



SISTERS COUNTRY

VISION

OUR COMMUNITY • OUR FUTURE

“ *Sisters Country is more than just a place to live – it’s a place to grow as people. There is a desire to be in relationship with one another here. There may be more opportunities in the big city, but here you feel like you are needed. You decide to find joy wherever you are. I choose here.*”

~ Emily Rickards, Sisters Business Owner

SISTERS COUNTRY'S NEW HORIZONS

BECOME PART OF OUR VISION!

A Place to Love. Sisters Country is a stunningly beautiful part of Deschutes County, Oregon. To declare this landscape is loved is an understatement. From native peoples and early settlers, to loggers and mill workers, to today's ranches, farms and diverse communities, anyone who's ever called this place home knows this about Sisters Country: It shapes your life and becomes who you are.

Sisters Country is Growing and Changing. At the same time, this land of big views and small town charm is no longer Oregon's best-kept secret. Our population is growing, bringing jobs and business opportunities, as well as new development, visitors and traffic. Growth can challenge our environment, our sense of place, our traditions and community spirit, but such values are our constants as we look to a changing future.

We're Planning for Our Future. We're taking a proactive approach in planning ahead. In 2018, the City of Sisters, in partnership with Deschutes County and Central Oregon Intergovernmental Council, sponsored *Sisters Country Horizons*, a community conversation about the future of this place we call home. We engaged nearly 2,000 participants, garnering tens of thousands of individual comments and bold ideas for our community.

One Vision, 20 Strategies, Unlimited Possibilities. Today, we have a vision for our future, a plan to get there, and a new name – *Sisters Country Vision*. The Vision Action Plan, developed by citizens is a catalogue of possibilities, with 20 key strategies to be carried out by local government, public agencies, businesses, nonprofits and other partners over the next five-to-ten years. As a 'living' plan, it will inform future decisions and help move us in the direction of our vision.

An Invitation to Become Part of Our Vision.

Achieving the Sisters Country Vision is one of the most important things we will ever do. With the help of a new Vision Implementation Team, we are shaping change to our advantage, helping keep Sisters Country the special place it is for generations to come. We invite you to join us. Visit *Sisters Country Vision* on the web, download the full action plan, watch for news about this project, roll up your sleeves, and become part of our vision!



OUR VISION FOR SISTERS COUNTRY

A LEGACY FOR GENERATIONS TO COME

Our Vision for Sisters Country is the overarching aspiration for this place we call home. Incorporating input from participants across the community, it reflects the ideas and words of Sisters Country residents themselves – and their intentions for a more prosperous, livable, resilient and connected community.

SISTERS COUNTRY proudly stands at a pivotal moment in its history – with a past we choose to honor, a present we seek to improve, and a future we aspire to create that is uniquely and positively our own.

We honor and strive to maintain our spectacular natural environment, our small town feel, the experience of caring and belonging, our outstanding schools, and our Western identity.

We actively seek to improve our community's quality of life, economic opportunity and affordability for all residents, and the facilities, programs and services that enrich and sustain our lives.

We aspire to create a prosperous economy rooted in arts and craft, recreation, entrepreneurship and innovation, a livable city and region that remain welcoming even as we grow, resilient people better prepared for a challenging world, and a connected community that works together for the common good.

OUR VISION is to seize this moment, choose our preferred future, and create an enduring legacy for generations to come.



“ *This is our moment – our time in the sun. We have benefitted from the great people who came before us. We have pride of place and livability, a connected community, and engaged citizens. Now, how do we build on this? How do we manifest a legacy for future generations?*”

~ Jack McGowan, Community Activist



“ *Sisters Country is an Inspiration Destination – a place to think, create, and innovate. With pioneering economic development strategies, we can create a prosperous Sisters with initiatives that support a diverse and resilient local economy, encouraging entrepreneurship and advocating for the next generation while respecting our community’s shared values and vision.*”

~ Caprielle Foote-Lewis, EDCO-Sisters Area



PROSPEROUS SISTERS

Our vision: A prosperous economy rooted in arts and craft, recreation, entrepreneurship and innovation.

