

**McMinnville Urban Renewal Agency Meeting Agenda
Tuesday, March 24, 2026
7:00 p.m.
(IMMEDIATELY FOLLOWING REGULAR CITY COUNCIL MEETING)**

Welcome! This meeting will be a hybrid (in-person & Zoom) Meeting. However, if you are not feeling well, please stay home and take care of yourself.

The public is strongly encouraged to relay concerns and comments to the Council in one of five ways:

- **Pre-register** using the online form here:
<https://www.mcminnvilleoregon.gov/citycouncil/webform/public-comment-card> (Registration **OPENS** at 5:00 p.m. on the day the agenda is posted, one week before the meeting and **CLOSES** at 12:00 p.m. the day **BEFORE** the meeting // (Any form submitted outside this window will not be addressed);
- **Written comments** may be submitted to the City Recorder Team any time up to **12:00 p.m. the day BEFORE** the meeting and mailed to (McMinnville City Hall, c/o City Recorder Team, 230 NE Second Street, McMinnville, OR, 97128);
- **Digital comments (email)** may be submitted to the City Recorder Team any time up to **12:00 p.m. the day BEFORE** the meeting to CityRecorderTeam@mcminnvilleoregon.gov;
- Fill out a **physical public comment card** found at McMinnville City Hall; any time up to **12:00 p.m. the day BEFORE** the meeting, but **not before 5:00 p.m.** on the day the agenda is posted for the following week;
 - **Attend in person** and fill out a public comment card.

You can live broadcast the City Council Meeting on cable channels Xfinity 11 and 331, Frontier 29 or webstream here:

mcm11.org/live

URA MEETING:

You may join online via Zoom Webinar Meeting:

<https://mcminnvilleoregon.zoom.us/j/88131270352?pwd=3NjUaca1u9lwG2vqi9aibUwBbSCV84.1>

Or you can call in and listen via Zoom: 1-253- 215- 8782

Webinar ID: 881 3127 0352

1. CALL TO ORDER
2. RESOLUTION
 - a. Consider **Resolution No. 2026-03:** A Resolution of the McMinnville Urban Renewal Board authorizing the McMinnville City Manager or designee to enter into and manage a Development Agreement with Hoff's Homestead LLC for the Bungalow Lodging project at 931 NE First Street.
3. ADJOURNMENT



STAFF REPORT

DATE: Date of Meeting
TO: Adam Garvin, Interim City Manager
SUBMITTED BY: Heather Richards, Community Development Director
WRITTEN BY: Heather Richards, Community Development Director
SUBJECT: Resolution No. 2026-03 – Hoffs Homestead Development Assistance
 1. *A Resolution of the McMinnville Urban Renewal Board authorizing the McMinnville City Manager or designee to enter into and manage a Development Agreement with Hoffs Homestead LLC for the Bungalow Lodging project at 931 NE First Street.*

Report in Brief:

This is an action to consider Resolution No. 2026-03 authorizing the McMinnville City Manager or designee to enter into a development agreement with Hoffs Homestead LLC for a Three Year Forgivable Loan of \$50,000 to support the continued development of the Hoffs Homestead boutique lodging and event center at 931 NE First Street.

