

**Visit
McMinnville**

City Council Session

23 May 2023

Founding Vision, Mission, & Values



Founding **Vision, Mission, & Values**

Vision

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

Mission

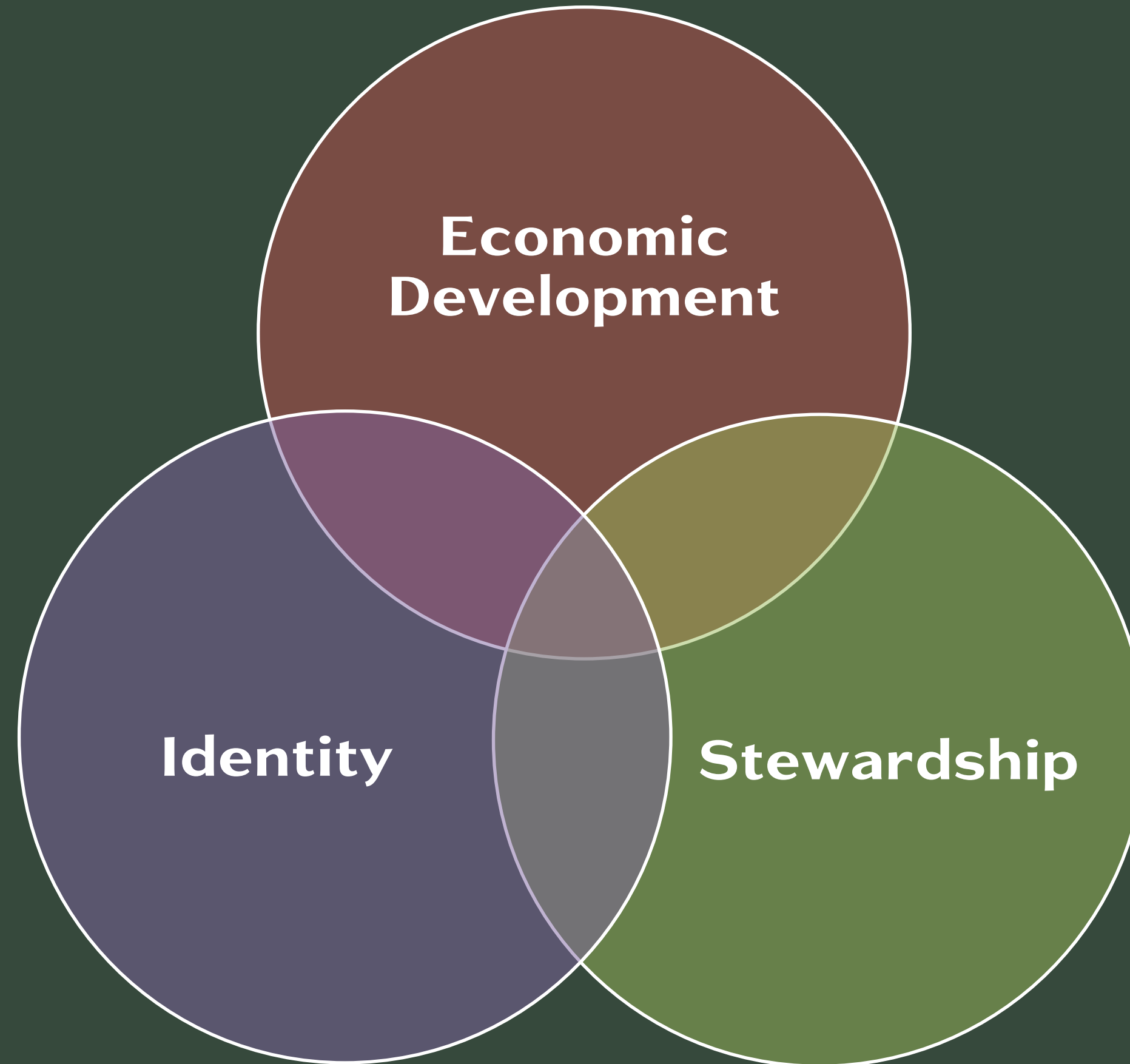
Guide the development of McMinnville as a year-round destination, responsibly promote its assets, and enrich the visitor experience while supporting livability for locals.

Values Statements

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



Pillars of **Sustainable Operation**



Pillars of Sustainable Operation

Economic Development

- Developing destination for the long term to attract new business & opportunities
 - Increasing tax revenue for the City of McMinnville
 - Creating living wage job opportunities for residents
 - Expanding activities that can be enjoyed by visitors & locals alike
-

Stewardship

- Investment in opportunities for arts, culture, & recreation
 - Sustainable business practices
 - Excellence in financial stability
 - Championing a welcoming atmosphere for all
-

Identity

- Creation & protection of 'brand' McMinnville – how the world views us
- Promotion of McMinnville's assets to visitors, locals, & new business
- Innovation, care, collaboration, & creativity in all endeavors
- Fostering positivity & possibility

