

February 2025

# McMinnville Innovation Campus

Brand Discovery Insights & Recommendations

Presented by **FINE**



- 01** Learning & Insights
- 02** Brand Pathway
- 03** Next Steps



# Where We Are



# What We've Done

We've distilled all that we heard, read, and found into insights and recommendations to help shape the brand foundation and positioning for the McMinnville Innovation Campus.

- 01 Site Visit & Owner Workshop
- 02 Assets & Materials Review
- 03 Interviews & Discussions with WM + City
- 04 Owner & Developer Interviews Review
- 05 Review of Land Use Scenarios
- 06 Synthesize Findings
- 07 Discovery Work Session





# Project Goals

The McMinnville Innovation Campus is a 200-acre mixed use site aimed to foster economic growth, bringing high-wage employment with next generation industrial and entrepreneurial jobs.

Our brand work will be support by:

1. **Develop a compelling story** that highlights the unique value proposition and selling points for future tenants and companies.
2. **Build a solid foundation** of understanding with a shared story that helps inform decision-making for future phases.
3. **Rally a varied group of stakeholders** with a hardworking brand narrative that connects to a large array of interests.



**Learnings & Insights**

# Uniquely Primed for Development

As one of the largest non-industrial site in the state of Oregon, this 200-acre mixed use Innovation Campus perfectly abuts an airport, major thoroughfare, hospital, university, recreational areas, and more, with ideal zoning flexibility that provides a “blank” canvas for development.

- A large 200 acre mixed use site provides a new destination for McMinnville.
- Situated on flat land with beautiful views of Mt Hood, Mt Jefferson, and Amity Hill, flanked by the South Yamhill River next to Galen McBee Park.
- Tucked in between the McMinnville Municipal Airport & Willamette Valley Medical Center and close to Evergreen Aviation and Space Museum, Chemeketa Community College (CCC) Yamhill Valley campus.
- Positioned on OR Hwy 18 as part of the gateway to McMinnville, 1.5 miles from Downtown McMinnville.
- Developable as office, industrial, and manufacturing on affordable land with good access, and high-wage employment driving its success.

## INSIGHT

**Turn easy access and prime location into a turnkey value proposition for developers and companies.**

“The campus must be developed in the right way, serving the community well and not detracting from the success of the historic downtown. This should be much more of a destination than a typical, generic piece of property.”

IC STAKEHOLDER

# An Ongoing, Collaborative Endeavor

This project has been thoughtfully developed over a long period of time, with a solid foundation of engagement and support from the community, ownership, and civic institutions with an entrenched sense of pride.

- This project has garnered deep public interest, and the City is carefully facilitating and documenting the process, making it available for others to follow.
- This property has been in city zone for 40+ years with many attempts to develop.
- Retail is critical for financial viability. While opposition remains against strip mall or big box feel, retail is a generally accepted needed asset filling a gap in the market.
- There is strong interest in greenspace, parks, and trails for a pedestrian-friendly, human scale approach that facilitates transit in and out of the campus.
- "Innovation Campus" as an initial name provides a positive springboard for the project, already uniting multiple players around a shared vision.
- There is shared desire for clean technology, a mix of diverse industries, and alignment with the existing identity and character of McMinnville.

## INSIGHT

**Solidify foundational brand pillars that enhance understanding, generate excitement, and reinforce decision-making.**

"The Innovation Campus development process is the next step in the 3 mile area plan. We're building on past efforts, not starting anew."

# Flexible Land Use & Approach

Land use scenario development carefully integrates commercial, medical, office, and light industrial in a flexible framework that takes an “all of the above” approach to accommodate a variety of potential uses.

- Commercial, retail, and smaller-scale industrial uses are most feasible. Office uses are challenging in the current market.
- Medical-related uses align nicely next to the hospital and provide a pathway for a larger wellness story.
- Green space is a core component, with each scenario reserving and preserving open land and green spaces connecting to adjacent parks.
- While housing is not part of the plan, there is openness to lodging opportunities such as senior living, and connectivity to existing/planned housing outside of the site.
- Development of commercial spaces will help kick start the project and welcome the community with retail, restaurants, and other amenities.

## INSIGHT

**Create an engaging, flexible,  
and inclusive story that grows  
with the project and appeals to  
a broad audience.**

“A flexible, patient approach is recommended, emphasizing a final framework plan with less specific detail, land use allocations and key street connections.”



# Incubating the Next Generation

McMinnville is home to a unique collection of existing innovative businesses, with a successful track record of bringing in new industry. This site is an investment in the future of McMinnville innovation.

- McMinnville has a history of multifaceted innovation including aviation, medical, educational, and industrial growth.
- Beyond wine & fruit, McMinnville houses diverse manufacturing and innovative job shops that plug into the supply chains for bigger, national companies.
- Today many companies face challenges remaining in the community as they grow.
- The Innovation Campus is primed to welcome future companies across advanced manufacturing, aviation, clean tech, bioscience, semiconductors, R&D, and more.
- The goal is to bring together a higher-wage workforce into a new kind of testing lab for startups, small businesses, and national companies alike.

## INSIGHT

**Define McMinnville's unique innovation style to welcome a new generation of trailblazers working and living on the edge.**

"This should be a forward-looking project and encourage a new, modern idea of what employment looks like."

IC STAKEHOLDER

# A Charming Collision

McMinnville is a unique city that brings together a rural way of life with dynamic arts, culture, industry—and its own quirky flair. Here, the agricultural meets the aeronautical, small town charm meets expansive creativity, and a cherished past meets a forward-thinking future.

- In the Heart of Oregon wine country, McMinnville is lauded for its thriving wine scene, and has invested a great deal in telling a broader story.
- Unexpected accolades include the world's second largest UFO festival, home to the Spruce Goose, and the Wings and Waves Waterpark.
- A quaint downtown features art galleries, tasting rooms, and local restaurants with award-winning wine and culinary experiences (including James Beard Best Chef nominees at Humble Spirit and Hayward)
- Situated outside of the Portland fray, providing a lower cost of living and slower pace of life.
- Rooted in agricultural history, McMinnville is home to local vineyards, produce, and more, and host to Yamhill County's annual Farm Fest.

## INSIGHT

**Reflect and expand on the dynamic ethos of McMinnville, helping to write a new chapter for the city.**

"Make this an identifiable center; because this site is on the 'edge' it doesn't have the draw of downtown McMinnville." / "Be clear that this is not competition with downtown McMinnville."

# A Sustainable Development

This project has started with a focus on sustainability—with equal attention to the health of the people, the land, and the greater community—and a desire to build thoughtfully and responsibly.

- The Great Neighborhood Principles include guidelines for developing with the landscape, community, aesthetic, and environmental concerns in mind.
- A regenerative design/green cities study was performed on the site in 2017, providing comprehensive principles and recommendations.
- Strong interest expressed in high quality architectural spaces, sustainability, and artistic connection to the community and landscape, including designing to incorporate and maximize surrounding views.
- Commitment to design for pedestrian access with community feedback indicating a priority to connect to existing trails, open spaces, and public greenway.
- Proximity to hospital provides opportunity to develop a complimentary wellness village & story.
- Refusal to partner with “dirty” industries that will bring pollution and disturb the health of the area.

## INSIGHT

**Create a multifaceted story of sustainable wellbeing that connects to McMinnville’s values and the site itself.**

“Design standards will be important to help create that identity; developers are supportive of such standards”

# A New Facet for McMinnville

While more business oriented than downtown, the Innovation Campus will serve as an extension and expansion of McMinnville, with a new set of amenities that accommodate employees during the day and the greater community during evenings and weekends.

- The commercial retail will be especially important to attract locals. A retail anchor is critical to its success to set the tone and create the initial draw.
- Green and public spaces should be designed for both meandering and gathering, passive and active use, so it can flex into a new gathering space for the community.
- In-between moments of community engagement such as public art can connect the campus together, create a sense of place, and build fresh opportunities for discovery.
- High-quality, sustainable design and architecture standards will complete the brand story, facilitate follow-through, and ensure its long term success.

## INSIGHT

**Put design and experience standards into place that fulfill on the brand promise and help create a new energy center.**

"Because there is very little on site now, it will be important to create a 'place' that helps identify the campus and create amenities for the future tenants and owners."

# A Multifaceted Audience

This project must speak to a wide variety of interests, attracting developers and tenants, while also engaging the community.



## Thoughtful Developers

ENVISION: PARTNER ACROSS A SHARED VISION

**The foundational builders of the campus developing from the ground up with a future-forward mindset.**

Multiple partners who come together to invest in and build the site. They must believe in the vision of the place and see the financial value enough to begin to create it. They seek obstacle-free pathways, clear standards, and flexibility to adjust to the market.



## Visionary Employers

CREATE: SHAPE PLACE ON THE GROUND

**The core of the campus who make the place go round, from retail to manufacturing to tech.**

They are the foundational players and primary draws of the new site. They shape everything from the day-to-day operations to its long-term success, contributing to an authentic sense of place. The vision must align with both their values, individual brands, and business objectives.



## Lifestyle-First Employees

MAKE: EMPLOY AND UPLIFT PLACE

**The community of makers, doers, shapers, and helpers who work, build, and thrive here.**

They seek a place and company that provides meaningful work, competitive wages, and outsized opportunity in a deeply-rooted community that prioritizes wellbeing and creativity over burnout and quotas. They want an inspiring, energizing setting surrounded by nature, and plentiful outdoor recreation.



## Engaged Locals & Visitors

ENJOY: VISIT THE PLACE

**The visitors eager to experience the place and all it has to offer.**

They seek enjoyment and creativity alongside daily necessities. They live in and around McMinnville and are deeply invested in their community. Or they are tourists looking to be immersed in wine country, small-town Oregon, and all that it has to offer, enjoying campus amenities, events, and experiences.



**Brand Pathway**

**Brand Platform**

The McMinnville Innovation Campus cultivates the next generation of homegrown ingenuity for positive impact. Rooted in the industrious spirit and thoughtful nature of McMinnville, this purpose-built campus **inspires innovation, connection, and meaningful progress.**

# Values

Our values are the core tenets that guide all we do.



## Local authenticity expands reach.

We are dedicated to creating space for what is authentically McMinnville. By supporting the local, we expand what's already here while attracting partners and investors to co-create a strong future for our community.



## Connection creates opportunity.

We believe in diversity, creating welcoming spaces for everyone while connecting a variety of industries. Through collaboration with our community and our partners we generate great things.



## Responsible growth brings meaningful progress.

We are committed to growing responsibly, building toward a future of wellness for humans and our world.



## Aesthetics inspire innovation.

We create places designed to bring out potential in harmony with the land. By bringing people into contact with the inspirational, we help them to create new ideas.

# Brand Attributes

Our brand attributes describe how we look and feel to our audiences.



## Enduring

We are thoughtful designers, planners, and stewards, dedicated to creating for the long haul. We inspire trust and are rooted in the communities of McMinnville.



## Harmonizing

We are approachable, listening to many stakeholders in order to synthesize, distill, and incorporate a wide variety of ideas and industries. We bring it all together to make the whole sing.



## Dynamic

We're energetic makers, bringing the enthusiasm and diverse ideas needed to propel things forward. Our brand helps to galvanize our audiences.



## Inspiring

We bring people and ideas together to foster the sparks of innovation. Our brand, from the way we look to the stories we tell, is made to inspire.

# Brand Distinctions

Our unique story & position in the marketplace



# Made for Inspiring Intersections

Purpose-built for flexibility and diversity of use, the Innovation Campus is one of the largest non-industrial mixed use campus in Oregon made to support a dynamic intersection of professional, commercial, industrial, medical, and recreational pursuits. We welcome a new era of industry and employment in a first-of-its-kind destination rooted in the industrious spirit and natural landscape of McMinnville.

A flexible mix of office, light-industrial, medical, and commercial space intersperse the 200-acre site, providing a launch pad for businesses getting off the ground or taking off. Here, there is space to settle, experiment, and grow for a large array of industries, from advanced manufacturing and clean technology, to bioscience and aviation systems. An open campus that opens a world of possibility where diverse perspectives, ideas, and industries come together to usher in a new era of growth.

Situated on a beautiful stretch of bucolic land with uninterrupted views of Mt Hood, Mt Jefferson, the Amity Hills, and the Coast Range, and flanked by the South Yamhill River, the campus celebrates the gorgeous natural landscape, stretching out with intersecting trails and parks that connect people to place.

The campus is thriving with retail shops—large and small—and places for convenience and recreation. It's a new hub for the community to eat, shop, and play, with multiple reasons to visit, gather, and linger.



