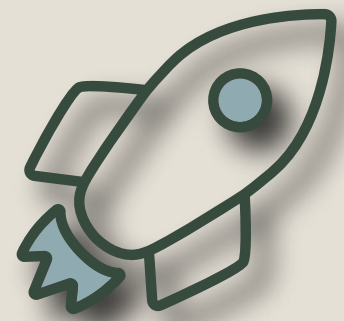


• 2025 •
ANNUAL CITY COUNCIL
Budget Review

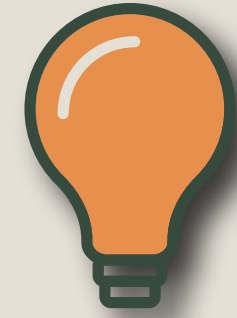
**Visit
McMinnville**

Founding: Vision, Mission, & Values



Mission

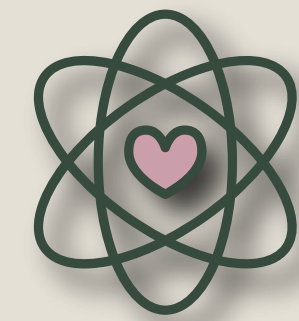
Guide the development of McMinnville as a year-round destination, responsibly promote its assets, and enrich the visitor experience while supporting livability for locals.



Vision

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

**Visit
McMinnville**



Values

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

What is economic development & why do we need it?

Economic development is the creation of **wealth** from which community **benefits** are realized. It's an **investment** in developing economic growth to enhance the prosperity and quality of life for **all residents**.



Foundational goals and strategies

Are meant to be broadly beneficial across multiple industry sectors

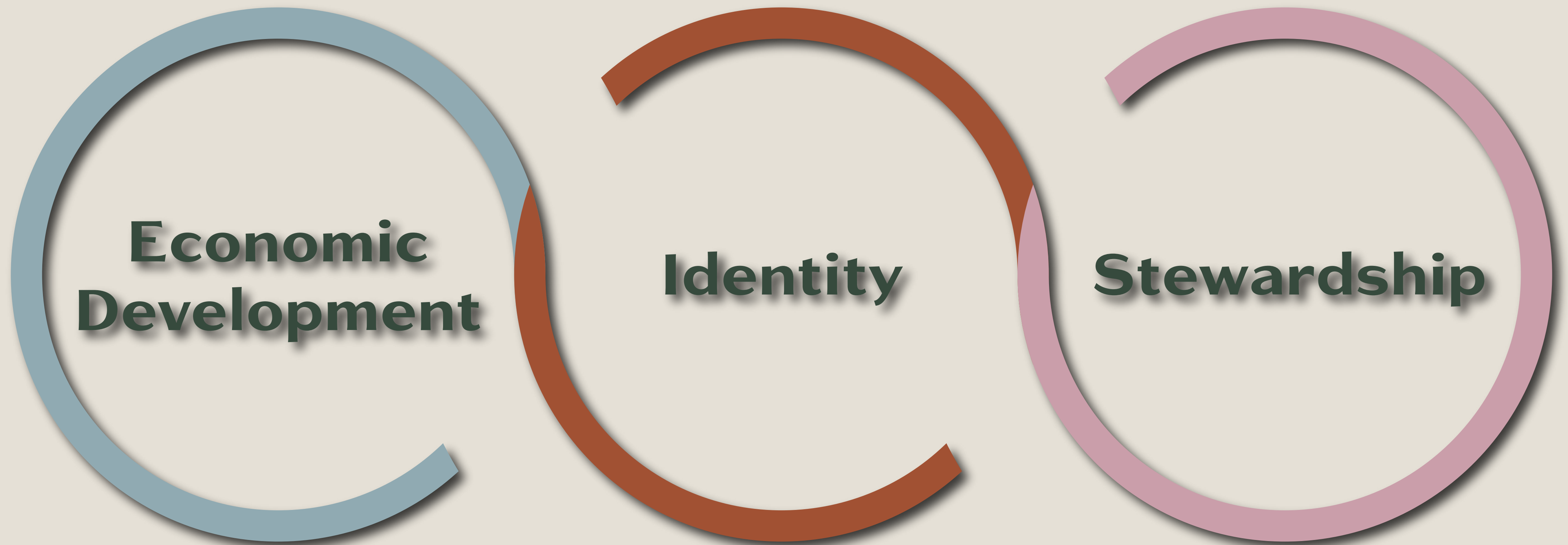
- Accelerate growth in living-wage jobs across balanced array of industry sectors. (MAC-Town: Goal One)
- Improve systems for economic mobility and inclusion. (MAC-Town: Goal Two)
- Maintain and enhance our high quality of life. (MAC-Town: Goal Three)

Target sector goals and strategies

Are intended to pursue opportunities and improve Outcomes within clusters or sectors of related industries

- Sustain and innovate within traditional industry and advanced manufacturing. (MAC-Town: Goal Four)
- Foster opportunity in technology and entrepreneurship. (MAC-Town: Goal Five)
- Be a leader in hospitality and place-based tourism. (MAC-Town: Goal Six)
- Align and cultivate opportunities in craft beverage and food systems. (MAC-Town: Goal Seven)
- Proactively assist growth in education, medicine and other sciences. (MAC-Town: Goal Eight)