Visit McMinnville

Our Board



Erin Stephenson

Board Chair

Atticus Hotel, 3rd Street Flats,
Mack Theater



Teresa Smith

Treasurer

Citizens Bank



Courtney Cunningham

Board Vice Chair

Pizza Capo, Glint Creative



Ellen Brittan

Past Treasurer

Brittan Vineyards



Visit McMinnville

Our Board



Jeff Towery
City Staff Liaison



Adam Garvin
City Council Liaison



Jenny Berg
City Staff Liaison



Cindy Lorenzen
The Sage Restaurant



Visit McMinnville

Our Board

Lisa Macy-Baker
Board Member-at-Large
not pictured



Erin Gilchrist
A'Tuscan Estate B&B



Dani Chisholm
McMenamins Hotel Oregon



Jen Feero
La Bella Casa &
Willamette West



Hallie Whyte
Soter Vineyards



Visit McMinnville

Our Staff



Jeff Knapp

CEO/President
2015



Kitri McGuire

**VP of Strategic
Communications**
2016



James Howe

**Marketing
Coordinator
& Arts Liaison**
2019



Lee McCollins

Marketing Manager
2022



Visit McMinnville Our Staff



Steve Halasz
Founder & CEO
Blue Room Research

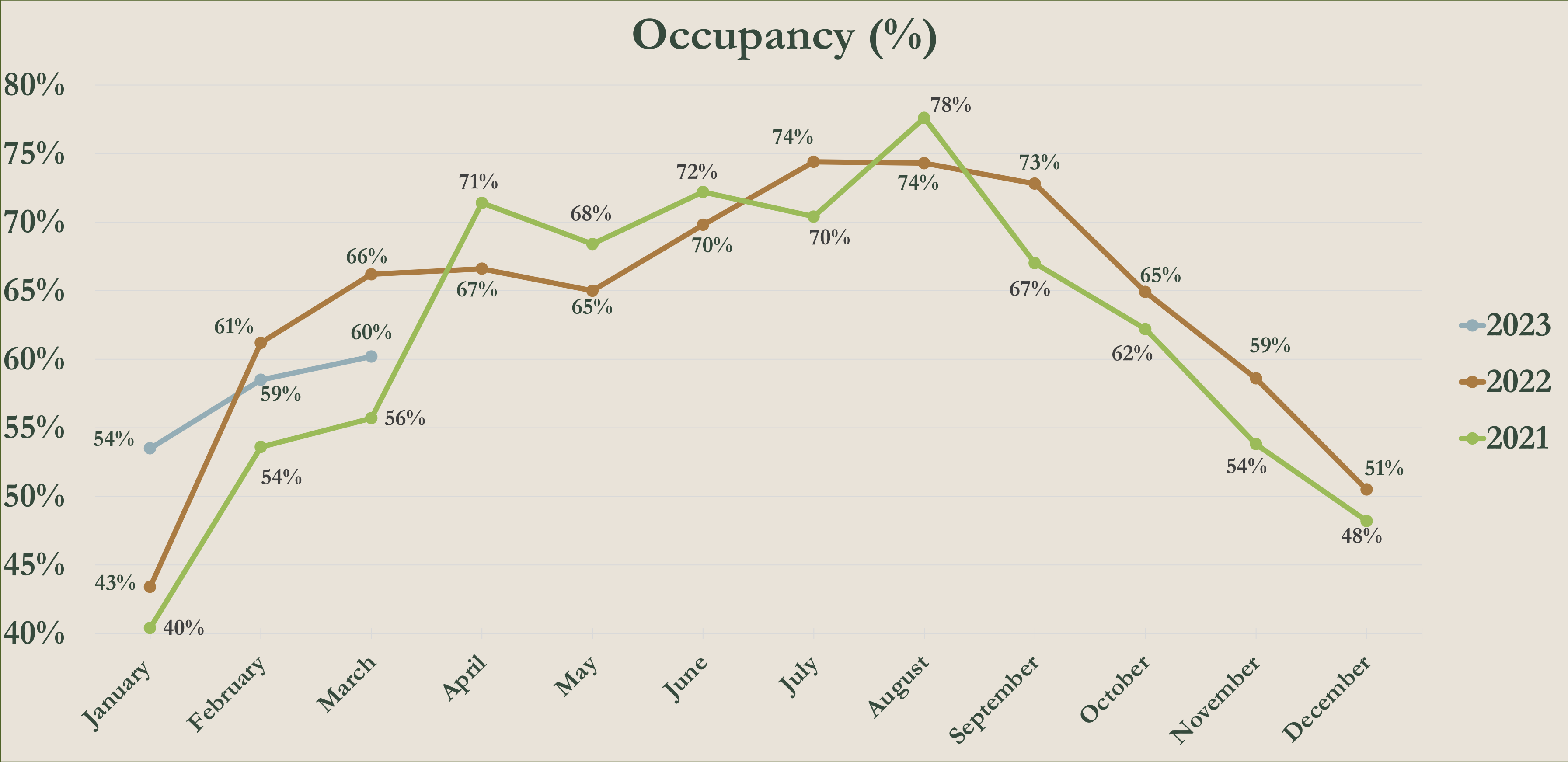


STR Hotel Data

**Does not include the Atticus Hotel or the Tributary Hotel*



HOTEL OCCUPANCY BY MONTH

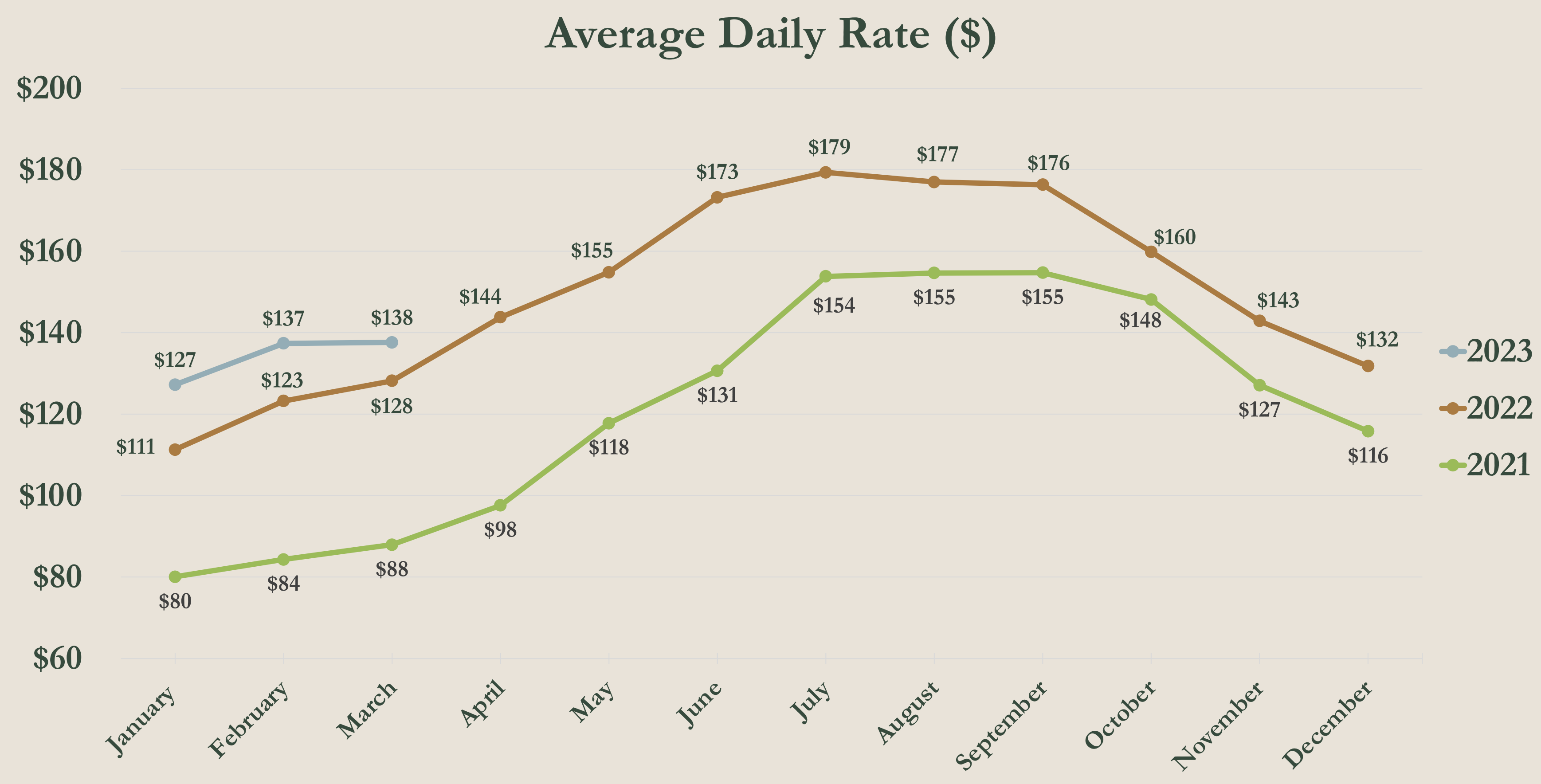


2021 Occupancy = 63.1% **2022 Occupancy = 64.1%**



Source: STR

HOTEL AVERAGE DAILY RATE BY MONTH

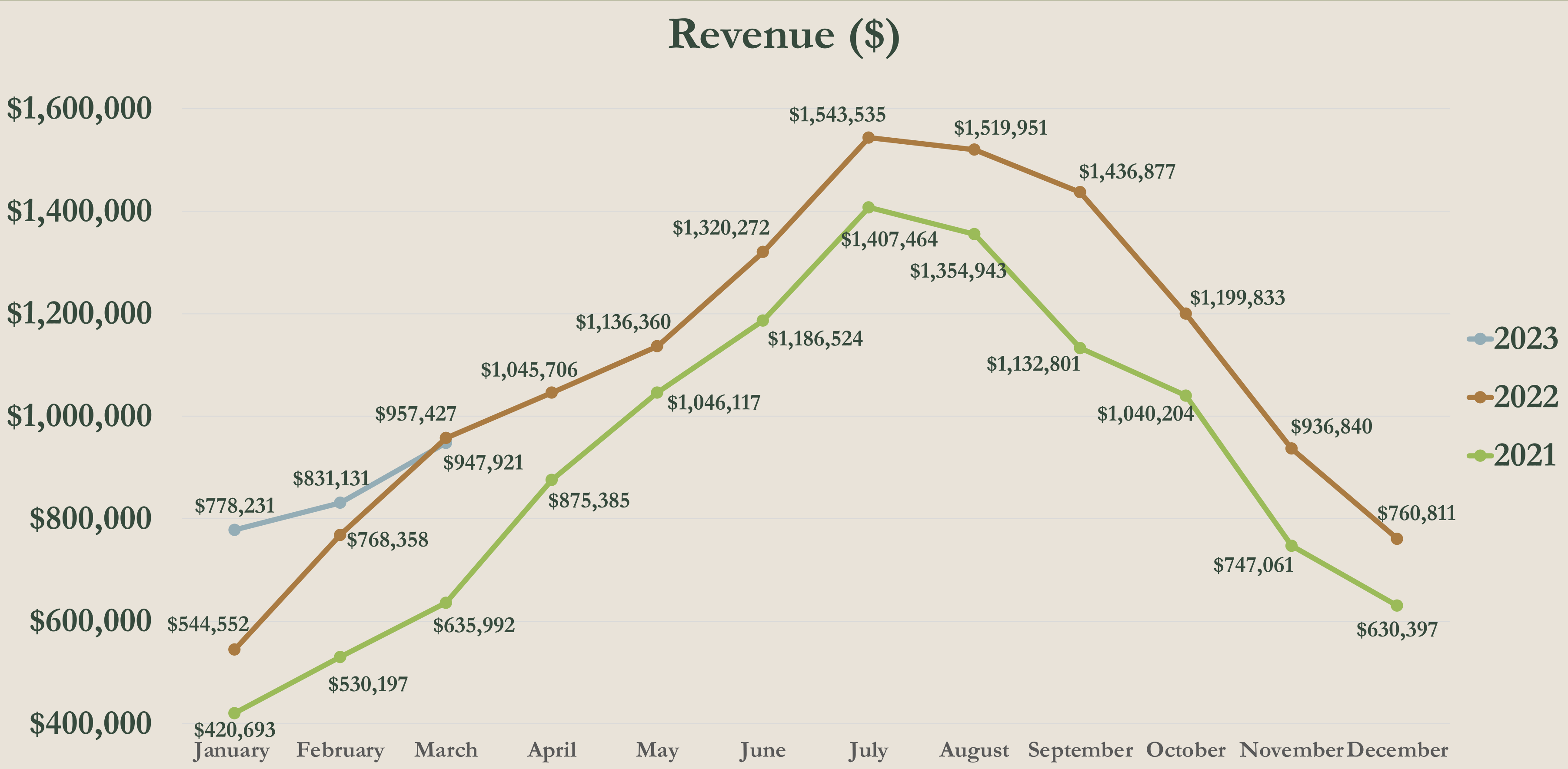


2021 ADR = \$116.18 2022 ADR = \$137.38



Source: STR

HOTEL REVENUE BY MONTH



2021 Revenue = \$10.2 Million 2022 Revenue = \$11.2 Million



Source: STR

AirDNA Short Term Rental Data

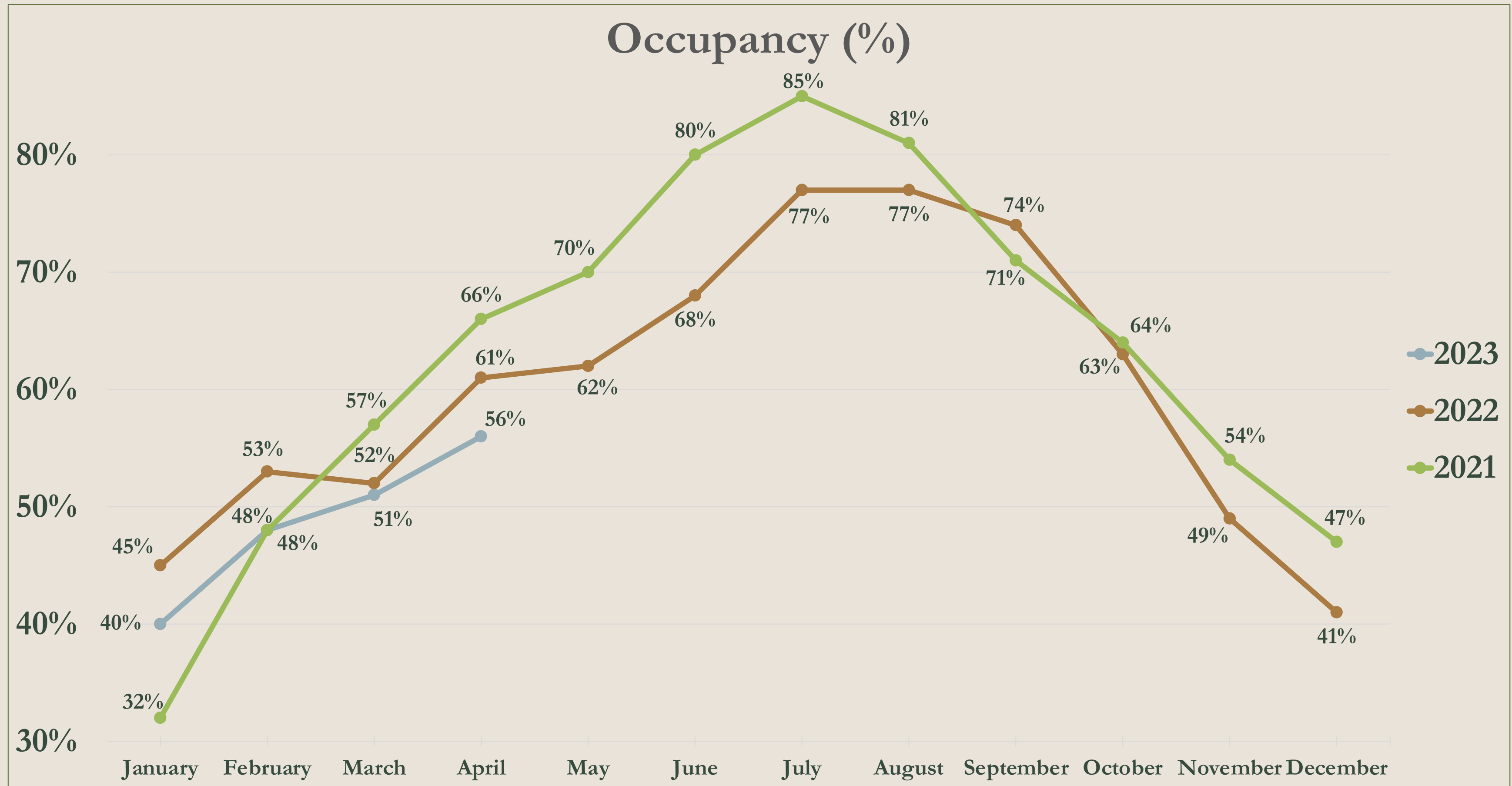
(Airbnb & Vrbo listings)



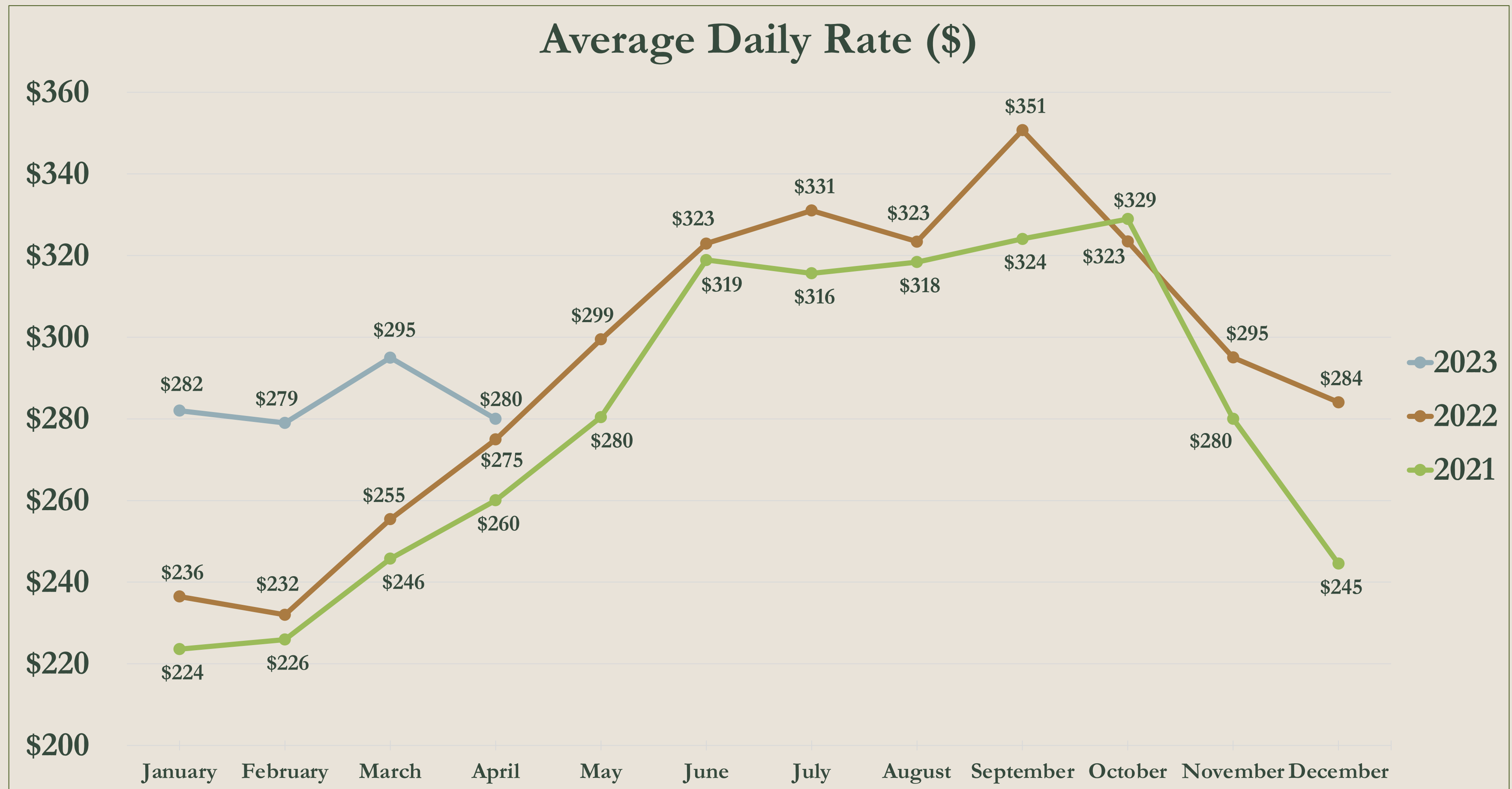
AIRDNA SHORT TERM RENTAL DATA – TOTAL AVAILABLE LISTINGS



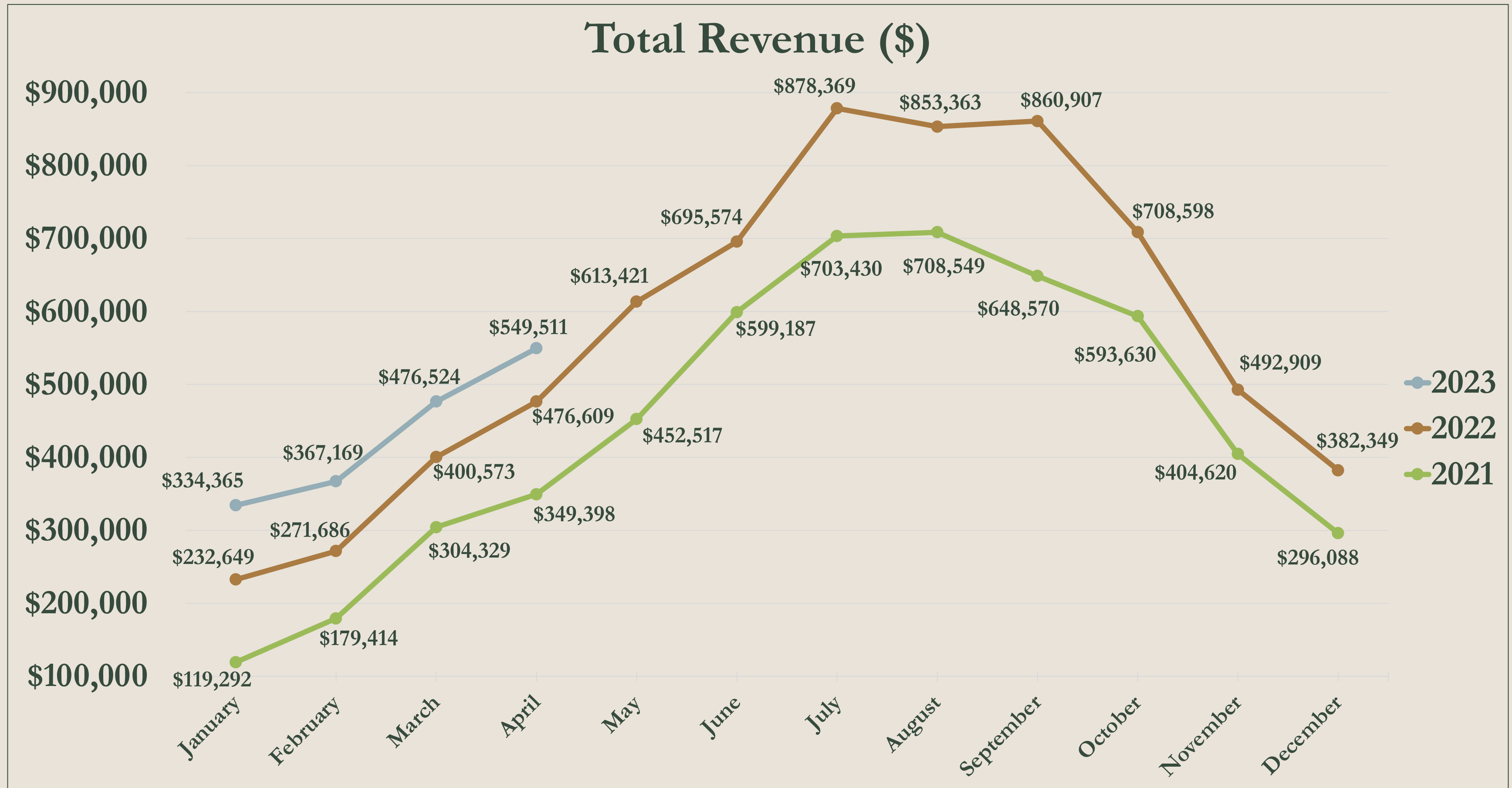
AIRDNA SHORT TERM RENTAL DATA – OCCUPANCY (%)