## Room to Grow

An expansive 200-acre site with flexible land use, ready to grow to house a variety of industries, amenities, and exciting developments.



## Connected Open Spaces

Interconnected trails, paths, and sidewalks create a pedestrian-friendly environments that includes open spaces and parks.



## A New Commercial Town Square

A 40-60 acre parcel with easy highway access will become a dedicated retail destination drawing shoppers from surrounding neighborhoods and the greater area.



## Flexible Space for Mixed Use

Research and development, incubators, entrepreneurs, and manufacturers join together across 200 acres.

# An Innovative Gateway to McMinnville

Getting here is easy. Fly in. Drive in. Walk in. Bike In. Right off of Highway 18 and adjacent to the McMinnville Municipal Airport, the Innovation Campus stands at the edge of McMinnville to welcome the world.

At the crossroads of our warmhearted city in the heart of the Willamette Valley, close to and far enough from the bustling cities of Portland and Salem, the campus provides rare access for businesses to stand apart and stay connected.

Only 1.5 miles from McMinnville's beloved downtown, the Campus is the gateway to our charming community. Adjacent to the Willamette Valley Medical Center, Clackamas Community College's Yamhill Campus, and the Aviation Museum, opportunities for innovative partnerships abound. The McMinnville Municipal Airport provides easy fly in and out access for national or growing companies to conduct business near and far.

In the heart of Oregon wine country with thriving farmers markets, art galleries and "kitschy antiques," farm-to-fork dining, an extensive network of hiking and biking trails, and so much more, the Innovation Campus is within reach of a multitude of attractions, and brings a new crop of amenities through this multifaceted center.



## A Momentous Landmark

An attractive, eye-catching monument signals your arrival to McMinnville and to this new, vibrant campus.



## Airport Adjacent for Private Aviation

Two paved runways ideal for private jet aircraft for business execs getting in and out quickly supporting year-round business travel.



## An Abundance of Recreation

At the heart of wine country and a short drive to the coast. From aviation to education, shopping to hiking, there's something for everyone to enjoy.



## A New Commercial Heartbeat

Retail draws locals for shopping and provides sought after amenities for campus employees.

# Nurturing Industrious Wellbeing

The Innovation Campus embraces the more sustainable lifestyle cherished in McMinnville—where the reverence of nature and a zest for life come together. We carry this legacy forward to the next generation of companies to nurture a fuller sense of wellbeing. Here, professional milestones meet moments of inspiration and breakthroughs occur on a lunch time trail run as much as they do in the lab. Here, industrious spirit means a life well lived.

Adjacent to the Willamette Medical Center and tucked into a peaceful natural landscape with sweeping views, a new wellness center emerges with health-focused businesses and amenities alongside trails and parks. Undeveloped green space and an interconnected trail system create opportunities for recreation, fitness, and mindfulness. With roots in the agricultural legacy of McMinnville and respect for the land, it's an ideal place to build with intention. Thoughtful development aligns view corridors with inspiring glimpses of the surrounding mountain ranges.

Here, we activate our senses with art, creating uplifting moments to generate inspiration and encourage the instances of pause and social connection that seed new ideas. A central plaza and other event spaces invite pop ups from local restaurants, wineries, and artists, and nearby coffee shops, juice and wine bars provide daily opportunities to refresh, focus, unwind, and get inspired.



## Natural Reverence

Pause to enjoy the spectacular views, amplified through thoughtful design.



## Whole Person Wellness

Lifestyle F&B amenities, wellness-oriented practices (chiro, yoga), and natural grocers bring wellbeing to the forefront.



## Outside for Everyone

A natural playground, walking trails, fitness stations, and a dog park bring people together of all ages for outdoor recreation.



## Artistic Activations

Art installations across campus invite moments of pause while partnerships with local artists draw the community for viewings and workshops.



# Cultivating the Next Generation of Innovators

We're here to foster McMinnville's next generation of entrepreneurs, boundary-pushers, do-ers, makers, and creators. Built for collaboration and growth, our diverse and dynamic campus is McMinnville's new hotbed of ideas and activities. It's the perfect place to find clean tech collaborating with fitness, art meeting science, and multifaceted industries coming together to think differently and make something new.

From small incubator spaces and programs ideal for startups and small businesses, to central meeting points like the plaza, we encourage collaboration, chance run-ins, and intentional community programs and events.

We seed an environment of mutual inspiration by inviting the greater McMinnville community to join us here, providing opportunities for the campus community and local communities to benefit from these spaces and to influence the path forward.

Here, local industries have room to grow and new industries have the space to take root. Partnerships form across sectors, ideas are exchanged freely, and human interactions flourish organically, creating the interconnected webs that foster real, lasting growth.



## Incubator Spaces & Programs

Space and programs for local businesses, entrepreneurs, and small start-ups to come together, share ideas, and support one another.



## Central Meeting Points

Town-square style plaza space encourages casual meetings and run-ins as well as scheduled events and meetups across industries.



## Cross-Industry Synergy

Here, where the airport meets the aviation museum, commerce and education collide, creating interdisciplinary approaches to areas of focus.



## Community-Wide Activations

Campus-wide activation through events, programming, installation artwork, and design.

# Responsible from the Ground Up

The McMinnville Innovation Campus is a future-proofed development thoughtfully created to advance care for our people, environment, and responsible business. Abiding by the Great Neighborhood Principles and carefully considering our overall environmental impact, we build healthy spaces to welcome clean industries and embrace sustainability as a social and economic responsibility.

We are dedicated to caring for our environment while creating high wage jobs, now and for decades to come. Our intention is to create a campus with lasting relevance and positive impact for all.

Our campus features sustainable amenities like rain gardens, native and biodynamic landscaping, and buildings created with energy conservation in mind. An abundance of green spaces preserves and creates wildlife habitats while contributing to the wellness of our human communities.

We invite the local community into our sustainable practices through events and activations that tell the story of ecological impact, responsible business, and better living. And we support charitable organizations through campus-wide community outreach events taking part in local clean-up projects, workforce development initiatives, and more.



## Sustainable Structures & Practices

A natural grocery store with a green roof. Clean tech powered by solar panels. Passive heating/cooling. Recycling gray water through irrigation. Sustainable building standards.



## A Local Retail Destination

The opportunity to shop in town, rather than driving for goods, mitigating the environmental impacts of retail leakage, with electric charging stations.



## An Abundance of Green Spaces

Parks, trails, edge spaces, a community garden, rain garden, and preserved wetlands and mature trees provide recreational spaces to pause and enjoy nature while preserving wildlife habitats.



## Community Engagement & Outreach

Events, classes, and activities rally and educate the community around sustainable practices, and community outreach events support and uplift the greater community.



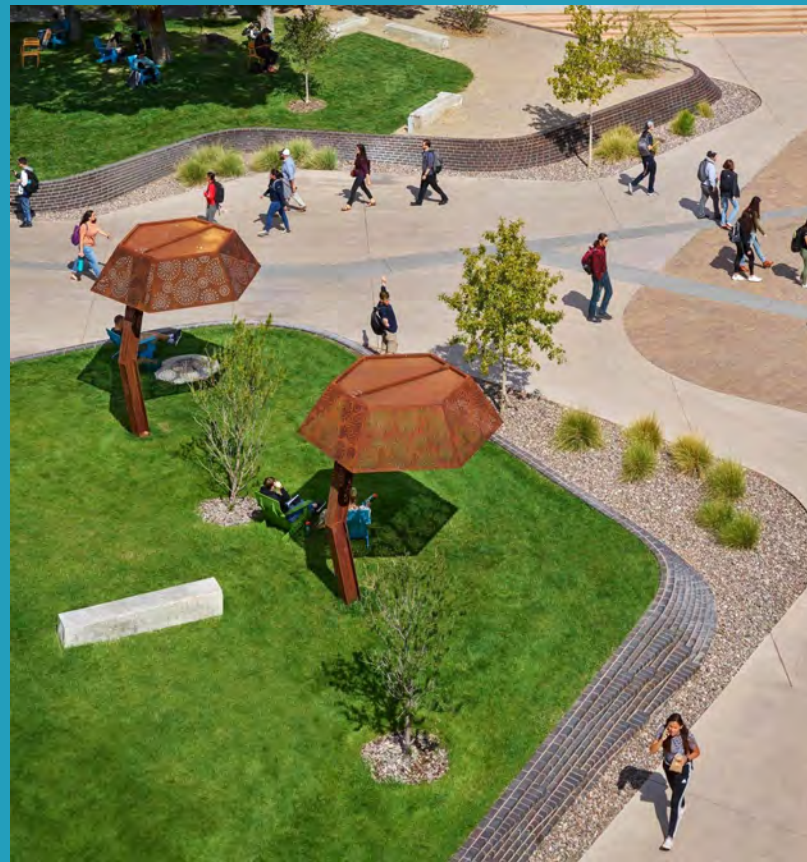
# Brand Platform Summary

The McMinnville Innovation Campus cultivates the next generation of homegrown ingenuity for positive impact. Rooted in the industrious spirit and thoughtful nature of McMinnville, this purpose-built campus inspires innovation, connection, and meaningful progress.

DISTINCTIONS	<b>Made for Inspiring Intersections</b> Purpose-built for flexibility and diversity of use, our expansive 200-acre site is made to support a dynamic intersection of professional, commercial, industrial, medical, and recreational pursuits.	VALUES  <b>Local authenticity expands reach.</b> <b>Connection creates opportunity.</b> <b>Responsible growth brings meaningful progress.</b> <b>Aesthetics inspire innovation.</b>
	<b>An Innovative Gateway to McMinnville</b> Fly in. Drive in. Walk in. Bike In. Right off of Highway 18 and adjacent to the Airport, the Innovation Campus stands at the edge of town—at the crossroads of our warmhearted city—to welcome the world.	
	<b>Nurturing Industrious Wellbeing</b> Embracing a more sustainable lifestyle cherished in McMinnville—reverence of nature and a zest for life. We invite companies to nurture a fuller sense of wellbeing. Here, industrious spirit means a life well lived.	
	<b>Cultivating the Next Generation of Innovators</b> Fostering McMinnville's next generation of entrepreneurs, boundary-pushers, do-ers, makers, and creators, our dynamic campus is McMinnville's new hotbed of ideas and activities to foster real, lasting growth.	ATTRIBUTES  <b>Enduring</b> <b>Harmonizing</b> <b>Dynamic</b> <b>Inspiring</b>
	<b>Responsible from the Ground Up</b> A future-proofed development thoughtfully created to advance care for our people, environment, and responsible business.	

# Next Steps

- 2/7** Brand Platform Feedback Due  
Brand Platform Refinements (FINE)
- 2/14** Brand Platform Refinements
- 2/18** Brand Platform Refinements Feedback Due
- 2/21** Brand Platform Presentation with Owners
- 2/25** Brand Platform Feedback Due  
Brand Platform Refinements (FINE)
- 3/3** Brand Platform PAC Presentation



# Thank You, McMinnville!

We Are **FINE**



April 2025

# McMinnville Innovation Campus

Brand Positioning Refinements + Naming Presentation

Presented by **FINE**





- 01** Refined Brand Positioning
- 02** Naming Exploration
- 03** Next Steps



# Refined Positioning

**Brand Position + Vision**

The McMinnville Innovation Campus cultivates the next generation of homegrown ingenuity and workforce development.

Rooted in the creative, industrious spirit and entrepreneurial nature of McMinnville, this purpose-built campus **inspires meaningful innovation, connective growth, and positive impact.**



BRAND DISTINCTIONS

# Our distinctions describe the unique story and position that set us apart in the marketplace.

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WHAT

The opportunity for business, industry, and community.

WHERE

The value and access the place and location provides.

HOW

The experience and amenities that shape the way of life.

# Build Business & Grow Community

Thoughtfully designed and built for many uses, the 200-acre Innovation Campus will welcome in a new era of industry, employment, and local convenience. With new places for the community to eat, shop, work, and play everyday, the Innovation Campus is a center for economic growth, job opportunity, and community engagement.

- **One of the largest mixed use campuses** in Oregon across 200 acres
- A **new center of gravity** integrates offices, commercial space, research and development, entrepreneurs, and manufacturers.
- A **dedicated retail center** for the community keeps consumers spending local, providing multiple reasons to visit.
- Interconnected trails, paths, and sidewalks create a **pedestrian-friendly environment** with open spaces and parks.
- Proximity to Willamette Valley Medical Center, Chemeketa Community College's Yamhill Campus, and the Aviation Museum **supports innovation and partnerships.**
- From national companies to startups, **local industries have room to grow** and new industries have the space to take root.
- Small incubator spaces and programs ideal for small businesses provide **opportunities for collaboration and support.**



# An Innovative McMinnville Gateway

In the heart of Oregon wine country, the Innovation Campus embraces the small town ease, charm, and creative spirit of McMinnville with easy access to nearby cities. Right off of Highway 18 and adjacent to the airport, this site provides rare access for businesses to stand apart and stay connected.

