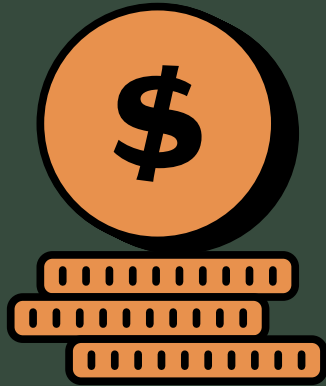


Visit McMinnville

Fiscal Year 2022 City Council Presentation



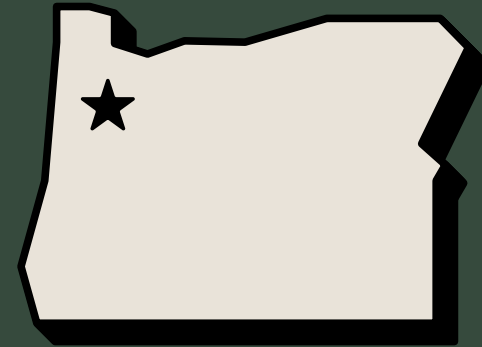
Visitor Economy Is A Powerful State Economic Driver



**\$12.8B Industry
In Oregon**

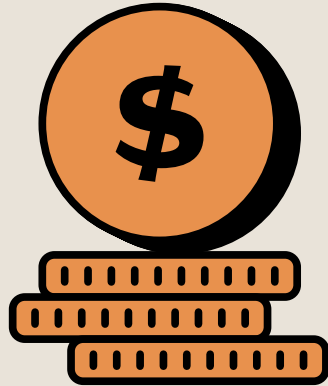


**117,500
Direct Jobs**

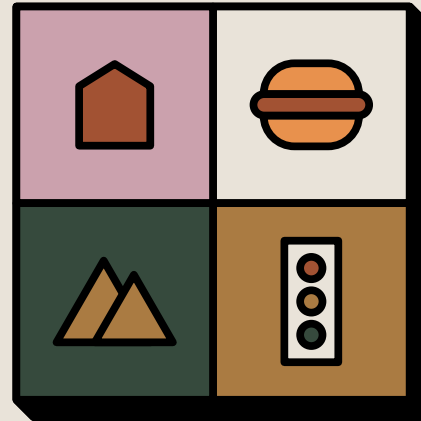


**\$592M State/Local
Tax Revenue**

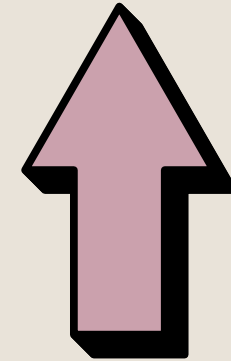
Visitor Economy Impact On Yamhill County



**\$138.8M Direct
Visitor Spending**



1,856 Direct Jobs
(lodging, food service,
recreation, entertainment &
transportation)

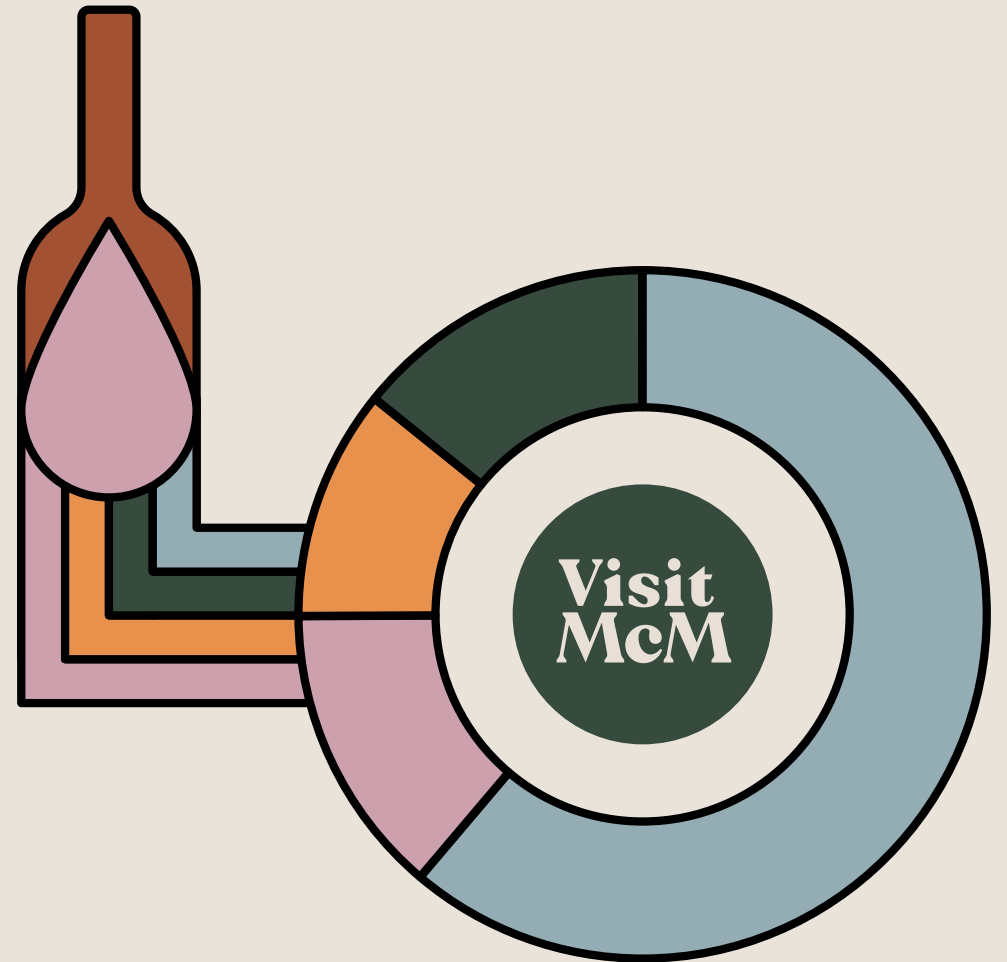


**Growth Compared
To Other Regions**

McMinnville is a desirable destination.