AIRDNA SHORT TERM RENTAL DATA – AVERAGE DAILY RATE (\$)



AIRDNA SHORT TERM RENTAL DATA – TOTAL MARKET REVENUE (\$)



Consumer Sentiment Data

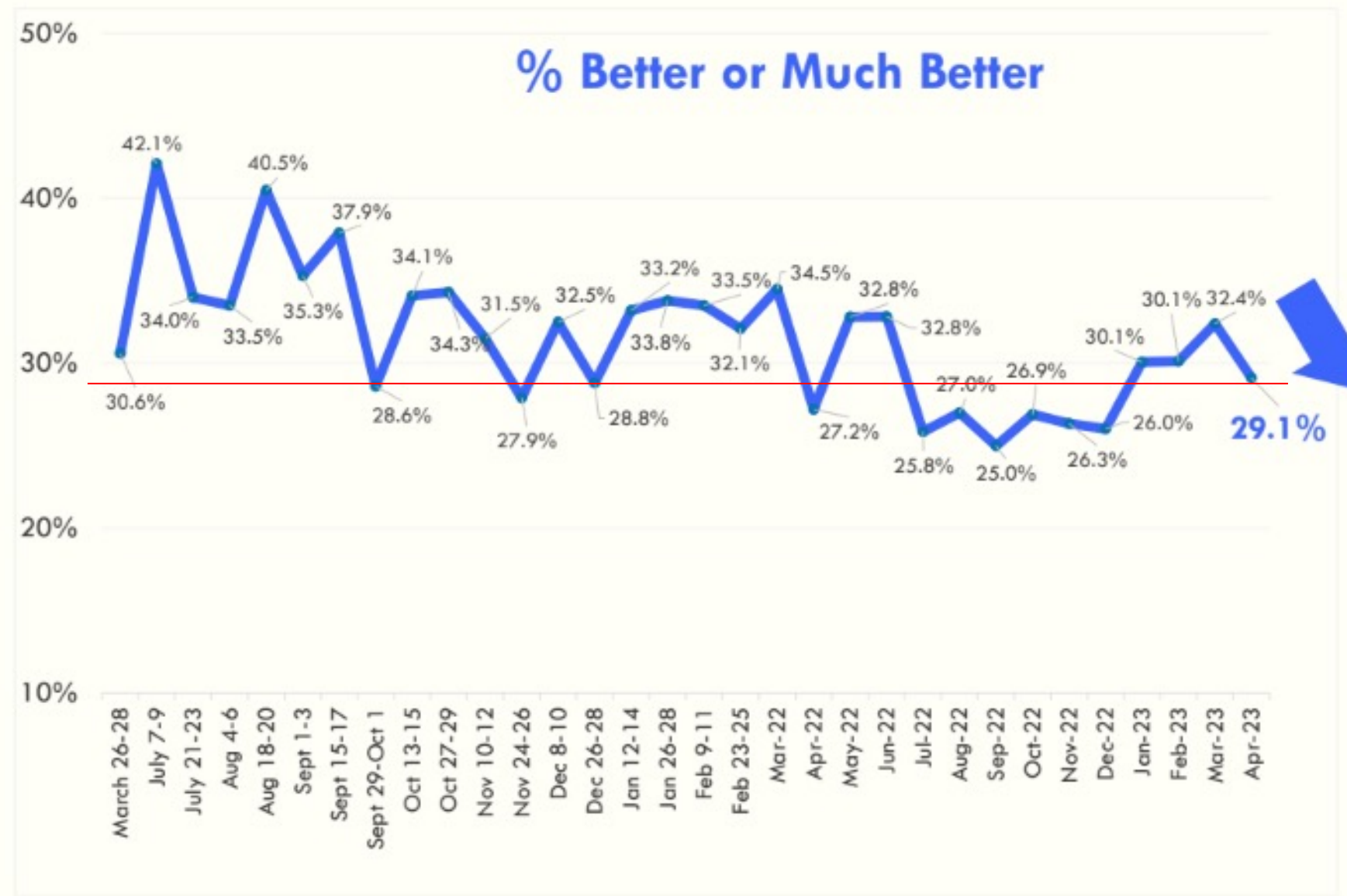
Longwoods International &
Destinations Analysts



DESTINATION ANALYSTS – The State of the American Traveler

*Survey Fielded April 16-21, 2023; Representative sample of adult American travelers; N=4,000+

Question: Would you say that you (and your household) are better off or worse off financially than you were a year ago?



Destination Analysts

Travelers aren't feeling quite as good about their current financial situation as they were a few months ago.



DESTINATION ANALYSTS – The State of the American Traveler

*Survey Fielded April 16-21, 2023; Representative sample of adult American travelers; N=4,000+



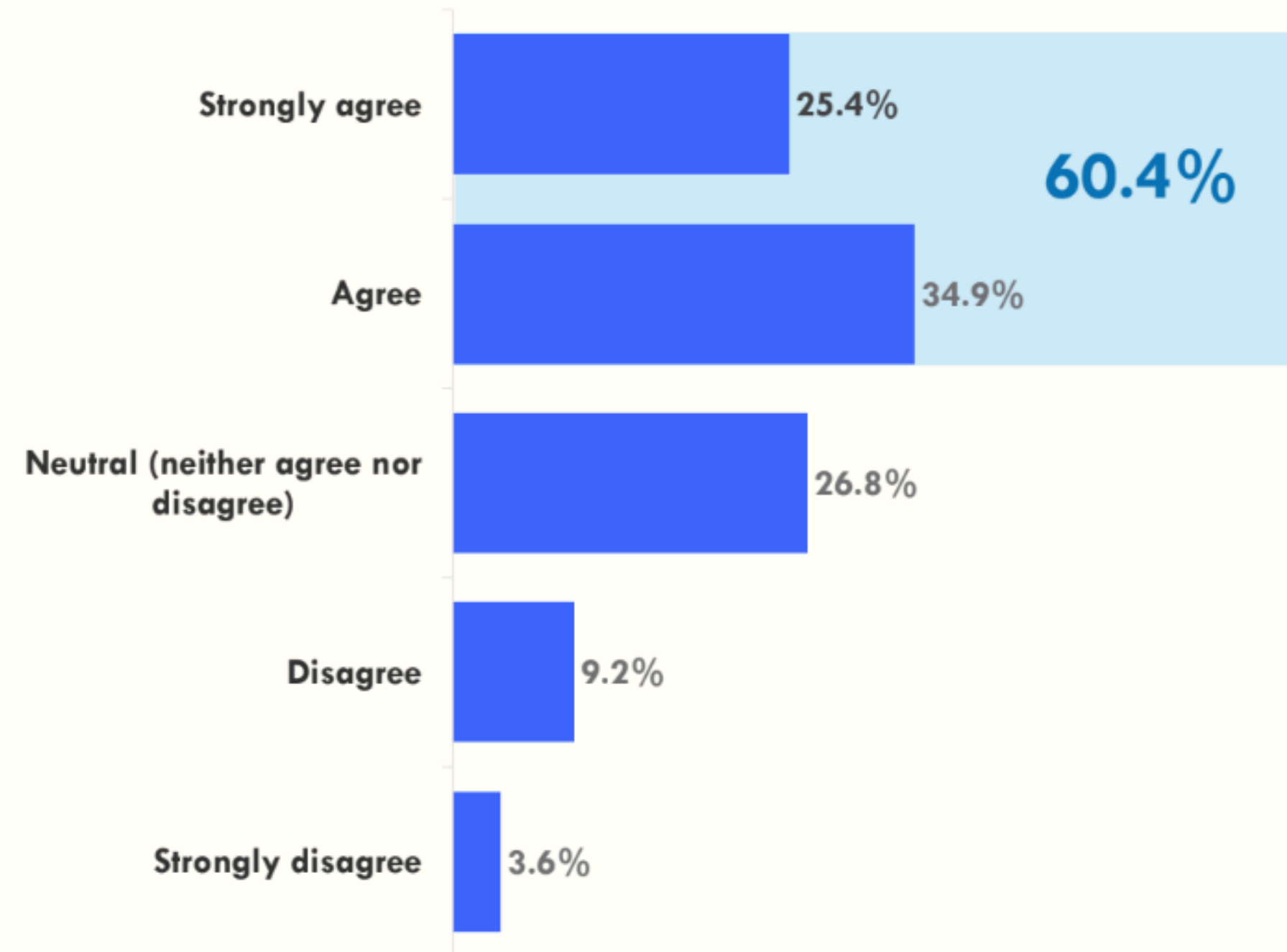
DESTINATION ANALYSTS – The State of the American Traveler

*Survey Fielded April 16-21, 2023; Representative sample of adult American travelers; N=4,000+

Question:

Right now, I am being careful with my money because I'm concerned about an upcoming recession.

Destination  Analysts



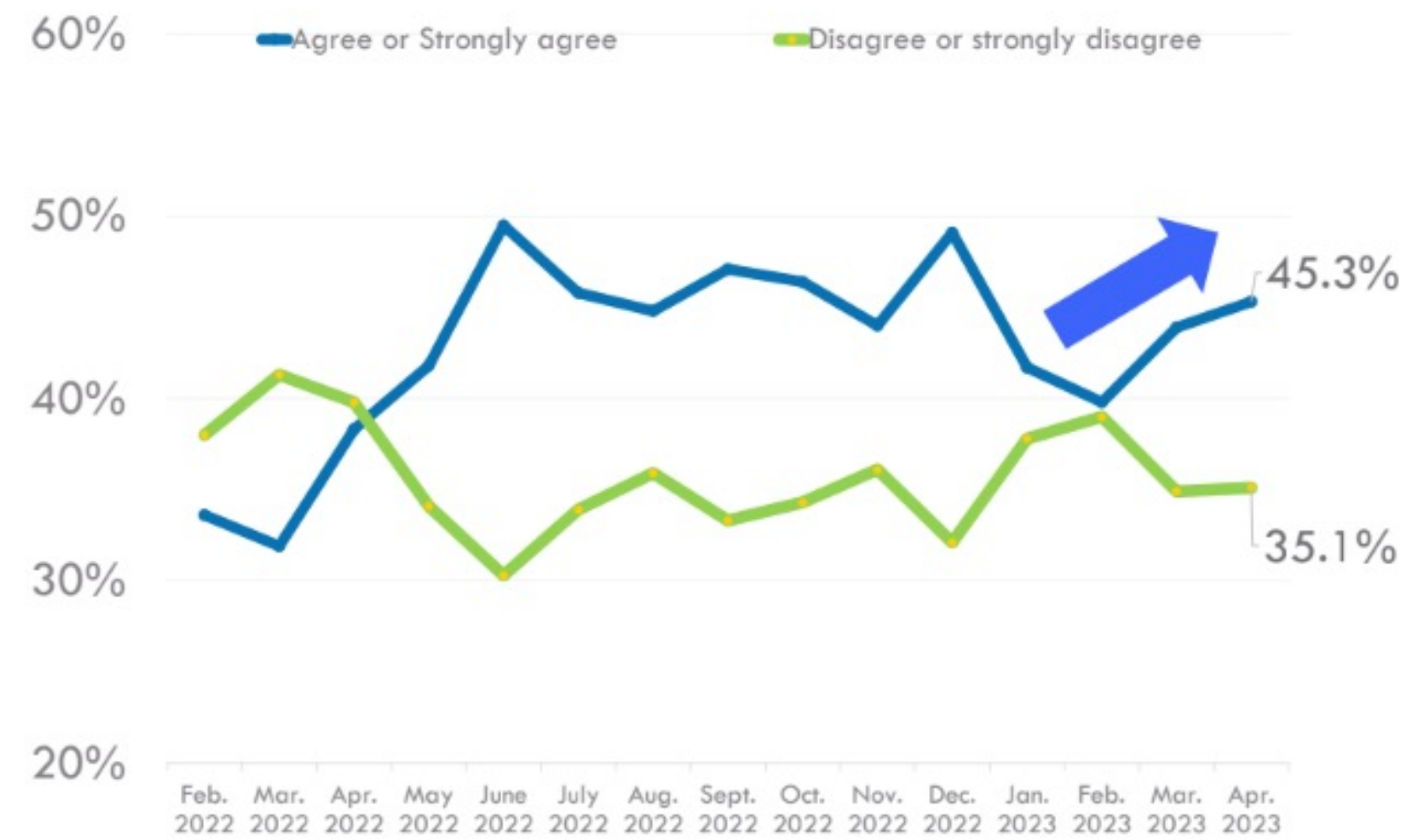
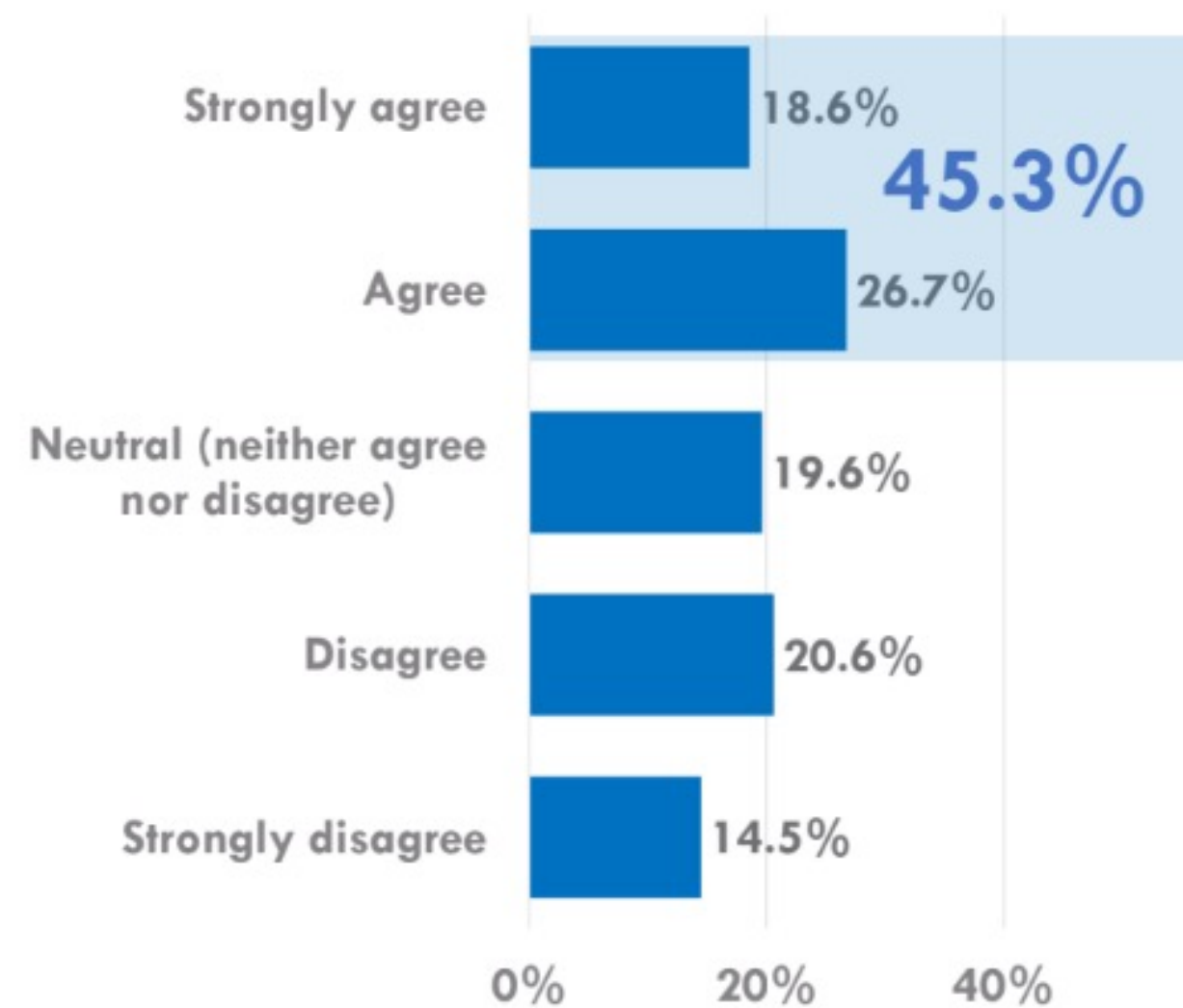
(Base: All respondents, 4,023 completed surveys. Data collected April 16-21, 2023.)