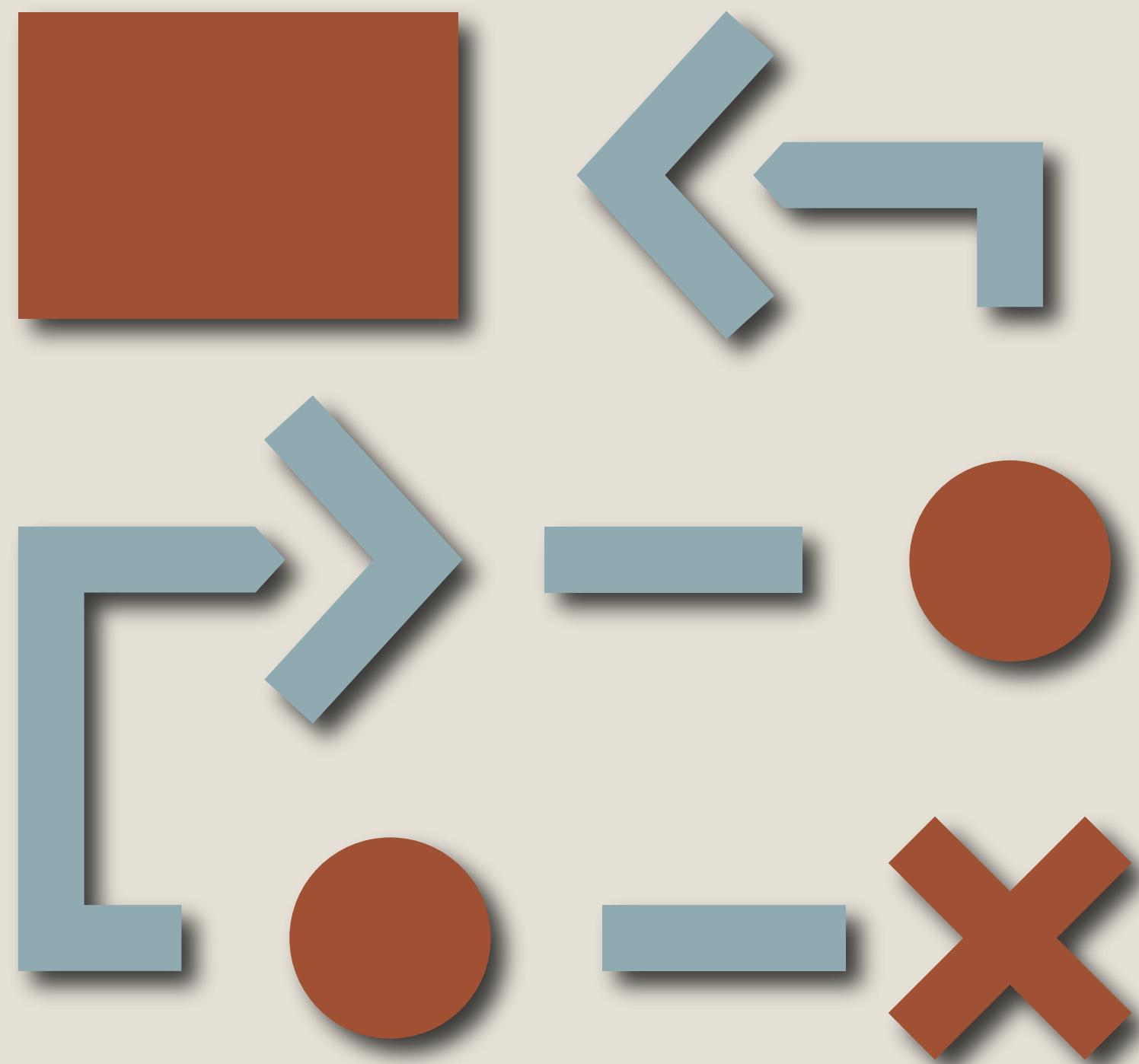
Pillars of Sustainable Operation



Destination Development Priorities *(to date)*



Development Tactics



- **Communication**
 - **Convening**
 - **Data**
- **Capacity Building Through Human Capital**
 - **Grants**

Destination Development Team

Lisa Macy-Baker

Destination Development Manager



Olivia Rovang

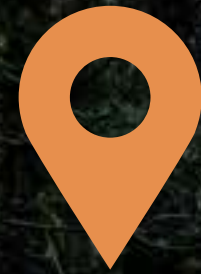
Destination Development Coordinator



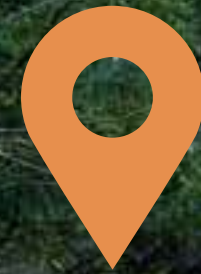
AmeriCorps

Convening: Cycle Yamhill County

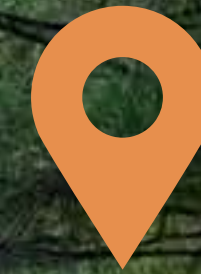
- Cycle Yamhill County established as 501(c)6
- 2022 Travel Oregon Destination Ready Work