- **Entrypoint to McMinnville** off of Highway 18, 1.5 miles from downtown, with a future eye-catching monument to signal arrival to McMinnville and this new campus
- Space for a **diversity of industries**, from advanced manufacturing and cutting-edge technology, to bioscience and aviation systems
- **Airport adjacent for businesses**, allowing execs to get in and out quickly and supporting year-round business travel
- **Situated on flat land with uninterrupted views** of Mt Hood, Mt Jefferson, Amity Hills, and Coast Range, by the South Yamhill River and next to Galen McBee Park
- **Within reach of a multitude of attractions**, from downtown art galleries, antique shops, and farm-to-fork dining, to hiking and biking, and much more
- **Planned improvements to pedestrian walkways and bicycle lanes** in the Three Mile Lane area, increasing access to and from the Innovation Campus over time
- **Close to and far enough from the cities** of Portland (40 miles) and Salem (25 miles)





# Opportunity Comes Together

The Innovation Campus lives at the intersection of opportunity and local connection. Where meetings can happen in a conference room or on a trail. Where nature, commerce, and community bring us together to serve the greater McMinnville. Here, business grows and the community lives well.

- **A new retail center** brings a new crop of amenities, coffee shops, juice and wine bars that provide daily opportunities to refresh, focus, and unwind.
- **A central plaza and other event spaces** invite pop ups from local restaurants, wineries, and artists.
- **Central meeting points** encourage casual meetings and run-ins as well as scheduled events and meetups across industries.
- Parks, green space, walking trails, and view corridors create opportunities for **recreation, fitness, and mindfulness**.
- Partnerships with local organizations, like Linfield University and the Arts Alliance of Yamhill County **support and uplift the greater community**.
- **Abiding by the Great Neighborhood Principles**, development carefully considers environmental, social, and economic responsibilities, building sustainability whenever possible.



# Brand Position + Vision

The McMinnville Innovation Campus cultivates the next generation of homegrown ingenuity and workforce development. Rooted in the creative, industrious spirit and entrepreneurial nature of McMinnville, this purpose-built campus inspires meaningful innovation, connected growth, and positive impact.

DISTINCTIONS	<div><div>What   Build Business &amp; Grow Community</div><div>Thoughtfully designed and built for many uses, the 200-acre Innovation Campus will welcome in a new era of industry, employment, and local convenience. With new places for the community to eat, shop, work, and play everyday, the Innovation Campus is a center for economic growth, job opportunity, and community engagement.</div></div>	<div>VALUES</div> <div>Local authenticity expands reach.</div> <div>Connection creates opportunity.</div> <div>Responsible development brings meaningful growth.</div> <div>Aesthetics inspire innovation.</div>
	<div><div>Where   An Innovative McMinnville Gateway</div><div>In the heart of Oregon wine country, the Innovation Campus embraces the small town ease, charm, and creative spirit of McMinnville with easy access to nearby cities. Right off of Highway 18 and adjacent to the airport, this site provides rare access for businesses to stand apart and stay connected.</div></div>	<div>ATTRIBUTES</div> <div>Enduring</div> <div>Harmonizing</div> <div>Dynamic</div> <div>Inspiring</div>
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# Naming Exploration

# Considerations & Criteria

Rooted in positioning, the following criteria provide a strategic approach for evaluating names that reflect the place, perspective, and promise of the McMinnville Innovation Campus.

The name should...

1. **Highlight innovation and connection**, positioning the property as vital to sustaining and growing McMinnville community.
2. **Evoke a strong sense of place**, celebrating the distinct the city's heritage, character, and spirit while projecting a shared vision for growth.
3. **Fit with the local landscape**, working alongside rather than competing with other centers of gravity, like Downtown McMinnville or Granary District.
4. **Demonstrate ownability** locally and beyond, supporting a distinct and memorable identity that can be protected by trademark.
5. **Support adoption** by being easy to pronounce, spell, and recall, ideally with a strong moniker.
6. **Appeal to a mixed-use audience**, reflecting diverse offerings/opportunities that cater to the aspirations and expectations of locals, visitors, and businesses.
7. **Work well across applications**, supporting a range of different form factors and contexts.
8. **Accommodate evolution and growth**, ensuring relevance and adaptability as the development expands to include new spaces, amenities, and possibly, sub-brands.





# McMinnville Access Center

also known as **The MAC Row**

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## VARIATIONS

**McMinnville Area Crossing**

**McMinnville Area Collective**

Direct and functional, **McMinnville Access Center** works to describe an access point or physical gateway to the city as well as a destination designed to connect locals and visitors to opportunity. As a homonym with “macro,” **The MAC Row** serves as an unofficial local moniker, connecting the site to McMinnville (aka Mac) while reinforcing the property’s vast size and promise.

**McMinnville Area Crossing** and **McMinnville Area Collective** maintain the moniker while orienting the story toward collaboration and shared growth.

## CONSIDERATIONS

- No clear conflicts for full-length names or “The MAC Row”
- Local orgs: [Mac’s People Collective](#), [McMinnville Area Community Foundation](#), [MacHub](#), [We Are MAC](#)
- Some may associate “The MAC” with Multnomah Athletic Club (they own [themac.com](#))
- Existing trademarks in unrelated industries (Apple, MAC Cosmetics, etc.)

# The MAC Addition

also known as **The McMinnville Area Crossroads Addition**

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## The Origin of “Addition”

Commonly used in the late 19th and early 20th centuries to describe areas added to expanding cities, the term “addition” now instills a sense of continuity and belonging.

Straightforward, impactful, and instantly recognizable, **The MAC Addition** communicates the property’s role in McMinnville, seamlessly connecting to and expanding upon the city’s existing fabric. The term “addition” clearly defines the development as additive while also connoting longevity and heritage. The full name, **McMinnville Area Crossroads Addition** further emphasizes that the site sits at a central intersection of industry, commerce, and community—marking the development as an integral part of McMinnville's growth and future.

## CONSIDERATIONS

- No conflicts for “The MAC Addition” or full name
- Small demographic may associate MAC with Multnomah Athletic Club
- Existing trademarks in unrelated industries (Apple, MAC Cosmetics, etc.)

# Skyfield Center

also known as **Skyfield**

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## VARIATION

### Skyfield Junction

**Skyfield Center** connects directly to the property's location next to the airport and its history as an open field. Combined into a single ownable word, "Skyfield" symbolizes a place where anything is possible (i.e., the sky's the limit). "Center" positions the destination as a local hub, while **Skyfield Junction** communicates a point where paths and people meet. Both names pay homage to McMinnville's roots, offering a fresh take on an expansive space that's poised for new heights and new horizons.

## CONSIDERATIONS

- No conflicts with "Skyfield Center" or "Skyfield Junction"
- Three existing trademarks for "Skyfield" in unrelated industries

# The McMinnville Lift

also known as **The Lift**

---

## VARIATION

### The Lift at McMinnville

**The McMinnville Lift** pays homage to the historic silo/elevator on the property and the agricultural legacy of the surrounding land. It also provides a subtle nod to the adjacent airport, positioning the new development as a place where businesses take flight. The full name conveys the project's vast scope, purpose, and promise: helping McMinnville reach new heights. Simple and inspiring, **The Lift** becomes a shorthand moniker for a destination that can elevate ideas, businesses, and the greater community.

## CONSIDERATIONS

- A few USPTO conflicts with "The Lift" alone, none for "The McMinnville Lift"
- The LIFT is a meeting facility in Abilene, TX
- LIFT is a paratransit shared-ride service for people with disabilities
- Local Innovation and Fast Track (LIFT) Program to expand OR affordable housing
- The Lift Bar & Grill in Boise; The Lift Off Lounge and Lift UP in Portland

# Rivernest Forge

also known as **The Forge**

---

## VARIATIONS

### Rivernest Forge at McMinnville

**Rivernest Forge** tells a story of balance, integrating nature and industry where ideas are born and built together. While “River” is an reference to the property’s adjacent waterway, “nest” adds a distinctive quality to the name, evoking a nurturing environment for growth. “Forge” completes the narrative, describing a place designed for collaboration and innovation. **The Forge** becomes a natural moniker for this thriving destination where people and businesses forge new connections and lasting growth.

## CONSIDERATIONS

- No conflicts for “Rivernest Forge”

# Twinberry Crossing

also known as **The Twinberry**

---

## VARIATIONS

**Twinberry Row**

**Twinberry Mills**

**Twinberry McMinnville**

Inspired by black twinberry, a native plant that thrives in local forests and wetlands, **Twinberry Crossing** or **The Twinberry** for short describes a place that belongs to its surroundings. It pairs with “crossing” to convey a spirit of abundance where roads, rivers, and industry meet. Variations of the name maintain the message with subtle shifts in emphasis. In all forms, the “nn” spelling subtly mirrors that of McMinnville, positioning the destination as a twin center of gravity with downtown. Twinberry Crossing honors a deep connection between nature and community.

## CONSIDERATIONS

- No conflicts for full names (spelled as “Twinberry” or “Twinberry”)
- No trademarks for “Twinberry”
- Existing trademark for “Twinberry” in apparel
- Javarr’s Twinberry Inn in The Bahamas



# Riverworks District

also known as **Riverworks**

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## VARIATIONS

**Riverworks at McMinnville**

**McMinnville Riverworks**

Tapping into the natural landscape that has shaped the region, **Riverworks District** blends the symbolism of a water source that nourishes the land with the energy and force of the current that fuels it. "Works" infuses the name with the spirit of industry, ideal for a project focused on economic development, while "District" adds a sense of scale to property designed and designated for growth. Combining nature's vitality with the flow of progress, Riverworks District is a conduit for opportunity.

## CONSIDERATIONS

- No conflicts with "Riverworks District"
- River District in Portland; Rivergrove city in OR
- Riverworks Development Corp in WI, Riverworks Art Center in MD, Riverworks Apartments in Savannah, GA, River Oaks District in Houston, TX



# Modern Assembly

also known as **The Mod**

---

## VARIATIONS

### Modern Assembly McMinnville

Tradition gives way to innovation in **Modern Assembly**, a name that signals the emergence of a promising new era for the city of McMinnville. Full of an old-school appeal and a spirit that feels authentic to McMinnville, “assembly” references McMinnville’s industrial roots and the idea of bringing various pieces and people together. Modified by “modern,” the name becomes forward-looking, a welcoming call to action for the next generation of ideas and industries. Approachable and confident, **The Mod** works as a natural abbreviation for a destination that models a prosperous future.

## CONSIDERATIONS

- No conflicts with “Modern Assembly”
- Many orgs and trademarks using “Assembly” (e.g., Assembly Brewing in Portland, Assembly Row in Massachusetts)
- No local conflicts with “The Mod”

# Wheelhouse Commons

also known as **The Wheelhouse**

---

## VARIATIONS

**The Wheelhouse at McMinnville**

**Wheelhouse West**

Straightforward yet full of meaning, **Wheelhouse Commons**, or **The Wheelhouse** for short, connects McMinnville's agricultural roots to the promise of an innovative, industrious future. While "wheel" alone suggests production and motion, "wheelhouse" plays to the property's position at the "helm" of town or area of expertise ("in your wheelhouse"). Combined with "commons," the name highlights the goal of bringing people and industries together.

**Wheelhouse West** emphasizes the orientation toward McMinnville while positioning the campus as a waypoint, charting a course for the future.

## CONSIDERATIONS

- No conflicts with "Wheelhouse Commons" or "Wheelhouse West"
- Many trademarks with "Wheelhouse"
- Several local orgs use "Wheelhouse" in name: Wheel House Lofts in Portland, The Wheelhouse and Crowsnest in Bandon; Wheelhouse vacation rental in Yachats
- Some instances beyond PNW (e.g., Wheelhouse Credit Union in San Diego)

# McMinnville Landing

also known as **The Landing**

---

## VARIATION

### **The Landing at McMinnville**

Playing off of the property's proximity to aviation and its position at the entrance to town, the word "landing" offers a powerful angle for storytelling. **McMinnville Landing** anchors the property's narrative in place and spirit. It represented a literal and figurative arrival to McMinnville and all it has to offer. A natural abbreviation, **The Landing** becomes a moniker for a place where people and businesses not only "land" but truly arrive, making it a symbol of opportunity.