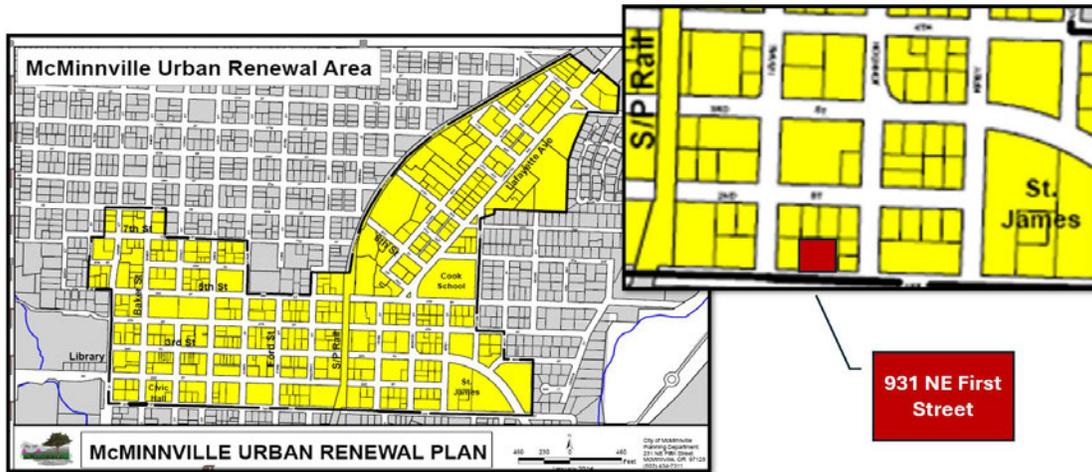
The Development Agreement will consist of an Agreement describing terms of the forgivable loan, as well as a Trust Deed and Promissory Note.

This is a recommendation of the McMinnville Urban Renewal Advisory Council, who voted to support this recommendation at their meeting on March 4, 2026.

The Hoffs Homestead project is a \$1.15 million development/redevelopment housing (vacation rental) project on the northern side of First Street between Irvine and Jackson. The original bungalow and garage on the site have been remodeled, and two additional bungalows are in the process of being built.

The subject site is in the McMinnville Urban Renewal District, and the application meets the goals and objectives of the McMinnville Urban Renewal Agency's property assistance program.

The applicant has partially completed her project and has about \$500,000+ of work still to be completed.



Background:

On January 24, 2017, the McMinnville Urban Renewal Board approved Resolution 2017-03, authorizing the McMinnville Urban Renewal Advisory Committee (MURAC) to implement a Development Loan/Grant program to encourage new construction or significant property rehabilitation, business vitality and job creation in the McMinnville Urban Renewal District as part of the Development Assistance Program described in the adopted McMinnville Urban Renewal Plan.

Development Loan/Grant Program: Up to 20% of the overall project costs and not to exceed \$100,000, that can be independently negotiated with each project and is discretionary relative to whether or not it is a loan or grant depending upon the amount of value that the project brings to the district, both in terms of taxable improvement and jobs, as well as community value. All development loans and grants over \$5000 must be approved by the Agency after review and recommendation by the McMinnville Urban Renewal Advisory Committee. All development loans and grants must be accompanied by a development agreement.

The purpose of the Development Loan and Grant program is to provide an ongoing source of gap financing for new construction or substantial rehabilitation projects that provide an immediate increase in assessed value and support additional goals in the McMinnville Urban Renewal Plan which are outlined below.

Qualifying projects must satisfy ALL of the following conditions, which this project does:

- ✓ Be located within the boundaries of the McMinnville Urban Renewal District. Please see attached map.
- ✓ Be new construction or substantial rehabilitation projects that increase assessed value and create jobs.
- ✓ Comply with all federal, state and city codes.
- ✓ Leverage at least four dollars of private investment for each dollar of urban renewal financing.
- ✓ Address two or more of the following urban renewal strategy goals:

ECONOMY: Encourage the economic growth of the Area as the commercial, cultural, civic, and craft industry center for McMinnville.

ENCOURAGE A UNIQUE DISTRICT IDENTITY: One intent of the Plan is to enhance the physical appearance of the district, create a pedestrian environment that encourages the development and redevelopment of active uses such as shopping and entertainment, and support commercial, civic, and craft industrial business activity.

- **DOWNTOWN COMMERCIAL CORE**

The downtown commercial core should be a regional destination as well as the commercial center for the citizens of McMinnville. Its identity should enhance and preserve the qualities of the downtown, including its historic heritage, that make it an economically healthy, attractive, and unique environment for people to live, work, shop, and socialize.

- **NORTHEAST GATEWAY**

The Northeast Gateway area should be a unique destination that reflects the authenticity of historic and current uses within the area – a place where things are crafted, experienced, and enjoyed, and a place where you can live, work, and play.