**QUARRY
PARK**



**PANTHER CREEK
MOUNTAIN
BIKE PARK**



**GRAVEL
TRAIL
SYSTEMS**





QUARRY PARK

Roughly \$30k in Grant Funding Feasibility Studies + Economic Impact Analysis

Trip Generation & Site Access Report



Site Plan + Build Costs





PANTHER CREEK MOUNTAIN BIKE PARK

Partner Organizations



**TRAVEL
OREGON**



Visit McMinnville



PANTHER CREEK MOUNTAIN BIKE PARK



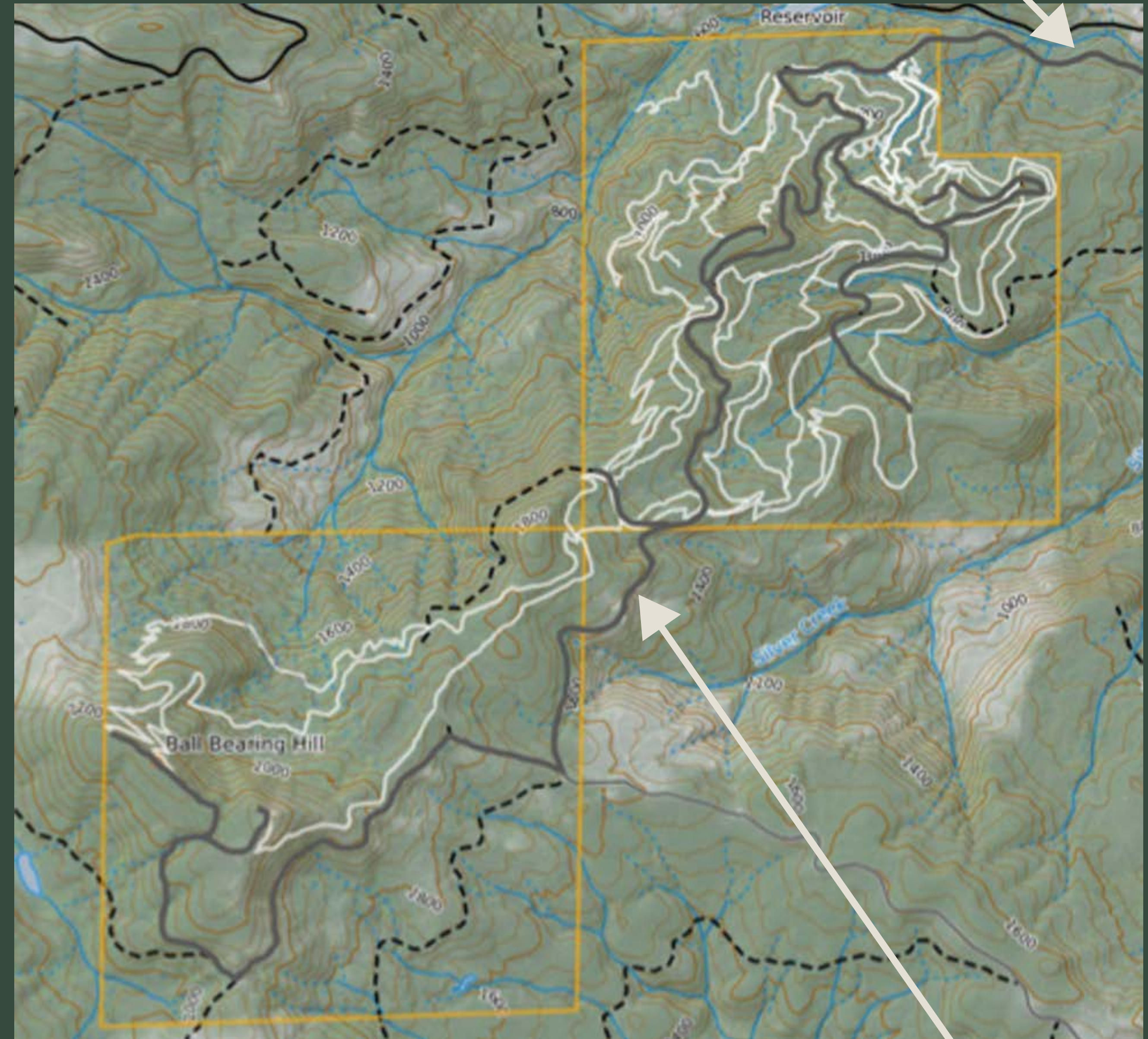


PANTHER CREEK MOUNTAIN BIKE PARK

Proposed Maps

Proposed trails in three phases.

Phases not yet specified but likely 7-10 miles per phase with a mix of beginner, intermediate and advanced skill trails.