## CONSIDERATIONS

- No conflicts with the full name
- Many destinations use "The Landing" in PNW and beyond (e.g., a neighborhood in Oregon City, OR; a mixed-use campus in Renton, WA)
- Local modifier strengthens recognition and ownability

## ~~McMinnville Access Center~~

The MAC Row

## The MAC Addition

The McMinnville Area Crossroads Addition

## ~~Skyfield Center~~

Skyfield

## The McMinnville Lift

The Lift

## ~~Rivernest Forge~~

The Forge

## ~~Twinnberry Crossing~~

The Twinnberry

## Riverworks District

Riverworks

## Modern Assembly

The Mod

## Wheelhouse Commons

The Wheelhouse

## McMinnville Landing

The Landing



# Next Steps

- 4/7** Short List Names submitted for Legal Clearance
- 4/21** Visual Territories Presentation with City
- 4/23** Visual Territories Feedback
- 5/2** Visual Territories Presentation with Property Owners\*
- 5/5** PAC 4

\* May need to reschedule to allow for refinements ahead of PAC 4





May 2025

# McMinnville Landing

Visual Identity & Web Requirements

Presented by **FINE**



- 01** Brand Recap
- 02** Visual Identity Concepts
- 03** Website Content Requirements
- 04** Next Steps



# Brand Recap

# Brand Positioning

McMinnville Landing cultivates the next generation of homegrown ingenuity and workforce development for McMinnville. Rooted in the creative, industrious spirit and entrepreneurial nature of McMinnville, this purpose-built campus inspires meaningful innovation, connected growth, and positive impact.

DISTINCTIONS	<div><div>What   Build Business &amp; Grow Community</div><div>Thoughtfully designed and built for many uses across 200 acres, McMinnville Landing welcomes in a new era of industry, employment, and local convenience. With new places for the community to eat, shop, work, and play every day, McMinnville Landing is a center for economic growth, job opportunity, and community engagement.</div></div>	<div>VALUES</div> <div>Local authenticity expands reach.</div> <div>Connection creates opportunity.</div> <div>Responsible development brings meaningful growth.</div> <div>Aesthetics inspire innovation.</div>
	<div><div>Where   An Innovative McMinnville Gateway</div><div>In the heart of Oregon wine country, McMinnville Landing embraces the small town ease, charm, and creative spirit of McMinnville with easy access to nearby cities. Right off of Highway 18 and adjacent to the airport, this site provides rare access for businesses to stand apart and stay connected.</div></div>	
	<div><div>How   Opportunity Comes Together</div><div>McMinnville Landing lives at the intersection of opportunity and local connection. Where meetings can happen in a conference room or on a trail. Where nature, commerce, and community bring us together to serve the greater McMinnville. Here, business grows and the community lives well.</div></div>	<div>ATTRIBUTES</div> <div>Enduring</div> <div>Harmonizing</div> <div>Dynamic</div> <div>Inspiring</div>

# Visual Identity Concepts



**Direction 1**







McMINNVILLE

M  
A  
C

Landing

O  
R  
E



INNOVATION DISTRICT



McMINNVILLE

MAC **Landing** ORE

INNOVATION DISTRICT

McMINNVILLE  
**Landing**





BODY COPY - TT HOVES PRO

# BUILD. GROW. BELONG.

BODY COPY - REWORK

Set across 190 acres in the heart of Willamette Valley, McMinnville Landing is an innovation campus purpose-built to usher in a new era of industry, employment, and local convenience for the City of McMinnville. With new places for the community to eat, shop, work, and play everyday, McMinnville Landing supports a dynamic intersection of professional, commercial, industrial, medical, academic, and recreational pursuits.







McMINNVILLE

M  
A  
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Landing

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INNOVATION DISTRICT

PROJECT

PARTNER

MCMINNVILLE  
Landing

NEWS

CONTACT



M  
A  
C

MAKE IT HERE.  
MAKE IT MCMINNVILLE.

O  
R  
E

EXPERIENCE MCMINNVILLE LANDING  
IN THE HEART OF WILLAMETTE VALLEY







MAKE IT  
HERE.  
MAKE IT  
MCMINNVILLE.



Set across 190 acres in the heart of Williamson Valley, McMinnville Landing is an innovation campus purpose-built to usher in a new era of industry, employment, and local convenience for the City of McMinnville.

With new places for the community to eat, shop, work, and play everyday, McMinnville Landing supports a dynamic intersection of professional, commercial, industrial, medical, academic, and recreational pursuits.

**RENTAL INQUIRIES**  
2000 E. Garrison Road, Suite 100  
McMinnville, OR 97128  
(503) 836-7800

  
**MCMINNVILLE**  
**Landing**  
INNOVATION DISTRICT

**LANDING OFFICE**  
2000 E. Garrison Road, Suite 100  
McMinnville, OR 97128  
(503) 836-7800











# Direction 2







M  
A  
C

MC MINNVILLE  
LANDING

O  
R  
E



# M<sup>c</sup>MINNVILLE LANDING



45°11'54.6"N, 123°09'27.0"W



BODY COPY - GT ULTRA MEDIAN LIGHT

# Connect. Craft. Cultivate.

BODY COPY - LAUSANNE 250

Set across 190 acres in the heart of Willamette Valley, McMinnville Landing is an innovation campus purpose-built to usher in a new era of industry, employment, and local convenience for the City of McMinnville. With new places for the community to eat, shop, work, and play everyday, McMinnville Landing supports a dynamic intersection of professional, commercial, industrial, medical, academic, and recreational pursuits.







PROJECT

PARTNER



NEWS

CONTACT



MacBook Pro









McMINNVILLE  
LANDING



Cumulus  
Avenue

0.2 MILES



Innovation  
Green

0.15 MILES



Amity Hills



0.2  
MILES



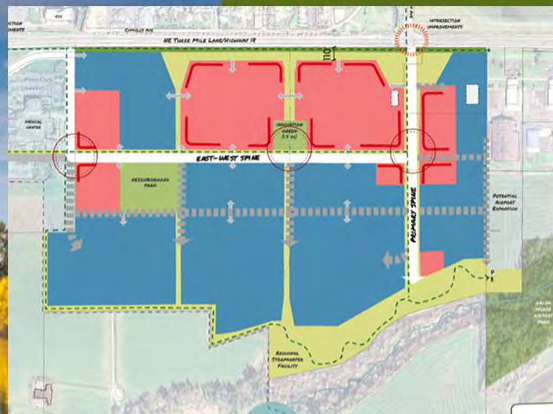






# Direction 3









**McMinnville**  
**Landing**

# McMinnville Landing



McMinnville  
Landing

BODY COPY - SEASON MIX SEMIBOLD

# Ideas. Innovation. Impact.

BODY COPY - CIRCULAR

Set across 190 acres in the heart of Willamette Valley, McMinnville Landing is an innovation campus purpose-built to usher in a new era of industry, employment, and local convenience for the City of McMinnville. With new places for the community to eat, shop, work, and play everyday, McMinnville Landing supports a dynamic intersection of professional, commercial, industrial, medical, academic, and recreational pursuits.







McMinnville  
Landing



PROJECT PARTNER NEWS

# A Landing for Ideas. A Launchpad for Industry.

Set across 190 acres in the heart of Willamette Valley, McMinnvile Landing is an innovation campus purpose-built to usher in a new era of industry, employment, and local convenience for the City of McMinnvile.





 McMinnville  
Landing

## A Landing for Ideas. A Launchpad for Industry.

Set across 190 acres in the heart of  
Willamette Valley, McMinnville Landing  
is an innovation campus purpose-built  
to usher in a new era of industry,  
employment, and local convenience  
for the City of McMinnville.

With new places for the community  
to eat, shop, work, and play everyday,  
McMinnville Landing supports a dynamic  
intersection of professional, commercial,  
industrial, medical, academic, and  
recreational pursuits.

**LEASING OFFICE**  
800 S. Salmon River Hwy, Suite 350  
McMinnville, OR 97128  
503-426-1990

**BUSINESS INQUIRIES**  
800 S. Salmon River Hwy, Suite 400  
McMinnville, OR 97128  
503-426-1990

190  
ACRES

McMinnville  
Landing















## Direction 1



## Direction 2



## Direction 3







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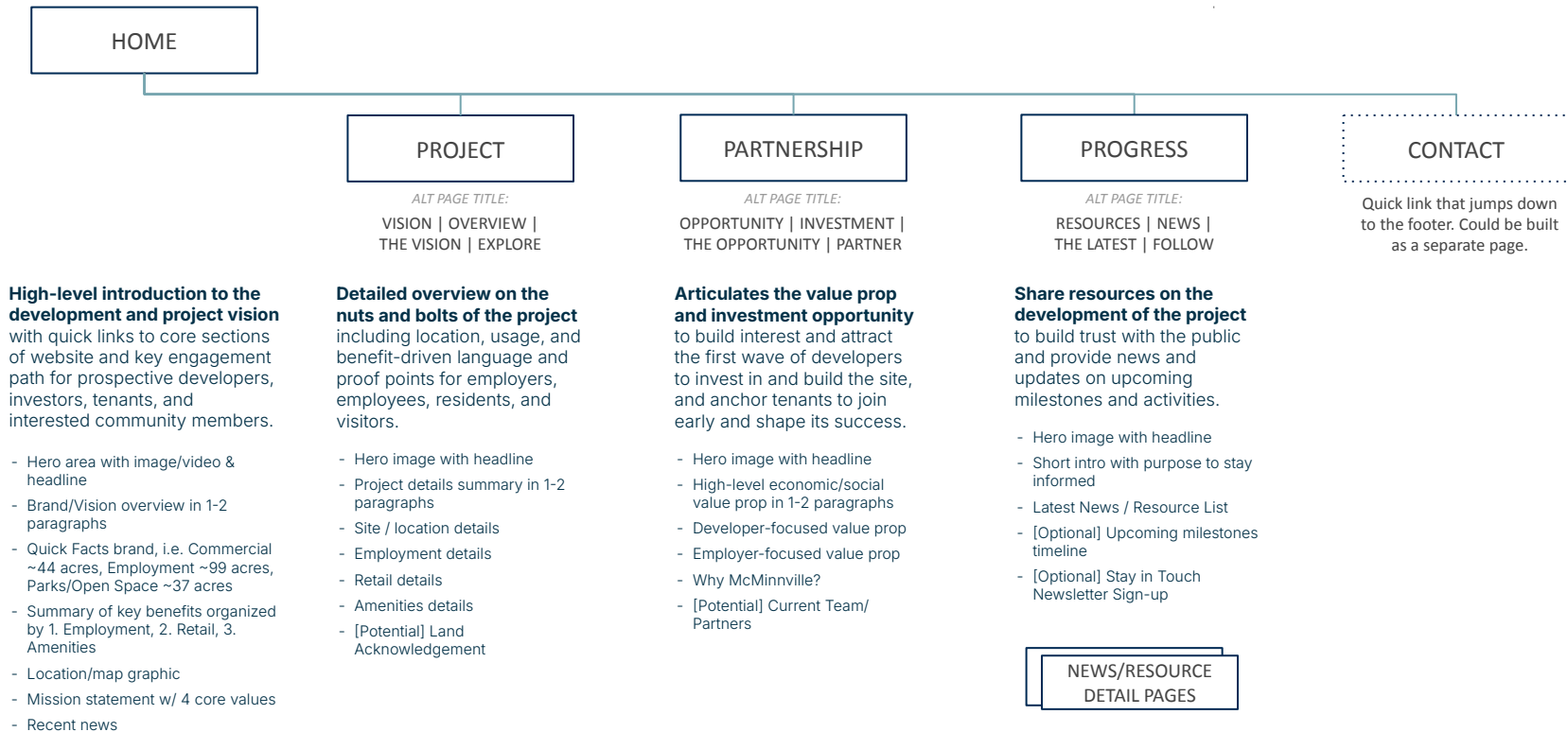
# Website Content Requirements

# Website Objectives

FINE will design and build a website on a flexible platform (Squarespace) to support the introductory phase of the project, providing awareness, education, and ongoing updates to build interest with prospective developers and tenants, and engage the greater community.

