

Visit McMinnville

**Business Plan & Budget
Fiscal Year 2023**

Founding Vision, Mission, & Values

Vision

Cultivate the visitor economy in McMinnville to enhance quality of life for our community.

Mission

Guide the development of McMinnville as a year-round destination, responsibly promote its assets, and enrich the visitor experience while supporting livability for locals.

Values Statements

- **Develop and nurture collaborative partnerships.**
- **Embrace innovation and possibility.**
- **Operate transparently, inclusively, and equitably.**
- **Honor community.**



Visit McMinnville

Our Board

Erin Stephenson
Atticus Hotel, 3rd Street
Flats, Mack Theater

Ellen Brittan
Brittan Vineyards

Courtney Cunningham
Community Plate & Pizza Capo

Dani Chisholm
McMenamins Hotel Oregon

Cindy Lorenzen
The Sage

Emily Howard
Thistle Restaurant

Jen Feero
La Bella Casa

Remy Drabkin
McMinnville City Councilor

Erin Gilchrist
A'Tuscan Estate B&B

Lisa Macy-Baker
Community At-Large

Jeff Towery
City of McMinnville

Jeff Knapp
Visit McMinnville



Visit McMinnville

Our Staff



Jeff Knapp
2015



Kitri McGuire
2016



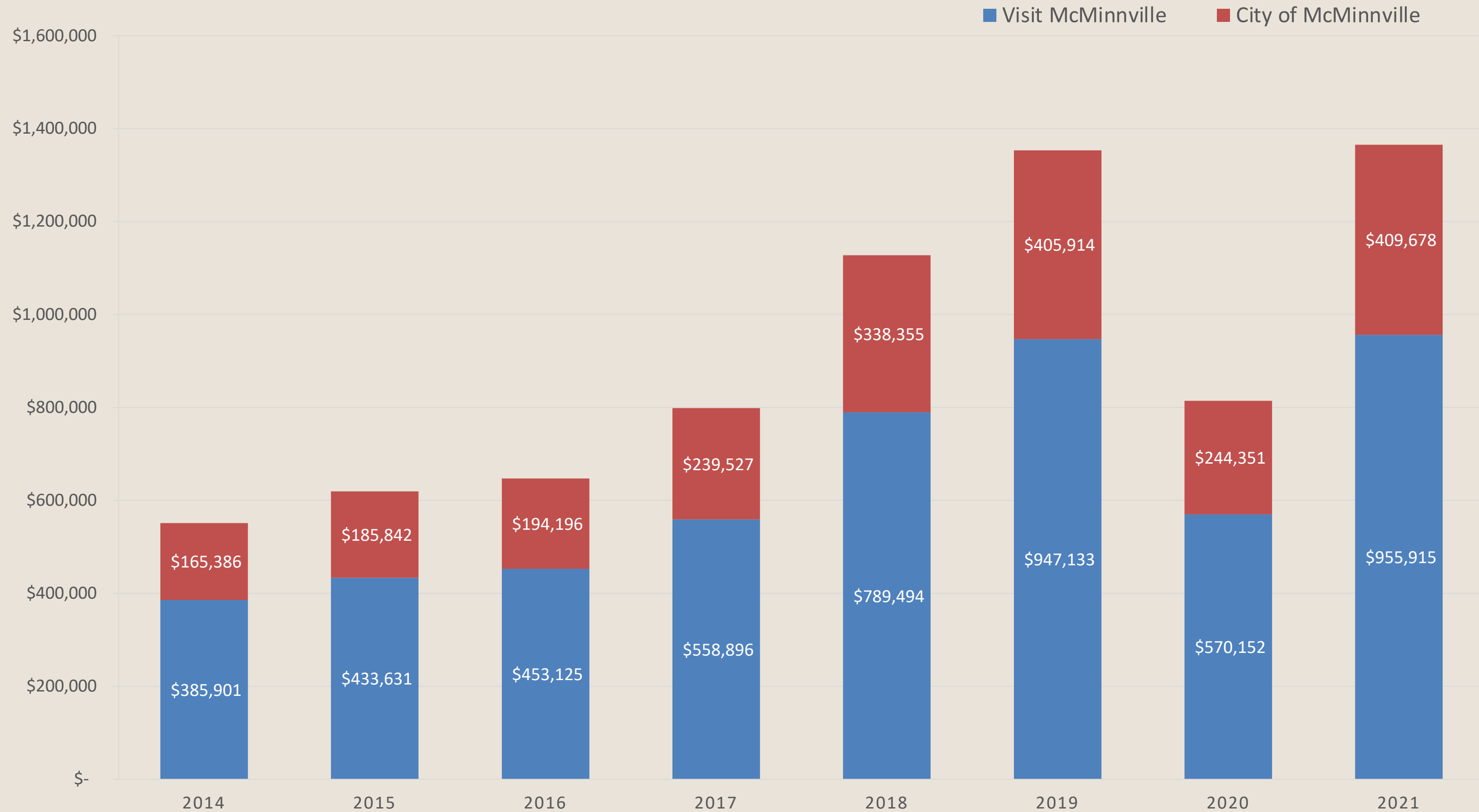
Jamie Corff
2019



Lee McCollins
2022

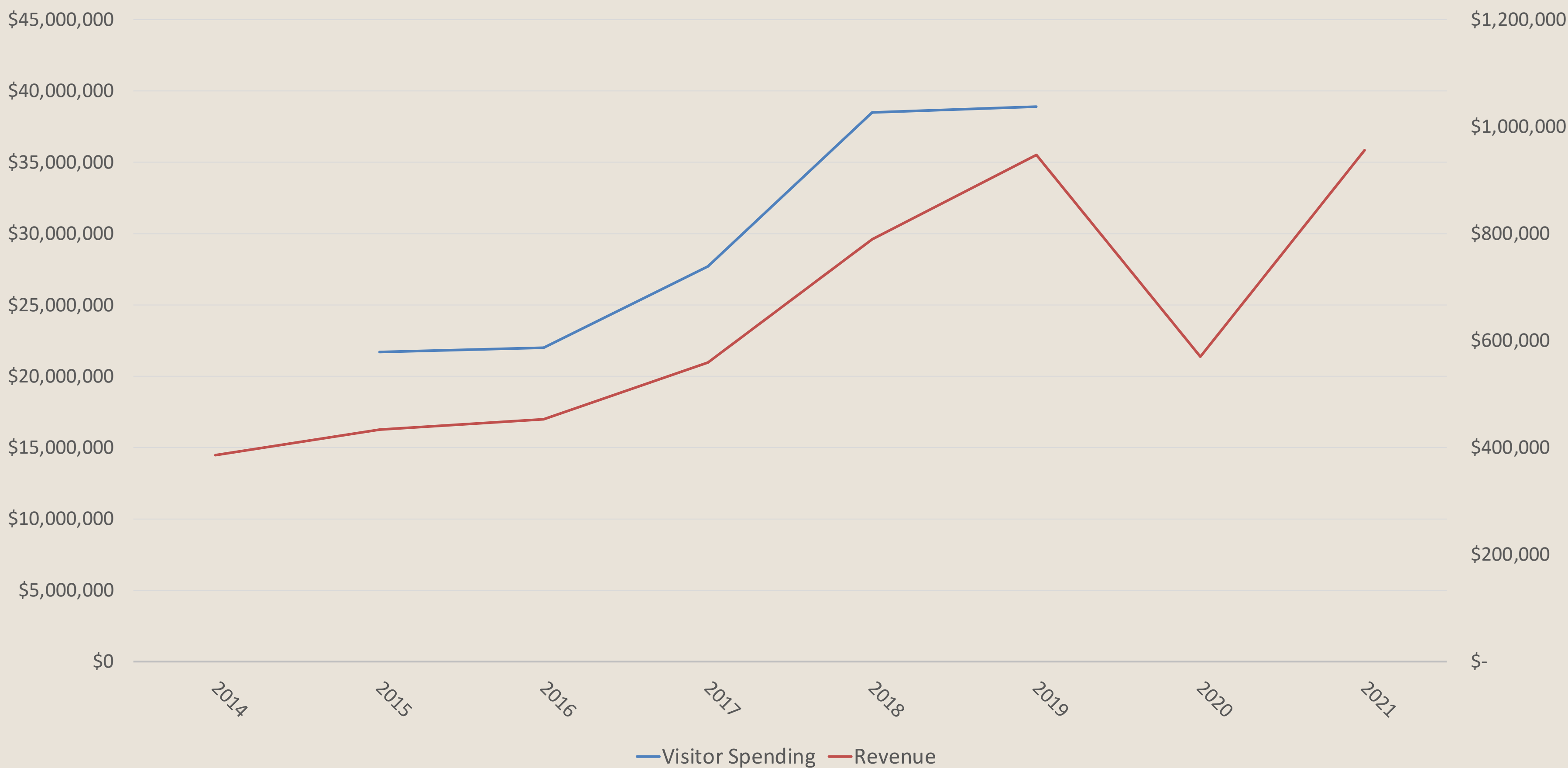


2014 - 2021 TLT Collections



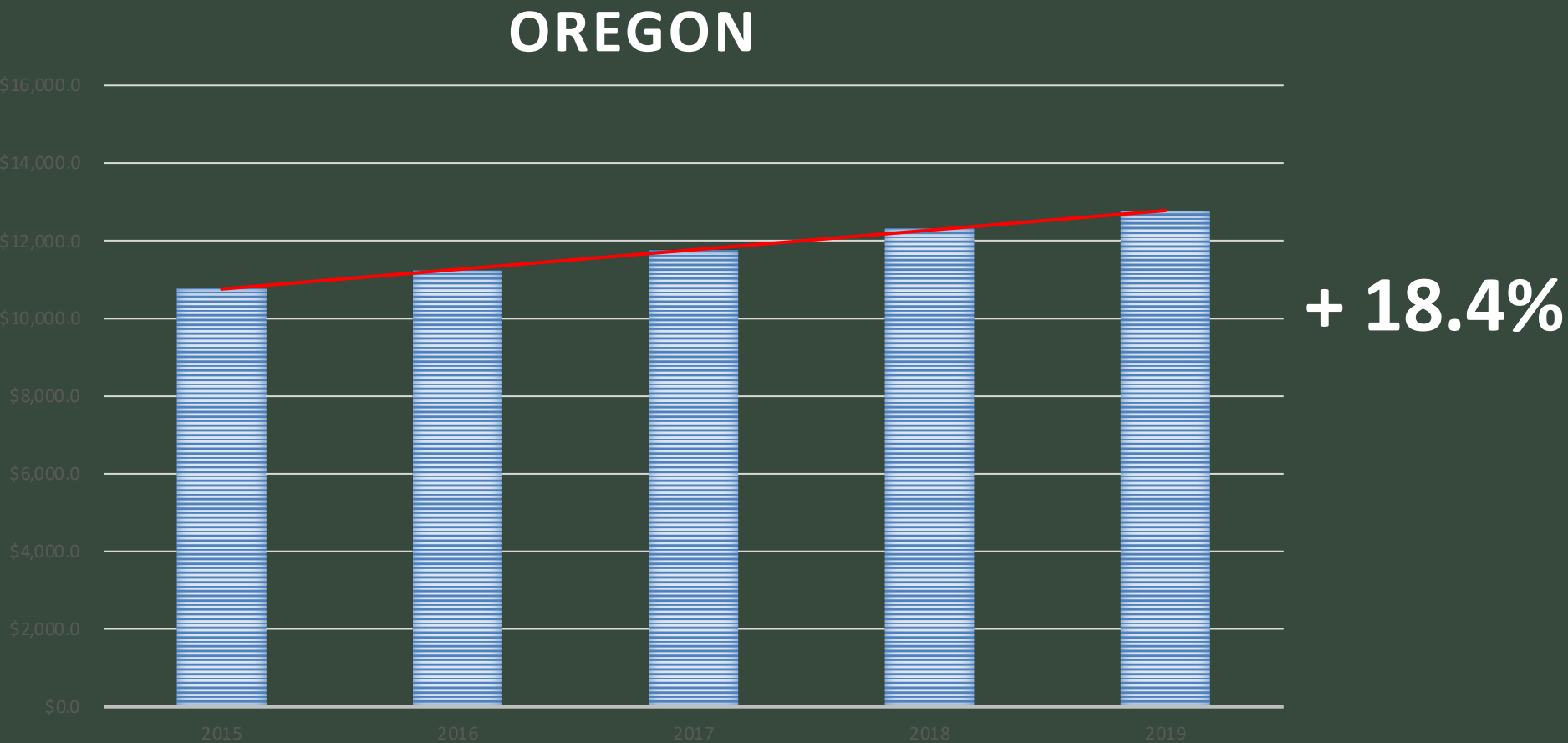
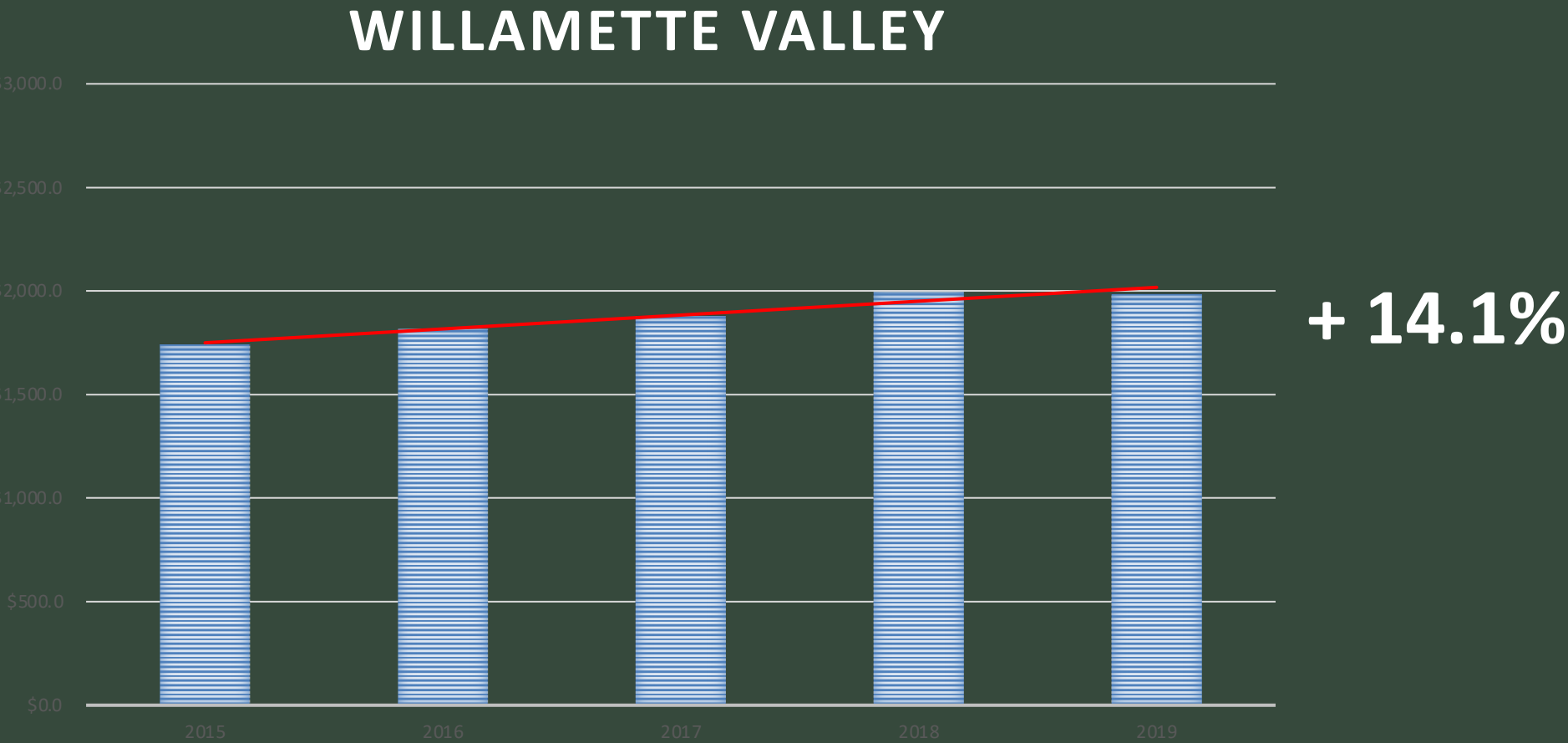
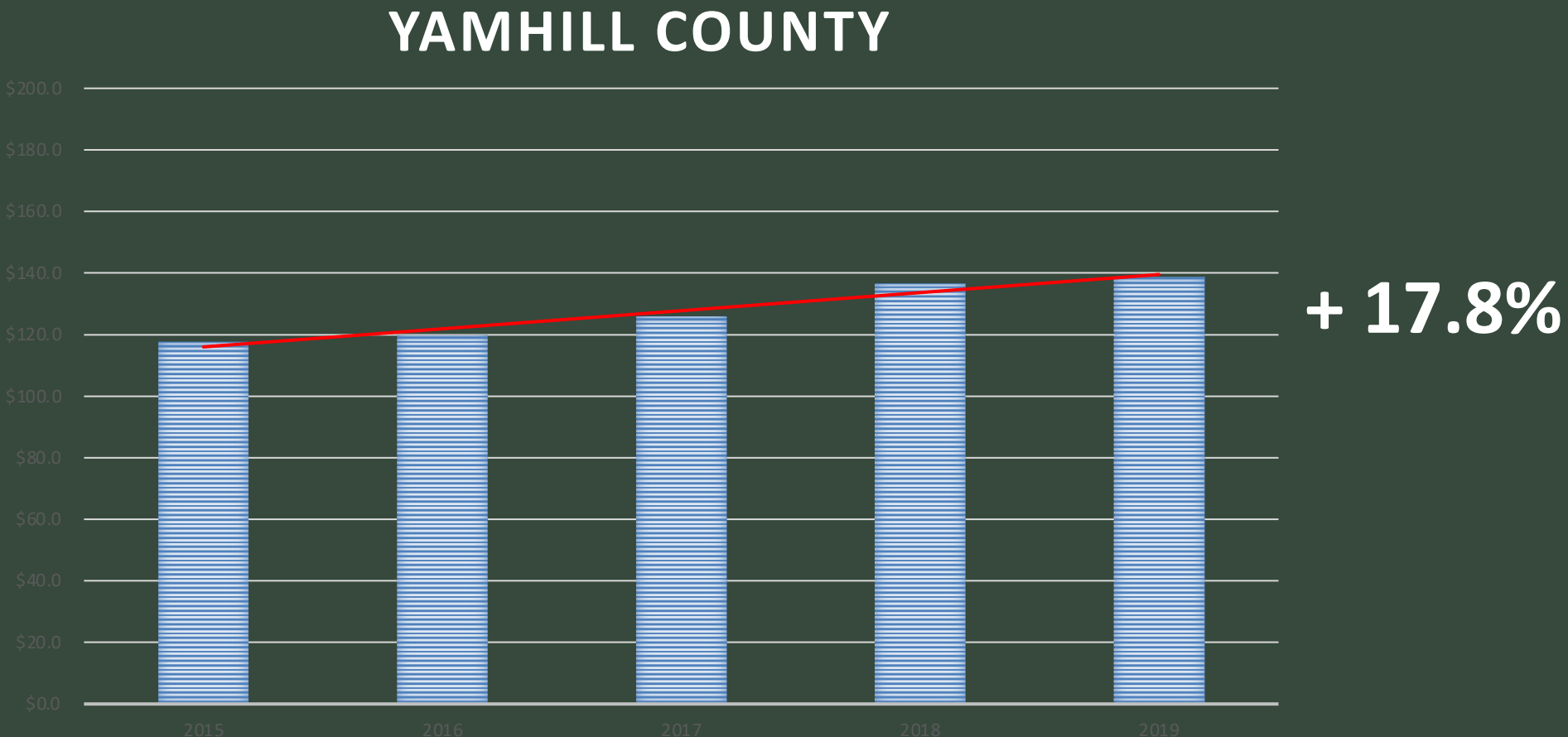
2014 - 2021