Panther Creek Road

Von Road

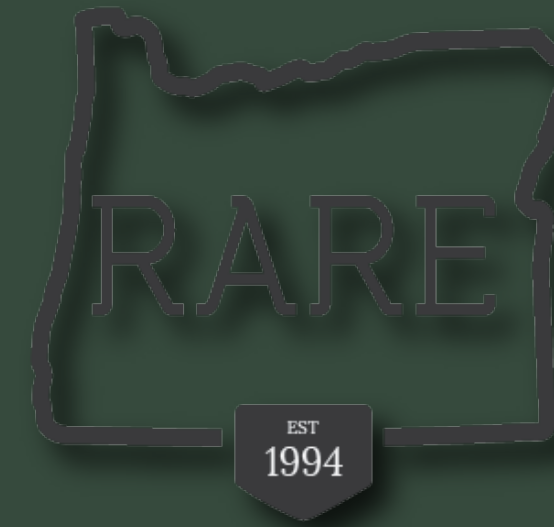


GRAVEL
TRAIL
SYSTEMS

Partner Organizations



TRAVEL
OREGON



AmeriCorps

Visit McMinnville

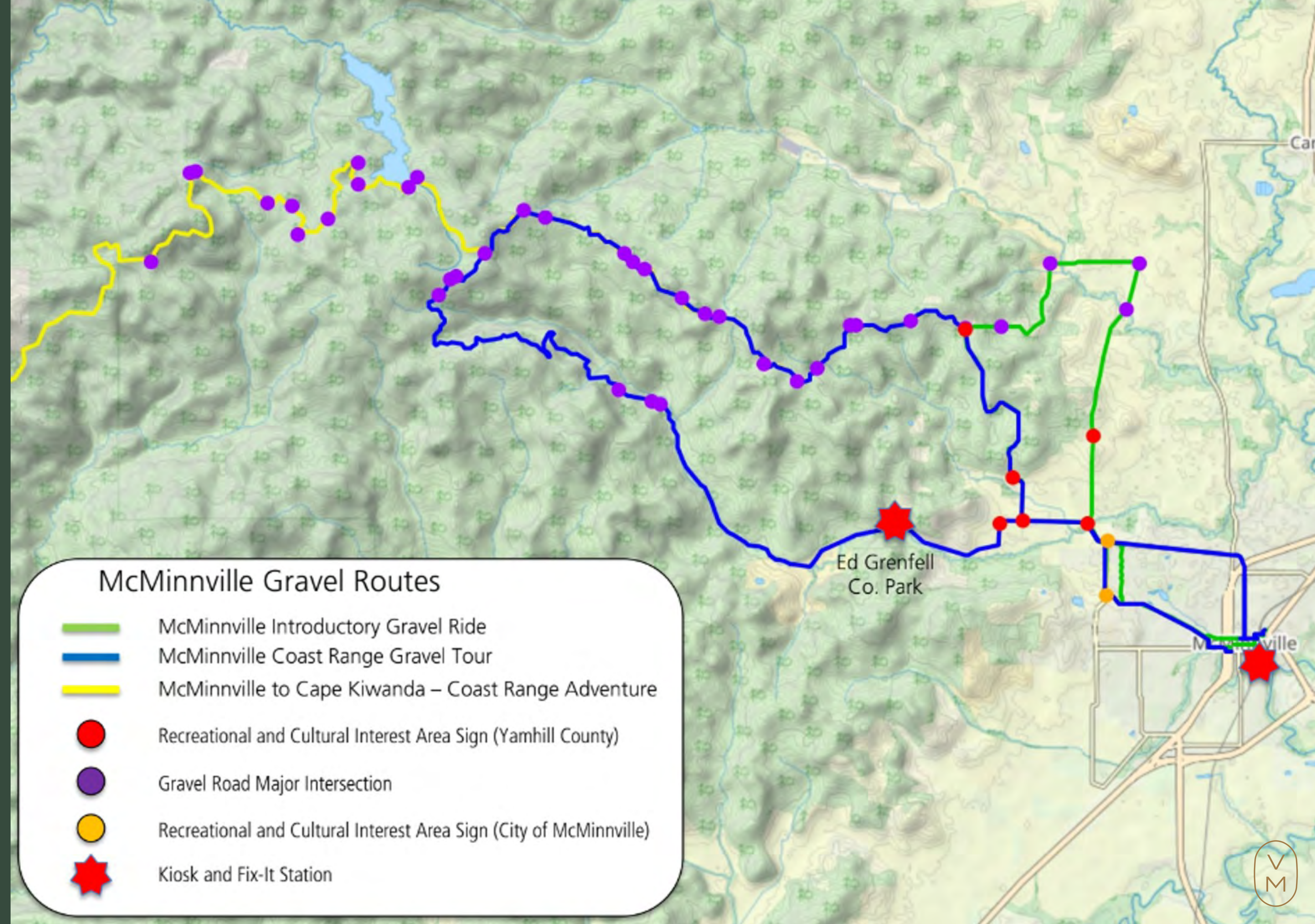


YAMHILL COUNTY
OREGON



GRAVEL TRAIL SYSTEMS

Project Overview



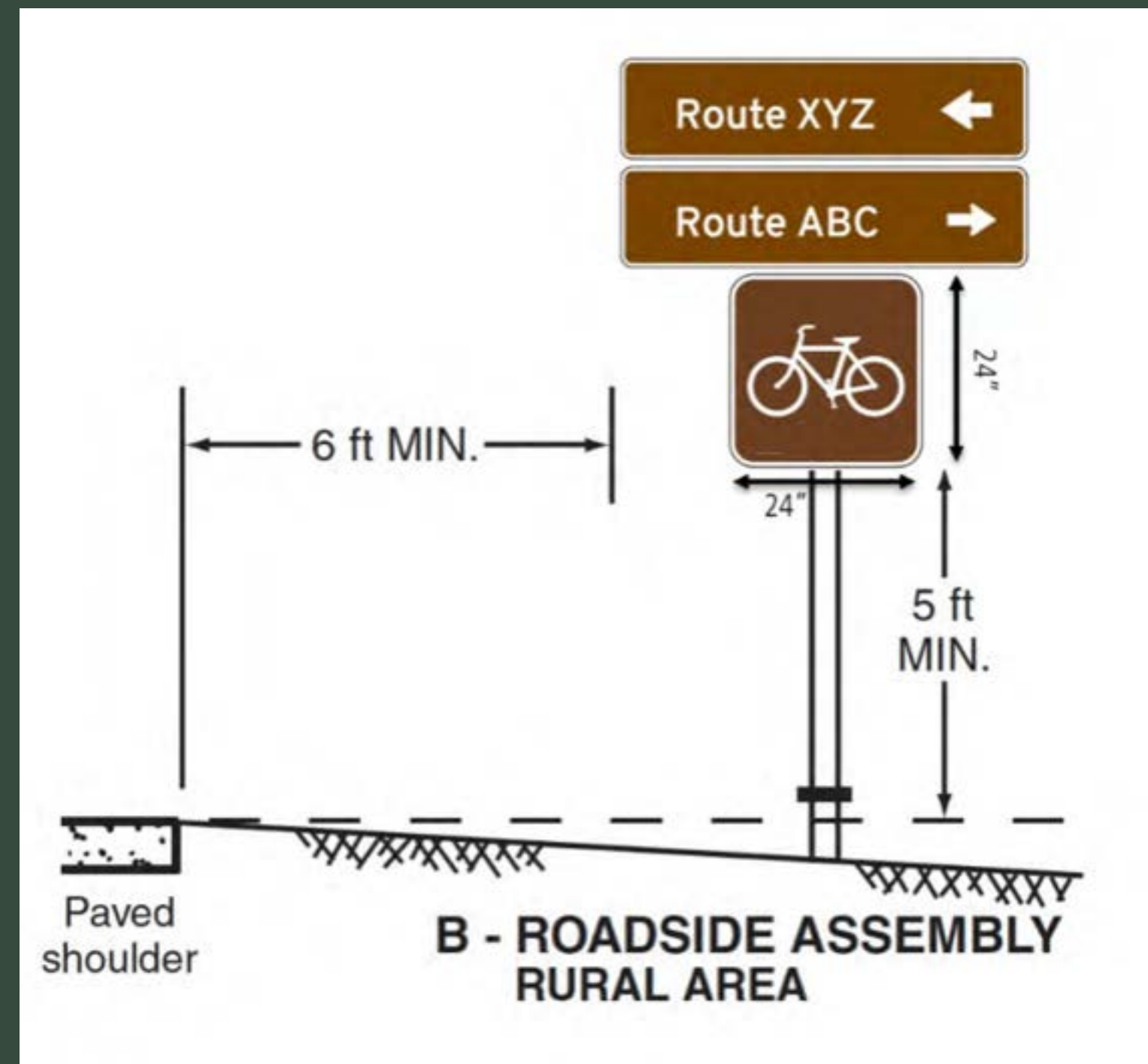
McMinnville Gravel Routes

-  McMinnville Introductory Gravel Ride
-  McMinnville Coast Range Gravel Tour
-  McMinnville to Cape Kiwanda – Coast Range Adventure
-  Recreational and Cultural Interest Area Sign (Yamhill County)
-  Gravel Road Major Intersection
-  Recreational and Cultural Interest Area Sign (City of McMinnville)
-  Kiosk and Fix-It Station



GRAVEL
TRAIL
SYSTEMS

Signage Overview





GRAVEL TRAIL SYSTEMS

Info Kiosks



Planned Locations

- Ed Grenfell Park – McMinnville, OR
- Buelah City Park – Yamhill, OR

Future Locations

- Tommy's Bike Shop – McMinnville, OR
- Multiple Coastal Towns, near trailheads

Partners:



EXPLORE TUALATIN VALLEY

SEA REACH LTD.