1. **Introduce the project at a high-level** and build awareness and understanding of the project's scale, purpose, and community value—laying the foundation for long-term interest and investment.
2. **Highlight economic and commercial potential** by presenting the site's employment, commercial, and investment opportunities to attract prospective developers, tenants, and partners.
3. **Showcase the brand promise through story and design** in a dynamic, visually compelling digital experience that captures the unique character of McMinnville and establishes a distinct sense of place.
4. **Drive partnership and engagement** with clear, actionable paths for investors, developers, and tenants to request information, express interest, and participate in shaping the project's future.
5. **Establish a hub for public access to project information** with an area for project updates, announcements, and timeline milestones—keeping the community and stakeholders informed.
6. **Support long-term scalability and ownership transition** with a flexible, easy-to-manage Squarespace site that can be updated by City staff and evolve with the project, including a future transfer of ownership and expansion as needs grow.





## Footer

Contact: City of McMinnville, Community Development, Name, Email, Phone #  
3310 SE Three Mile Lane | McMinnville, OR 97128

Stay in touch newsletter sign-up

Copyright | Sitemap | Legal | Privacy

## Not in Nav

UTILITY PAGES:  
SITEMAP, 404, 500

TERMS &  
COMPLIANCE



# Next Steps

- 5/19** Feedback Due / Design Direction Chosen
- 5/28** Visual ID Refinements & Website Design Presentation
- 5/30** Feedback Due
- 6/6** Full Website Design Presentation
- 6/10** Feedback Due
- 6/16** PAC 5



# Appendix

# Home

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High-level Introduction to the development and project vision with quick links to core sections of website and key engagement path for prospective developers, investors, tenants, and interested community members.

## ASSET SUMMARY

- 1-3 Hero image/video sequence
- 3 Images in benefits summary
- 1 Location/map/land use overlay graphic
- 1-3 McMinnville area/town image

## CONTENT REQUIREMENTS

- **Hero area with image** or video sequence and short/punchy tagline to capture interest
- **Brand and vision overview in 1-2 paragraphs** establishing place, opportunity, and value prop
- **Quick facts** band with big, bold type highlighting key figures of project:
  - 44 acres for Commercial
  - 99 acres for Employment
  - 37 acres for Parks/Open Space
- **Summary of key benefits** with paragraph introducing overall value, and separate bands that include a short paragraph, image, and CTA for the following (links to Project page):
  - Employment
  - Retail
  - Amenities
- **Location/map graphic** showing location (Google map integration) with short paragraph (links to Project page)
- **Mission/values** area with short paragraph that articulates the mission to invest in the future of McMinnville, along with **4 core brand values** and short paragraph for each. CTA to invest in future links to Partnership page.
- **Recent news** band with top 3 latest news articles from Progress page.



# Project

Alts: Vision, Overview, The Vision, Explore

---

More detailed overview on the nuts and bolts of the project including location, usage/zones, and benefit-driven language and proof points for employers, employees, residents, and visitors.

## ASSET SUMMARY

- 1 Hero image
- 3 Images in benefits summary
- 1 Location/map/land use overlay graphic
- 1-2 McMinnville area shots to demonstrate location
- 3-6 stock images to show conceptual benefits of Employment, Retail, Amenities

## CONTENT REQUIREMENTS

- **Hero area with image** with headline or short intro
- **Project summary in 1-2 paragraphs** describing the key components of the site & benefits
- **Site / location section** with map / land use overlay graphic, intro paragraph describing key access points and location drivers, and bullet list of additional proof points. *Example topics:*
  - Entry point to McMinnville, off of HWY 18, 1.5 miles from downtown, adjacent to airport & hospital, etc.
  - On flat land with views of mountain ranges by the South Yamhill River, next to Galen McBee Park
  - 200 total acres with 99 acres reserved for employment, 44 for retail, 37 for parks and open spaces
- **Employment section** detailing key benefits and offerings for prospective tenants and employees. Mix of 1-2 short paragraphs, stock images, bullets list. *Example topics:*
  - Diverse mix of industries integrates offices, commercial space, R&D, start-ups, manufacturers
  - Partnership and innovation opportunities close to Medical Center, Lindfield University, etc.
  - Spurs economic growth, job diversity, workforce development, with high-density living wage jobs
  - Local businesses can grow, headquarters for new industries, incubator spaces & programs for startups
- **Retail section** with key benefits of new retail center. Similar content type. *Example topics:*
  - ~44 of dedicated retail space keeps consumers spending local, providing multiple reasons to visit
  - Conveniences like grocery store & gas station with new crop of amenities like restaurants, coffee shops, juice & wine bars, and shopping provide daily opportunities to refresh, focus, and unwind.
- **Amenities section** capturing shared amenities that enhance value. Similar content type. *Example:*
  - Interconnected trails, paths, sidewalks create a pedestrian-friendly environment
  - Parks, walking trails, and view corridors create opportunities for recreation, fitness, and mindfulness
  - A central plaza and other event spaces invite community meetups and large industry/cultural events
- **[Optional] Land acknowledgement section**

# Partnership

Alts: Opportunity, Investment, The Opportunity, Partner

---

Articulates the value proposition and investment opportunity to build interest and attract the first wave of developers to invest in and build the site, and anchor tenants to join early and shape its success.

## ASSET SUMMARY

- 1 Hero image
- 1-2 Images to accompany eco/social value prop
- Potential logos of current team/partners

## CONTENT REQUIREMENTS

- **Hero area with image** and headline or short intro
- **Economic & social value prop** in a few paragraphs outlining overarching value prop of innovation hub and audience-focused sections/messaging and CTA to get in touch.
  - Higher commercial rents, higher-wage job opportunity, supporting next era of economic growth
  - Healthier, more balanced, diverse, and connected community
  - Diverse mix of industries across manufacturing, aviation & bioscience spur collaboration and innovation
  - Balance of start-ups & mature companies support partnership & growth, spanning full innovation funnel
  - **For Developers/investors**
    - Strong brand and placemaking vision and values
    - Ongoing, collaborative project with a foundational sense of pride and support
    - Flexible land use in Planned Overlay District and greenfield with freedom to envision Master Plan
    - Small incubator spaces and programs for start-ups help catalyze VC funding and more innovation
    - Established blueprint and guideposts in Great Neighborhood Principles of McMinnville
    - Existing & thriving culture, identity, and offerings of McMinnville support and enhance vision
  - **For Employers/Tenants**
    - Ideal location for national or regional headquarters for growing or mature companies
    - Airport adjacent for businesses, allowing execs to get in and out quickly, year-round
    - Start-up spaces and incubator programs support small businesses
    - Diversity of industries & proximity to hospital & university support collaboration, feed talent pool
    - Sense of place & identity with parks and trails for healthier work-life balance attract & retain talent
    - Retail center enhances day-to-day with moments to refresh, focus, and unwind
- **Why McMinnville band** with image(s) and paragraph that captures the benefits of working and living in McMinnville. Could link to *Visit McMinnville* or *McMinnville Business* sites.
- **Current Team/Partners**, including summary of 3 ownership groups, City of McMinnville, Walker Macy, etc. with CTA for general inquiries.

# Progress

Alts: Resources, News, The Latest, Follow

---

Share resources on the development of the project to build trust with the public and provide news and updates on upcoming milestones and activities.

## ASSET SUMMARY

- 1 Hero image
- Optional images attached to news articles

## CONTENT REQUIREMENTS

- **Hero area with image** and headline that speaks to the contents of the page
- **Introduction paragraph** stating goal/purpose of page with primary contact for all inquiries
- **Latest news/resource list** organized by most recent to host 2 categories of information: 1) News "Blog" articles and 2) Resource PDFs or image assets. Links to article/resource detail. Includes:
  - Thumbnail
  - Image (optional)
  - Article/Resource Name
  - Category Type: News, Resources
  - Date
- **News/Resource Article Detail** page includes:
  - Article/Resource Title
  - Introduction
  - Date
  - Image (optional)
  - Body Copy
  - PDF/image upload (optional)
  - Ability to Share (email/twitter) and Download
- **(Optional) What to expect** section with past & upcoming milestones in timeline format. Includes date and short paragraph detailing milestone
- **(Optional) Stay in touch** newsletter sign-up capturing email address (for future email updates)



# Narrative Preview

A sneak peak of the copy being crafted for the website...

## **Make It Here. Make It McMinnville.**

Great ideas deserve great ground. Located at the entrance to McMinnville, in the heart of Oregon's Willamette Valley, McMinnville Landing is an 190-acre innovation district built to shape what's next. Designed for visionaries, builders, and makers, the all-new hub presents the space, support, and flexibility to turn bold ideas into big opportunity across industry, commerce, and community life.

Whether you're launching a new venture, expanding an enterprise, or exploring your next move, this is where innovation meets local integrity—empowering you to build, grow, and truly make it. Welcome to The Landing.



# Values

Our values are the core tenets that guide all we do.



## Local authenticity expands reach.

We are dedicated to creating space for what is authentically McMinnville. By supporting the local, we expand what's already here while attracting partners and investors to co-create a strong future for our community.



## Connection creates opportunity.

We believe in diversity, creating welcoming spaces for everyone while connecting a variety of industries. Through collaboration with our community and our partners we generate great things.



## Responsible development brings meaningful growth.

We are committed to growing responsibly, building toward a future of wellness for humans and our world.



## Aesthetics inspire innovation.

We create places designed to bring out potential in harmony with the land. By bringing people into contact with the inspirational, we help them to create new ideas.

# McMinnville Landing

also known as **The Landing**

---

**McMinnville Landing** offers a powerful story around place, people, and spirit. The name celebrates the natural landscape and the opportunity the *land* provides: sweeping views, interconnected trails, open spaces, room to grow. It reinforces its position at the entrance to town and proximity to the airport. All in all, it represents a literal and figurative arrival to McMinnville and all it has to offer.

It also acknowledges that this land holds a deeper history as a seasonal gathering and trading place for the Yamhill Band of Kalapuya, whose connection to the region continues today. The name gestures toward that enduring spirit of arrival and exchange, recognizing that this place has long been a point of convergence.

A natural abbreviation, **The Landing** becomes a moniker for a place where people and businesses not only “land” but truly arrive, making it a symbol of opportunity, movement, and belonging.





MC MINNVILLE

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Landing

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INNOVATION DISTRICT

STYLE GUIDE

JUNE 2025 | VERSION 1.0

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Full Lock-up

Primary Logo

Wordmark

Seal

## 02 Typography

Headlines

Subheads

Body Copy

## 03 Color

Brand Palette

## 04 Brand Applications

Merch

Print

Signage

Website

01

# VISUAL IDENTITY

Our visual identity captures the essence of what makes McMinnville iconic. From the rolling vineyards and fertile earth that fuel its thriving agriculture, to the charming quirkiness of the UFO Festival that brings out every shade of eccentric—this is a place where open spaces make for boundless opportunity. And through it all, the winding Yamhill River threads its way through town, connecting people, place, and purpose with every bend.



# Full Lock-up

Our full logo lock-up showcases all the elements within our graphic system. The McMinnville Landing wordmark acts as a grounding industrial base.

Key location markers and district qualifiers surround the wordmark, providing greater context to what McMinnville Landing represents and its location.

Atop our typographic elements sits an emblematic icon—McMinnville Landing's crest—representing all that makes this place one-of-a-kind.

## Usage

The full lock-up may be prominently used on merchandise and swag, signage, print materials, and other touchpoints that are many people's first interaction with the brand.

There are two-color versions of the full lock-up, as well as an all-black and all-white version for when single-color logos are required. The Cream/Bronze lock-up is best suited for dark backgrounds, while the Charcoal/Bronze lock-up is best suited for light backgrounds. The icon has been knocked out on the Cream/Bronze lock-up for better visual balance against a dark background.

## Cream/Bronze Lock-up



## Charcoal/Bronze Lock-up



# Full Lock-up

## Clear Space

Keep the clear space around the lock-up free of other graphic elements. The minimum clear space is defined as equal to the width of the “L” in Landing, which should be applied uniformly around the lock-up’s outermost perimeter.

## Minimum Size

To maintain legibility, the lock-up should not be scaled smaller than 2.5 inches in width. Do not change the proportions of the lock-up in any way when scaling.



# Primary Logo

Our primary logo celebrates the core elements of our identity, showcasing industrial typography and our iconic McMinnville-inspired emblem.

## Usage

As the public becomes more familiar with the brand, the primary logo will take center stage on swag, on-campus signage, print and digital materials, and the website.

There are two-color versions of the primary logo, as well as an all-black and all-white version for when single-color logos are required. The Cream/Bronze primary logo is best suited for dark backgrounds, while the Charcoal/Bronze primary logo is best suited for light backgrounds. The icon has been knocked out on the Cream/Bronze primary logo for better visual balance against a dark background.