DESTINATION ANALYSTS – The State of the American Traveler

*Survey Fielded April 16-21, 2023; Representative sample of adult American travelers; N=4,000+

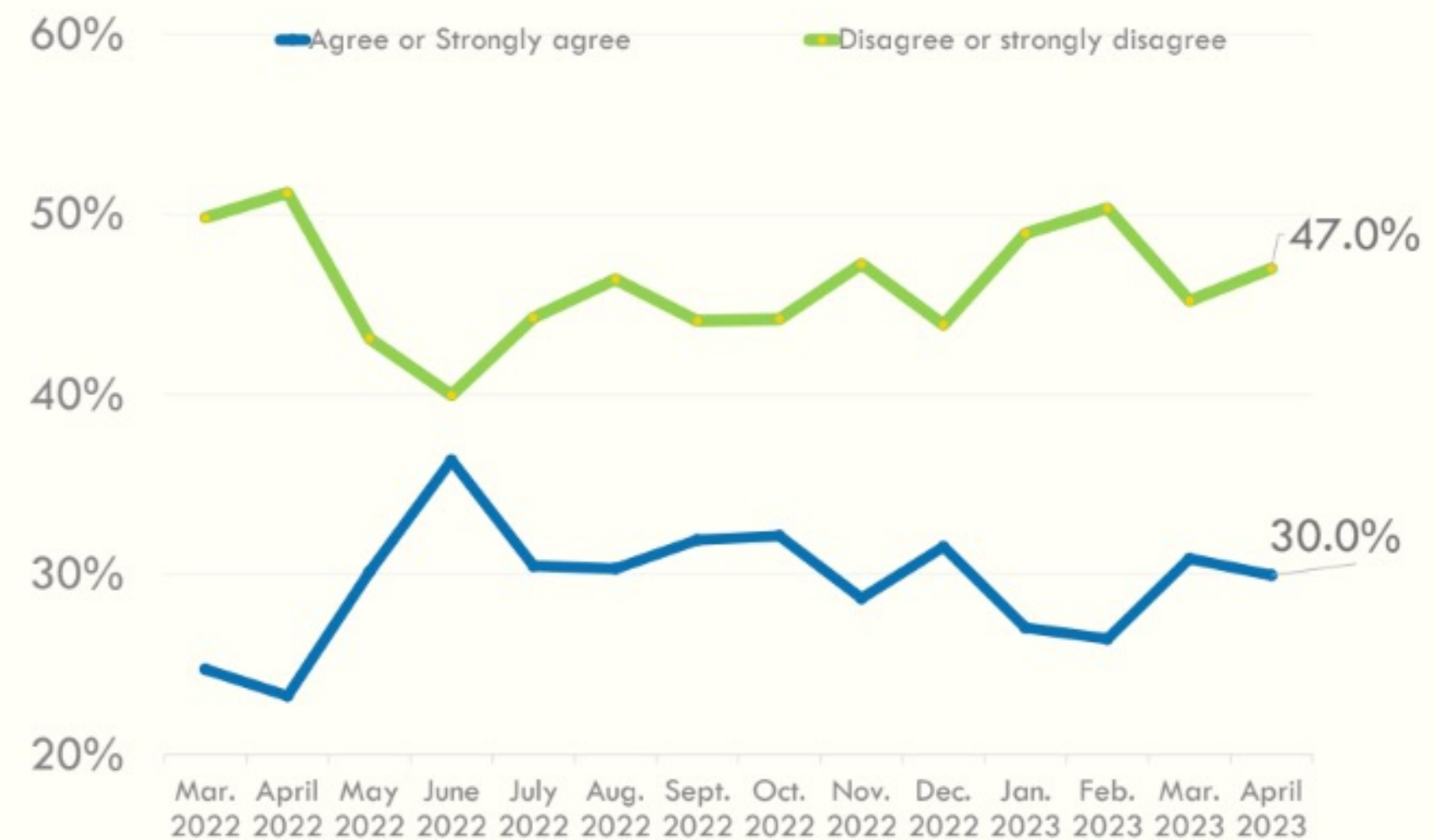
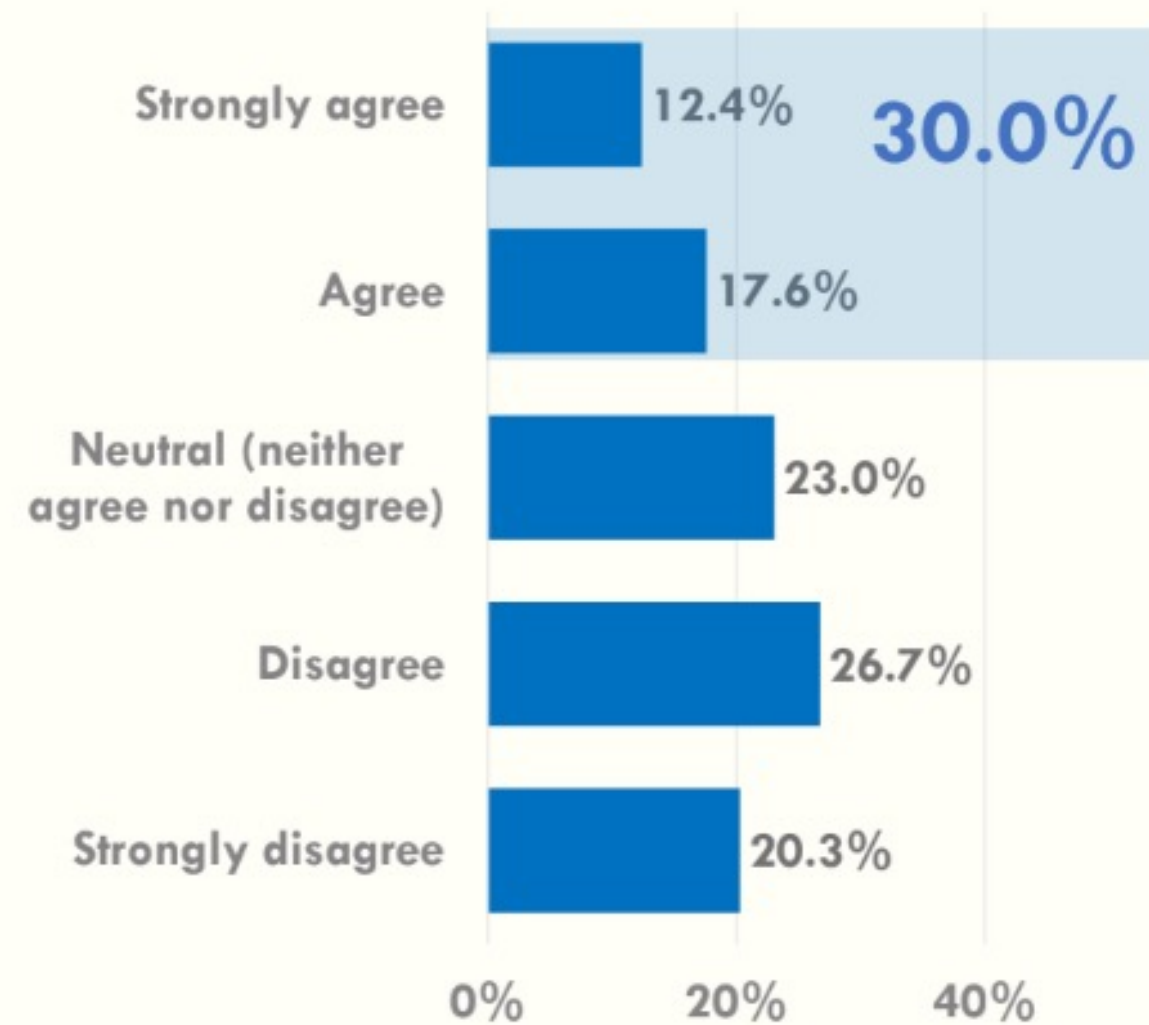
Statement: High travel prices have kept me from traveling in the past month.



DESTINATION ANALYSTS – The State of the American Traveler

*Survey Fielded April 16-21, 2023; Representative sample of adult American travelers; N=4,000+

Statement: Recent inflation in consumer prices has led me to cancel an upcoming trip.



(Base: All respondents, 4,023 completed surveys. Data collected April 16-21, 2023.)

DESTINATION ANALYSTS – The State of the American Traveler

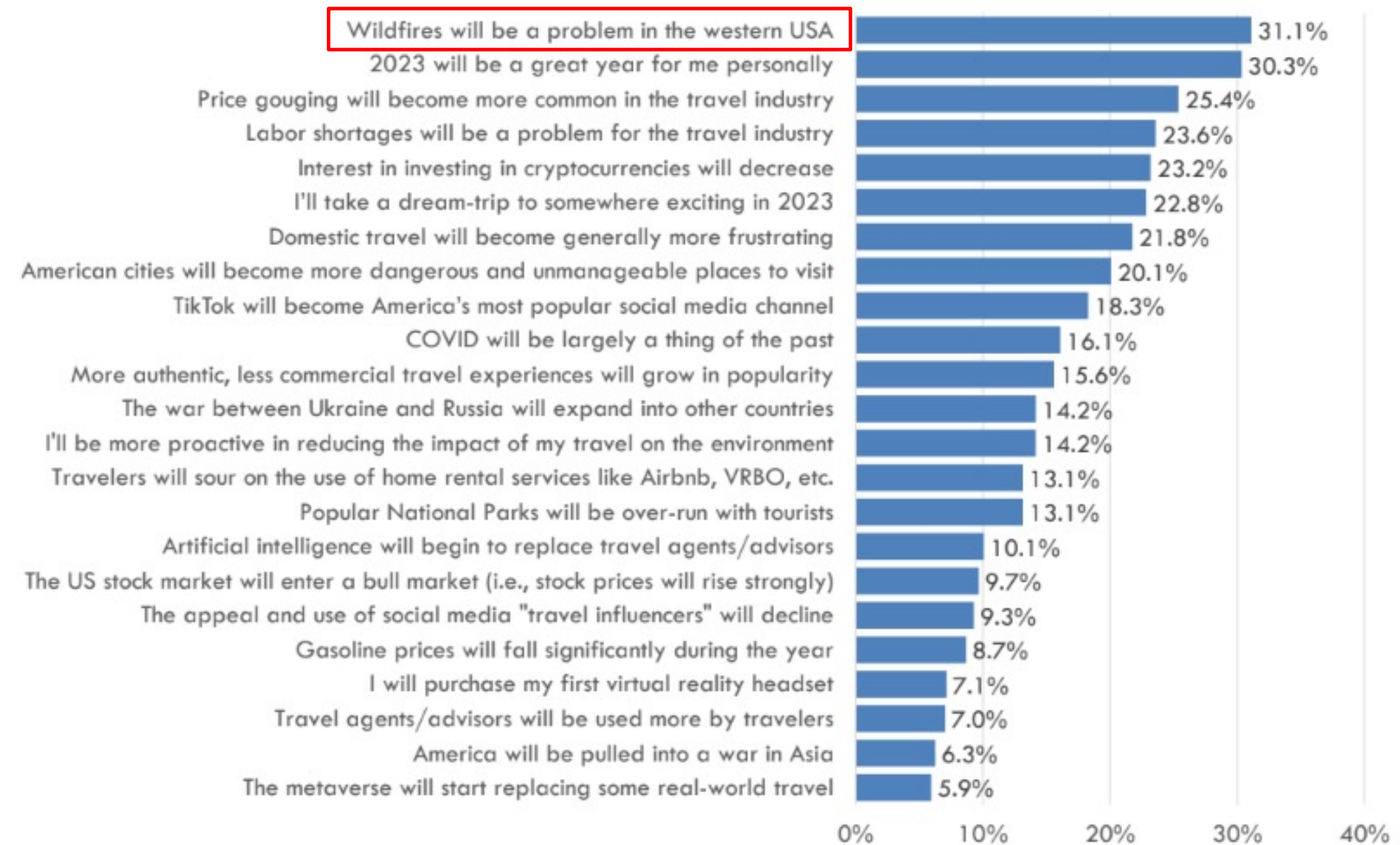
*Survey Fielded April 16-21, 2023; Representative sample of adult American travelers; N=4,000+

2023 OUTLOOK

Question: Let's talk about next year. Thinking about how 2023 will evolve, how likely do you think each of the following will be? (Please use the scale below to give us your best guess for each)

(Base: All respondents, 4,017 completed surveys. Data collected December 15-24, 2022.)