Convening: Yamhill Rivers Access



**Visit
McMinnville**

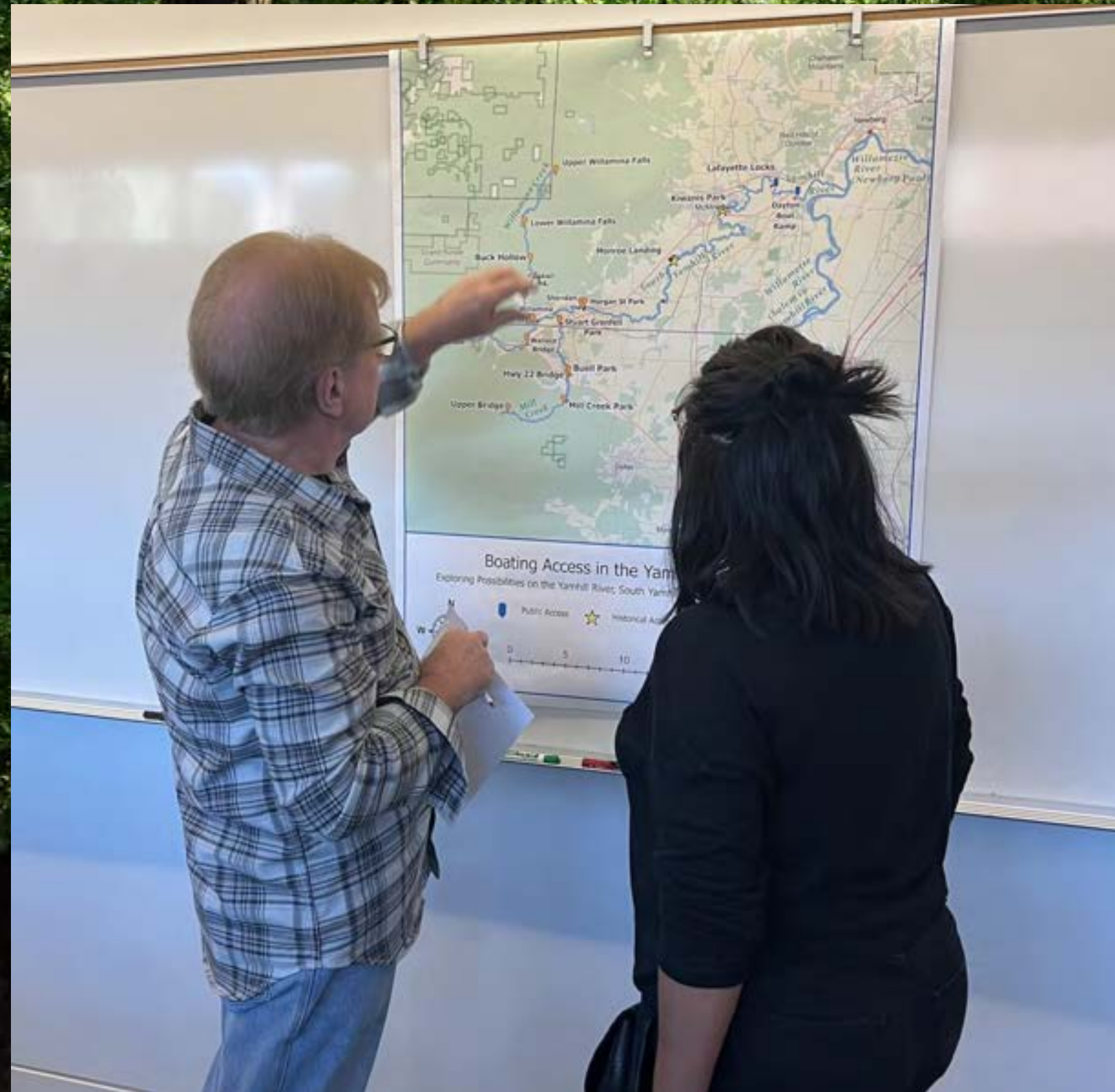


**Willamette
Valley**



Convening: Yamhill Rivers Access

Providing recreational access to communities along the Yamhill River.



Three community engagement meetings to date.



Current vs Proposed Yamhill River access map.

Convening: **Yamhill Rivers Access**

\$6,000 in grant funding to date, with Visit McMinnville contributing \$1,500.

We are hopeful for additional grant funding from the National Park Service.



Convening: Art Alley Project



\$50,000

Convening & T-Mobile Grant Assistance



**Visit
McMinnville**



Convening: Foundations Mural Project



\$50,000

Investment in public art

**McMinnville Crest
2019**

M. Charles
mcharlesart.com

Commissioned by Visit McMinnville, this mural was created live on-site at a promotional tourism event in Brooklyn, New York on October 2, 2019.

The Foundations Mural Project illuminates stories from McMinnville's past and celebrates our growth toward a strong future.

visitmcminnville.com/murals

Convening: Food Systems Strategy



Community: BikePOC 2023



Community: Bike MS



bike
MS®

Capacity: Hello McMinnville!



**Four Urban Renewal District
clean-up days in 2023.**



Capacity: How We Show Up

McMinnville

- Adopt a Road Program
- Art Alley Convening + T-Mobile Grant
- Block Captain Program
- Gallery Theater Board
- MACPAC - Parks and Rec Advisory Committee
- Make Music McMinnville Board
- McMinnville Economic Vitality Leadership Committee
- McMinnville High School Career Pathway Job Shadow
- McMinnville Leadership Group
- McMinnville Urban Renewal Advisory Committee
- McMinnville Vagrancy Task Force
- MDA MacFresco Committee
- MDA Promotions Committee
- MDA Promotions Committee
- MEDP + Workforce Committee
- Stable Table
- Third Street Streetscape Advisory Committee
- Walnut City Music Festival Board