VM Revenue + Visitor Spending

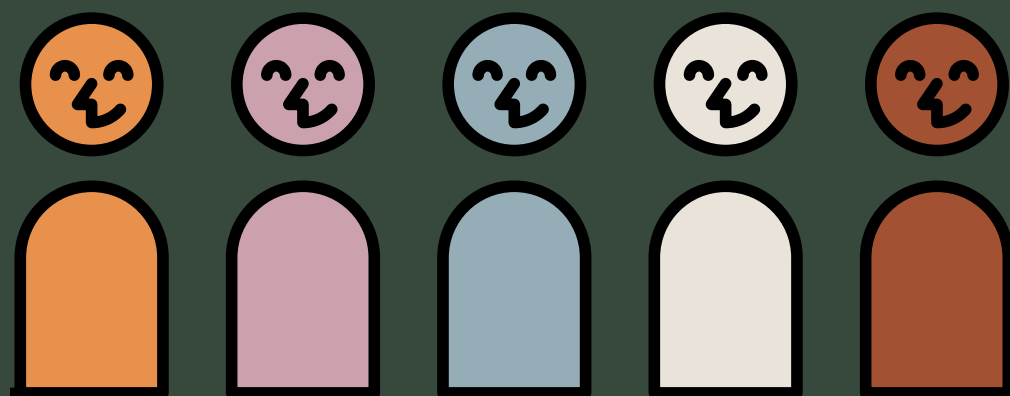


2015 - 2019 Visitor Spending

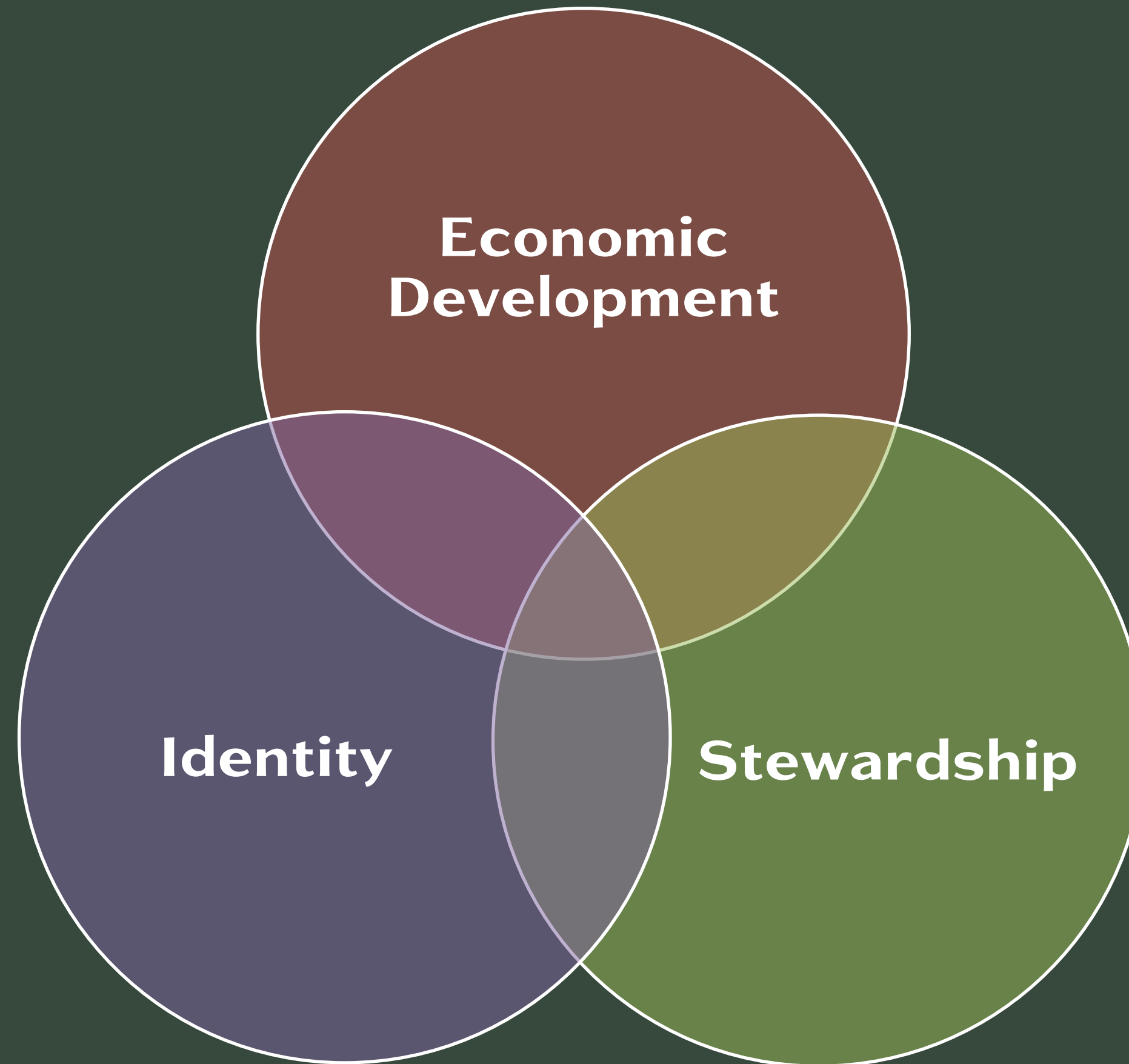
(\$Million)