% Certain or Extremely Likely



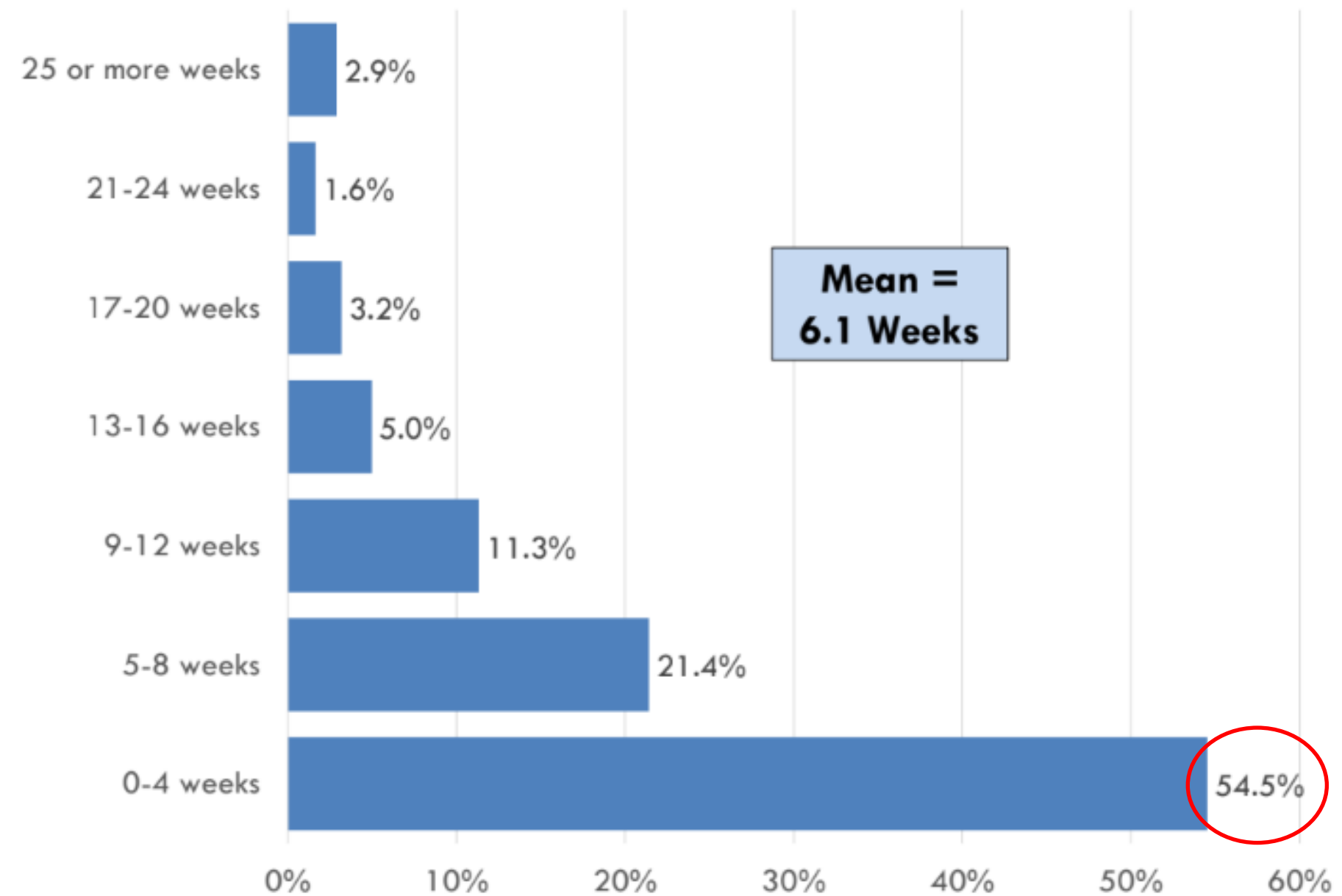
DESTINATION ANALYSTS – The State of the American Traveler

*Survey Fielded April 16-21, 2023; Representative sample of adult American travelers; N=4,000+

OVERNIGHT TRIPS: PLANNING WINDOW

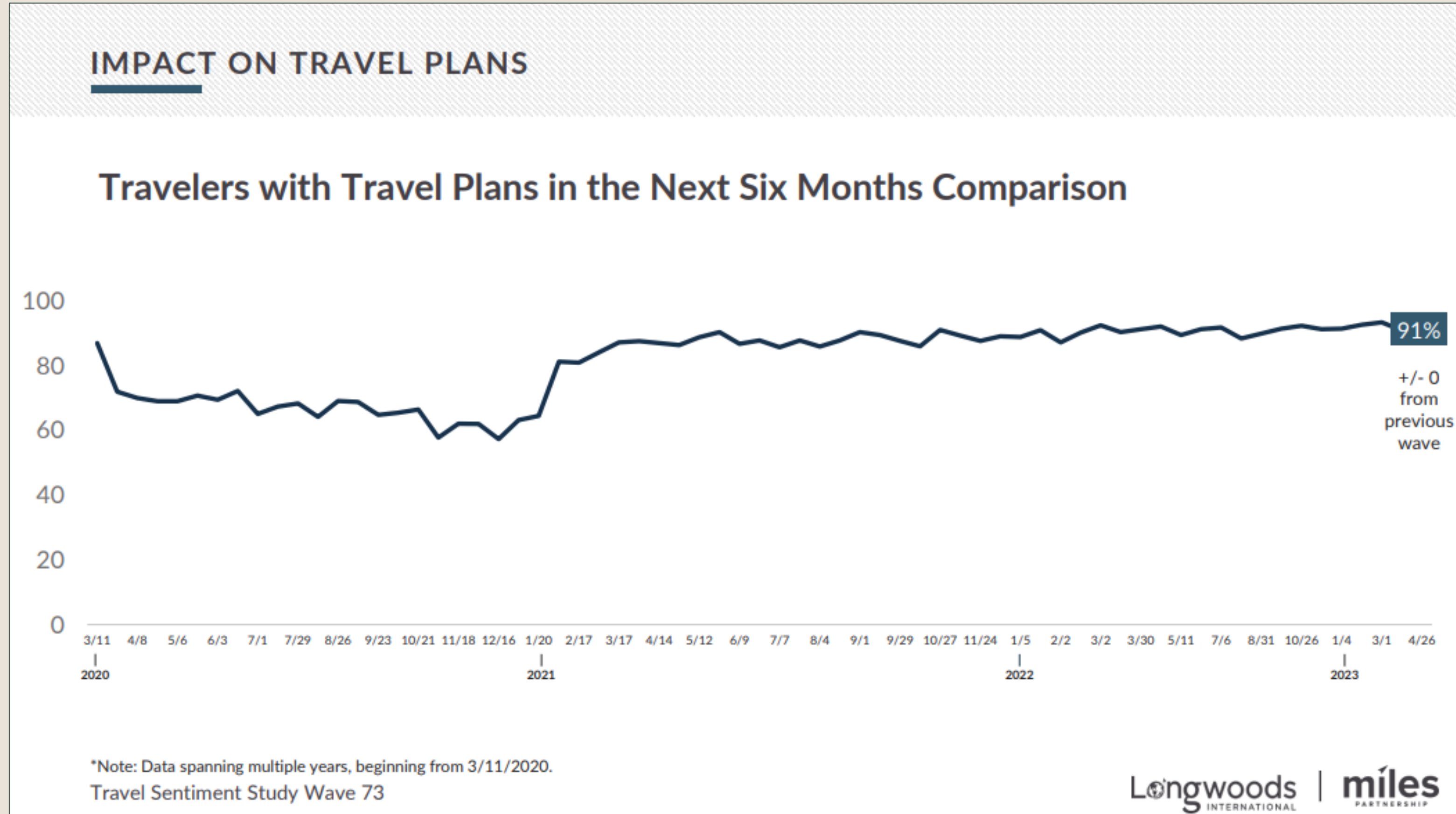
Question: How many weeks IN ADVANCE did you begin planning your most recent overnight trip?

(Base: All respondents, 2,340 completed surveys. Data collected April 16-21, 2023.)



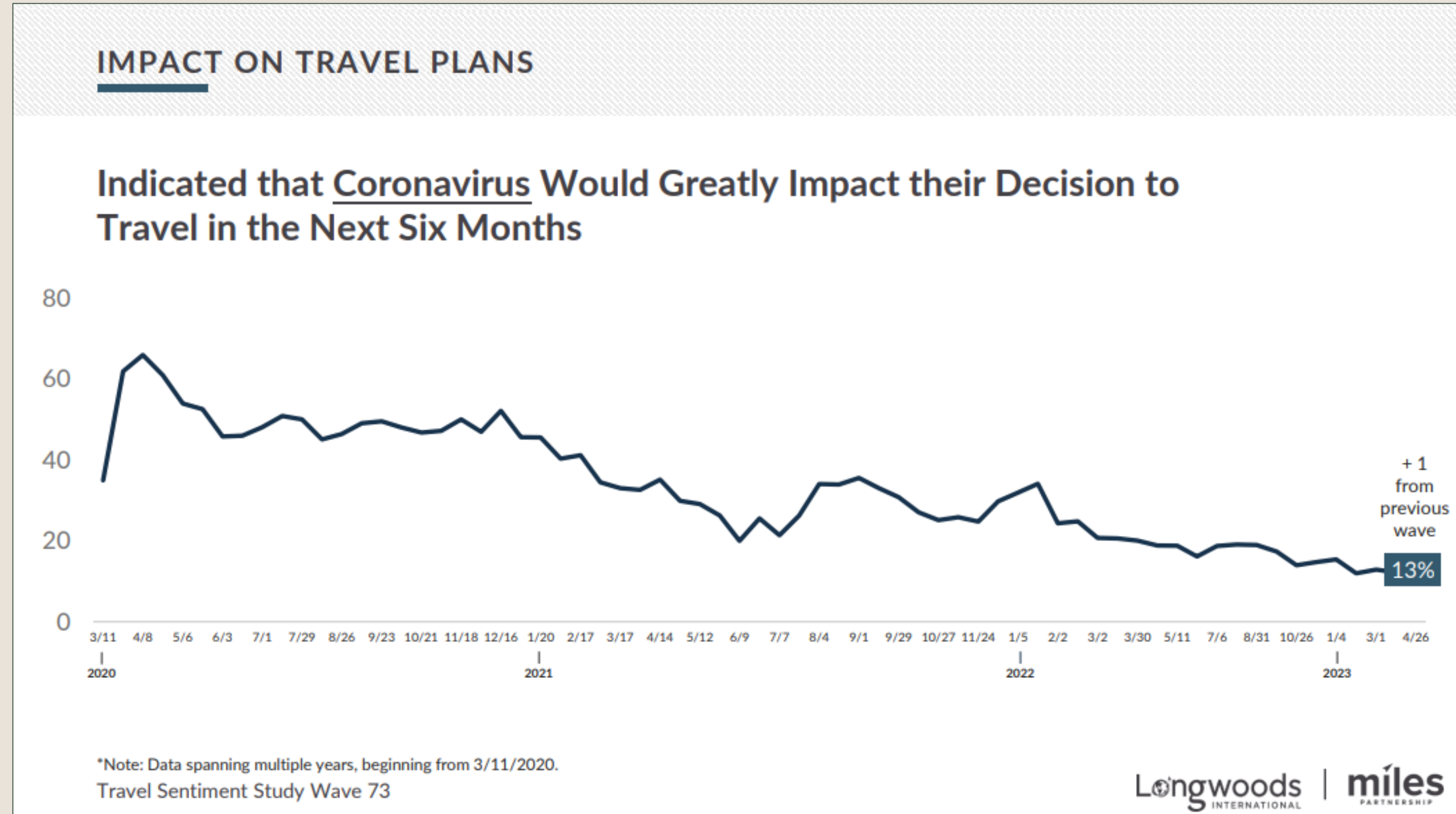
LONGWOODS INTERNATIONAL – Travel Sentiment Study Wave 73

*Survey Fielded April 26, 2023; US National Sample of 1,000 adults 18+



LONGWOODS INTERNATIONAL – Travel Sentiment Study Wave 73

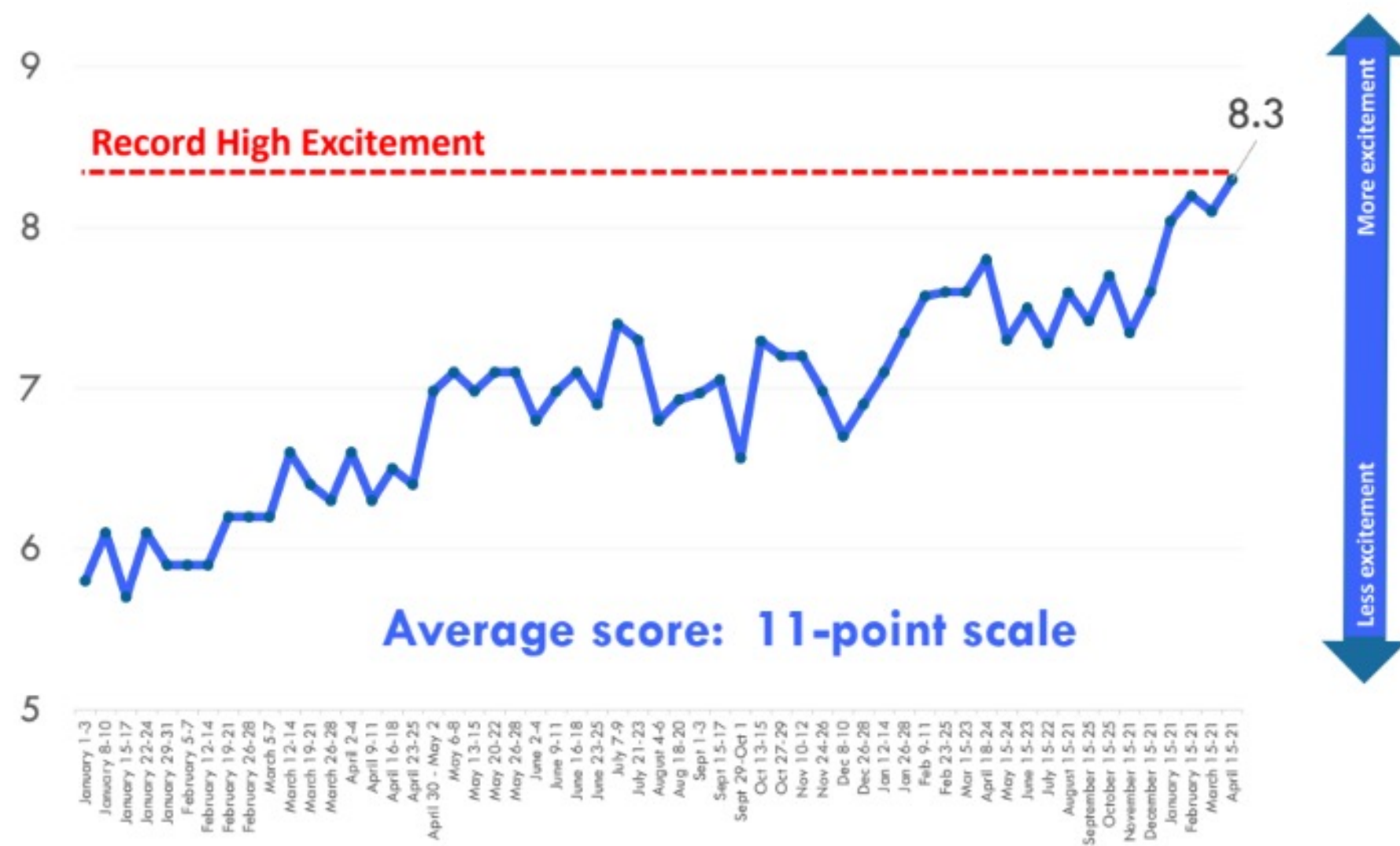
*Survey Fielded April 26, 2023; US National Sample of 1,000 adults 18+



