5	Plan, integrate and erect signage/structures/monuments that announce John Day and creates a sense of place for distinct community destinations and attractions.	12-24
2	2.1	Create a plan to use the Iron Triangle Shop as a outdoor recreation business incubator	0-3
2	2.2	Complete a gap analysis of local and regional assets with the objective of expanding services and amenities that support the outdoor recreation economy in John Day.	3-6
2	2.3	Re-evaluate the Transient Lodging Tax (TLT) methods of distribution to promote outdoor recreation as a traded sector industry	0-3
2	2.4	Organize a partnership to provide training and business support to connect existing business owners with the outdoor recreation economy	3-9
3	3.1	Create a community coordinator position to help with outreach and event coordination, focused on participation in outdoor recreation and improved quality of life.	0-12
3	3.2	Create a plan for a series of outdoor recreation related events	0-6
3	3.3	Host recreation economy focused workshops twice a year to maintain community engagement.	0-6
3	3.4	Hold ongoing conversations to listen to concerns and build cultural readiness among the community.	Ongoing
4	4.1	Create a regional trails master plan with assistance from the National Park Service Rivers, Trails, and Conservation Assistance Program.	
4	4.2	Build an aquatics center capable of expanding into a recreation center	6-18
4	4.3	Complete John Day-Canyon City intercity trail system and John Day's integrated park system	12-24
4	4.4	Create a comprehensive, multi-user experience recreation map to help residents and visitors connect with outdoor recreation opportunities	0-6