

City of McMinnville, Oregon

VISITOR IMPACTS, 2015-2019P

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City of McMinnville, Oregon
Visitor Impacts, 2015-2019p

Prepared for

Visit McMinnville
328 Davis St. #1
McMinnville, Oregon 97128

Prepared by

Dean Runyan Associates
833 S.W. Eleventh Avenue, Suite 920
Portland, Oregon 97205
503.226.2973
www.deanrunyan.com

CITY OF McMINNVILLE VISITOR IMPACTS, 2015-2019P

This report provides detailed travel impact estimates for the City of McMinnville from 2015 to 2019. The estimates for 2019 are preliminary. These estimates were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates.

- **Overview.** Visitation, travel spending, employment and tax revenue all grew during 2019. They have increased every year since 2015, the first year for which travel impacts for the City of McMinnville were estimated for this report.
- **Spending.** Travel spending, \$38.9 million in 2019, in the City of McMinnville increased by 0.8 percent for the year in current dollars. Non-transportation visitor spending increased by 0.9 percent in 2019. This spending has increased by 15.7 percent per year since 2015. Large increases in spending between 2018 and 2017 are related to new lodging supply in the city.
- **Employment.** Travel-generated employment, 430 jobs in 2019, did not grow over 2018. The average rate of employment growth since the first year reported is 13.4 percent. Most of this growth in employment occurs between 2017 and 2018. This is partially due to the increase in lodging supply. Travel-generated employment in the City of McMinnville represents about 3.0 percent of all employment in the city.¹
- **Visitor Volume.** There were 257,000 overnight person trips to the City of McMinnville in 2019. About 46 percent of these overnight visitors stayed in hotels, motels, short term rentals, and similar paid accommodations. The other 54 percent of these visitors stay in second homes or with friends and family.
- **Average Spending.** Each overnight visitor spent on average \$55 per day while in the City of McMinnville. Visitors staying in paid lodging spent on average \$118 per day on lodging, food service, recreation and shopping. Visitors who stay in paid lodging spend roughly 4 times more on a trip than visitors who stay elsewhere.
- **City and County Travel Impacts.** About 30 percent of all Yamhill county travel impacts occur within the City of McMinnville. The employment generated provides for jobs for all county residents, regardless of whether they live within the city.

¹ Various data sources indicate that about 30 percent of all county employment is located in City of McMinnville. (See page 8.) The travel share of total employment for the state of Oregon is 4.4 percent.

CITY OF McMINNVILLE TRAVEL TRENDS AND ECONOMIC IMPACTS

Total direct travel spending in the City of McMinnville was \$38.9 million in 2019. This represents a 0.8 percent increase over the preceding year in current dollars. Since 2015, travel spending has increased by 15.7 percent per year.

City of McMinnville Direct Travel Impacts, 2015-2019p

	2015	2016	2017	2018	2019	Avg. Annual Chg.	
						18-19	15-19
Spending (\$Millions)							
Total	21.7	22.0	27.7	38.5	38.9	0.8%	15.7%
Other	0.3	0.2	0.3	0.3	0.3	10.5%	5.4%
Visitor	21.4	21.7	27.4	38.2	38.5	0.8%	15.8%
Non-transportation	19.6	20.0	25.2	35.3	35.6	0.9%	16.1%
Transportation	1.8	1.7	2.2	2.9	2.9	-0.7%	12.3%
Earnings (\$Millions)							
Earnings	5.7	6.1	7.8	10.6	11.0	4.0%	17.8%
Employment							
Employment	260	260	310	430	430	0.0%	13.4%
Tax Revenue (\$Millions)							
Total	1.0	1.0	1.6	2.5	2.5	0.9%	26.7%
Local	0.5	0.5	0.8	1.4	1.4	0.0%	32.7%
State	0.5	0.5	0.8	1.1	1.1	2.1%	20.5%

Other spending includes transportation to other visitor destinations and travel arrangement services.

Earnings include wages & salaries, earned benefits and proprietor income.