## Cream/Bronze Primary Logo



McMINNVILLE  
Landing

## Charcoal/Bronze Primary Logo



McMINNVILLE  
Landing



# Primary Logo

## Clear Space

Keep the clear space around the lock-up free of other graphic elements. The minimum clear space is defined as equal to the width of the “L” in Landing, which should be applied uniformly around the logo’s outermost perimeter.

## Minimum Size

To maintain legibility, the logo should not be scaled smaller than 2 inches in width. Do not change the proportions of the logo in any way when scaling.



# Wordmark

Our wordmark is a secondary mark to use when vertical height is limited or when the primary logo has already been introduced.

## Usage

Once someone is familiar with the brand, vertical space is limited, or the emblem is present elsewhere, the wordmark may be seen on swag, signage, print and digital materials, and the website.

The wordmark is available in Cream and Charcoal, as well as in black and white for when it is required by vendors. The Cream wordmark is best suited for dark backgrounds, while the Charcoal wordmark is best suited for light backgrounds.

## Cream Wordmark

McMINNVILLE  
Landing

## Charcoal Wordmark

McMINNVILLE  
Landing

# Wordmark

## Clear Space

Keep the clear space around the wordmark free of other graphic elements. The minimum clear space is defined as equal to the width of the “L” in Landing, which should be applied uniformly around the wordmark’s outermost perimeter.



## Minimum Size

To maintain legibility, the wordmark should not be scaled smaller than 1.35 inches in width. Do not change the proportions of the wordmark in any way when scaling.





# Seal

Our seal is a graphic element that can add visual interest to both print and digital compositions.

## Usage

The seal should be used as a graphic element when the logo is already present within a piece. The seal may complement the brand on swag, signage, print and digital materials, and the website.

The seal is available in Cream, Charcoal, Bronze Filled, and Bronze Knockout, as well as black and white for when it is required by vendors. The Cream and Bronze Knockout seal are best suited for dark backgrounds, while the Charcoal and Bronze seal are best suited for light backgrounds.

Cream Seal



Charcoal Seal



Bronze Filled Seal



Bronze Knockout Seal



# Seal

## Clear Space

Keep the clear space around the seal free of other graphic elements. The minimum clear space is defined as equal to the height of a ray of light radiating from the lightbulb which should be applied uniformly around the seal's outermost perimeter.

## Minimum Size

To maintain legibility, the seal should not be scaled smaller than 0.5 inches in width. Do not change the proportions of the seal in any way when scaling.



0.5"

02

# TYPOGRAPHY

Our typography system speaks with clarity and confidence. A bold, all caps sans serif header establishes a self-assured and approachable tone, complemented by a hearty body copy font with wide proportions and clean lines.



# Headlines

Our headlines use a mix of TT Hoves Pro Bold and Bold Outline in all caps. TT Hoves combines filled and outlined font treatments to introduce dynamism and depth to our headlines.

TT Hoves Pro is a Scandinavian sans serif that balances neutrality with character. It combines utility, style, and aesthetic refinement for a variety of diverse applications.

TT Hoves may be purchased at <https://typetype.org/fonts/tt-hoves>.

MAKE IT  
HERE.  
MAKE IT  
MCMINNVILLE.

HEADLINE 1 - TT HOVES PRO BOLD OUTLINE, ALL CAPS

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
1234567890!@#\$%^&\*()

HEADLINE 2 - TT HOVES PRO BOLD, ALL CAPS

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
1234567890!@#\$%^&\*()

# Subheads

Our subheadings use a combination of Rework Headline Bold in all caps and TT Hoves Pro Demibold.

Rework Headline offers a balance of practicality and attitude. Tighter spacing, slightly condensed proportions, and reduced ascenders and descenders allow the font family to be set tight for use in pull quotes, headers and subheads.

Rework may be purchased at [socio-type.com/purchase/rework](https://socio-type.com/purchase/rework).

TT Hoves may be purchased at [typetype.org/fonts/tt-hoves](https://typetype.org/fonts/tt-hoves).

## IT ALL STARTS HERE

SUBHEAD 1 - REWORK HEADLINE BOLD, ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ

1234567890!@#\$%^&\*()

## Great Ideas Deserve Great Ground

SUBHEAD 2 - REWORK HEADLINE DEMIBOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

1234567890!@#\$%^&\*()

# Body Copy

Our body copy uses Rework Text Regular and Semibold.

Rework Text is designed to offer enhanced legibility for extended passages of body copy in print or on screen. Rework Text is optimized for use between 8pt and 30pt.

Rework may be purchased at [socio-type.com/purchase/rework](https://socio-type.com/purchase/rework).

Located at the entrance to McMinnville, in the heart of Oregon's Willamette Valley, McMinnville Landing is envisioned as a 190-acre innovation district built to shape what's next. Designed for visionaries, builders, and makers, this all-new hub promises the space, support, and flexibility to turn bold ideas into big opportunity across industry, commerce, and community life.

Whether you're launching a new venture, expanding an enterprise, or exploring your next move, this is where innovation meets local integrity—empowering you to build, grow, and truly make it.

Welcome to The Landing.

## BODY COPY - REWORK TEXT REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890!@#\$%^&\*()

## BODY COPY - REWORK TEXT SEMIBOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890!@#\$%^&\*()



03

# COLOR

Our color palette is pulled straight from McMinnville's natural soul—deep vineyard reds, golden sunlit yellows, fertile greens, and grounding earth tones all work together to paint an authentic picture of the experience.

# Brand Palette

Our color palette pulls from the natural setting of McMinnville. Our primary palette focuses on neutral tones—Cream, Bronze, and Charcoal.

Our secondary palette complements our neutral primary palette with tones that are warm, welcoming, and familiar.

## CREAM

CMYK 2 2 5 0  
PMS WARM GRAY 1C @ 30%  
RGB 246 244 238  
HEX F6F4EE

## VINEYARD

CMYK 31 89 92 38  
PMS 7628C  
RGB 123 42 30  
HEX 7B2A1E

## TWILIGHT

CMYK 92 78 52 58  
PMS 534C  
RGB 13 29 48  
HEX 0D1D30

## BRONZE

CMYK 33 56 78 16  
PMS 729C  
RGB 155 108 69  
HEX 9B6C45

## SUNLIGHT

CMYK 20 40 100 0  
PMS 110C  
RGB 199 149 42  
HEX C7952A

## QUARTZ

CMYK 10 10 22 0  
PMS WARM GRAY 1C  
RGB 224 218 198  
HEX E0DAC6

## CHARCOAL

CMYK 70 65 65 70  
PMS BLACK 7C  
RGB 39 39 39  
HEX 272727

## GRAPEVINE

CMYK 66 38 90 20  
PMS 2279C  
RGB 86 108 57  
HEX 566C39

## WHITE

CMYK 0 0 0 0  
RGB 255 255 255  
HEX FFFFFFFF

04

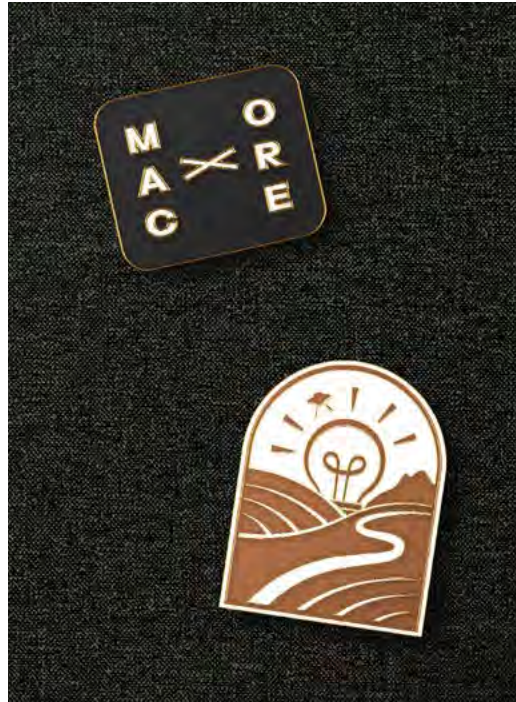
# BRAND APPLICATIONS

Print and digital applications display our brand in a way that is grounded, open, and full of promise. Our system is built to scale, flex, and adapt—rooted in place but ready to travel. Whether displaying our full lock-up or distilled to its core components, the McMinnville Landing identity doesn't just represent a place, it represents an ongoing story.

# Merch

Our merchandise celebrates the brand in all its forms, adorned by supporters, admirers, and workers alike.

Merchandise can take on a more playful tone, experimenting with color distribution and graphic elements.





# Print

Print ads and OOH placements feature the potential of place, speaking to local business owners and industry leaders alike. Editorial advertisements promote the unique lifestyle and economic opportunities through clean compositions and a key eye on photographic selections.

Our color palette remains neutral in these instances, allowing others to see their brand and business potential in McMinnville Landing.



# Signage

Clean signage brings elegance and structure to public spaces through finely crafted materialization, such as custom cut, raised metal letters in a satin finish.



# Website

Throughout our website, voice and visuals unite to create something that feels bold, alive, and distinctly McMinnville. With aerial views of the region anchoring the layout, we highlight the open spaces that inspire the innovation as we plant our flag with a statement of intent: “Make it here. Make it McMinnville.”

Our navigation leads with clarity and confidence, outlining the most important content to our website visitors—the project, the opportunity we provide, our progress, and how to get in touch.





# MAKE IT HERE. MAKE IT MCMINNVILLE.

GREAT IDEAS DESERVE  
GREAT GROUND



McMINNVILLE

M A C **Landing** O R E  
INNOVATION DISTRICT

Located at the entrance to McMinnville, in the heart of Oregon's Willamette Valley, McMinnville Landing is envisioned as a 190-acre innovation district built to shape what's next. Designed for visionaries, builders, and makers, this all-new hub promises the space, support, and flexibility to turn bold ideas into big opportunity across industry, commerce, and community life.

Whether you're launching a new venture, expanding an enterprise, or exploring your next move, this is where innovation meets local integrity—empowering you to build, grow, and truly make it.

Welcome to The Landing.

## COMMERCE & COMMUNITY, CONNECTED

McMinnville Landing is an open campus thoughtfully planned to open up a world of possibility. Purpose-built to nurture people and their endeavors in work and life, this is where community comes together and the spirit of innovation and quality of life go hand in hand.



### INSPIRE INDUSTRY

With room to scale, infrastructure to inspire, and amenities to attract top talent, The Landing is a place for new and established companies to grow. From manufacturing to R&D, the innovation district generates new opportunity and spurs new jobs.



### SHOP LOCAL

The Landing is a new retail destination for regional businesses and national brands. With shops, dining, services, and entertainment in one walkable district, this vibrant local hub keeps spending in town while enhancing the ease and energy of everyday life.



### BUILD COMMUNITY

At The Landing, people come together for work, wellness, and play. Open parks, integrated trails, natural surroundings, and an abundance of amenities invite the community to visit, gather, and linger—supporting a stronger and more connected McMinnville.

LEARN MORE

## A GATEWAY TO GROWTH

Set on Highway 18 and next to the municipal airport, McMinnville Landing is a welcoming landmark, signaling your arrival to town. With easy access and prime visibility, The Landing gives businesses the space to stand apart, stay connected, and grow with purpose.



