

# RIVER CANYON COUNTRY 2030 VISION

River Canyon Country in 2030 is a region engaged toward a common future with a clear shared identity. The community has worked hard to build on values of quality education, health and creating an active lifestyle. This has resulted in a dynamic and high caliber workforce and strong social capital. This is reflected in how our community organizations and volunteers work together in a coordinated and cohesive manner. This cohesion has allowed us to adapt and capitalize on new and emerging opportunities, while maintaining our strong community base. We value our people and invest in creating opportunities for them to work, contribute and thrive in the region.

We have beautiful natural landscapes, rivers, geologic formations, rim-rock vistas, lakes and protected areas which are now connected by a well-developed network of trails, themed by-ways, bikeways and transport systems. Our trail systems are robust and well-used by diverse groups including hikers, trail runners, mountain bikers and equestrians.

We have a strong, economically viable tourism infrastructure that leverages the unique regional assets of River Canyon Country including food produced locally, outdoor recreation, cultural diversity and cultural identity. Our tourism industry has developed in a way that protects and preserves both our environmental and cultural uniqueness.

Those who stay long enough will quickly understand our sense of 'realness' – from landscape to people to the things we create. Our unique story – a rich blend of Tribal, ranching and cowboy history -- pervades every experience a visitor has while in the area.

Our thriving economy is driven by our locally-owned, entrepreneurial businesses that have successfully built their enterprises by capitalizing on the area's world-class destinations such as nationally-recognized Wild and Scenic Rivers, Smith Rock State Park and the Ochoco National Forest.

We have become a renowned mecca for outdoor recreation, nature based tourism and cultural experiences that make us a 'must-do' destination for our many new and return visitors from across the world.

We have successfully capitalized on the draw to the area's wild and scenic rivers that cut through this region and give it our name, River Canyon Country.

# RIVER CANYON COUNTRY

## REGIONAL STEERING COMMITTEE

Convener: Brenda Comini, Crook County, (541) 447-3260, [Brenda.Comini@co.crook.or.us](mailto:Brenda.Comini@co.crook.or.us)

First meeting:

## ACTION TEAMS

### RCC ASSET MARKETING

Convener: Jack Newkirk, (541) 233-7288, [jackn@brasada.com](mailto:jackn@brasada.com)

First meeting: Wed February 13 at 2:00pm using Google Group or Conference Call

### RCC MEMORY MAKERS: Workforce Education & Development

Convener: Dean Noyes, (541)-905-1228, [deannoyes67@gmail.com](mailto:deannoyes67@gmail.com)

First meeting: February 19 at 4:00pm @ Madras & Prineville open campuses for a video meeting

### RCC BIKE + HIKE

Conveners: Stan Nowakowski, (541) 325-6090, [monstan@hotmail.com](mailto:monstan@hotmail.com) and Maura Schwartz, (541) 325-1064, [mauraschwartz@gmail.com](mailto:mauraschwartz@gmail.com)

First meeting: Thursday February 7, 9-12pm @ Inn at Cross Keys