

**Visit
McMinnville**

STRATEGIC PRIORITIES

The following strategic priorities require special focus by the City in the next fifteen years. In order to move McMinnville toward its Vision, the City believes it will need to make disproportionate investments in time and financial resources in these areas.



ECONOMIC PROSPERITY

Provide economic opportunity for all residents through sustainable growth across a balanced array of traditional and innovative industry sectors.



6.2: Become the preferred destination for wine-related tourism.



6.3: Diversify tourism destinations beyond wine.



6.4: Market and promote McMinnville.



Tourism as an Economic Driver



\$119.6M in tourism spending (*Yamhill Co.*)
+ 49.5% since 2010!



1,800+ tourism industry jobs (*Yamhill Co.*)
+ 50% since 2010!

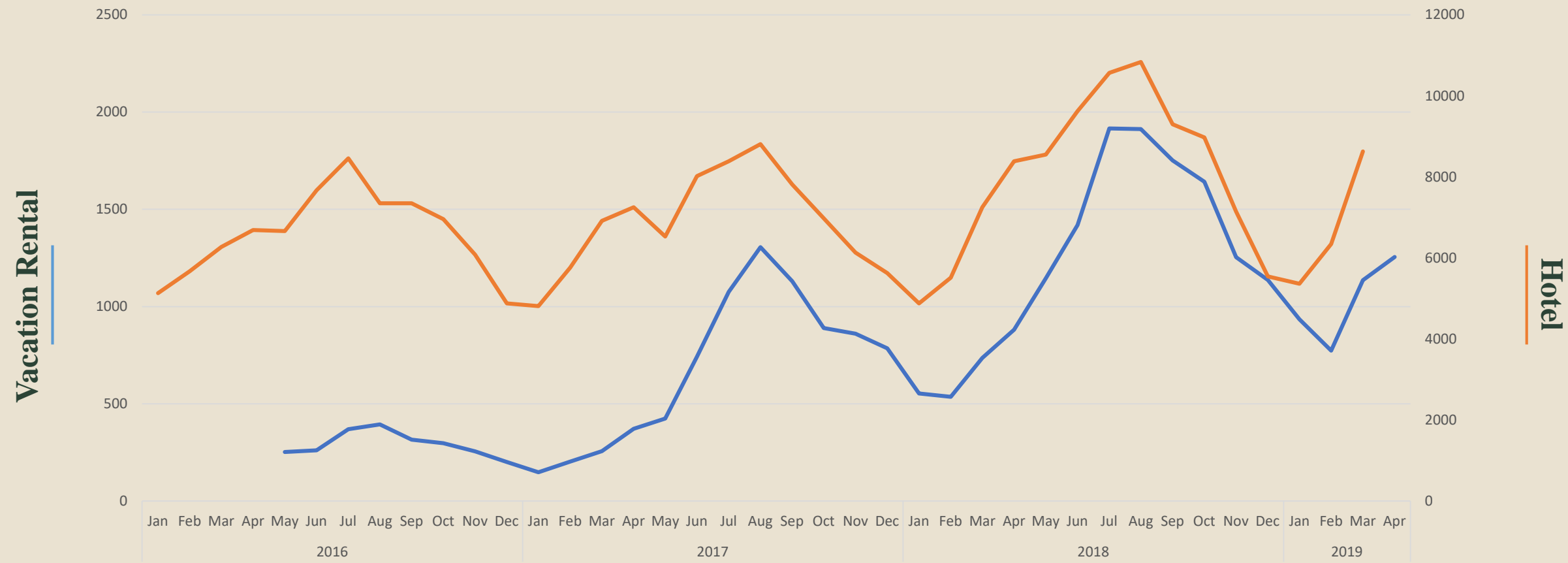


Tax receipts of \$295,882 (*City of McMinnville*)
+ 41.7% since 2015!