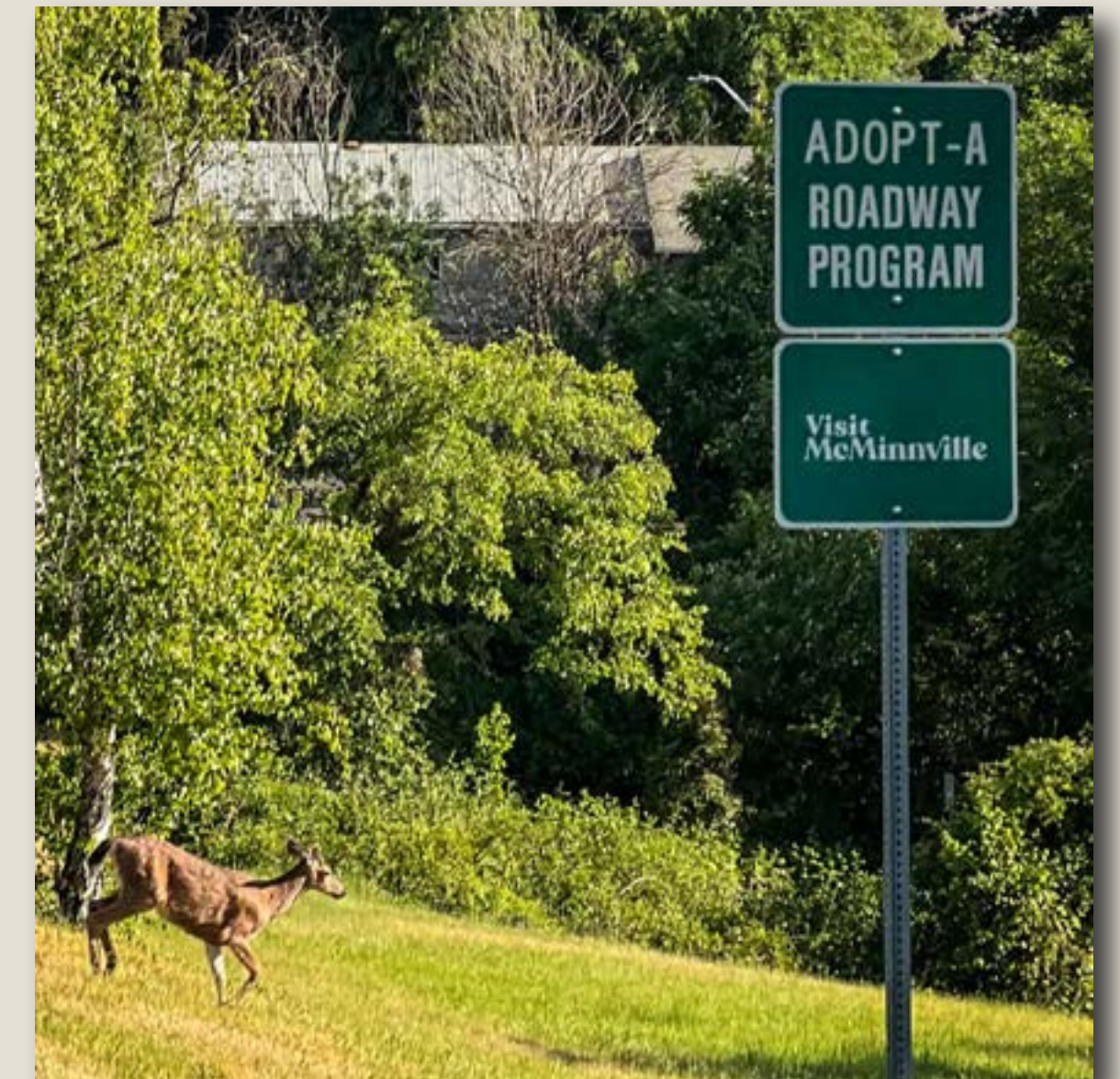
Region + State + Beyond

- Chemeketa Hospitality Advisory Committee
- Cycle Yamhill County
- Edible Landscapes of Yamhill County Board
- George Fox Hospitality Advisory Committee
- International Pinot Noir Celebration
- Oregon Destination Association Board
- Oregon Tourism Leadership Academy
- Oregon Wine Board Marketing Committee
- Willamette Valley Visitors Association Board
- Wine Country License Plate Advisory Committee
- Wine Country Pride Social Media Support
- Yamhill County CASA Board
- Yamhill River Committee
- YCAP Development Committee



Speaking Engagements

- Charleston Wine + Food
- Grant's Pass - TLT Committee + City Council
- Oregon City - TLT Committee + City Council
- Oregon Destination Association Conference
- Oregon Destination Boot Camp
- Oregon Governor's Tourism Conference
- Oregon Outdoor Recreation Summit
- Oregon Tourism Leadership Academy
- Sisters - TLT Committee + City Council



Communication: **CRUSH***

- ✱ 25+ Monthly episodes/Issues produced in English and Spanish.
- ✱ CRUSH has supported 22+ local writers and 30+ local artists
- ✱ CRUSH is distributed through the News-Register to 7,000+ local residents monthly

Approximately 10k copies are printed each month!

Over 2 years, \$90k contributed to directly supported local Artists, writers, photographers and printers!