This focus area is about creating a Sisters Country that is prosperous for all its residents. It covers such topics as jobs, small business, economic development, and entrepreneurial activities that generate livelihoods and income for Sisters Country residents.

OUR STRATEGIES FOR A PROSPEROUS SISTERS

Four-Season Tourism & Visitor Destination. Strategically develop Sisters Country's tourism and destination economy, increasing the number of shoulder season and winter events and attractions, such as performances, festivals, retreats, educational speaker series, trainings, and outdoors sports tournaments.

Oregon's Artisanal Capital. Develop and promote Sisters Country as the "Artisanal Capital of Oregon," building on its strategic location and spectacular environment, expanding the artisanal economy including visual artists, trades and crafts people, musicians, performance artists, writers, brewers, distillers, and farm-to-table chefs.

Sisters Makers District. Develop and promote a Sisters Makers District, where wood, metal, and glass crafts, woven crafts, pottery, and arts studios mix with local food and craft beverages, creating a pedestrian friendly zone that compliments, diversifies, and expands the local economy, and supports entrepreneurialism and innovation.

Vibrant & Diverse Local Economy. Facilitate local entrepreneurial infrastructure and the development of Sisters-compatible light Industrial land and building inventory, as well as support vocational education and workforce development.

Forest Service Property Development. Facilitate the development of a masterplan on the U.S. Forest Service property that is compatible with the community's character and identity, combining mixed-used commercial, residential and recreational facilities that anchor and define the community, create new jobs, and provide housing options.

Each of the above strategies includes a number of action steps designed to implement it, along with suggested lead partners, potential supporting partners, and milestones and timelines for their achievement. For a full copy of the Vision Action Plan visit: www.sistersvision.org.

LIVABLE SISTERS

Our vision: A livable city and region that remain welcoming even as we grow.

This focus area is about creating a Sisters Country that is livable for all its residents. It covers such topics as growth and planning, housing, transportation, parks and recreation, environmental quality, biking and walking, and other factors that combine to make Sisters Country a great place to live.

OUR STRATEGIES FOR A LIVABLE SISTERS

Walkable Downtown. Expand pedestrian-friendly amenities in downtown Sisters, encouraging residents and visitors to get out of their cars and walk, including during the evening hours.

Affordable Housing. Increase the availability of affordable housing in Sisters Country, including a comprehensive review of the 2010 Sisters Housing Plan, promotion of a diverse mix of housing types, and support for private and volunteer programs that address the issue of housing affordability.

Integrated Transportation System. Implement the updated Sisters Transportation System Plan that addresses changes in local and regional growth and new state transportation policies. Determine a preferred alternative to address congestion on Highway 20 in Downtown Sisters, exploring alternate routes and roadway designs, traffic management strategies, bicycle and pedestrian options, signage, and centralized public parking.

Expanded Trail System. Support Sisters Trails Alliance and the U.S. Forest Service in expanding and integrating equestrian, bicycle and hiking trails throughout Sisters Country and beyond, connecting unincorporated rural communities with downtown, linking Sisters to Redmond and Bend, and facilitating appropriate access to recreational areas.



Parks, Recreation & Greenspace. Identify potential new parks, greenspaces and recreation sites and facilities in Sisters Country to meet the needs of a growing resident population and create new public amenities and visitor attractions. Recognize and honor the City of Sisters' status as a Tree City, and develop a Dark Skies program.

Each of the above strategies includes a number of action steps designed to implement it, along with suggested lead partners, potential supporting partners, and milestones and timelines for their achievement. For a full copy of the Vision Action Plan visit: www.sistersvision.org.





“ Residents of Sisters Country are engaged in their community and cherish the environment and natural beauty that surrounds them. Such values are clearly reflected in our vision for a more livable Sisters, preserving and enhancing the small town feel we all embrace.”

