

Visit McMinnville

**Annual Plan & Budget
Fiscal Year 2024**

Founding Vision, Mission, & Values



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Vision

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

Mission

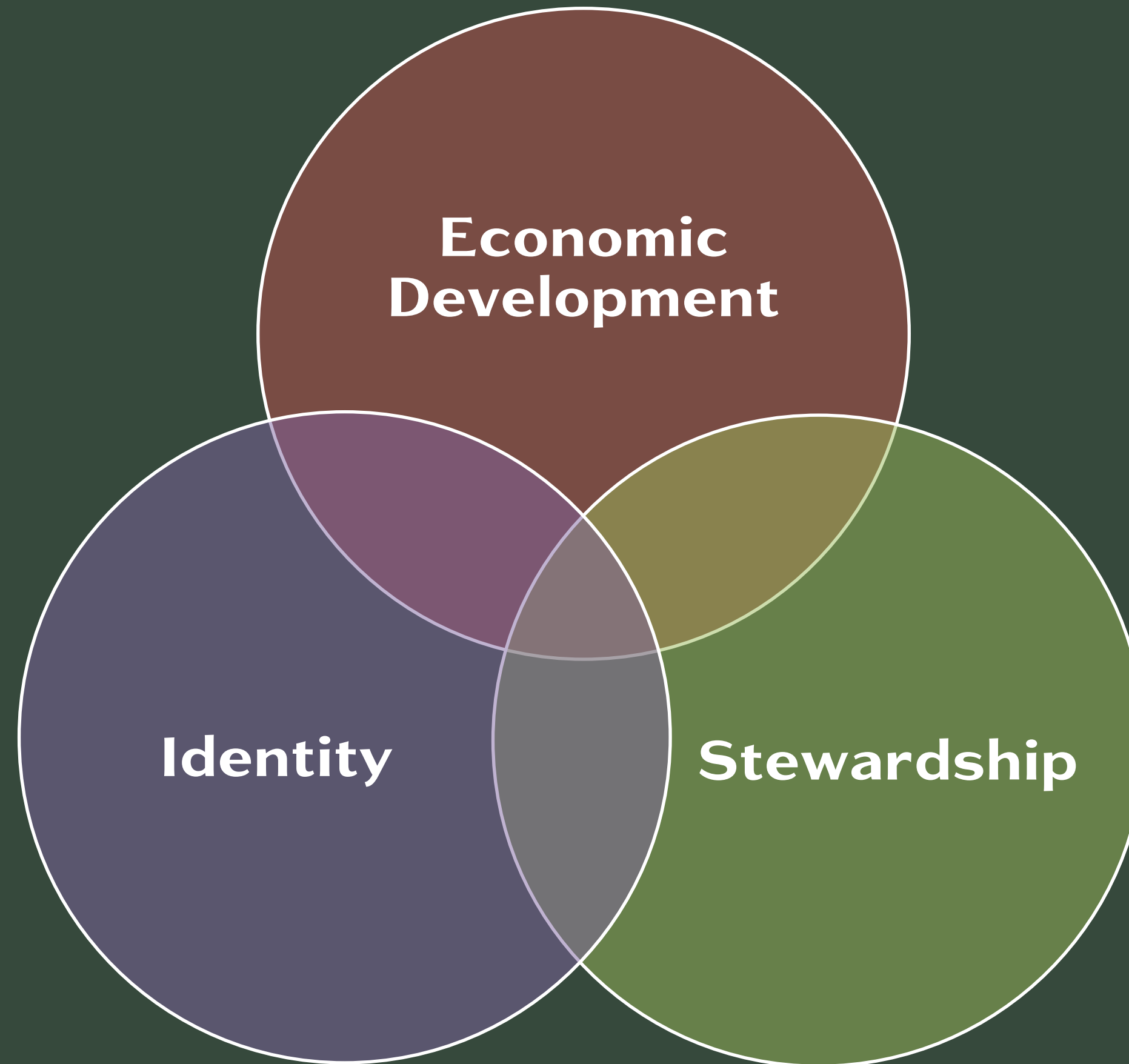
Guide the development of McMinnville as a year-round destination, responsibly promote its assets, and enrich the visitor experience while supporting livability for locals.