DESTINATION ANALYSTS – The State of the American Traveler

*Survey Fielded April 16-21, 2023; Representative sample of adult American travelers; N=4,000+

Question: Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS? (Please answer using the 11-point scale below)



Destination Analysts

Question:

Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS? (Please answer using the 11-point scale below)



Executive Summary



EXECUTIVE SUMMARY

Consumer Sentiment & Macroeconomic Trends

- Excitement around travel is at an all-time high
 - Concerns around recession and weakness in the US economy are widespread
 - Travelers are apprehensive about wildfires in Western states this summer
- Destinations nationwide are seeing shorter booking windows for both summer and fall

McMinnville Trends

- Average Daily Rate at both hotels and short-term rentals remains elevated in 2023
- Recent increases in lodging supply coupled with normal seasonality caused slight dips in Occupancy in Q1 2023
 - Total available short-term rental listings reached an all-time high in April 2023
 - Subsiding pent up travel demand from Covid, macroeconomic concerns, and a rainy spring in Oregon likely contributed to the decrease in Occupancy and Demand in Q1
 - Additional new hotels and RV slips could challenge Occupancy in the future
- Total Revenue collected at hotels and short-term rentals remains near an all-time high through Q1 2023



**Visit
McMinnville**



BLUE ROOM
RESEARCH

Fiscal Year 2023 Recap

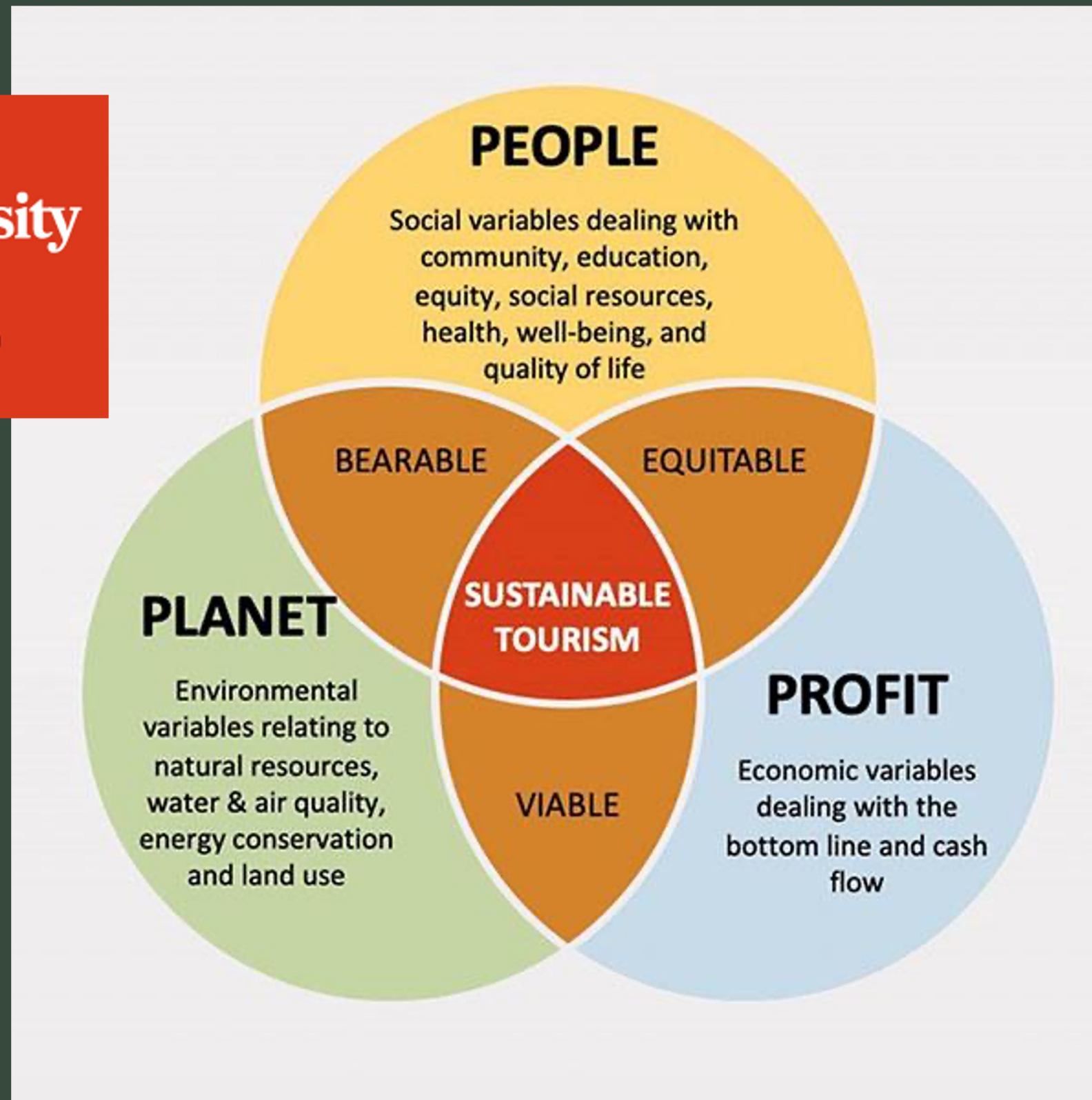


Organizational Accomplishments

- **Team Expansion + Lee McCollins**
- **Board Succession Planning**
- **Board & Staff DEI Training**
- **Move to New Office**



Resident Sentiment Survey with OSU Sustainable Tourism Lab



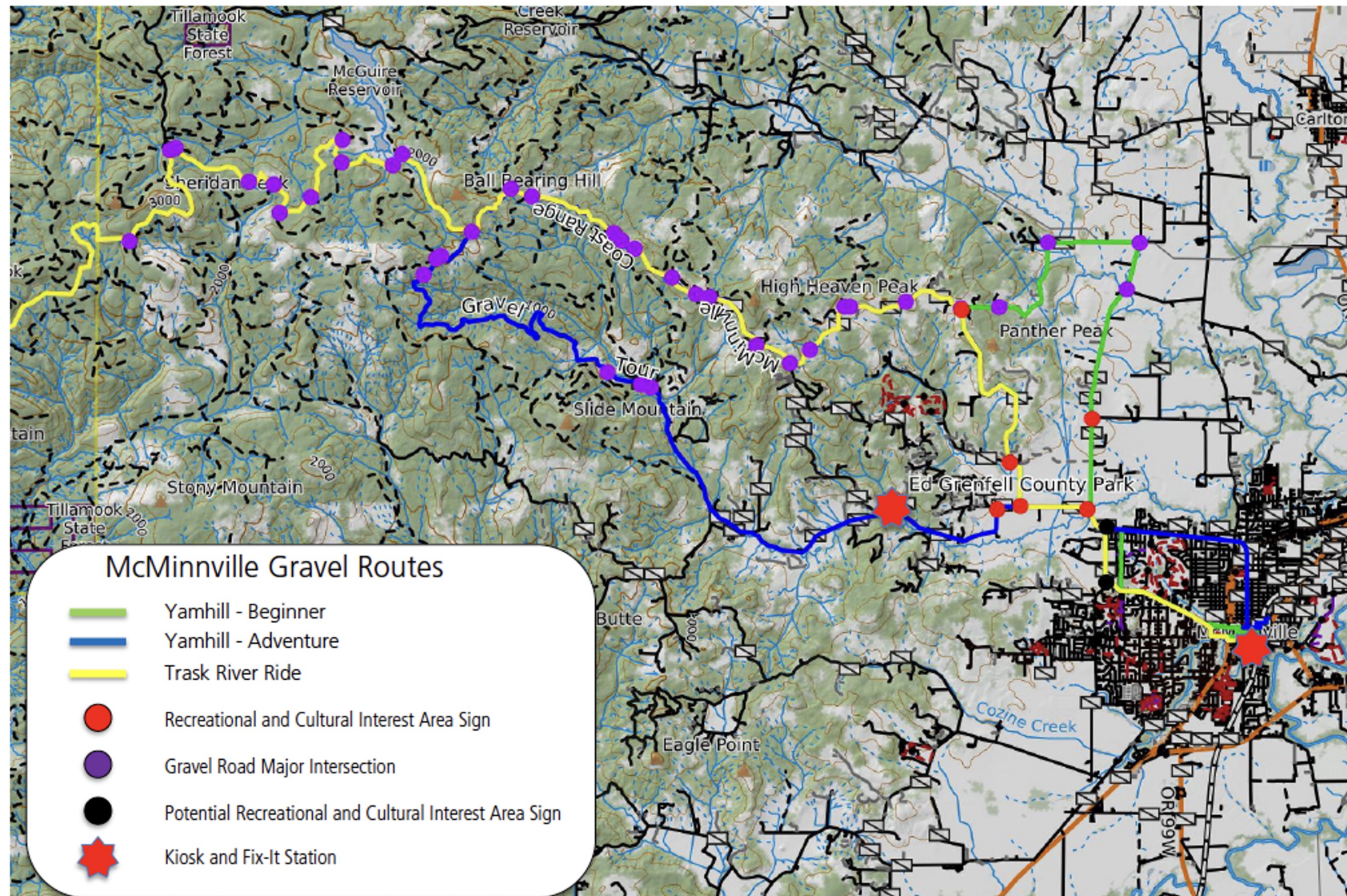
Outdoor Recreation



Outdoor Recreation

Gravel Route Signs DRAFT - McMinnville

30 April 2023



Outdoor Recreation



Foundations Mural Installation #3 Alpine Avenue



Marketing & Communications **Accomplishments**

- **Creation of “Meet Us in McMinnville” Campaign**
- **New Advertising Placements (Pinterest, TV, etc.)**
- **New Media Relations Strategy & Agency**
- **Area Map**
- **Expansion of CRUSH**
- **Vertical Videos**
- **Local Event Support**



Marketing & Communications Accomplishments



Marketing & Communications Accomplishments



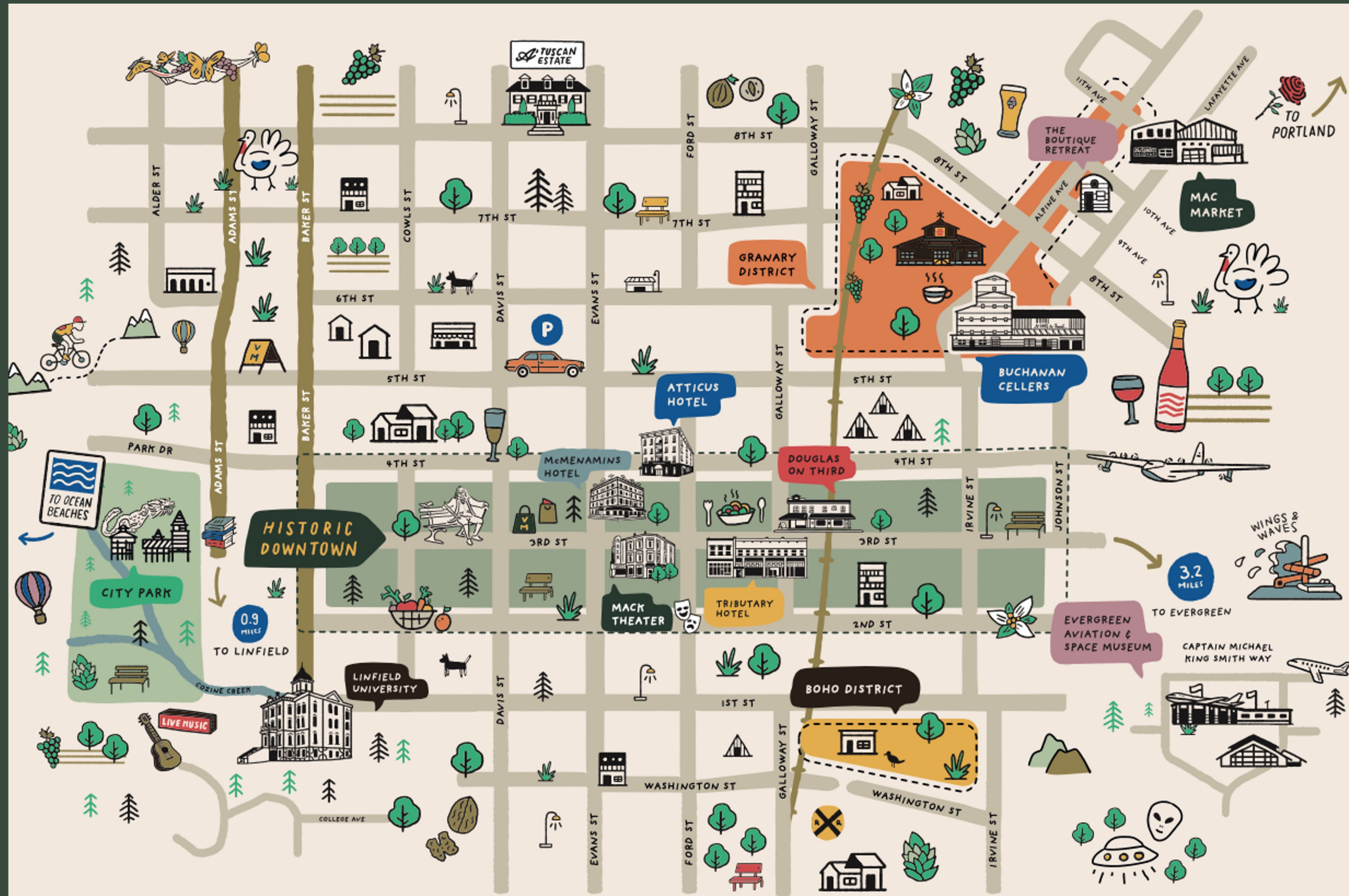
Marketing & Communications **Accomplishments**