Wine Industry: \$5.6B statewide economic impact, 7,625 jobs,
\$215M in earnings

Lodging Demand



Vacation Rental Demand Increase: +69.1% YOY
Hotel Demand Increase: +19.3% YOY

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Economic Development

Destination Management

**Communications
& Promotions**

**Destination
Development**

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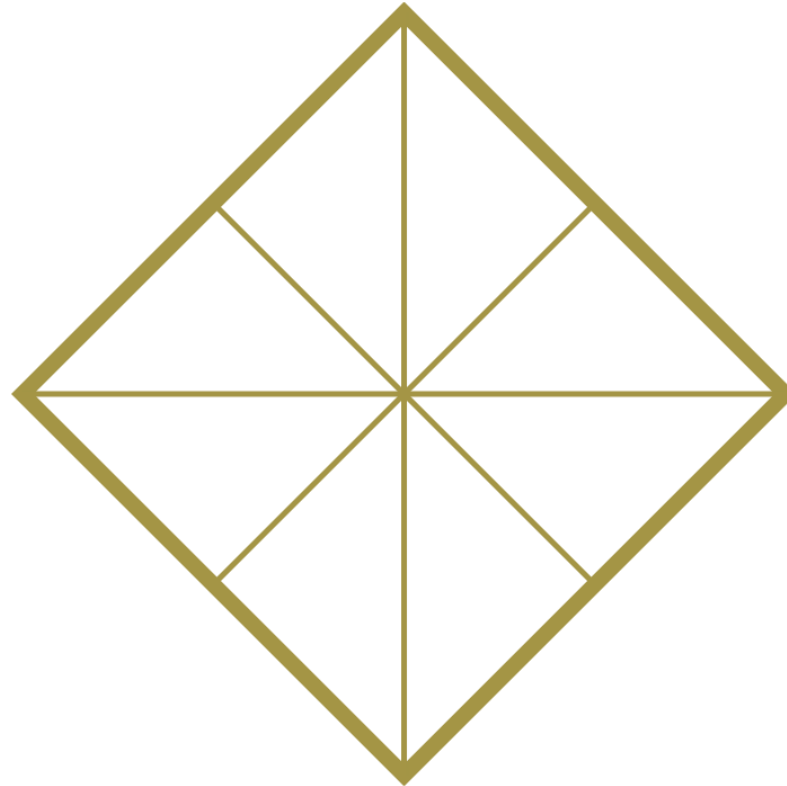
**Branding &
Land of Plenty
Campaign**

HONEST
(Clarendon)

FRIENDLY
(Cooper Black)

FLEXIBLE
(Helvetica)

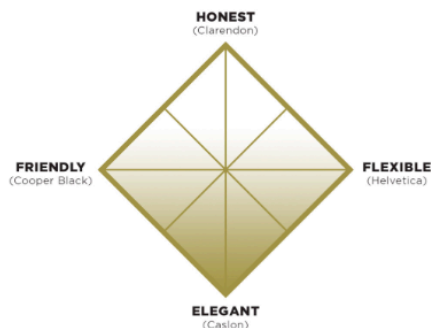
ELEGANT
(Caslon)



ELEGANT

ITC Caslon

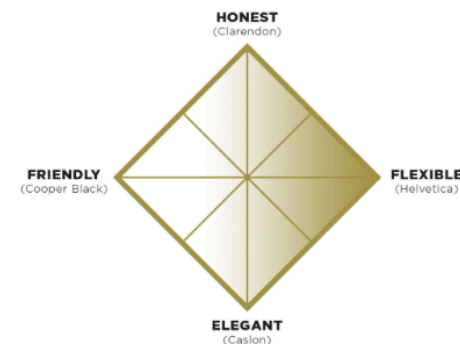
William Caslon released his first typefaces in 1722. Caslon's types were based on seventeenth-century Dutch old style designs, but were much more delicate and interesting. Benjamin Franklin hardly used any other typeface. The first printings of the American Declaration of Independence and the Constitution were set in Caslon.