Values Statements

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



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

Stewardship

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

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

Visit McMinnvile

Our Board



Erin Stephenson

Board Chair

Atticus Hotel, 3rd Street Flats,
Mack Theater



Teresa Smith

Treasurer

Citizens Bank



Courtney Cunningham

Board Vice Chair

Pizza Capo, Glint Creative



Ellen Brittan

Past Treasurer

Brittan Vineyards



Visit McMinnville

Our Board



Jeff Towery
City Staff Liaison



Adam Garvin
City Council Liaison



Jenny Berg
City Staff Liaison



Cindy Lorenzen
The Sage Restaurant



Visit McMinnville

Our Board

Lisa Macy-Baker
Board Member-at-Large
not pictured



Erin Gilchrist
A'Tuscan Estate B&B



Dani Chisholm
McMenamins Hotel Oregon



Jen Feero
La Bella Casa &
Baker Street Real Estate



Hallie Whyte
Soter Vineyards



Visit McMinnville

Our Staff



Jeff Knapp

CEO/President
2015



Kitri McGuire

**VP of Strategic
Communications**
2016



James Howe

**Marketing
Coordinator
& Arts Liaison**
2019



Lee McCollins

Marketing Manager
2022



Fiscal Year 2024 Action Plan



Marketing & Communications Strategic Priorities FY24

- Targeted & Data-Driven Advertising**
- Emphasis on Creative Storytelling in the Media**
- Build Internal Communications to Create Trust & Awareness within McMinnville**
- Strategic Partnerships**
- Creation of Assets for Social Media & Search**
- Internal Projects**



Destination Development Strategic Priorities FY24

- Hello McMinnville**
- Visitor Economy + Municipal Peer Share Trip**
- EV Station Coordination**
- Hospitality Workforce Support**
- Outdoor Recreation Expansion**
- Arts & Culture**
- City Priority – Stable Table + MEVLC Support**



Leadership Investment **Strategic Priorities FY24**

- **Destination Development Manager**
- **Hello McMinnville Manager**
- **Hosting an AmeriCorps Member**
(Resource Assistance for Rural Environments - RARE)



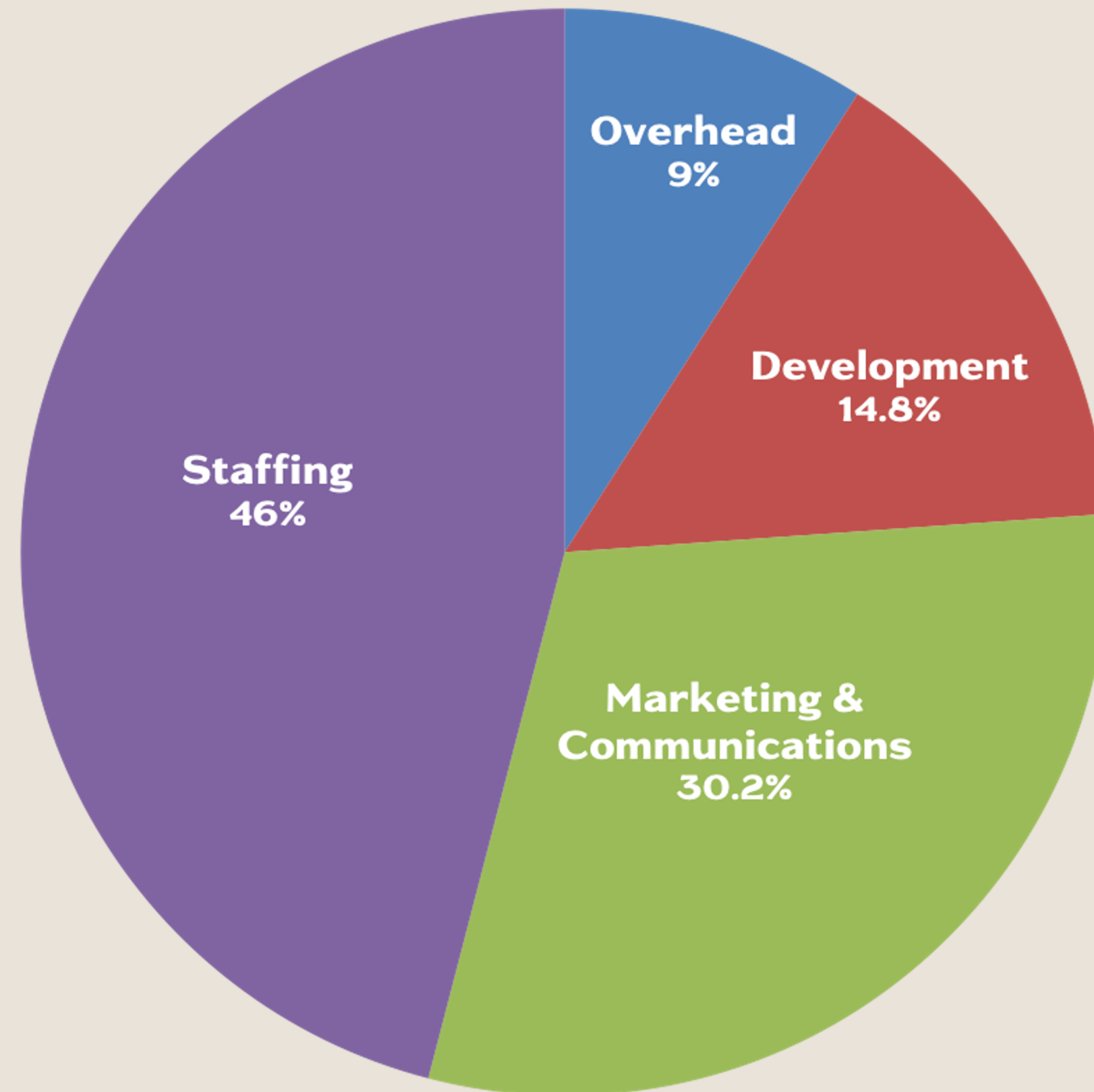
Fiscal Year '24 Proposed Budget

Estimated FY24 Expenses: \$1,331,899
Estimated FY24 VM Operating Income: \$1,347,475 / 0.5% increase over FY23

