

301 West Main Street
John Day, OR 97845



541-575-0547
www.gcoregonlive.com
gadmin@gcoregonlive.com

RECEIVED

MAR 04 2021

CITY OF JOHN DAY

Chamber of Commerce

March 4, 2021

To: John Day City Mayor, City Council & John Day City Manager

The Grant County Chamber of Commerce (GCCC), in response to the adoption of the Recreation Economy for Rural Communities (RERC) as a supplemental element to the Comprehensive Plan, would like to offer their services as a designated member of the Vision Team for the RERC Action Plan.

In an effort to avoid duplication and unnecessary expenditures, the GCCC would like to take an active part in this endeavor. We at the GCCC have been working hand in hand with many organizations and already have in place some of the marketing and brand concepts the city is envisioning. We feel that coordination, resources, and collaboration between us is both beneficial and utilizes the assets of both organizations.

We have reviewed the goals of the community action plan and feel that the GCCC would be a critical partner and by working in coordination with the City of John Day especially with Goals 1 and 2.

Benefits of working together:

1. We have a county wide calendar of events which could be coordinated with the city.
2. We already have a branding and marketing strategy for the county which could work in conjunction with the city.
3. We have committed \$4,000 toward signage for the city.
4. We are the DMO for Grant County and are the main hub for visitor information.
5. We have an ongoing Business Enhancement Program for improving curb appeal of John Day and neighboring cities.
6. We support local businesses by offering a coupon program for tourists coming through Grant County.
7. We share information for webinars to educate local businesses and organizations.
8. We contribute to many city sponsored events.
9. Our TRT Grants are contributing to tourist related activities and events.

Thank you for your consideration in working and collaborating with the GCCC. With the GCCC located in the heart of John Day, we have no doubt that we can be mutually beneficial for one another.

Sincerely,

A handwritten signature in blue ink, appearing to be "Sherrie Rininger", written over a blue horizontal line.

The Grant County Chamber of Commerce
Board of Directors
Sherrie Rininger, President
Taci Phillbrook, President Elect