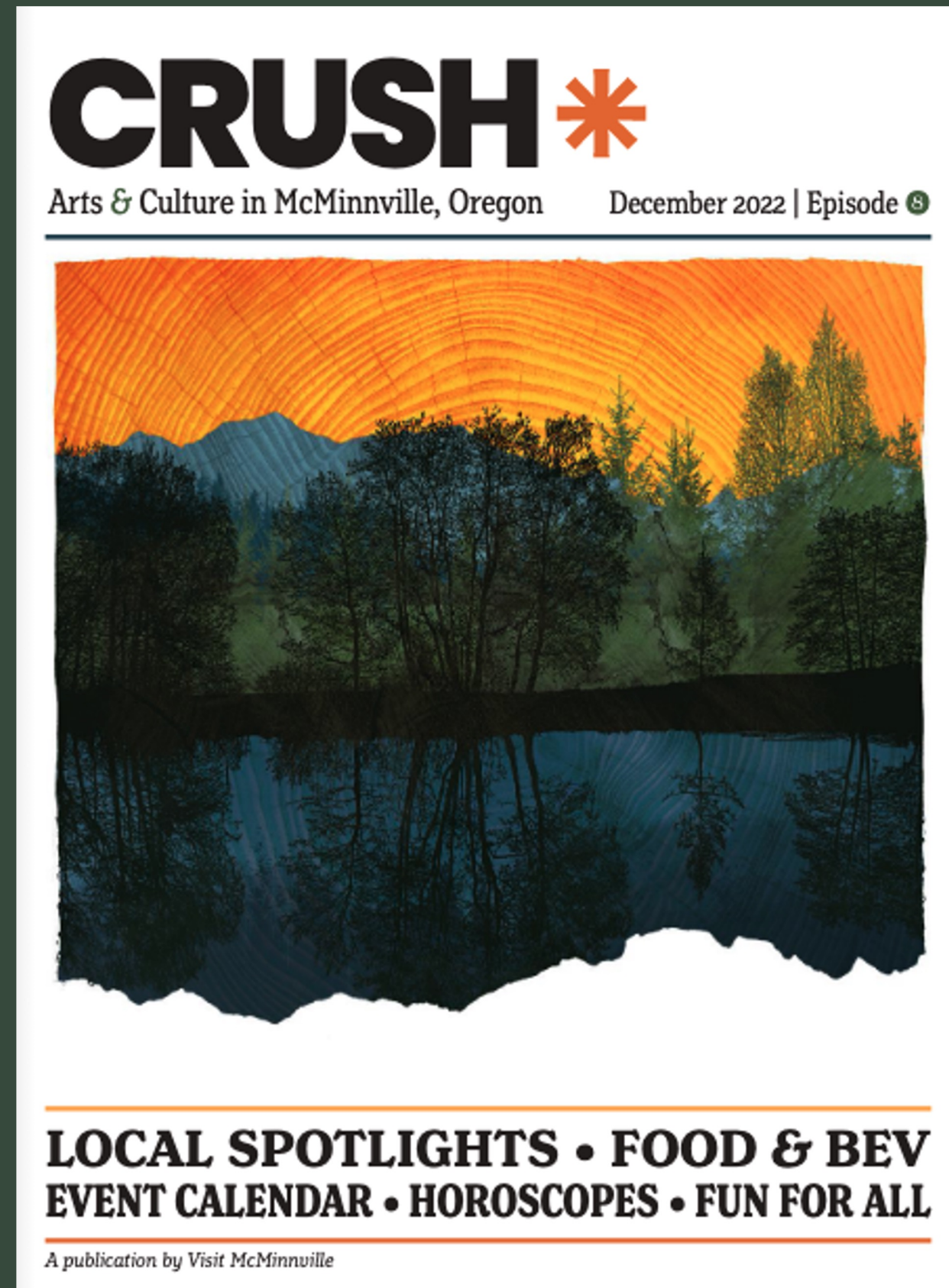
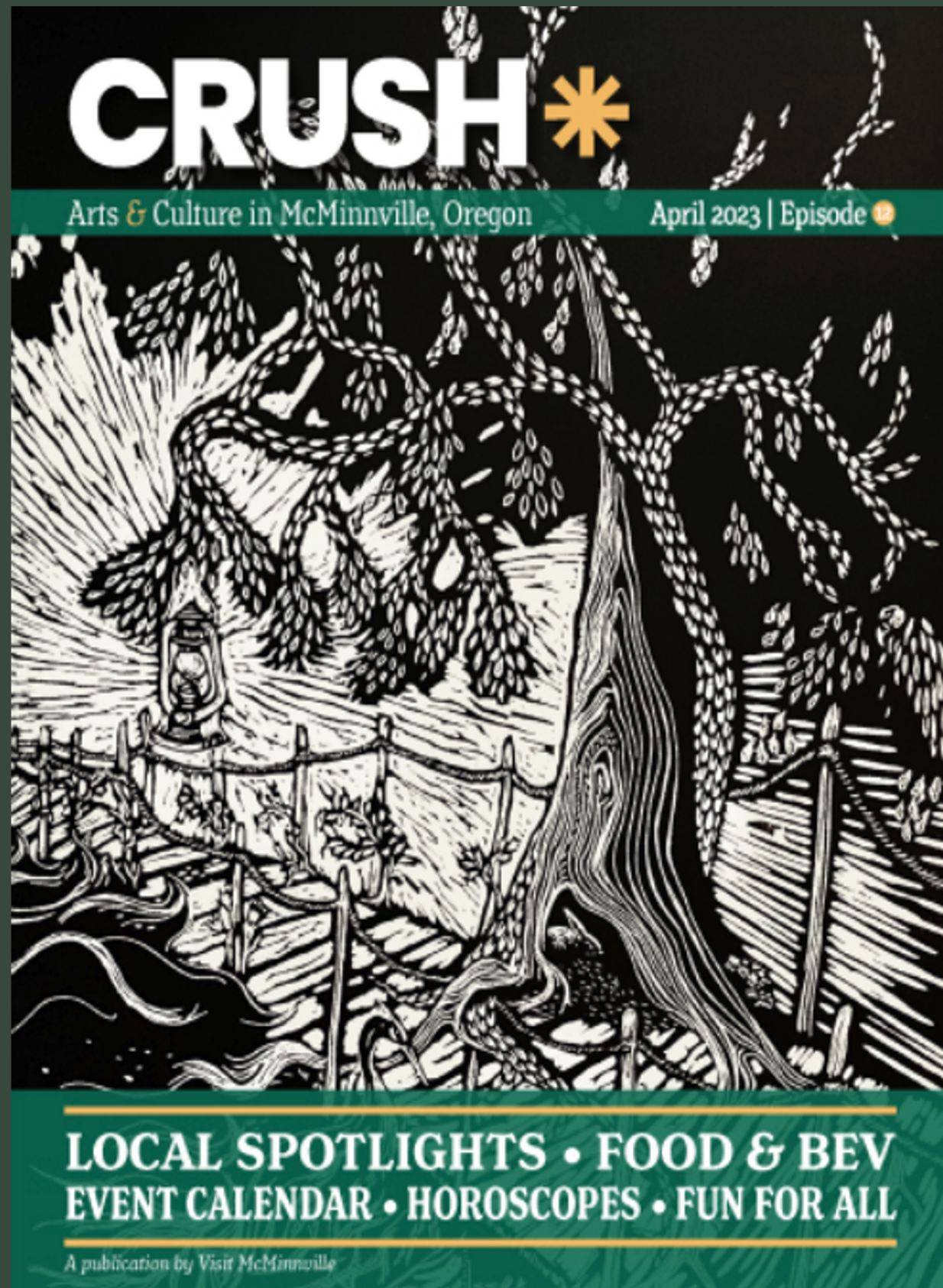
- **Promotion of Granary District Businesses**
- **Hospitality Business Launch Support**
- **Connections to Industry Influencers**
- **Media Tours**
- **Local Event Support**



Marketing & Communications Accomplishments



Marketing & Communications Accomplishments



Marketing & Communications **Accomplishments**

- **21 Local Writers**
- **35 Local Artists & Photographers**
- **11,100+ Copies Printed Monthly**
- **7,100+ Distributed in News-Register**
- **40+ Local Distribution Sites**



Marketing & Communications Accomplishments



Marketing & Communications Accomplishments



Fiscal Year 2024 Plans & Budget



Marketing & Communications **Strategic Priorities FY24**

- **Targeted & Data-Driven Advertising**
- **Emphasis on Creative Storytelling in the Media**
- **Build Internal Communications to Create Trust & Awareness within McMinnville**
- **Strategic Partnerships**
- **Creation of Assets for Social Media & Search**
- **Internal Projects**



Destination Development **Strategic Priorities FY24**

- **Hello McMinnville**
- **Visitor Economy + Municipal Peer Share Trip**
- **EV Station Coordination**
- **Hospitality Workforce Support**
- **Outdoor Recreation Expansion**
- **Arts & Culture**
- **City Priority – Stable Table + MEVLC Support**



Hello McMinnville



**Visit
McMinnville**



Economic Development Peer Share Trip



**City of
McMinnville**

**VISIT
SONOMA**



**CITY OF
NAPA**



CITY OF HEALDSBURG

CALIFORNIA

SINCE 1867

**VISIT
Napa Valley**



EV Station Coordination



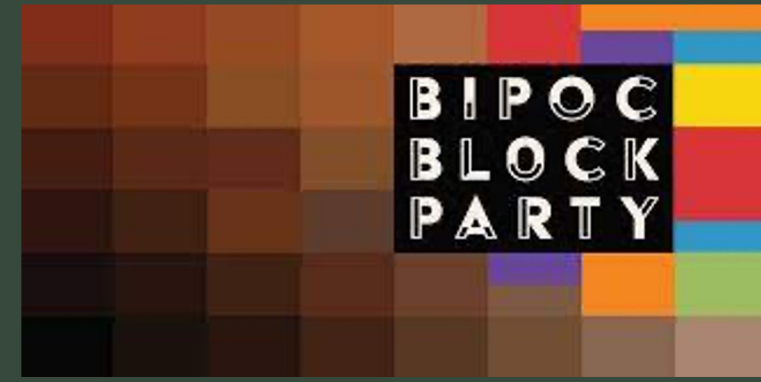
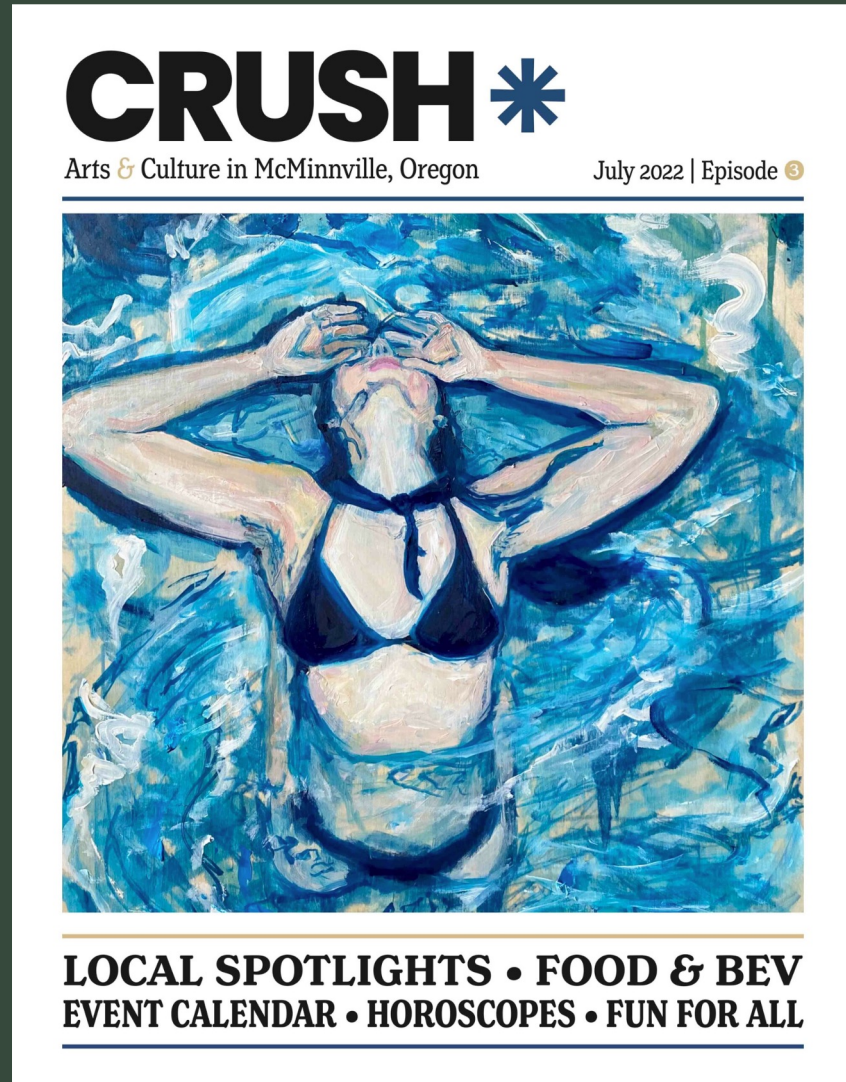
Hospitality Workforce Support



Outdoor Recreation Expansion



Arts & Culture



Art Alley Project



City Priorities - Stable Table & MEVLC Support

The collage features several elements: a top-left icon of hands holding a heart; a top-middle icon of a graduate with a flask; a top-right photograph of storefronts including 'COMMUNITY' and 'TWIST'; a central red banner with the text 'MAC-Town 2032 Economic Development Strategic Plan'; a bottom-left photograph of a vineyard; a bottom-middle icon of a hand pointing at a screen; a bottom-right icon of a building and factory; and a bottom-most photograph of a street scene with a 'BIRD STREET BOOKS' sign.