HOUSING: Promote development of affordable, quality housing in the Area. Promote a residential development pattern that is land intensive and energy efficient, provides for an urban level of public and private services, and allows unique and innovative development techniques to be employed in residential designs.

HISTORIC PRESERVATION: Enhance sites and structures of historical, cultural and/or architectural significance.

DEVELOPMENT AND REDEVELOPMENT: Pursue development and redevelopment opportunities that will add economic, civic, craft industry, and cultural opportunities for the citizens of McMinnville, economically strengthen the Area, and attract visitors to the Area.

Note: Please see Attachment 2 for the applicant's findings on how they meet this criteria.

Ineligible Projects: The following types of projects are not eligible for the loan program.

- Minor maintenance or aesthetic improvement projects not associated with larger rehabilitation work
- Tenant improvement projects not associated with larger rehabilitation work that otherwise would qualify the project.
- Residential projects unless they are 4 units or more, or mixed-use projects.
- Projects that will dislocate existing residents or businesses
- Land or building acquisition loans

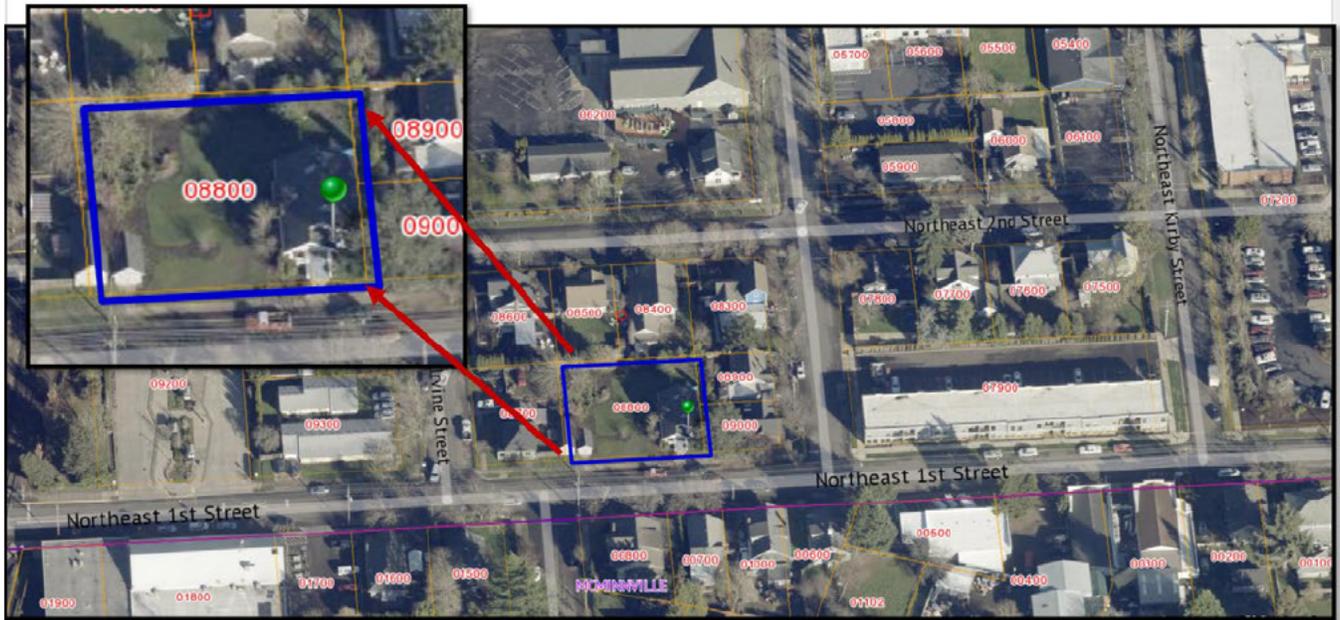
The Hoffs Homestead LLC submitted a Development Loan/Grant application on January 26, 2026.