190  
MASTER-  
PLANNED  
ACRES

#### COMMERCIAL

Retail, restaurants, and services supporting daily life, workers, and visitors

#### ENTERPRISE

Flexible space for R&D, advanced manufacturing, and job-creating businesses

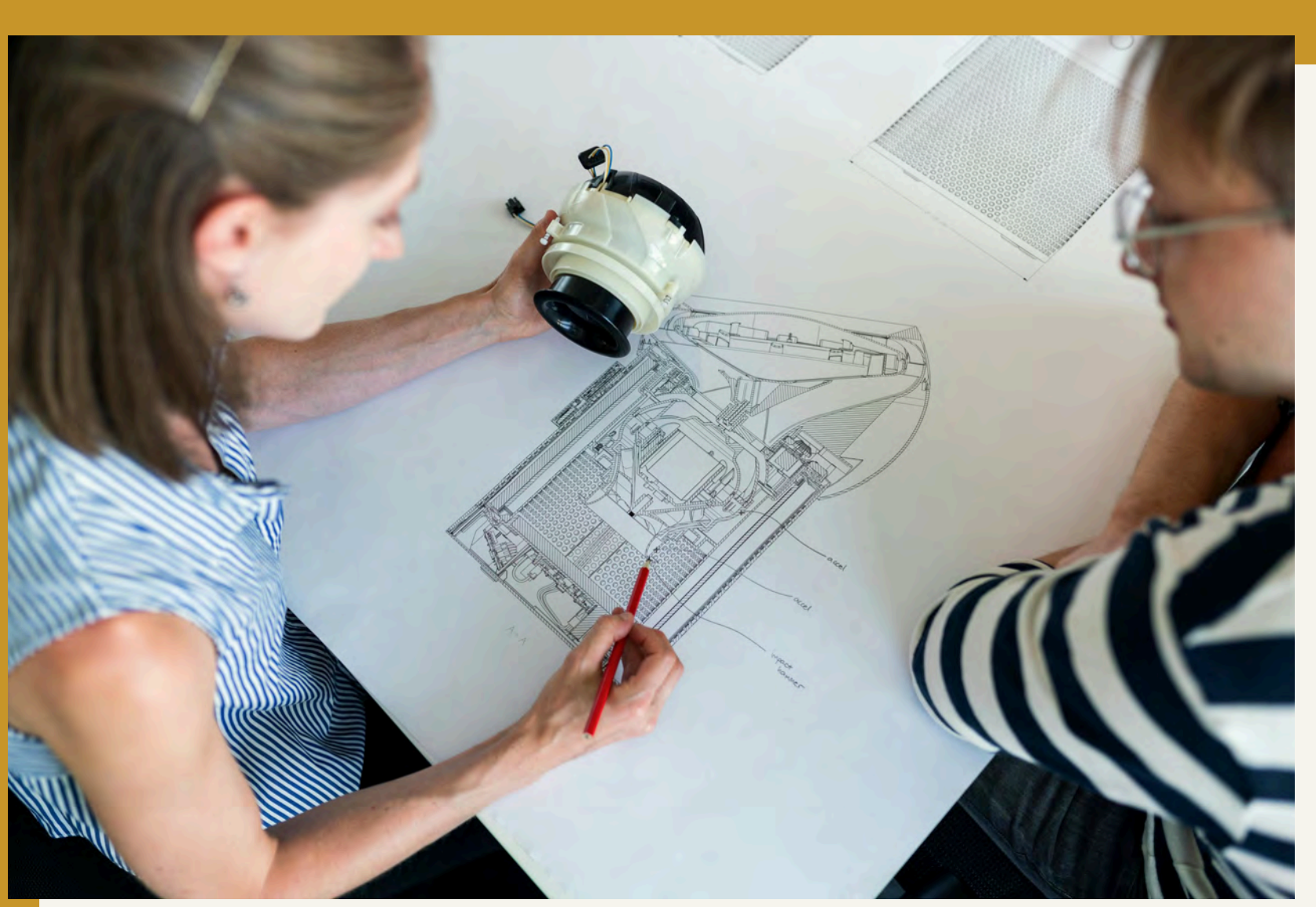
#### RECREATIONAL

Open parks, nature trails, and greenspaces connecting people and ideas

## OUR MISSION

McMinnville Landing is designed to spark innovation, strengthen community, and honor the city we call home. Our approach is grounded in care, fueled by purpose, and guided by core values that prioritize community wellbeing, economic vitality, and responsible development—because doing right is the foundation of everything we do.

SHAPE WHAT'S NEXT →



Local Authenticity  
Expands Reach



Connection Creates  
Opportunity



Grow with Intention



Aesthetics Inspire  
Innovation



## THE LATEST

NEWS & UPDATES →

NEWS | 9.22.25

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RESOURCE | 9.14.25

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NEWS | 9.8.25

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General Inquiries

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# A VISION FOR SHARED GROWTH

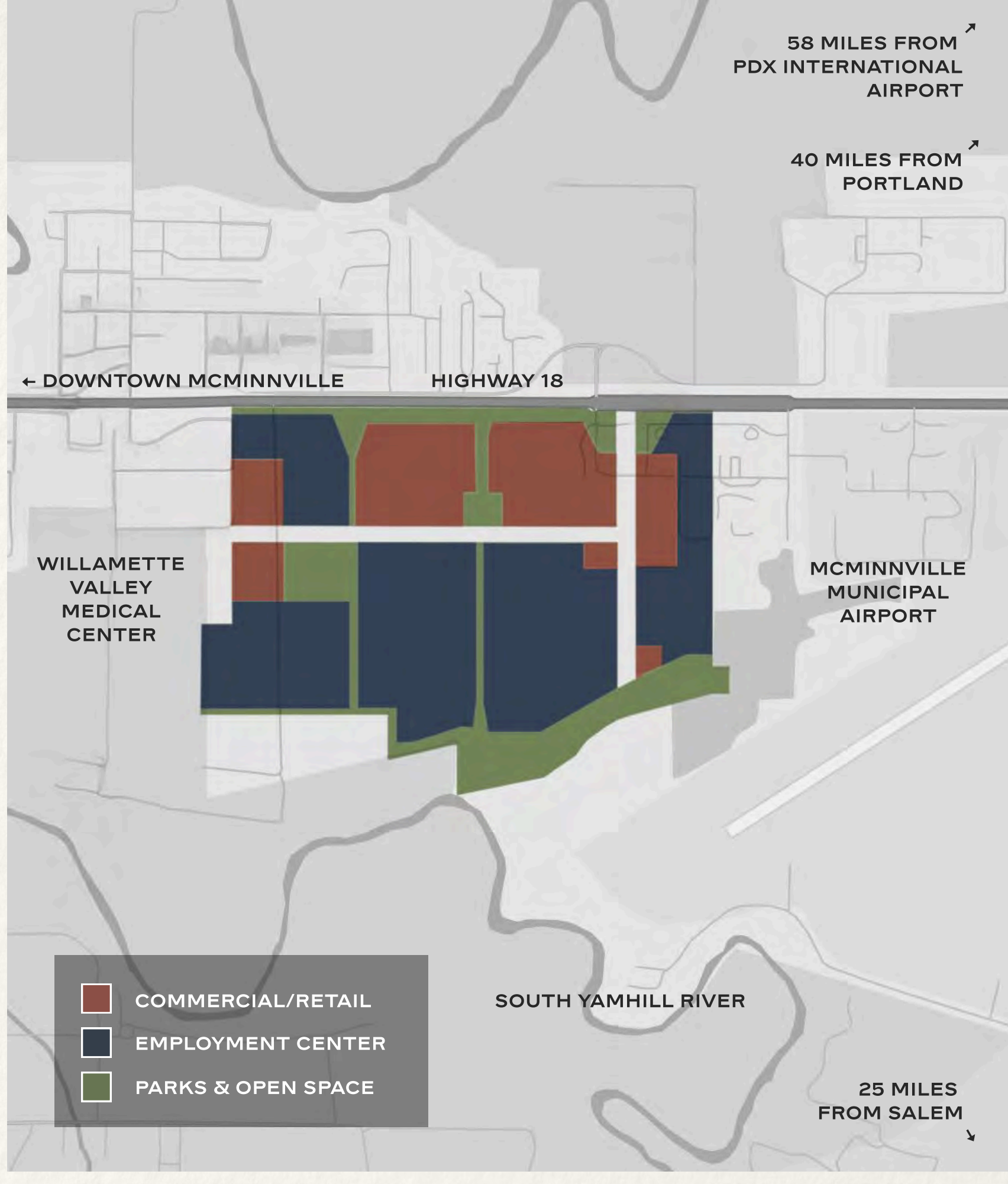


McMinnville Landing is a next-generation innovation district designed to power the region's next era of industry. Minutes from downtown and adjacent to the airport, this 190-acre site offers unmatched flexibility for advanced manufacturing, R&D, services, healthcare, and retail—with the infrastructure, vision, and momentum to support long-term economic vitality. More than a place to land, it's a launchpad where ideas scale, companies thrive, and community comes naturally.

## IT ALL STARTS HERE

Strategically placed at the entrance to town, McMinnville Landing offers the kind of access, visibility, and proximity that turns location into lasting advantage. Just 1.5 miles from McMinnville's historic downtown and directly off Highway 18, the 190-acre district connects people, businesses, and ideas with ease. With open land, big views, and master-planned infrastructure, The Landing is positioned to grow with McMinnville—creating a dynamic gateway that welcomes opportunity in every form.

- A new landmark at the entrance to town, just off Highway 18 and 29 miles from I-5
- Adjacent to McMinnville Municipal Airport, 58 miles to PDX International Airport
- Next to Willamette Valley Medical Center
- Views of Mt. Hood, Amity Hills, and the Coast Range
- Bordered by the South Yamhill River and Galen McBee Park
- 1.5 miles to downtown, 5 miles to Linfield University
- 1 mile from Chemeketa Community College's Yamhill Campus
- Surrounded by scenic agricultural landscape, with 220+ wineries in 20 miles
- 25 miles from Salem, 40 miles from Portland



## BUILDING BUSINESS & BELONGING

### A HUB FOR IDEAS & INNOVATION

McMinnville Landing is designed to drive regional prosperity by attracting a diversity of businesses and expanding access to living-wage jobs. As a new center of gravity for industry and innovation, the district integrates offices, advanced manufacturing, and research space with public amenities that support a vibrant, healthy workforce.

From startups and local enterprises to established companies and national headquarters, The Landing offers space and support for businesses to grow—while connecting them to talent, partners, and a community invested in what comes next.

[EXPLORE BUSINESS BENEFITS →](#)

## KEEPING SPENDING LOCAL

### A REGIONAL RETAIL DESTINATION

From everyday essentials to special services, McMinnville Landing brings sought-after retail to the region, anchoring it all in one accessible destination. Significant acreage for commercial use promises a balance of practical conveniences and fresh experiences for dining, shopping, and gathering. It's a vibrant hub for retail, designed to boost the local economy, enhance daily life, and give the community more reasons to stay close to home.

- **Everyday essentials**, like grocery stores and healthcare clinics, to add convenience for residents and visitors.
- **Diverse food and beverage**, from lunch cafés to local breweries, to serve every mood and moment of the day.
- A mix of **local shops and national brands** to preserve the town's character while meeting growing needs.
- **Flexible retail space** to enable offerings to grow and evolve with the community.
- All connected by a **network of walkways** to encourage shoppers to explore and linger.

[EXPLORE RETAIL BENEFITS →](#)



## DESIGNING FOR COMMUNITY

### AMENITIES IN ABUNDANCE

Thoughtfully designed to foster connection and well-being, McMinnville Landing weaves together green space, pedestrian-friendly pathways, and public gathering places to support a healthy, vibrant community. Interconnected trails and sidewalks encourage exploration by foot or bike, while parks, greenspaces, and naturoscapes offer everyday opportunities for recreation, fitness, and mindfulness.

At the heart of the district, a central plaza and other event spaces invite spontaneous meetups, cultural gatherings, and large-scale community or industry events. These shared spaces go beyond convenience to cultivate a sense of belonging, fueling productivity and connection.

We acknowledge that this land holds a deeper history as a seasonal gathering and trading place for the Yamhill Band of Kalapuya, whose connection to the region continues today.



McMINNVILLE

Landing

INNOVATION DISTRICT

## START UP. SCALE UP. MAKE IT HERE.

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Business & Property Inquiries

[info@mcminnvillebusiness.com](mailto:info@mcminnvillebusiness.com)

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McMinnville, OR 97128

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# LAND. LAUNCH. THRIVE.

## SHAPE WHAT'S NEXT



ORE

More than space, McMinnville Landing offers tenants a stake in the future. As one of Oregon's most ambitious innovation districts, with dedicated acreage for industry, enterprise, and retail, it's the perfect platform for businesses ready to lead—and a rare chance for early tenants to define the trajectory.

At The Landing, companies and retailers and companies will find the infrastructure, visibility, and environment to flourish—backed by the access and amenities for enduring success. With connected trails, open parks, and ample amenities, The Landing is where livelihood and livability connect, driving long-term value for all.

