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# BOARD OF DIRECTORS & STAFF MEMBERS

**ERIN STEPHENSON**  
Board Chair  
Co-Owner  
3rd Street Flats & Atticus Hotel

**MARIA STUART**  
Board Vice Chair  
Partner  
R. Stuart & Co. Winery

**ELLEN BRITTAN**  
Board Treasurer  
Co-Owner  
Brittan Vineyards

**CINDY LORENZEN**  
Board Member  
Owner  
Sage Restaurant

**TY ROLLINS**  
Board Member  
Owner  
Comfort Inn

**EMILY HOWARD**  
Board Member  
Owner  
Thistle Restaurant

**DANI CHISHOLM**  
Board Member  
Property Manager  
McMenamins Hotel Oregon

**JENNIFER FEERO**  
Board Member-At-Large  
Willamette West Realtors  
Real Estate Broker

**COURTNEY CUNNINGHAM**  
Board Member-At-Large  
Owner  
Glint Creative

**JEFF TOWERY**  
Board Member (Non-Voting)  
City Manager  
City of McMinnville

**KELLIE MENKE**  
Board Member (Non-Voting)  
City Councilor  
City of McMinnville

**JEFF KNAPP**  
Executive Director  
Visit McMinnville

**KITRI MCGUIRE**  
Marketing Manager  
Visit McMinnville



# MISSION STATEMENT

Visit McMinnville's mission is to enhance the economic vitality of our community by promoting McMinnville as a year-round visitor, convention, and event destination by maximizing collaborative partnerships, efficiently activating transient lodging tax revenue into effective sales and marketing programs, and cultivating a world class visitor experience.

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In essence, Visit McMinnville is an innovative marketing organization dedicated to enhancing McMinnville's economy by attracting as many visitors as possible to the City, and once they're here, ensuring those visitors spend as much money as possible with local businesses.

# FISCAL YEAR 2018 IN REVIEW



- Increased transient lodging tax (TLT) by 6.1% in the 2017 calendar year
- Over 91,000 unique website sessions on visitmcminnville.com (7/17-4/18) - a 20.1% increase YOY
- Social media channel follower growth (7/17-4/18): 37%, 49%, & 10% on Instagram, Twitter, and Facebook respectively
- Created new winter TV and social media ads using visitor survey data to target travelers most likely to visit McMinnville
- Over 3.4 million earned media impressions gained through media relations efforts, 7/17-4/18 (exceeded goal by 177%)
- Executed board-level strategic planning retreat in January 2018 focused on building a 1-3 year plan
- Deployed increased TLT dollars to complete a comprehensive feasibility study to support future group sales investments
- Worked with the VM-founded McMinnville Community Wayfinding Committee, whose focus is to create easily accessible information systems that guide people to and through town, to complete a strategic wayfinding plan
- Brought regional, national, and international media and FAM tours to town with custom itineraries to showcase McMinnville as a premium tourism destination
- Utilized grant dollars (\$27,500) from Travel Oregon to connect with their tourism database, OTIS, and enhance the VM website user experience with a homepage redesign, navigation, search, sort, and filter capabilities, and improved stakeholder listings that include mapping, images, and descriptions
- Distributed McMinnville lookbooks and Wine Walk passports to Welcome Centers around the state and to premier corporate partners like Boeing, Intel, and AAA
- Worked with the City, local interests, and other economic development organizations to contribute to a cohesive, long term economic development plan
- Utilized grant dollars (\$7,500) from the Oregon Wine Country License Plate fund to develop Taste McMinnville Month, a tasting and dining month in the low season supported by strategic advertising investments and custom branding
- Developed a "Win an Oregon Wine Adventure Sweepstakes", partnering with like-minded luxury brands and earning over 100,000 impressions and over 2,700 new newsletter signups
- Created collateral for on-the-ground visitor support, including updated Wine Walk brochures, Dining and Tasting Maps, directional walk/cycle/drive maps for visitors to Linfield, and other supporting pieces
- Partnered with local cycling professionals to develop a collection of cycling imagery and safe wine country cycling routes
- Collaborated with regional tourism stakeholders and industry organizations to begin development of a new, transparent, stakeholder-driven county-wide tourism effort
- Held a dynamic media activation in New York City for lifestyle, food, craft beverage, and travel writers to introduce them to McMinnville, the Atticus Hotel, Bless Your Heart Burgers, Willamette Valley wines, and other tourism stakeholders