Discussion:

This is a unique project. It is taking a site that is partially vacant and revitalizing it by remodeling the existing bungalow and garage, and then adding two additional bungalows and a barn to the site. This will create additional tax assessment and revenue. The structures will then all be rented out as vacation rentals, supporting the tourism economy of McMinnville, similar to the Boutique Retreat.

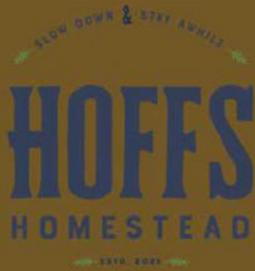
However, the project is currently under construction. All structures are currently built, and there remains the parking lot, landscaping, fencing and remaining interior painting, finish carpentry in the kitchens, baths, trim work, and final electrical, plumbing and HVAC. Per the applicant's email dated 2/4/26, there is a remaining estimated budget of \$568,500 of work to be done,

Aerial View of Property Prior to New Construction:



Proposed New Construction and Redevelopment:





Vacation Bungalows

Shannon's, Sleeps 8



Chase's, Sleeps 4



Glenn's, Sleeps 4



Development Team History Provided



Build a Dream with Shannon Quimby

Shannon's an internationally acknowledged Interior Designer, DIY Expert, Television Personality, Better Homes & Gardens and HGTV Field Editor/Photo Stylist, Author and Nationwide Guest Speaker.

Hundreds of her home, garden, design, décor and DIY ideas have been featured in the nation's leading design books and magazines including *Better Homes & Gardens*, *Styling with Salvage*, and *Country Living* just to name a few.

HGTV, NBC, CBS, ABC, and FOX broadcasts all have highlighted her design and DIY talent for over two decades including The R.E.X. Project: Reuse Everything eXperiment, the first house in the nation to be built without a dumpster.

PARR Weekend Warriors Redo with Q, launched in 2024. A 9-episode series Shannon created with PARR Lumber featuring Hoffs Homestead and check out her own segment, *Create with Quimby* on CBS KOIN News AM Extra.

<https://www.youtube.com/@parrlumber>

<https://www.koin.com/am-extra/>

Website: www.shannonquimby.com

MURAC should discuss the project application and identify if there is any additional information requested of the applicant for a decision.

And then decide if it warrants grant funds, loan funds or a combination of both.

In the past, the URB has provided several different types of terms depending upon the need and the value that the project brings to the district: (Please see table below.)

- Traditional loan with competitive loan rates.
- Subsidized loan to bank loans.
- Forgivable loan over five years
- Loan and grant funds, with interest only loan payments for the first couple of years to protect cash flow.
- Early loan payoff incentive program with a forgiveness of 20% of the loan if paid off within five years.

Previous Development Agreement Terms for Property Assistance:

Project	Terms	Construction Costs	Notes
Atticus Hotel	\$100,000 Grant in the form of a Five Year Forgivable Loan	\$8,300,000 New Construction	Agency paid City SDC fees over five years, \$20,000 per year.
Boutique Retreat	\$25,000 Grant	\$1,000,000 New Construction. \$200,000 Public Improvements	Grant to help offset public improvement costs associated with the construction of ½ of 9 th Avenue required by the project.
Granary Row	\$71,000 Loan 10 Year Payback	\$565,000 New Construction	20% reduction on the remainder of the loan at payoff if paid off within five years.
MAC Market	FIG \$5,000 Grant \$90,000 Loan 10 Year Payback	\$1,700,000 Rehabilitation	Interest = 1.45% 20% reduction on the remainder of the loan at payoff if paid off within five years. First two years interest only payments, semi-annually.
Pebble Dentistry	\$25,000 Grant	\$1,200,000 New Construction \$200,000 Public Improvements	Grant to help offset public improvement costs associated with the construction of ½ of 9 th Avenue required by the project.
The Bindery	\$41,000 Loan	\$225,000 Rehabilitation	Interest = 2.35% 10% reduction on the remainder of the loan at payoff if paid off within five years. First two years interest only payments, semi-annually.
Piquette Hotel	\$100,000 Five Year Forgivable Loan	\$6,200,000 New Construction	Five-year forgivable loan based on performance metrics of development and operations.