Overhead	\$120,540
Development	\$197,500
Marketing & Communications	\$401,700
Staffing	\$612,159

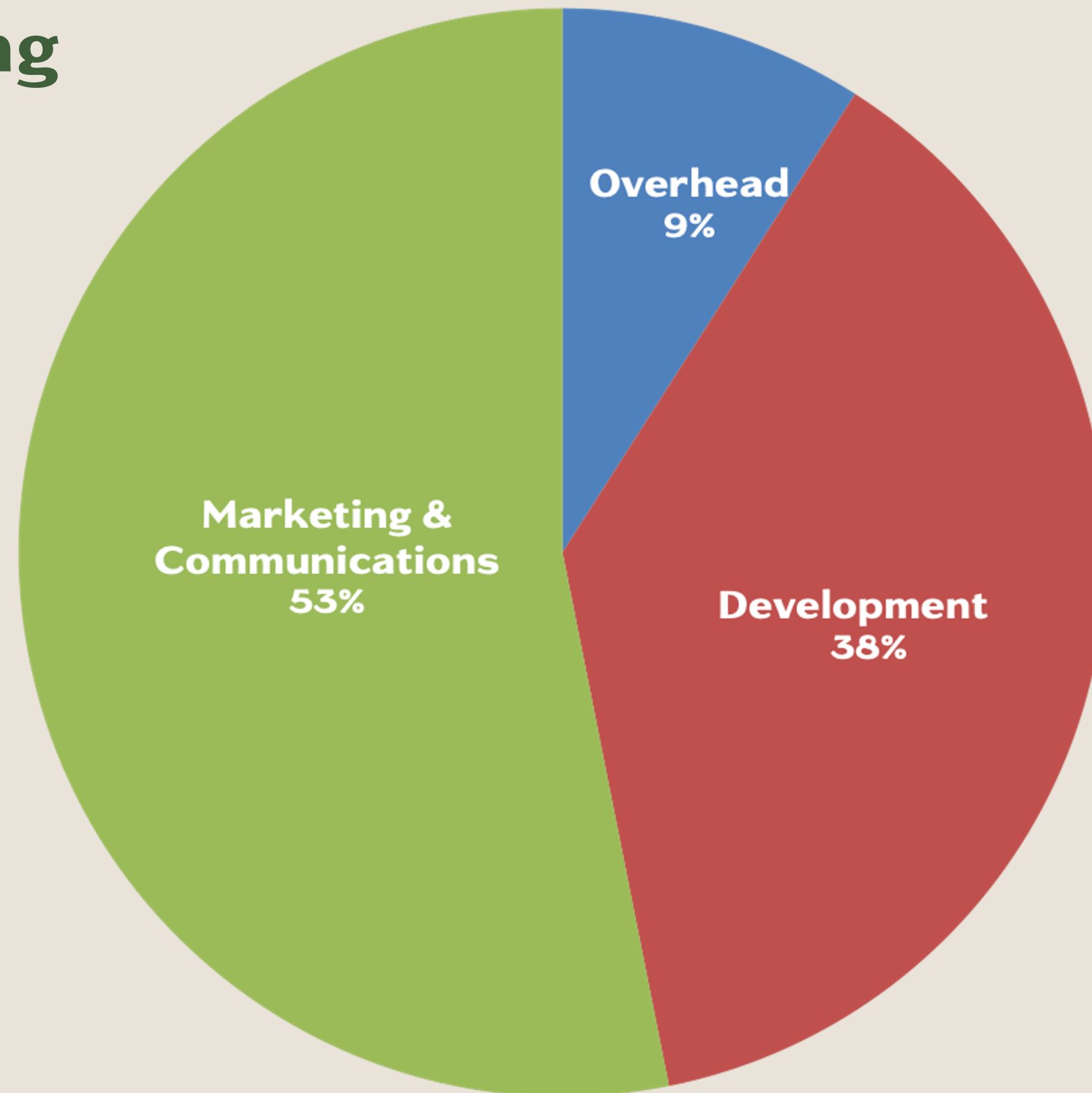


Fiscal Year '24 Proposed Budget



Fiscal Year '24 Proposed Budget

Inclusive of Staffing



Thank You