# EARNED MEDIA OUTLETS



The Seattle Times

Sunset



The New York Times

DEPARTURES



FOOD & WINE

1859  
Oregon's Magazine



VOGUE

PortlandTribune

THRILLIST

BEND  
CENTRAL OREGON LIFE & STYLE

BRIDES

KATU 2  
On Your Side

Forbes

FEED ME DEARLY  
est. 2013

Portland  
MONTHLY

the Portland  
MERCURY



OREGONLIVE  
The Oregonian

BREW/PUBLIC

WILLAMETTE WEEK



THE NEW SCHOOL

northwest  
TRAVEL & LIFE

Sip  
NORTHWEST

statesman journal  
PART OF THE USA TODAY NETWORK

KGW8



# McMINNVILLE TOURISM BY THE NUMBERS

63%  
visitors who live  
outside Oregon

6.1% increase in TLT  
in 2017  
(normalized)

39%  
visitors who stay overnight

8% visitors from  
outside the USA

20.1%  
growth of unique visits to  
VisitMcMinnville.com FY17 v. FY18

3.4  
average number of nights  
stayed by overnight visitors

1,700+  
tourism-related jobs  
in Yamhill County  
(up 1.6% from 2016)

3.4 million  
earned media impressions  
(7/17-4/18)

31%  
visitors from Portland

80%  
overnight visitors who spent  
time on 3rd Street

\$111.5 million  
2017 Yamhill County visitor spending  
(up 4.6% from 2016)

95% visitors who gave  
McMinnville a 4 or 5 rating  
(on a 5 pt scale)

\$36 million  
direct earnings from tourism-related jobs  
(up 6.7% from 2016)



# FISCAL YEAR 2019 GOALS

Increase annual transient lodging tax (TLT) revenue by 9%

Execute strategy to attain 150,000 unique website visitors; a projected 25% increase over expected FY18 unique visitors to visitmcminnville.com

Work with creative agency to create new Visit McMinnville brand identity

Align branding with creation and production of a 2 year cohesive ad campaign targeted at improving low and shoulder season overnight visits and destination brand awareness

Activate data to support effective targeting for a diverse advertising mix, improving low and shoulder season overnight visits and destination brand awareness

Create strategic plan to target group sales opportunities for McMinnville by activating additional revenue from increased TLT

Increase focus on brand awareness of Visit McMinnville's Wine Walk promotion

Engage social media channels to drive increased visits to visitmcminnville.com

Secure regional and national non-paid media coverage resulting in 1.56 million impressions

Optimize visitmcminnville.com by strengthening filtering capabilities, solidifying the event calendar user experience, and building toward itinerary planning

Enhance investments in visitmcminnville.com to increase organic traffic by 25% through maximizing search engine optimization (SEO) and search engine marketing (SEM)

Execute strategy to hand over McMinnville Community Wayfinding Master plan and subsequent assumed grant management over to the City of McMinnville



# FISCAL YEAR 2019 GOALS

Execute February Taste McMinnville Month and analyze areas to improve stakeholder engagement and impact

Partner with the Willamette Valley Wineries Association at their 2019 Pinot in the City activations

Bring additional focus on arts and culture through the production of a physical Public Art and Gallery map with complementary web assets

Work to identify and lead opportunities to further develop McMinnville as a diverse tourism destination through partnerships with higher education, arts and culture, outdoor recreation, and other regional tourism partners

Distribute quarterly consumer e-newsletters and grow list by 500 consumers

Plan and execute third board retreat and strategic visioning in January 2019

Collaborate with McMinnville Downtown Association (MDA), McMinnville Economic Development Partnership (MEDP), and the McMinnville Chamber of Commerce

Improve tourism promotion and connectivity at our airport

Develop initial Visit McMinnville Committee structure to help achieve overarching goals

Actively participate in City of McMinnville's Economic Development Strategic Planning

Provide community leadership in networking and leveraging resources for the elevation of hospitality and service for front line tourism stakeholder businesses