FLEXIBLE

Helvetica

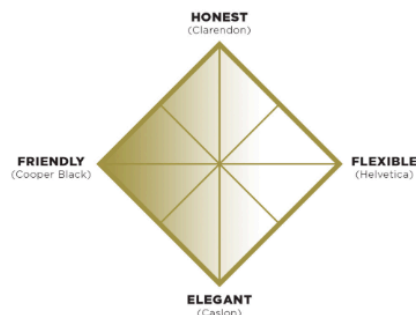
The aim of Helvetica was to create a neutral typeface that had great clarity, no intrinsic meaning in its form, and could be used on a wide variety of signage.



FRIENDLY

Cooper Black

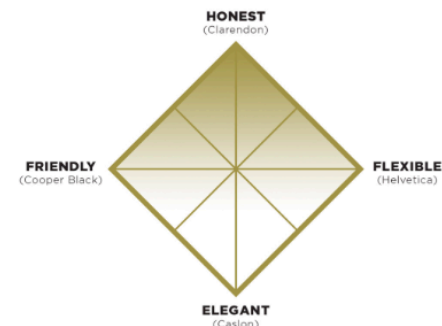
Not many typefaces can represent an era just by being set on a page as well as Cooper Black represents the 1970's, but its bubbly charm has allowed it to endure for decades in a variety of design applications.



HONEST

Clarendon

Clarendon holds the distinction of being the first typeface to act as a bold face for emphasizing text, which lead it to become a popular wood type. Clarendon is commonly associated with 'WANTED' posters of the Old West. It was also used on U.S. National Park Service road signs.



**Visit
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**A small town,
but with, like,
lots of stuff to do.**

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**Total
charmer.**

Visit
McMinnville



**Definitely not
your grandma's
small town.**

Well, it might be.
But you know what we mean.

visitmcminnville.com

Crushing it since the '70s.

Visit
McMinnville

A group of seven diverse friends are gathered around a long wooden table in a restaurant with a brick wall and large windows. The scene is lively and social. A woman in a red shirt stands on the left, holding a pizza. A man in a black shirt is feeding a woman in a grey shirt. A woman in a pink shirt is pouring wine from a bottle. A woman in a brown shirt is holding a pizza. A woman in a blue patterned shirt and red skirt is sitting at the table, smiling. A woman in a black shirt with a colorful tattoo is sitting at the table, eating. The table is set with plates of food, glasses of wine, and a bag of bread. The background features a brick wall and large windows.