~ Steve Swisher, Deschutes County Planning Commission

“

Along with Sisters Country's location, beauty and quality of life, come the challenges of keeping our community safe, healthy, and secure. This means increasing our resilience in the face of wildfire, natural hazards and similar threats. The Sisters Country Vision will help keep our community united, alert and prepared for whatever may come our way.”

~ Roger Johnson, Sisters-Camp Sherman Fire District



RESILIENT SISTERS

Our vision: Resilient people better prepared for a challenging world.

This focus area is about creating a Sisters Country that is resilient and responsive for all its residents. It covers such topics as public safety, health and wellness, social services, fire safety and disaster preparedness, and other initiatives that will help our community to be prepared for unanticipated events or an uncertain future.

OUR STRATEGIES FOR A RESILIENT SISTERS

Urgent Care Facility. Pursue establishment of a comprehensive urgent care facility in Sisters, providing walk-in and related ambulatory care and medical services for a rapidly growing population and increasing numbers of tourists.

Communications Connectivity. Improve communications connectivity and infrastructure (telecommunications, broadband, mobile and Internet services) in Sisters Country with special attention focused on underserved areas.

Age-Friendly Community. Support an 'age-friendly' community in Sisters Country, encouraging key organizations to share resources and to advocate for issues relevant to all ages and abilities.

Fire/Drought Resistant Building & Development Codes. Review and update the City of Sisters and Deschutes County building and development codes to improve and enhance the fire and drought resistance of homes, communities and landscapes in Sisters Country.

Disaster Preparedness & Response. Promote enhanced coordination of disaster preparedness and response efforts in Sisters Country within the statewide network. Improve and enhance natural disaster preparedness and socioeconomic resilience training and education programs.

Each of the above strategies includes a number of action steps designed to implement it, along with suggested lead partners, potential supporting partners, and milestones and timelines for their achievement. For a full copy of the Vision Action Plan visit: www.sistersvision.org.



CONNECTED SISTERS

Our vision: A connected community working together for the common good.

This focus area is about creating a Sisters Country that is more connected, making all its residents feel welcome and involved. It covers such topics as governance and leadership, education and learning, civic engagement and dialogue, volunteerism, and other things that bind us together as a community.

OUR STRATEGIES FOR A CONNECTED SISTERS

Small Town Atmosphere. Promote the small-town atmosphere and friendly vibe of Sisters Country as the city and region grow, increasing outreach and opportunities for face-to-face contacts, neighbor-to-neighbor cooperation, and visitors-to-locals connections and commerce.

Innovation & Distinctive Programming in Schools. Support the innovative curriculum, distinctive programming, community-based initiatives, and year-round use of existing Sisters School District facilities, bolstering the district as the “hub of the community” and connecting its students to the community and beyond.

Multi-Purpose Community Center. Plan, finance and develop a multi-purpose community center in Sisters, featuring year-round programming and opportunities for community members of all ages and abilities to gather and connect, take part in healthy recreation and exercise, and participate in classes, arts, lectures, and community events.

Diversity & Inclusion. Bring Sisters Country’s less frequently heard voices into a more diverse, welcoming and inclusive community conversation, fostering greater tolerance in the community, and helping newcomers as well as long-time residents to feel valued and supported.



Leadership Training & Development Emphasizing Youth. Develop a deeper pool of leadership through mentorship, education and training, opportunities for civic participation, and community involvement across the generational spectrum with a particular emphasis on youth and young adults.

Each of the above strategies includes a number of action steps designed to implement it, along with suggested lead partners, potential supporting partners, and milestones and timelines for their achievement. For a full copy of the Vision Action Plan visit: www.sistersvision.org.





“ Only when our community exercises empathy are we able to see with the eyes of another, listen with the ears of another, and feel with the heart of another. The Sisters Country Vision seeks to include all Sisters residents, to value one another, and to acknowledge the sometimes quiet yet powerful voices that are not always at the table.”

~ Ruth Jones, OSU Open Campus Juntos Program

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In Sisters Country anything can happen when people choose to invest their time and energy.”

~ John Tehan, Longtime Sisters Country Resident

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SISTERS COUNTRY VISION
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