# FISCAL YEAR 2019 BUDGET ROLLUP

revenue based on a 4% increase in TLT growth

## INCOME

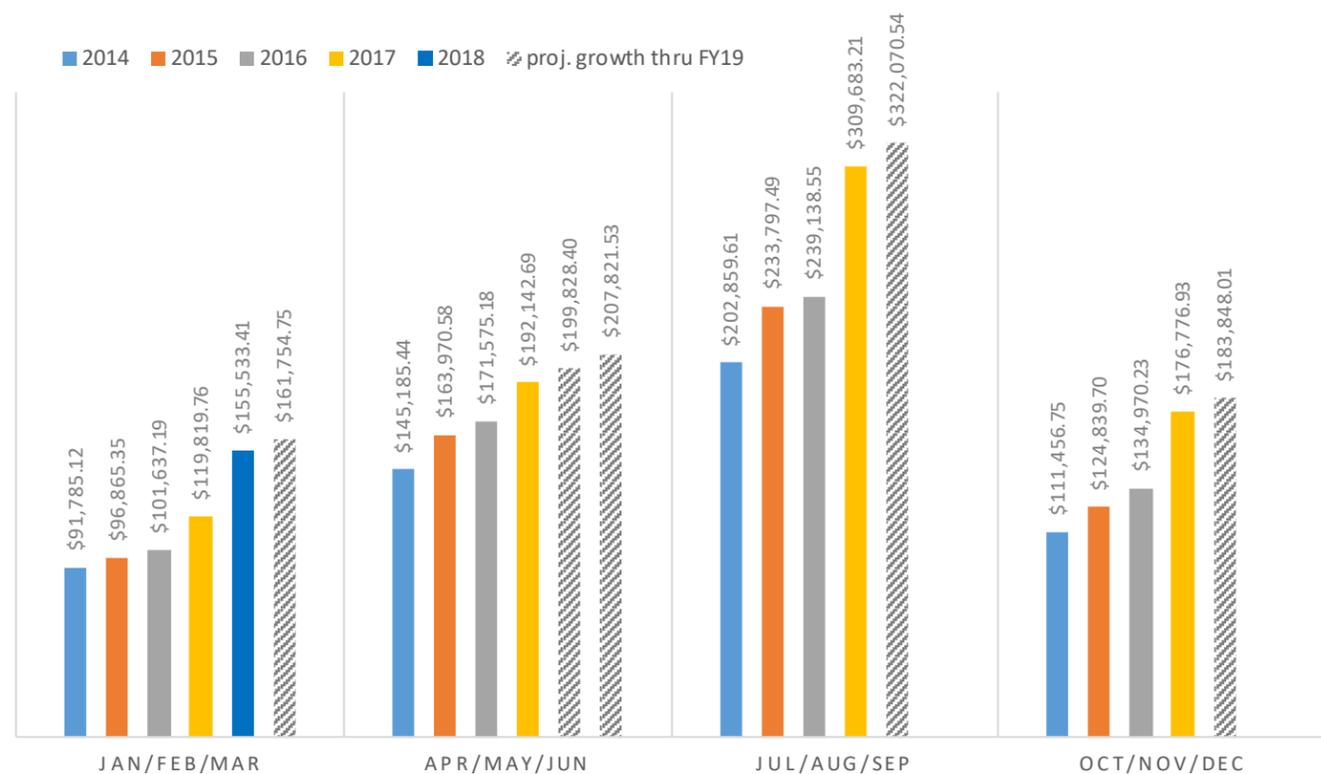
Estimated City Funding \$831,938

## EXPENSES

General Admin \$211,955

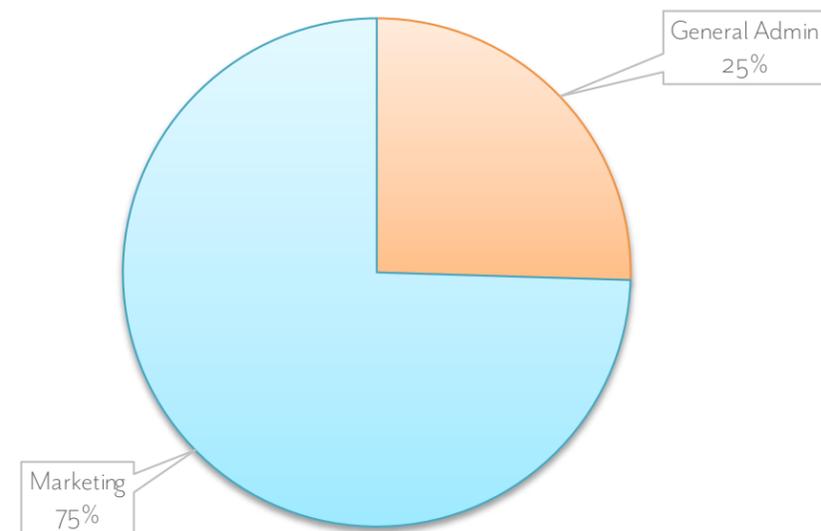
Marketing \$619,983