**Our version of
a girl's weekend
might look
a little different.**

**Visit
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**Ridiculously
accommodating
accommodations.**



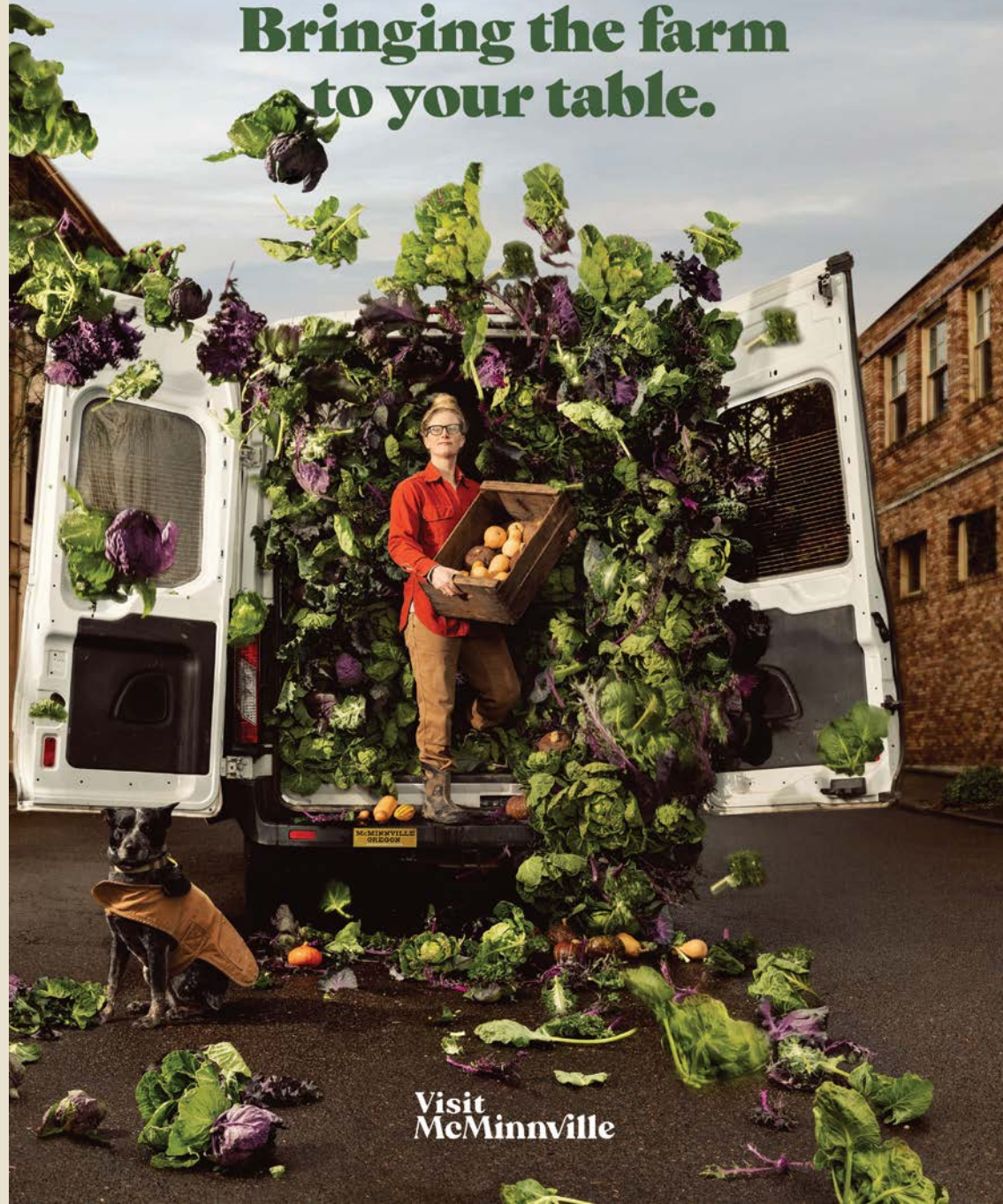
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**Paint the town red.
Or white. Or whiskey.**



**Visit
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**Bringing the farm
to your table.**



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Travel Oregon Tourism Marketing Award



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Media Relations

McMinnville in the Media

July '18 – April '19:

Earned (Unpaid) Media Impressions: 4,603,000

Earned (Unpaid) Media Placements: 203

Hosted Media Guests in McMinnville: 30

Condé Nast
Traveler

FOOD & WINE

Seattle Met



New York City Media Activation

Event Media Guests: 30+

Day-of Impressions: 60,000+

Media Guests Who Then Came to McMinnville:

Devorah Lev-Tov: *Jetsetter, Forbes, Travel & Leisure*

Jillian Kramer: *Food & Wine, Glamour*

Alyson Krueger: *NY Times, Robb Report*



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Destination Development

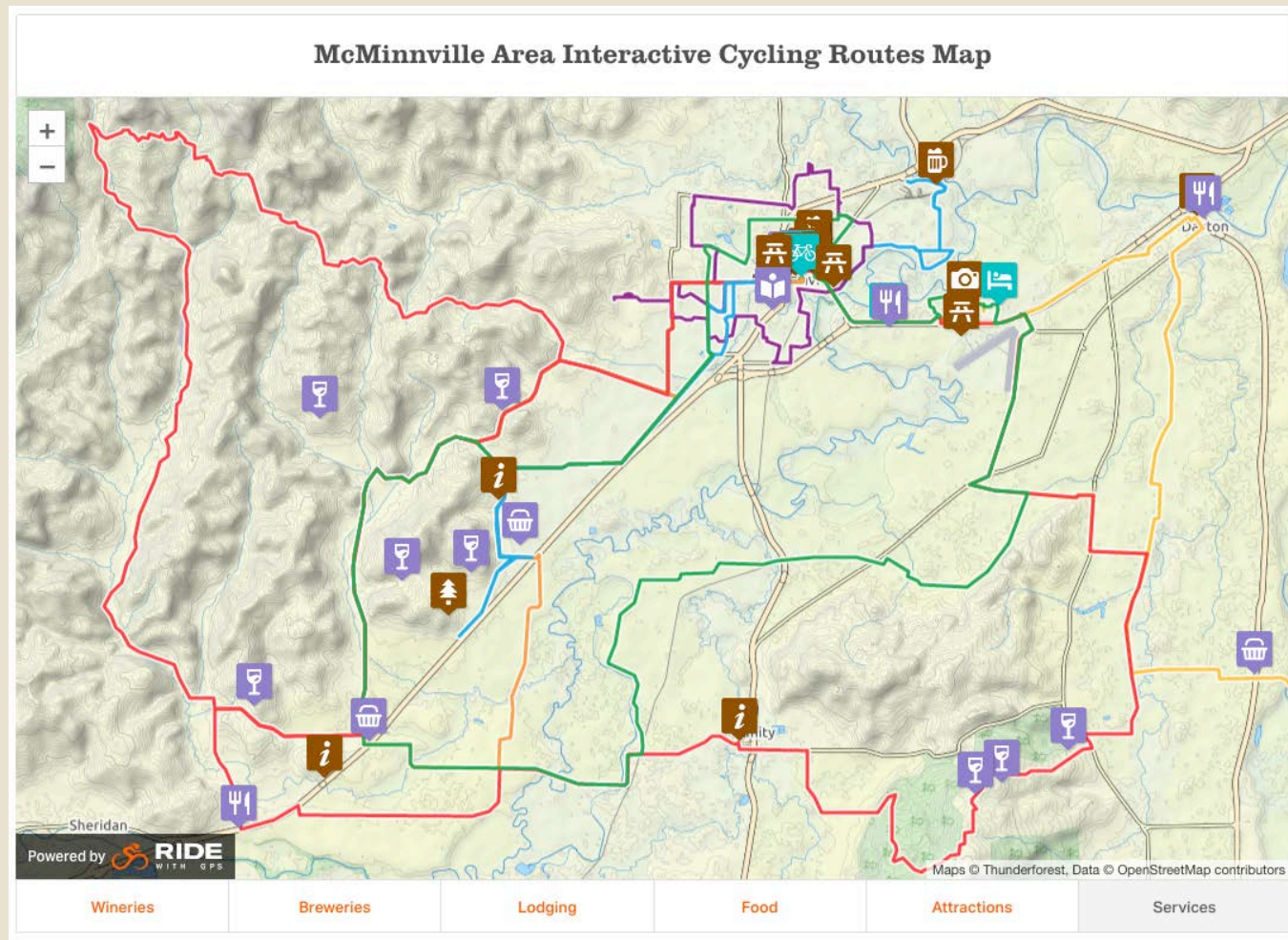
Outdoor Recreation

Arts & Culture

Agritourism

Group Sales

Cycling Route Microsite



Difficulty: Moderate

McMinnville Muddy Valley Wine Ride

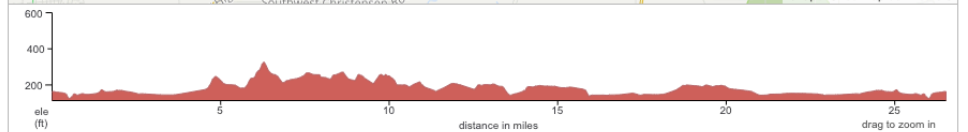
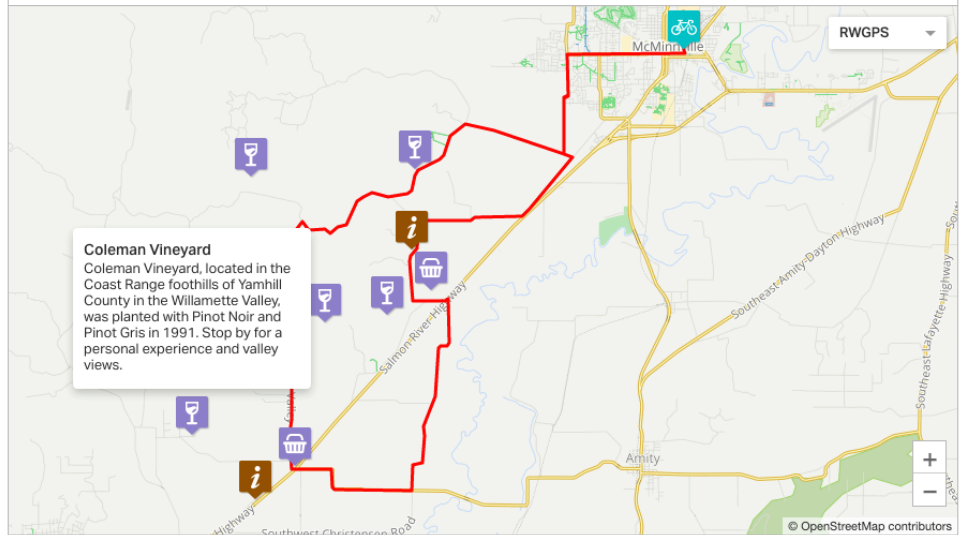
Named after the Muddy Creek that flows through the area, this route will take you into the heart of the McMinnville American Viticulture Area (AVA). Stop in at wineries like Maysara to learn their history, or just enjoy the slight hills (and views) of the rolling vineyards.

McMinnville Muddy Valley Wine Ride