Visitor spending has far outpaced the region in the last 5 years:

- McMinnville (79.3% growth)
- Yamhill County (17.8% growth)
- Willamette Valley (14.1% growth)
- Oregon (18.4% growth)



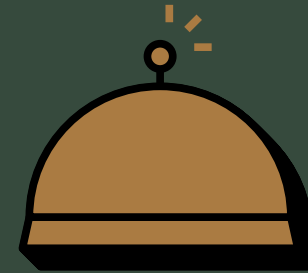
Visitor Economy Impact On McMinnville



**\$38.9M Direct
Visitor Spending**



430 Direct Jobs



**Leisure & Hospitality
Jobs Account For 8% Of
All Employment**

FY2021 Rearview

COVID Safety-Centric Marketing & Communications

Destination Development

Wayfinding & Social Distancing Sidewalk Art

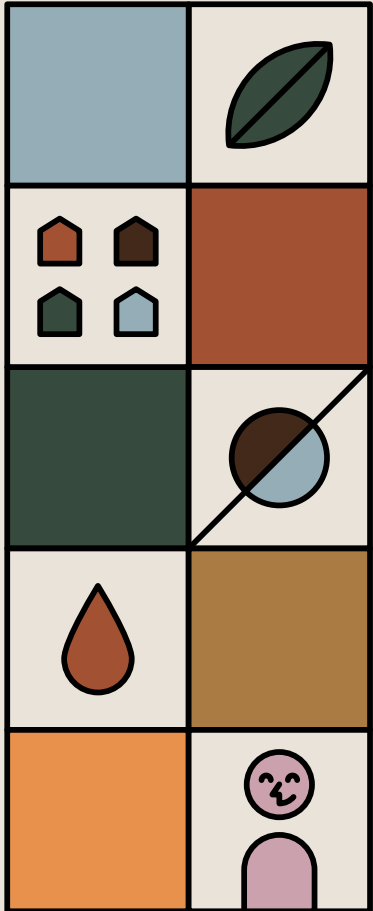
Downtown Kiosks & Lighting

MDA Partnership: \$48,000 Grant Supporting
Dine Out(Side) & Ongoing Community Events

Foundations Mural Project



FY2021 Current Projects



Targeted Marketing & PR Push

**Hospitality Training & Long-Term Workforce
Support Planning**

Foundations Mural Program

Bicycle Repair Stations & MHS Bike Racks

Data Investment

Local Business Support & Recruitment

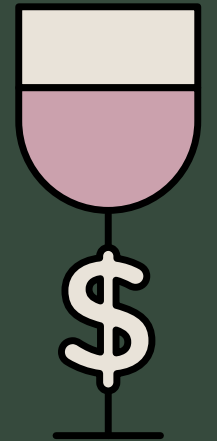
Visitor Economy Impact Education Tour



FY2022

Goals & Objectives

- **Attract Visitors Safely and Quickly to Spend Money with Local Businesses**
- **Highlight McMinnville as a Top Destination of Choice for Post-COVID Travel for Oregonians and Seattleites**
- **Support Local Business and Seek Out New Business Investment**
- **Diversify Destination Beyond Food and Craft Beverage**
- **Amplify Connectivity of Core Tourism Attractions and Districts**
- **Leverage Visitor Economy to Support Broader MACTOWN 2032 Economic Development Plan**
- **Continue to Develop Content Inclusive of Diverse Communities**



FY2022

TLT Comparison & Projection

Quarterly Breakdown

Aug 19 \$261,357

Aug 20 \$129,904 (49% of 19) *incl. back-owed TLT ~\$40k*

Aug 21 \$182,949 (70% of 19)

Nov 19 \$338,576

Nov 20 \$210,366 (62% of 19)

Nov 21 \$270,860 (80% of 19)

Feb 20 \$196,394

Feb 21 \$122,950 (62% of 19)

Feb 22 \$147,295 (75% of 20)

May 19 \$215,000

May 20 \$63,716

May 21 \$131,627 *estimated (60% of May 19)

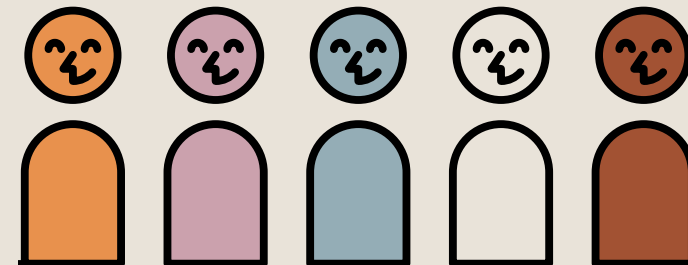
May 22 \$215,000 (same as May 19)

Fiscal Year Breakdown

FY20 \$860,043

FY21 \$593,000 *estimated (68% of FY20)

FY22 \$816,104 (94% of FY20)



FY2022 High Level Budget

<i>Estimated Revenue</i>	<i>\$816,104</i>
<i>G&A</i>	<i>\$95,884</i>
<i>Marketing & PR</i>	<i>\$573,607</i>
<i>Development</i>	<i>\$146,613</i>
<i>Estimated Expenses</i>	<i>\$816,104</i>



**Fully Funded Reserves of \$120,000*



**Visit
McMinnville**