Fiscal Year 2023



Pillars of **Sustainable Operation**



Pillars of Sustainable Operation

Economic Development

- Developing destination for the long term to attract new business & opportunities
- Increasing tax revenue for the City of McMinnville
- Creating living wage job opportunities for residents
- Expanding activities that can be enjoyed by visitors & locals alike

Identity

- Creation & protection of 'brand' McMinnville – how the world views us
- Promotion of McMinnville's assets to visitors, locals, & new business
- Innovation, care, collaboration, & creativity in all endeavors
- Fostering positivity & possibility

Stewardship

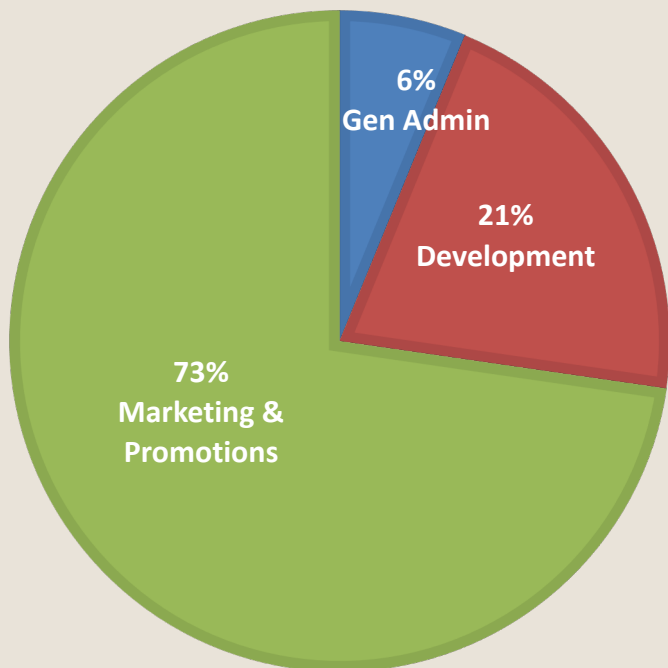
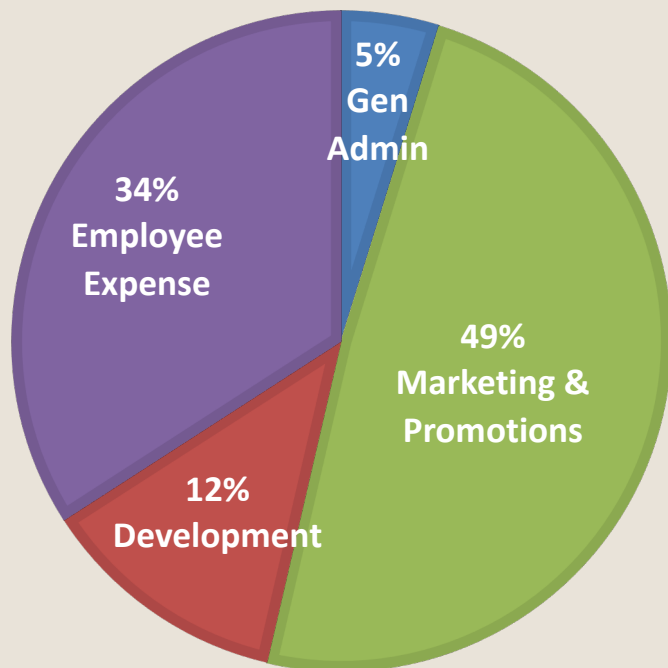
- Investment in opportunities for arts, culture, & recreation
- Sustainable business practices
- Excellence in financial stability
- Championing a welcoming atmosphere for all

Fiscal Year '23 Proposed Budget

Estimated FY22 VM Operating Income: \$1,085,200

Estimated FY23 VM Operating Income: \$1,228,936 13% increase

General Admin	\$58,817	General Admin	\$75,817
Development	\$151,000	Development	\$257,761
Marketing & Promotions	\$600,000	Marketing & Promotions	\$880,163
Employee Expense	\$419,119	Inclusive of Staff Time	



Thank You