Employment includes all full and part-time employment of payroll employees and proprietor income.

Local tax revenue includes lodging taxes by visitors

State tax revenue includes lodging, motor fuel taxes, and income taxes attributable to travel industry businesses and employees.

Travel Impacts are shown in greater detail on the next page.

City of McMinnville
Direct Travel Impacts, 2015-2019p

	2015	2016	2017	2018	2019
Total Direct Travel Spending (\$Million)					
Visitor Spending	21.4	21.7	27.4	38.2	38.5
Other Travel*	0.3	0.2	0.3	0.3	0.3
<i>Total Direct Spending</i>	<i>21.7</i>	<i>22.0</i>	<i>27.7</i>	<i>38.5</i>	<i>38.9</i>
Visitor Spending by Commodity Purchased (\$Million)					
Accommodations	6.3	6.5	9.7	16.1	16.1
Food Service	6.1	6.3	7.5	9.8	10.1
Food Stores	2.8	2.8	3.0	3.4	3.4
Local Tran. & Gas	1.8	1.7	2.2	2.9	2.9
Arts, Ent. & Rec.	1.5	1.5	1.7	2.2	2.2
Retail Sales	2.9	2.9	3.2	3.8	3.8
<i>Visitor Spending</i>	<i>21.4</i>	<i>21.7</i>	<i>27.4</i>	<i>38.2</i>	<i>38.5</i>
Industry Earnings Generated by Travel Spending (\$Million)					
Accom. & Food Serv.	4.6	4.9	6.4	8.9	9.3
Arts, Ent. & Rec.	0.3	0.3	0.3	0.4	0.5
Retail**	0.7	0.8	0.9	1.0	1.0
Ground Tran. & Other Travel	0.1	0.2	0.2	0.3	0.3
<i>Total Direct Earnings</i>	<i>5.7</i>	<i>6.1</i>	<i>7.8</i>	<i>10.6</i>	<i>11.0</i>
Industry Employment Generated by Travel Spending (Jobs)					
Accom. & Food Serv.	210	210	260	360	360
Arts, Ent. & Rec.	10	10	10	20	20
Retail**	30	30	30	40	40
Ground Tran. & Other Travel	10	10	10	10	10
<i>Total Direct Employment</i>	<i>260</i>	<i>260</i>	<i>310</i>	<i>430</i>	<i>430</i>
Government Revenue Generated by Travel Spending (\$Millions)					
Local Tax Receipts	0.5	0.5	0.8	1.4	1.4
State Tax Receipts	0.5	0.5	0.8	1.1	1.1
<i>Total Local & State</i>	<i>1.0</i>	<i>1.0</i>	<i>1.6</i>	<i>2.5</i>	<i>2.5</i>

Details may not add to totals due to rounding.

*Other Travel spending includes transportation spending related to travel to other destinations and travel arrangement services.

Retail** includes employment and earnings of gasoline stations.

OVERNIGHT VISITOR VOLUME AND AVERAGE VISITOR SPENDING

Visitor volume and average visitor spending estimates for the City of McMinnville are shown below. The tables are mathematically related: The total visitor spending estimates in the first table are equivalent to the average spending estimates in the second table multiplied by the appropriate measure of visitor volume in the third table.

Visitor Spending by Type of Traveler Accommodation (\$Million)

	2015	2016	2017	2018	2019
All Overnight	15.8	16.0	20.9	30.5	30.7
Hotel, Motel, STR	9.4	9.6	14.1	23.3	23.5
Private Home (VFR)	6.3	6.3	6.7	7.0	7.0
Other Overnight	0.1	0.1	0.1	0.1	0.1
Day Travel	5.7	5.7	6.5	7.8	7.9
<i>Visitor Spending</i>	<i>21.4</i>	<i>21.7</i>	<i>27.4</i>	<i>38.2</i>	<i>38.5</i>

Average Expenditures for Overnight Visitors, 2019p

	Party		Person		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STR	\$290	\$483	\$118	\$197	2.5	1.7
Private Home (VFR)	\$52	\$132	\$20	\$52	2.6	2.6
Other Overnight	\$60	\$156	\$19	\$50	3.1	2.6
All Overnight	\$140	\$299	\$55	\$119	2.5	2.1

