

Exhibit 1. CIS Focal Area Actions

	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 infrastructure 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 wastewater plant, the reclaimed water network, and new utility services	Acquire land for new housing development
3	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 entrepreneurship	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 create a greenhouse learning center	Implement public policies that promote recreation and destination tourism				

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