## SPACE TO SETTLE. ROOM TO GROW.

190 ACRES OF POSSIBILITY



## BUILT FOR BUSINESS

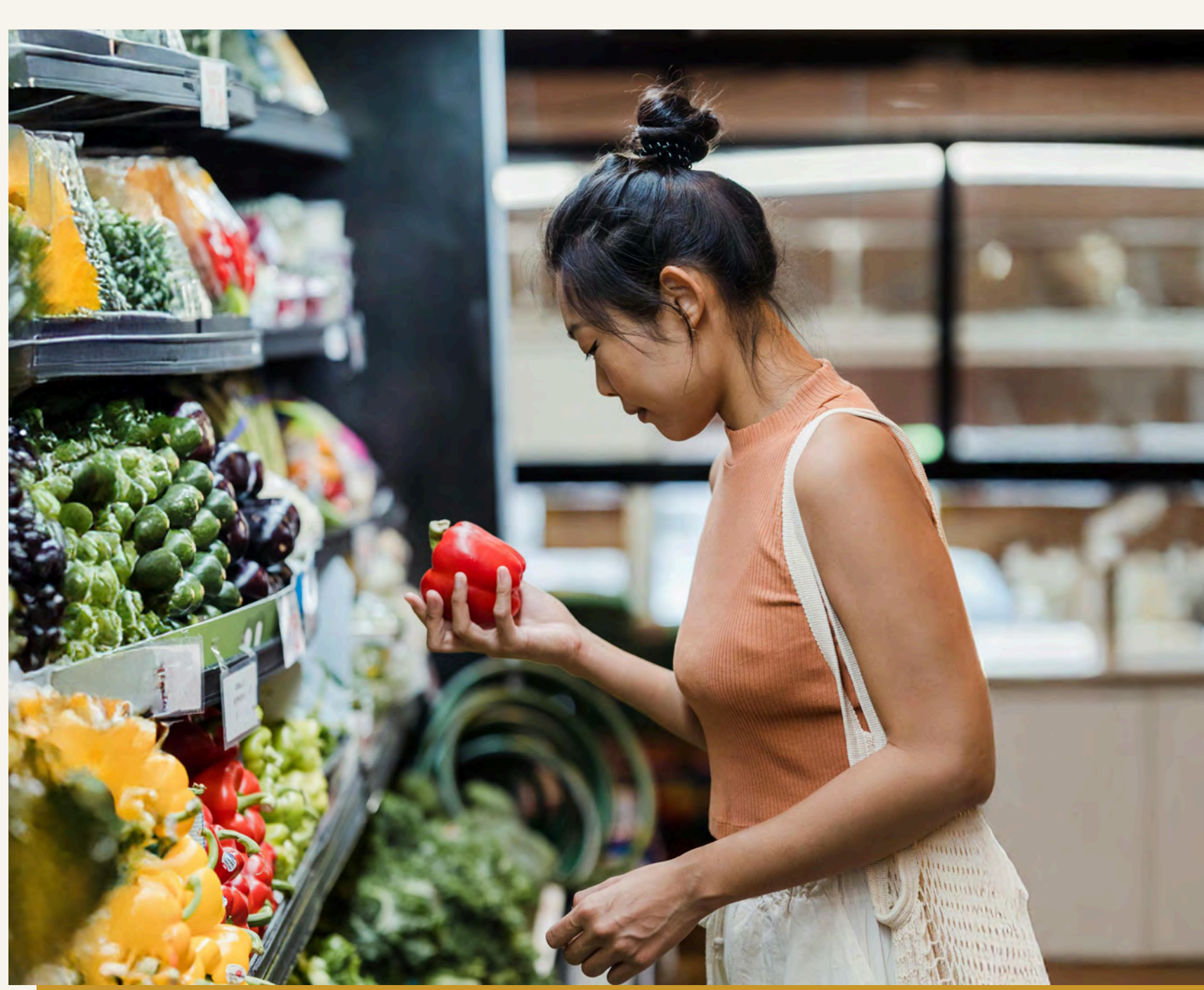
Whether you're expanding operations or launching something new, McMinnville Landing offers the flexibility and proximity for businesses of all sizes and stages to land, grow, and lead. With more than half of the property allocated to office, industrial, and R&D use, The Landing is designed to support enterprises and endeavors across industries. Nearby universities and healthcare centers help to power your progress, expanding access to talent and opportunities for research and collaboration.

**IDEAL FOR** Advanced Manufacturing, Natural Resources, High Tech, Agriculture, Aviation and Aerial Systems, Bioscience, Clean Tech, Edtech and Services, Semiconductors, Electronic Components, Software and more.

## RIPE FOR RETAIL

McMinnville Landing fills a long-standing retail gap with a large portion of the campus dedicated for local shops, regional stores, and national brands. With strong demand, high visibility, and a vision for curated commerce, The Landing offers retailers of all sizes the opportunity to enter an untapped market in a high-impact location.

From essential services to experiential retail, The Landing is master-planned to capture customers and spur local spending, becoming a new center for connection and commerce. Retailers benefit from the region's expanding employment base, the district's walkable design, and Highway 18's steady flow of traffic—all while contributing to the character and vibrancy of a thriving community.



## FULL OF PROMISE

Rooted in a strong brand and vision, McMinnville Landing offers a unique opportunity built on collaboration, community pride, and thoughtful planning. Guided by the Three Mile Area Plan and the Great Neighborhood Principles, the project balances flexibility in land use with a clear framework to support sustainable growth and innovation. With dedicated incubator spaces to fuel startups and attract venture, the district benefits from an established foundation and a vibrant local culture, setting the stage for long-term success.

## WHY MCMINNVILLE?

Nestled in the heart of Oregon wine country, McMinnville offers a unique blend of small-town charm and bold creativity. From farmers markets and art galleries to farm-to-fork dining and miles of hiking and biking trails, the city provides a rich lifestyle for residents and workers alike. A hub where agriculture meets aeronautics and history blends with innovation, McMinnville supports a thriving business community and a forward-thinking culture. Discover why McMinnville is the perfect place to live, work, and grow.

[VISIT MCMINNVILLE →](#)



## COLLABORATIVE PARTNERS

McMinnville Landing is a privately held development led by three ownership groups, designed to foster innovation, connection, and long-term economic growth in the region. If you're a prospective owner, developer, or retail partner interested in learning more about opportunities within the district, we invite you to get in touch.

[START THE CONVERSATION →](#)



McMINNVILLE

MAC **Landing** ORE

INNOVATION DISTRICT

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Business & Property Inquiries

[info@mcminnvillembusiness.com](#)

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# BUILDING MOMENTUM

## THE LATEST

ALL NEWS RESOURCES

NEWS | 9.22.25

News Header Goes  
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RESOURCE | 8.20.25

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NEWS | 7.29.25

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RESOURCE | 6.9.25

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LOAD MORE



NEWS | 8.19.25

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RESOURCE | 7.22.25

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NEWS | 6.7.25

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## PROJECT TIMELINE

MARCH 2025  
COMPLETED

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JUNE 2025  
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AUGUST 2025  
COMPLETED

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SEPTEMBER 2025  
IN-PROGRESS

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OCTOBER 2025  
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NEWS | 7.22.25

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Published by Lorem Ipsum-Dolor



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[Resource Link](#)

[Another Resource Link](#)



RESOURCE | 7.22.25

## News Header Goes Here Lorem Ipsum

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Resource Link



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# MCMINNVILLE LANDING

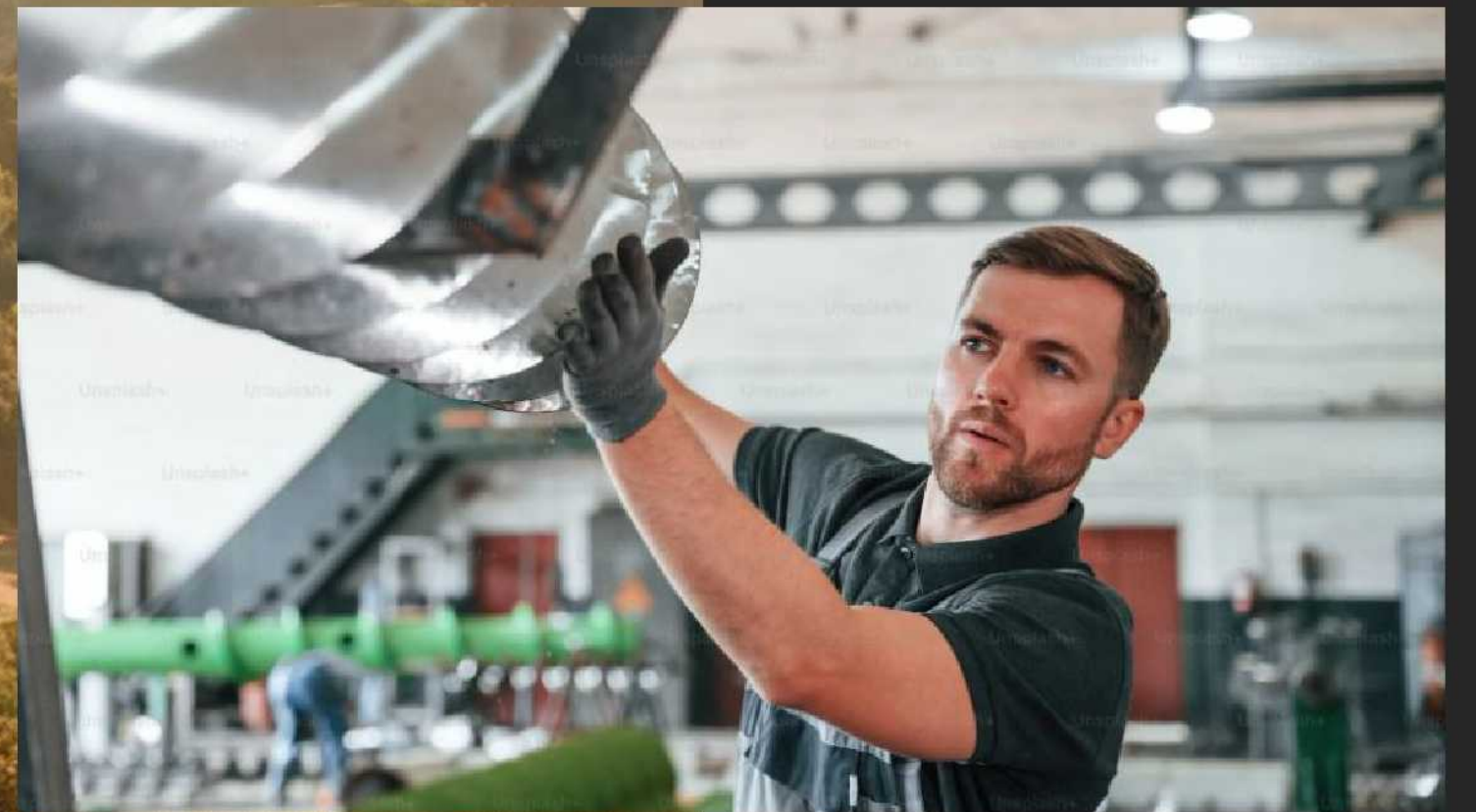
also known as **The Landing**

**McMinnville Landing** offers a powerful story around place, people, and spirit. The name celebrates the natural landscape and the opportunity the land provides: sweeping views, interconnected trails, open spaces, room to grow. It reinforces its position at the entrance to town and proximity to the airport. All in all, it represents a literal and figurative arrival to McMinnville and all it has to offer.

It also acknowledges that this land holds a deeper history as a seasonal gathering and trading place for the Yamhill Band of Kalapuya, whose connection to the region continues today. The name gestures toward that enduring spirit of arrival and exchange, recognizing that this place has long been a point of convergence.

A natural abbreviation, **The Landing** becomes a moniker for a place where people and businesses not only “land” but truly arrive, making it a symbol of opportunity, movement, and belonging.









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INNOVATION DISTRICT





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INNOVATION DISTRICT

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Landing





BODY COPY - TT HOVES PRO

# MAKE IT HERE. **MAKE IT MCMINNVILLE.**

BODY COPY - REWORK

Located at the entrance to McMinnville, in the heart of Oregon's Willamette Valley, McMinnville Landing is envisioned as a 190-acre innovation district built to shape what's next. Designed for visionaries, builders, and makers, this all-new hub promises the space, support, and flexibility to turn bold ideas into big opportunity across industry, commerce, and community life.

Whether you're launching a new venture, expanding an enterprise, or exploring your next move, this is where innovation meets local integrity—empowering you to build, grow, and truly make it.

Welcome to The Landing.







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INNOVATION DISTRICT



# MAKE IT HERE. MAKE IT MCMINNVILLE.

M  
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GREAT IDEAS DESERVE  
GREAT GROUND







MAKE IT  
HERE.  
MAKE IT  
MCMINNVILLE.



Set across 190 acres in the heart of Willamette Valley, McMinville Landing is an innovation campus purpose-built to usher in a new era of industry, employment, and local convenience for the City of McMinville.

With new places for the community to eat, shop, work, and play everyday, McMinville Landing supports a dynamic intersection of professional, commercial, industrial, medical, academic, and recreational pursuits.

**BUSINESS INQUIRIES**  
2860 E Salmon River Hwy, Suite 400  
McMinville, OR 97128  
123-456-7890



**LEASING OFFICE**  
2860 E Salmon River Hwy, Suite 300  
McMinville, OR 97128  
123-456-7890