View Full Version Send to Device 26.5 mi +810 ft / -810 ft



RWGPS



Art Walk: Gallery & Public Art Map

OUTDOOR SCULPTURES & MURALS

- 1 GARDEN RABBIT
- 2 REACHING KNOWLEDGE
- 3 THE THINKER 'BOOKER T. FROG'
- 4 LILY POND
- 5 DREAMS
- 6 BOOK WORM
- 7 THREE WIND SCULPTURES
- 8 DRIFT
- 9 BASALT & GLASS SCULPTURE
- 10 COURTSHIP DANCE
- 11 UNCONDITIONAL
- 12 COUGAR
- 13 HARVEST FRESH MURAL ☼
- 14 WORDS ON THE WEATHER
- 15 ANCIENT OAKS
- 16 BENJAMIN FRANKLIN 📷
- 17 LADY MCMINNVILLE MURAL ☼
- 18 LOOK UP
- 19 MIRACLE GROW
- 20 CHEVROLET AD MURAL ☼
- 21 EXPOSE TIME
- 22 LOVE SCULPTURE
- 23 GREAT BLUE
- 24 WWI MEMORIAL
- 25 ABRAHAM LINCOLN 📷
- 26 CONICAL ETUDE 4
- 27 WWII MEMORIAL 'THE HELMET HERO'
- 28 STONE DANCER
- 29 FLY WITH THE SUN
- 30 SOPER FOUNTAIN

☼ Prime selfie opportunities!