Data & Tools

DATAFY

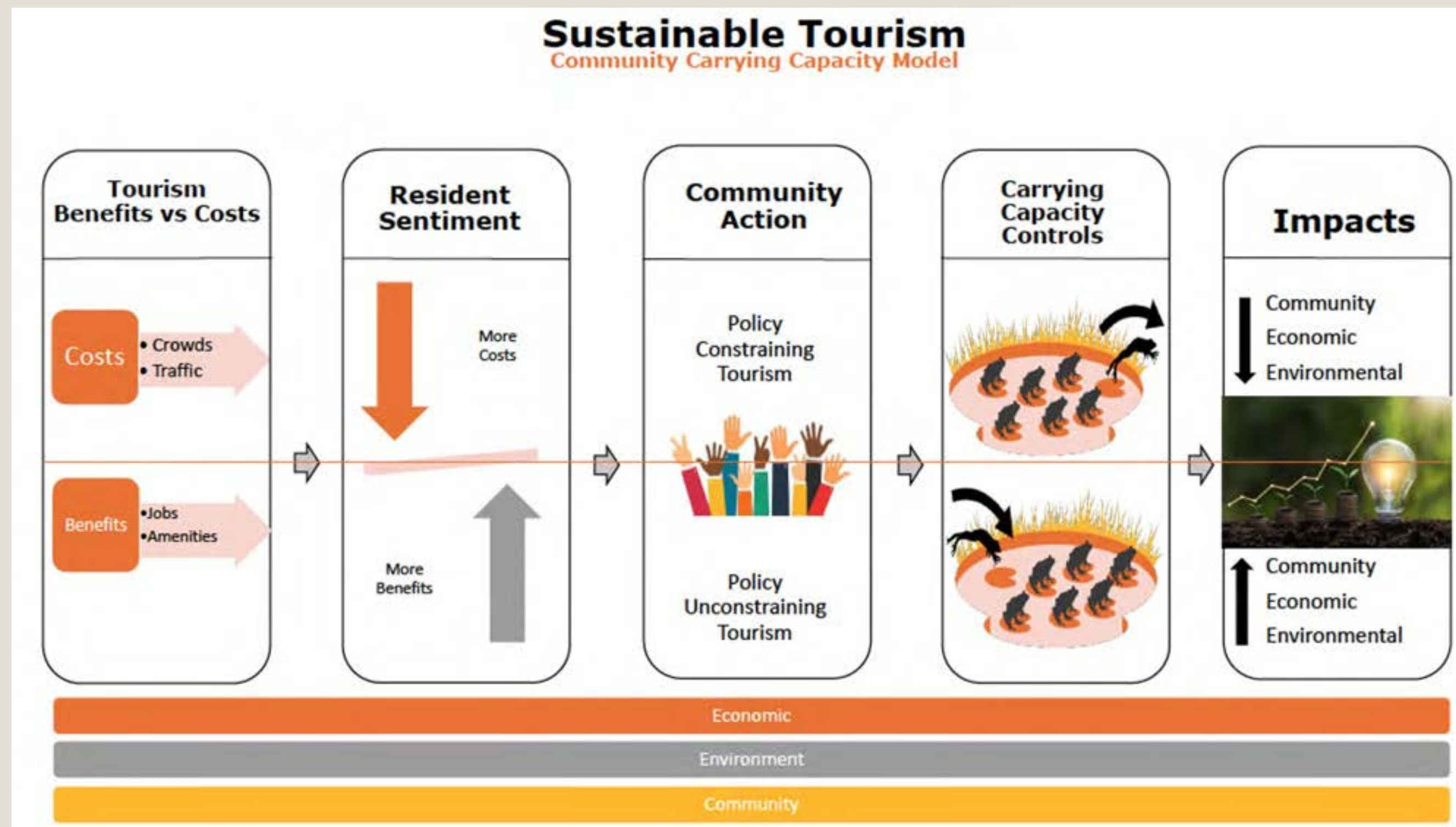
 **BLUE ROOM**
RESEARCH

HELLO
LAMP POST

 **BETTER**
IMPACT

Data & Tools

ONE BASELINE RESIDENT SENTIMENT SURVEY COMPLETED



OSU Sustainable Tourism Lab



\$20,000

Annual investment for three years

2025 Budget & Planning

FY25 PROPOSED BUDGET

FY24 Budgeted Operating Income
• 10.5% Increase

YTD Actual
• 6.6%

.....

FY25 Budgeted Operating Income
• 3% Increase • \$1,358,297

2025 Budget & Planning

VISIT MCMINNVILLE ORGANIZATIONALLY

- **Organizational Stability and Growth + Full New Department and Admin + HR**
- **Stronger Board Engagement**
- **Increase Local Awareness of VM's Work in the Community and Value**

2025 Budget & Planning

DESTINATION DEVELOPMENT

- **Strategic Expansion of Internal Community Communication Efforts**
- **Standing Up Community Connectivity and Capacity Program (Hello McMinnville)**
- **Increased Destination Development Support around Outdoor Recreation, Arts and Culture, Workforce, and Food Systems**
- **Sports Tourism Opportunity Analysis**
- **California Peer Share Trip**

2025 Budget & Planning

MARKETING AND COMMUNICATIONS

- **Expand Capacity**
- **Improve Social Media Strategy, Cadence, and Engagement**
- **Launch New Website Build in Winter 2025**
- **Expand Development/Community Support by expanding CRUSH and exploring other connectivity opportunities**
- **Target Lifestyle Earned Media with a food-focused + sense-of-place messaging**