Overnight Visitor Volume, 2017-2019p

	Person-Nights (000)			Party-Nights (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STR	122	198	199	50	81	81
Private Home (VFR)	350	354	348	137	138	136
Other Overnight	6	6	6	2	2	2
All Overnight	479	558	553	189	221	219

	Person-Trips (000)			Party-Trips (000)		
	2017	2018	2019	2017	2018	2019
Hotel, Motel, STR	74	119	120	30	48	49
Private Home (VFR)	136	138	135	53	54	53
Other Overnight	2	3	3	1	1	1
All Overnight	212	259	257	84	103	102

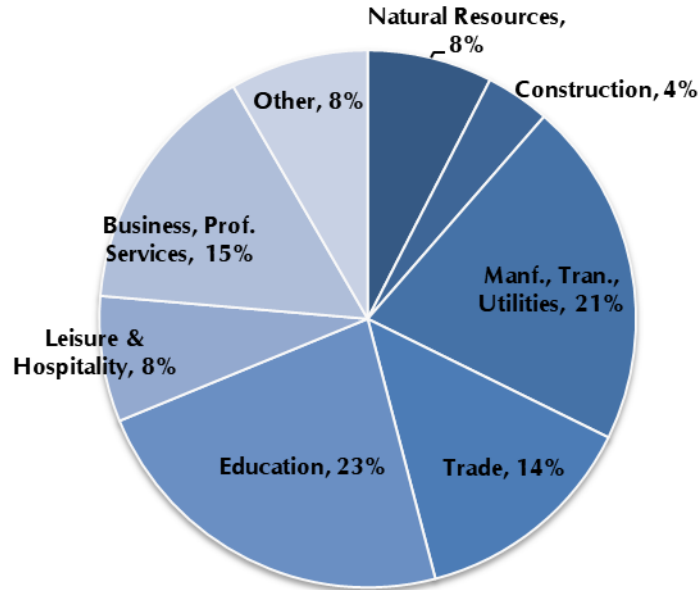
CITY AND COUNTY SOCIAL AND ECONOMIC CHARACTERISTICS

About 1/3 of the total population of Yamhill county resides within the City of McMinnville. Population is very evenly distributed throughout the various age ranges in McMinnville. Generally each range is about 1/3 of Yamhill county.

Average household size and average family size is slightly smaller than the county as a whole. This is likely due to the slightly larger shares of young and elderly residents.

The economy of the city is relatively diverse for a non-urban regional area. The pie chart below shows the distribution of employed persons in the city by type of industry. As with the population, approximately one-third of jobs in the county are located in McMinnville and share a similar distribution among the industry sectors.

**City of McMinnville Employment by Industry
2018 American Community Survey 5-Year Estimates**



Sources: U.S. Census Bureau. These estimates are for all employed persons including payroll employees and the self-employed.

**Yamhill County and City of McMinnville
Population & Housing Characteristics, 2018**

	County	City	City Share
Population			
Total	107,002	33,662	31%
Under 20	27,512	9,224	34%
20-24	7,567	2,898	38%
25-34	13,187	4,071	31%
35-44	14,715	4,056	28%
45-54	12,354	3,342	27%
55-59	6,603	2,081	32%
60-64	7,240	2,048	28%
65-74	10,561	3,319	31%
75-84	5,102	1,775	35%
85 & Over	2,161	848	39%
Median age (years)	38.5	36.3	
Households			
Total	37,235	12,462	33%
Family households	24,476	7,834	32%
Non-family households	12,759	4,628	36%
Average household size	2.73	2.57	
Average family size	3.4	3.24	
Housing			
Total housing units	39,394	13,181	33%
Occupied housing units	37,235	12,462	33%
Owner-occupied housing units	25,546	7,669	30%
Renter-occupied housing units	11,689	4,793	41%
Vacant housing units	2,159	719	33%

Source: U.S. Bureau of the Census (2018 American Community Survey).