MCMINNVILLE ART GALLERIES & STUDIOS

- A THE GALLERY AT TEN OAKS 801 SW Baker Street
- B FIRE'S EYE POTTERY 19915 SW Muddy Valley Road
- C MASON-RIVERA SCULPTURE GARDEN & ART GALLERY 20901 Caleb Payne Road
- D LINFIELD COLLEGE (NILS LOU & LINFIELD GALLERIES) James F. Miller Fine Arts Center, 900 SW Baker Street
- E LIQUID LIGHT GLASSWORKS 205 SE Baker Street
- F EAGLE'S NEST ARTISAN STUDIO 303 NE Third Street
- G MARILYN AFFOLTER FINE ART GALLERY 325 NE Evans Street
- H CURRENTS GALLERY 532 NE Third Street
- I THE RJ STUDIO GALLERY 546 NE Third Street
- J JOHN STROMME ART GALLERY 619 NE Third Street
- K THE BLUE QUAIL 701 NE Third Street
- L ZACH HIXSON STUDIO 627 NE Fourth Street



17 Lady McMinville, mural & photo by Ashley Hope



Group Travel Sales Efforts



Familiarization Tours for Event Planners

Host Visiting Tour Operators

Pitch Regional Organizations on
McMinnville Event Assets

Add-on Stays for Portland Conferences

Event Planner Database

**Visit
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Regional Effort Coordination

Seattle Market Alignment

TRAVEL



OREGON



WILLAMETTE
VALLEY WINE

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SEATTLE

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Fiscal Year 2020 Budget

Visit McMinnville

General Administration: \$158,059

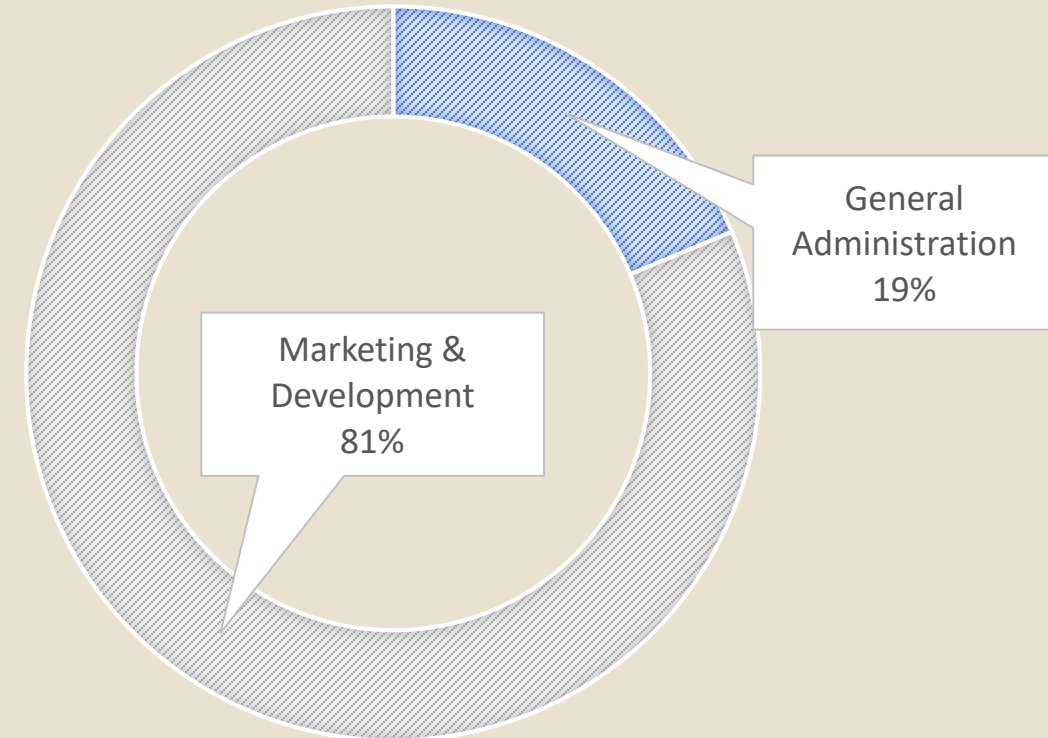
Marketing & Development: \$685,088

Total Budgeted Expenses: \$843,143

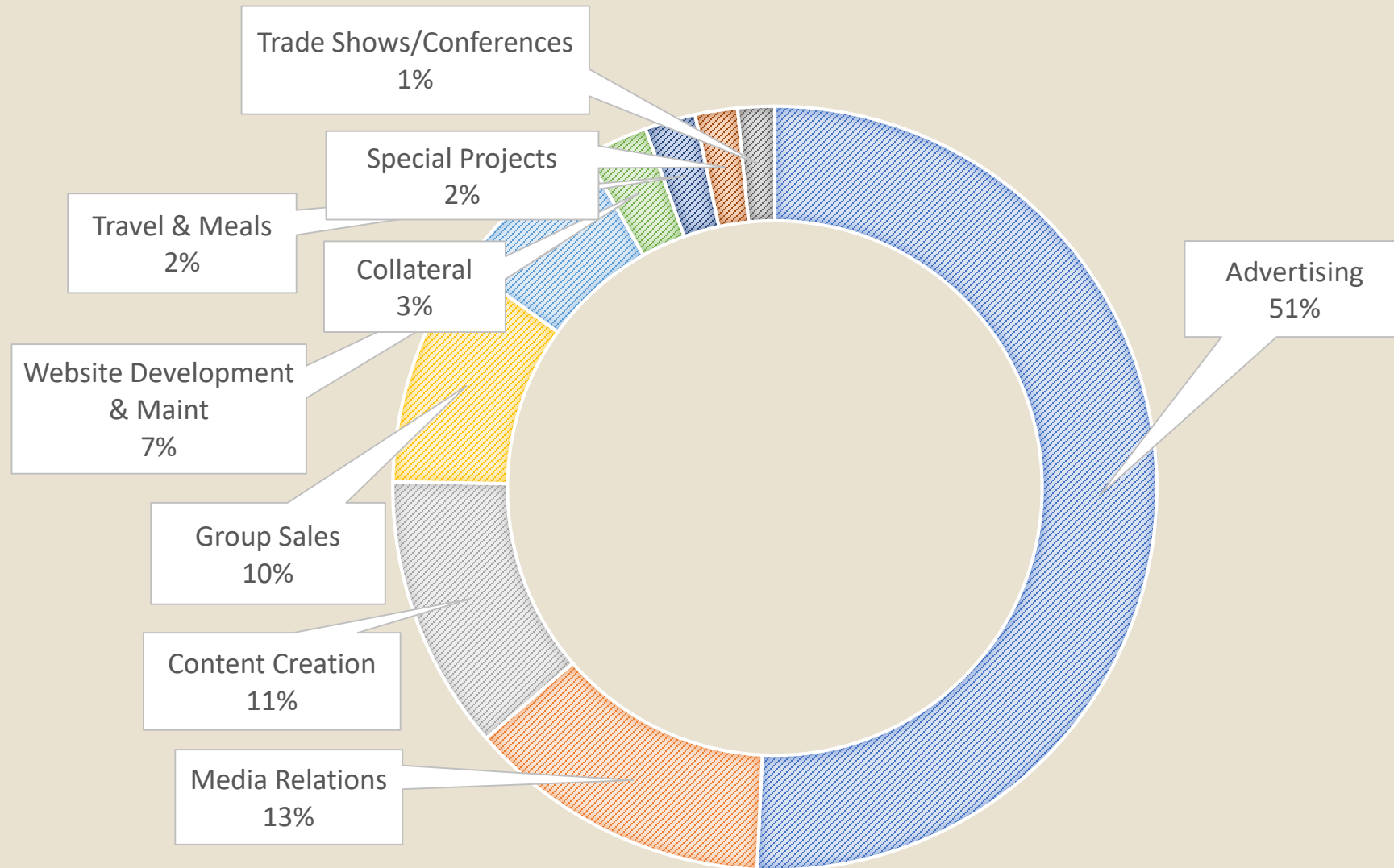
Total Estimated FY20 TLT Revenue \$1,256,349

Visit McMinnville Budgeted 69% \$866,881

City of McMinnville 31% \$389,468



Visit McMinnville





thank you

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