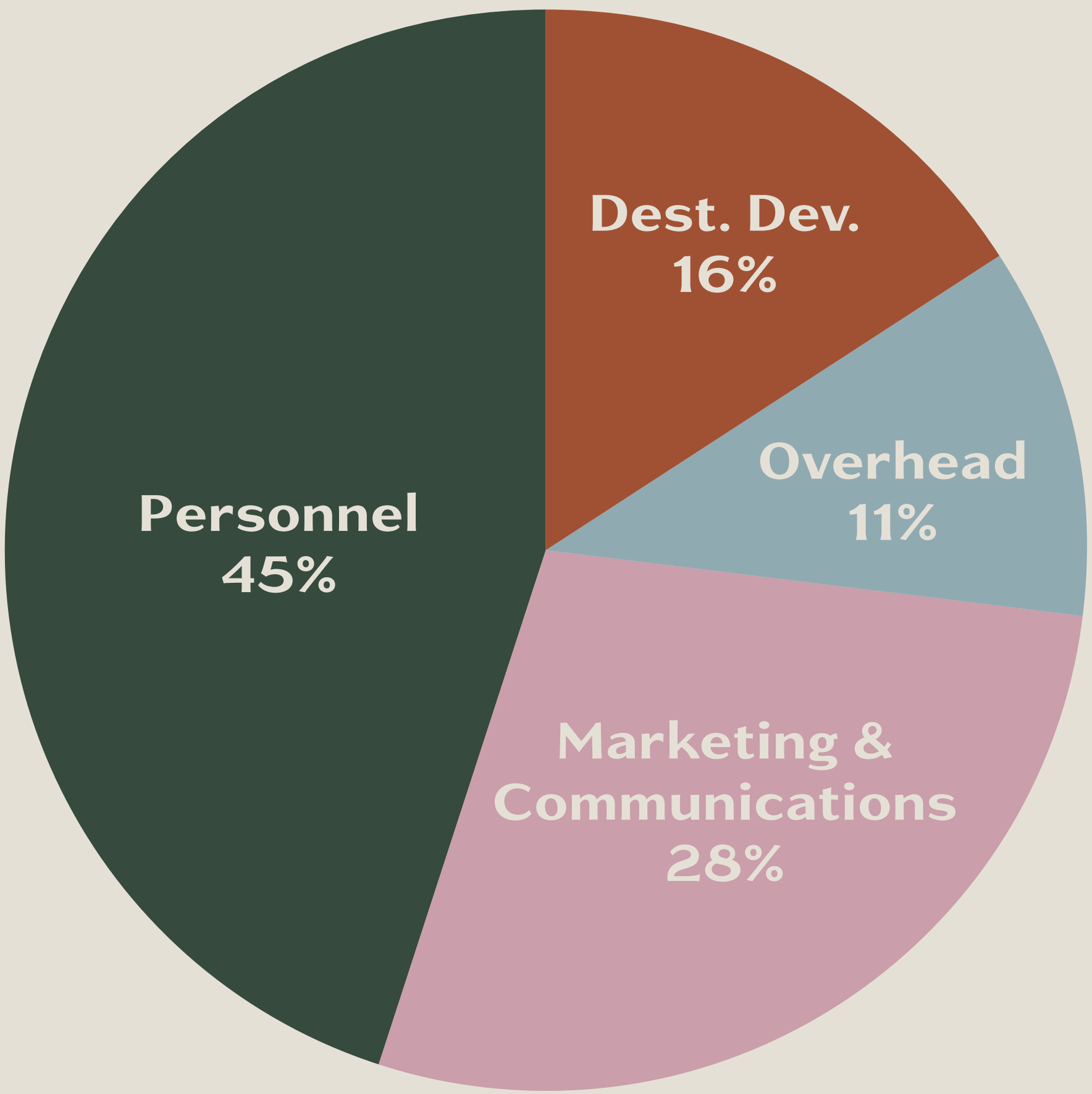
2025 Budget & Planning

MARKETING AND COMMUNICATIONS

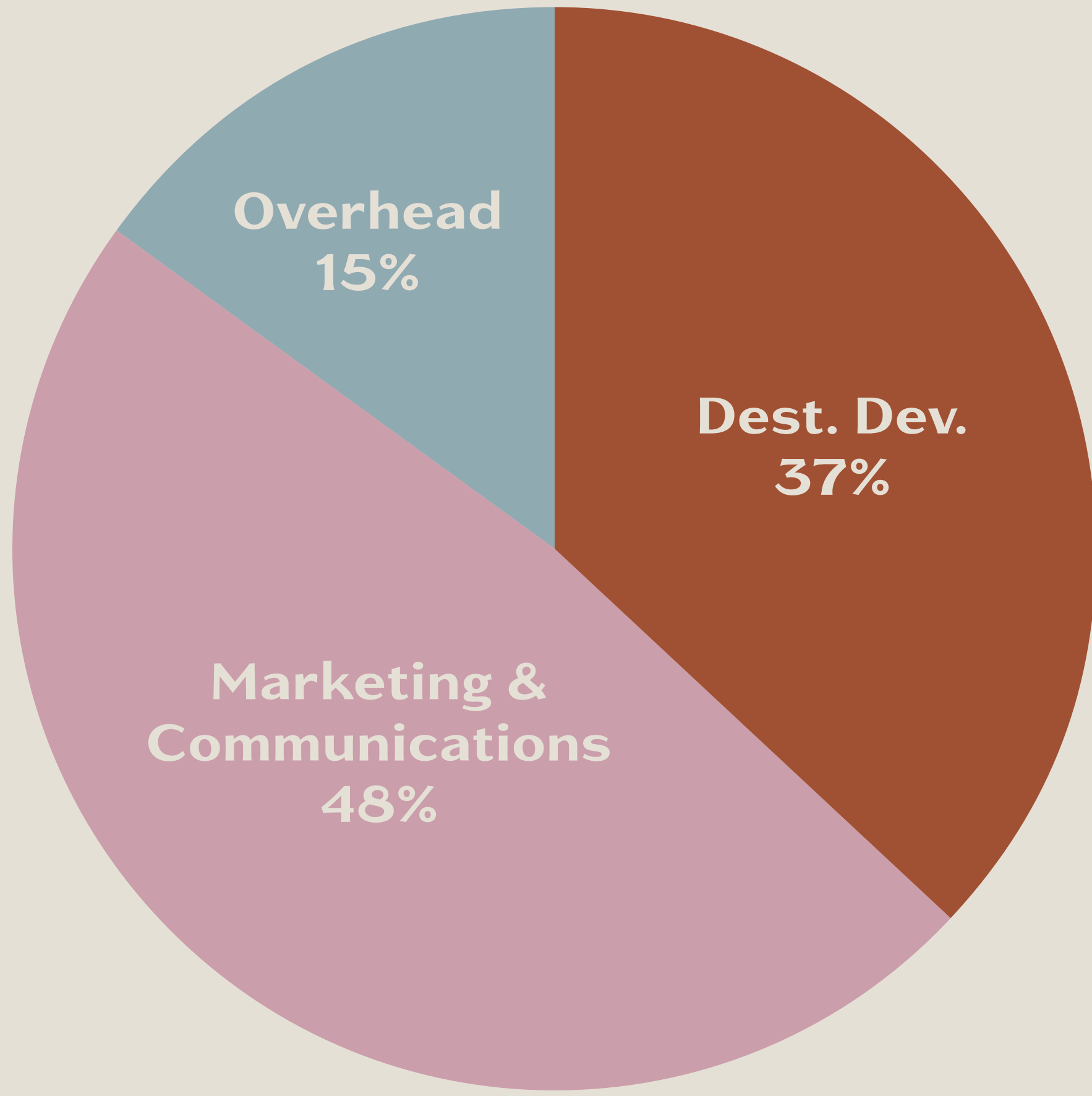
- **Expand Capacity**
- **Improve Social Media Strategy, Cadence, and Engagement**
- **Launch New Website Build in Winter 2025**
- **Expand Development/Community Support by expanding CRUSH and exploring other connectivity opportunities**
- **Target Lifestyle Earned Media with a food-focused + sense-of-place messaging**

2025 Budget & Planning

FY25 PROPOSED BUDGET



FY25 PROPOSED BUDGET
Inclusive of Staffing



WE CULTIVATE *the* VISITOR ECONOMY
in McMINNVILLE

to ENHANCE *the* QUALITY of LIFE

IN OUR COMMUNITY