Leadership Investment

- **Destination Development Manager**
- **Hello McMinnville Manager**
- **Hosting an AmeriCorps Member**
(Resource Assistance for Rural Environments - RARE)



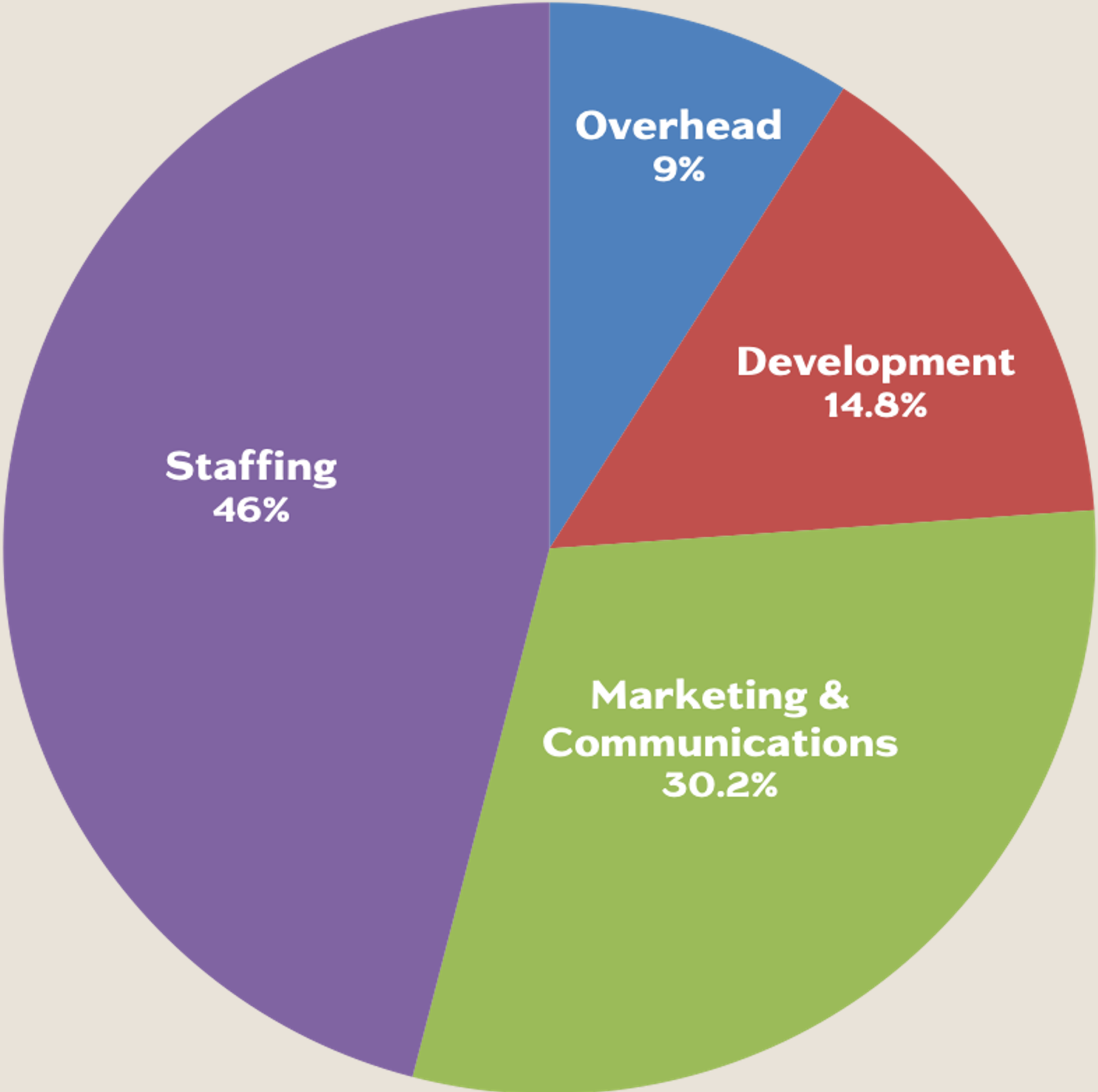
Fiscal Year '24 Proposed Budget

Estimated FY24 Expenses: **\$1,331,899**
Estimated FY24 VM Operating Income: **\$1,347,475** *10.5% increase over FY23*

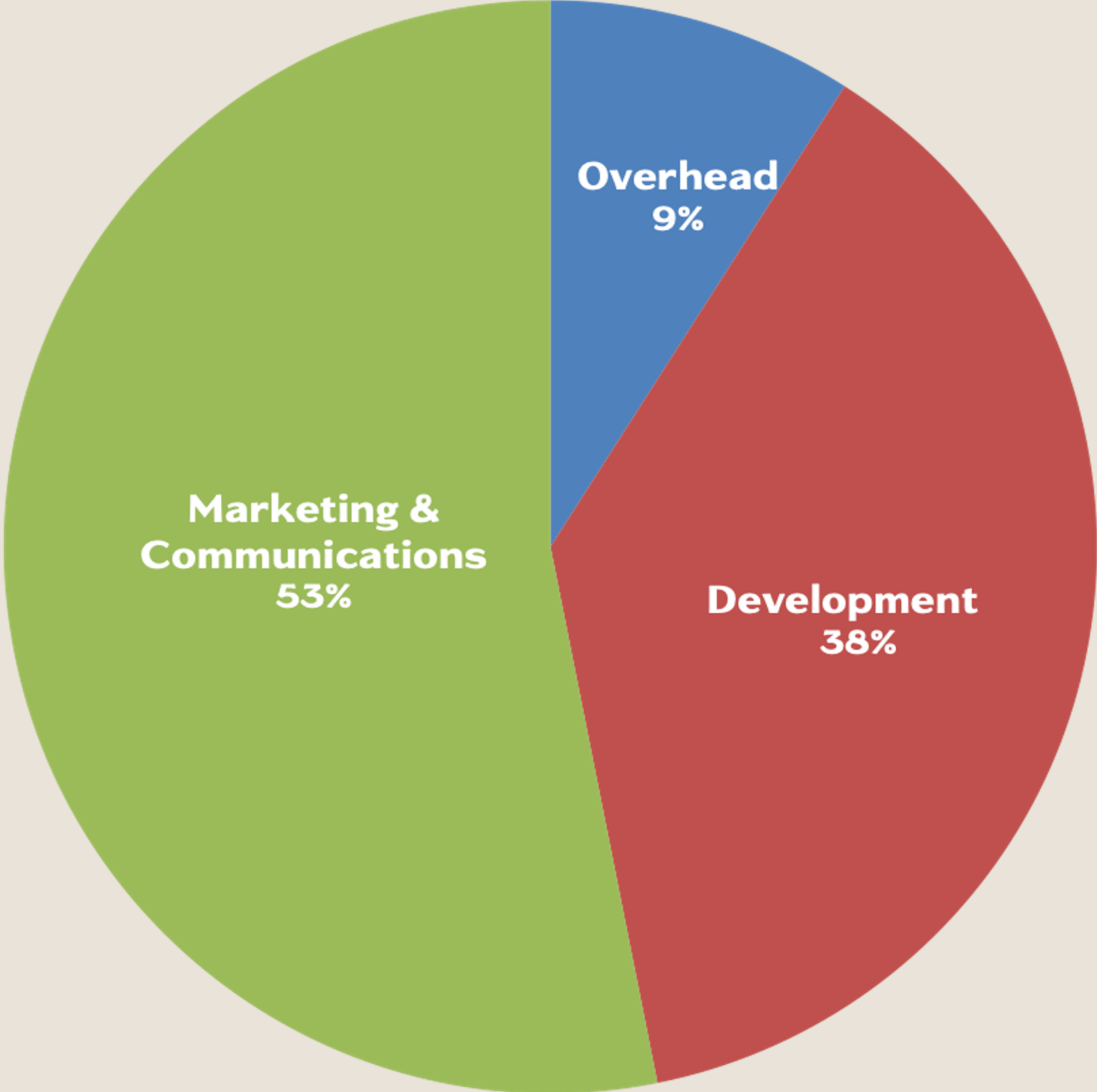
Overhead	\$120,540
Development	\$197,500
Marketing & Communications	\$401,700
Staffing	\$612,159



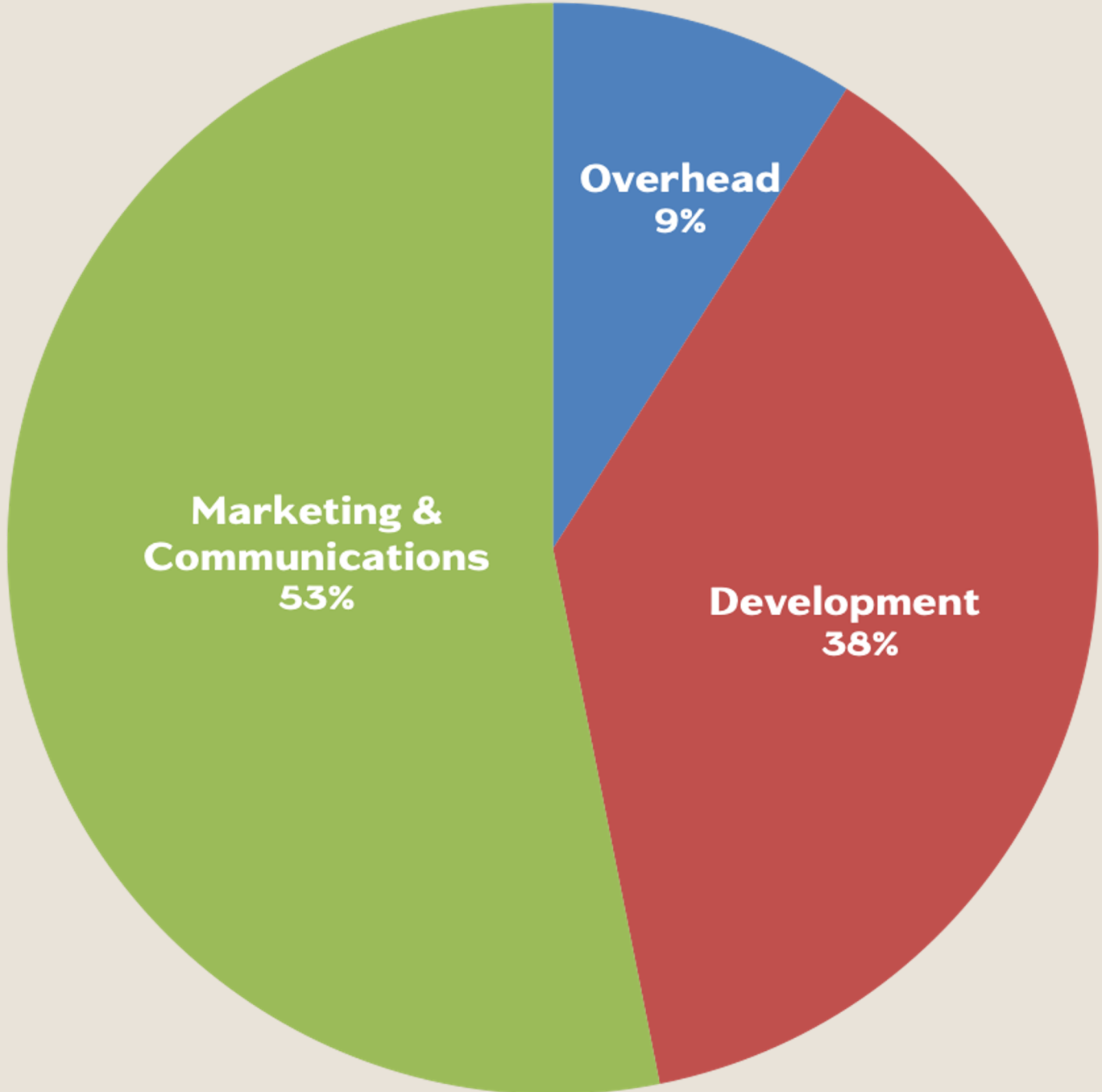
Fiscal Year '24 Proposed Budget



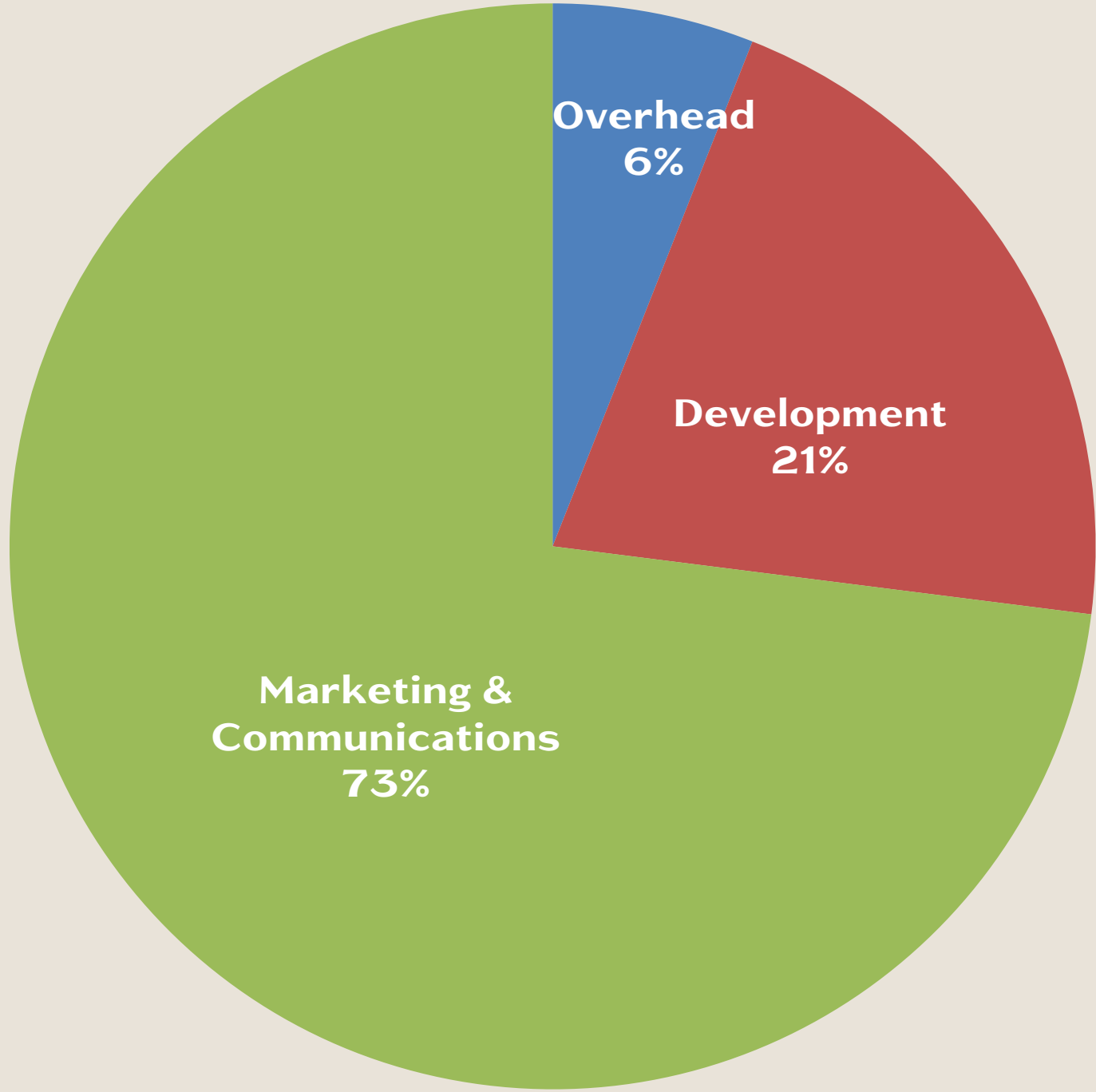
Fiscal Year '24 Proposed Budget



Fiscal Year '24 Proposed Budget



FY2024



FY2023



Thank You