Yamhill County and City of McMinnville Census of Businesses, 2012

NAICS	Industry	County			City			City Share		
		Establish-ments	Receipts (\$1,000)	Payroll (\$1,000)	Establish-ments	Receipts (\$1,000)	Payroll (\$1,000)	Establish-ments	Receipts (\$1,000)	Payroll (\$1,000)
31-33	Manufacturing	255	1,893,589	280,401	63	776,439	85,228	25%	41%	30%
3121	<i>Beverage Manufacturing</i>	71	153,139	26,448	13	6,849	1,407	18%	4%	5%
42	Wholesale trade	70			20	68,007	5,404	29%		
44-45	Retail trade	283	886,639	84,856	144	510,036	49,718	51%	58%	59%
48-49	Transportation and warehousing	62	468,447	43,691	17			27%		
51	Information	31		9,011	16		6,726	52%		75%
52	Finance and insurance	104		35,741	51		26,413	49%		74%
53	Real estate and rental and leasing	102	36,426	6,111	35	15,772	2,645	34%	43%	43%
54	Professional, scientific, and technical services	200	67,400	24,661	87			44%		
56	Administrative and support and waste management services	103	63,306	20,127	38	29,386	11,666	37%	46%	58%
61	Educational services	16	1,853	485	4	354	71	25%	19%	15%
62	Health care and social assistance	260	433,648	151,586	132	210,430	78,745	51%	49%	52%
71	Arts, entertainment, and recreation	24	15,383	4,956	10	12,955	4,304	42%	84%	87%
72	Accommodation and food services	195	129,254	39,964	86	56,614	16,122	44%	44%	40%
81	Other services (except public administration)	133	33,344	9,837	48			36%		

Source: U.S. Bureau of the Census (2012 Economic Census). Agriculture, forestry, construction, utilities and government not included. Blanks indicate estimates not available due to data limitations. Beverage manufacturing includes wineries.

**Selected Economic Characteristics of Yamhill County and City of McMinnville Labor Force
2018 American Community Survey 5-Year Estimates**

	<u>County</u> Estimate	<u>City</u> Estimate	*City Share
EMPLOYMENT STATUS			
Population 16 years and over	83,012	25,716	31%
In labor force	49,802	15,487	31%
Employed	47,108	14,325	30%
Unemployed	2,674	1,162	43%
Armed Forces	20	0	0%
Not in labor force	33,210	10,229	31%
OCCUPATION			
Civilian employed population 16 years & over	47,108	14,325	30%
Management, business, science, and arts	15,793	4,560	29%
Service	9,107	2,710	30%
Sales and office	9,161	2,532	28%
Natural resources, construction, and maintenance	5,353	1,599	30%
Production, transportation, and material moving	7,694	2,924	38%
INDUSTRY			
Civilian employed population 16 years & over	47,108	14,325	30%
Agriculture, forestry, fishing and hunting, and mining	3,164	1,080	34%
Construction	2,878	556	19%
Manufacturing	7,228	2,609	36%
Wholesale trade	1,517	405	27%
Retail trade	5,350	1,552	29%
Transportation and warehousing, and utilities	1,747	379	22%
Information	452	144	32%
Finance and insurance, and real estate and rental and leasing	2,107	863	41%
Professional, scientific, and management, and administrative and waste	4,306	1,182	27%
Educational services, and health care and social assistance	9,988	3,274	33%
Arts, entertainment, and recreation, and accommodation and food	4,212	1,084	26%
Other services, except public administration	2,005	497	25%
Public administration	2,154	730	34%
CLASS OF WORKER			
Civilian employed population 16 years & over	47,108	14,325	30%
Private wage and salary workers	38,425	11,672	30%
Government workers	5,297	1,903	36%
Self-employed in own not incorporated business workers	3,262	720	22%
Unpaid family workers	124	30	24%

Source: U.S. Bureau of the Census (2018 American Community Survey). *City Share calculated from reported estimates.