## TLT COLLECTIONS: HISTORIC & PROJECTED

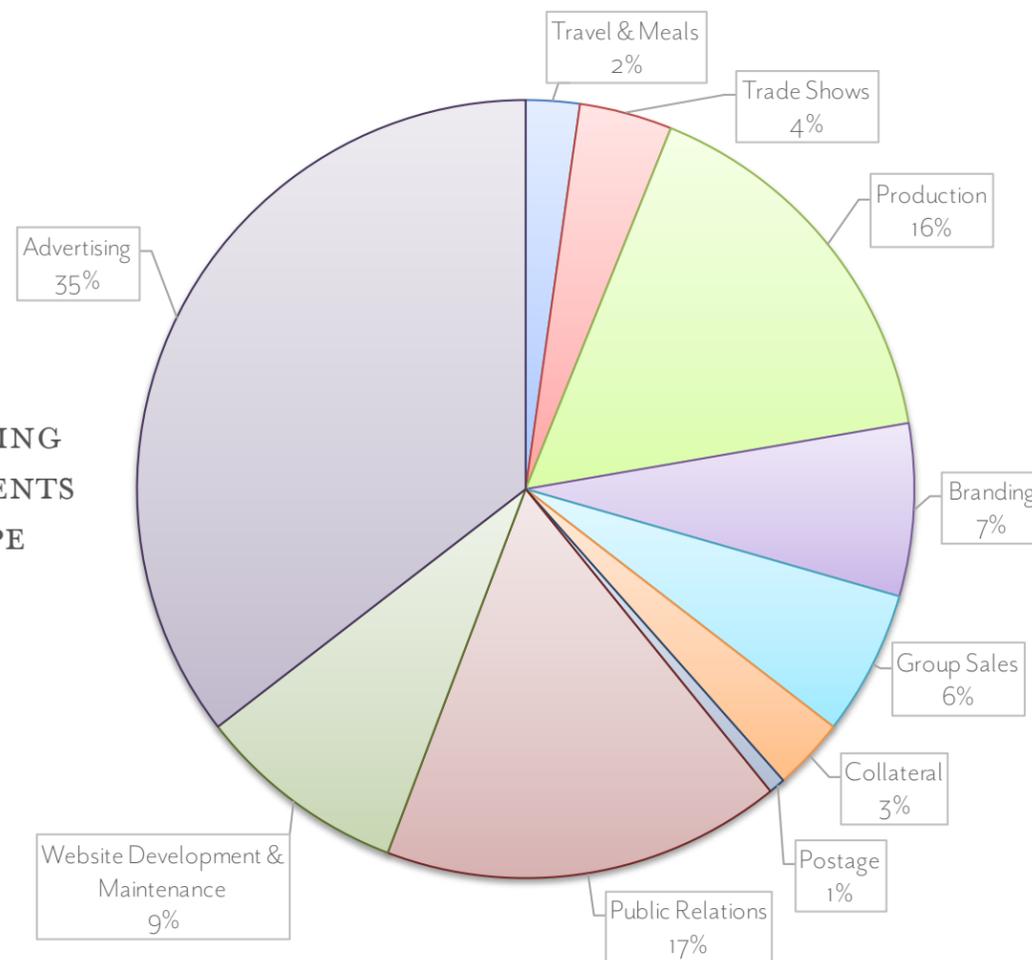


# FISCAL YEAR 2019 BUDGET BREAKOUT

## EXPENDITURES BY TYPE



## MARKETING INVESTMENTS BY TYPE





— visit —

M C M I N N V I L L E

— oregon —

*the heart of oregon wine country*

[visitmcminnville.com](http://visitmcminnville.com)