Conditions and Considerations:

1. All projects are to be approved by the McMinnville Urban Renewal Board, following a recommendation to approve, approve with conditions, or deny by the McMinnville Urban Renewal Advisory Committee (MURAC) Review Subcommittee. The project must be found to meet the program criteria and underwriting criteria **and** to be in the best interest of the City and the Urban Renewal Agency.
2. If the Property is located within the Downtown Design Overlay District, the City and its designated committees/commissions and/or the McMinnville Downtown Association Design Review Subcommittee will review the plans for conformance with the Design Overlay District Standards.
3. Loan decisions, underwriting standards, loan terms and collateral requirements will be entirely at the discretion of the City. The project must be feasible and have an acceptable prospect of repayment.
4. The City of McMinnville will lien the property for the value of the loan. The City of McMinnville may request a title report on the property, which will be subject to attorney review at the discretion of the City Manager. In addition to the lien, property owners must sign a promissory note and guaranty for the repayment of the funds. The Urban Renewal Agency may deny any loan based on the Title Report or the number of liens upon the property.
5. All loans made under this program are subject to availability of program funds. Once the loan is repaid, the lien will be released from holding.

All projects shall comply with the City of McMinnville Development and Building Code, including the historic preservation provisions if applicable.

MURAC reviewed the Hoffs Homestead application at their meeting on March 4, 2026. At that meeting, they discussed the benefits of the project – new construction, job creation, economic multiplier, increased tax base, activity generator in the urban renewal area, etc. After discussion, MURAC members concluded that the scale of the project and the projected benefits of the project for the McMinnville Urban Renewal Area and the community at-large, as well as the achievement of the goals outlined in the McMinnville Urban Renewal Plan, warranted the \$50,000 forgivable loan similar to loans provided to the Atticus Hotel in 2017, and the Piquette Hotel in 2025. However, MURAC members wanted to ensure that the funds were protected and achieved the impact that the Urban Renewal Agency needed in the urban renewal area, ie successful construction of the project for tax base and operation of

the project as a boutique lodging and event center for the sustained job creation and annual economic multiplier, thus MURAC is recommending a three-year forgivable loan based on 25% of the loan being forgiven at the time of achieving the Final Certificate of Occupancy, which must occur within six months of funding receipt. And \$25,000 forgiven after two years of sustained operations. If for some reason the performance metrics are not achieved, the loan plus interest accrued would have to be repaid to the Agency.

Other contingency measures that are recommended by MURAC are that the entire loan and interest be repaid to the McMinnville Urban Renewal Agency if the building sells within the five years of the Development Agreement, and that one of the members of the Alpine Hospitality LLC needs to provide a personal guarantee for the loan principal and interest if the project fails and the loan needs to be repaid.

The Agency is able to enter into a forgivable loan as the approved development loan and grant application states that the terms of the agreement are entirely at the discretion of the Agency.

Summary of terms is outlined below:

- Loan – Three Year Forgivable Loan for \$50,000 plus interest to Hoffs Homestead LLC for the Hoffs Homestead boutique lodging and event center. Interest to be based on the Local Government Investment Pool plus 1%. This rate to be determined at the time that the Development Agreement is signed and will be locked at that rate for the life of the loan.
- Forgiveness Terms – \$25,000 to be forgiven upon receipt of the Final Certificate of Occupancy, which needs to be achieved within six months of receiving the grant funding, and \$25,000 plus interest after two years of sustained operations.
- Loan Payback – Hoffs Homestead LLC will be required to pay-back the remainder of the loan if deemed non-performing. Performance will be defined with the loan agreement, but will be focused on successful construction of the project in a timely manner and successful operation of the project for the life of the loan.
- Recording – Loan will be recorded on the deed of the property in a subordinated position to the bank loan.
- Personal Guarantee – One of the members of the LLC will provide a personal guarantee for \$50,000 for the life of the forgivable loan.

- Payback Provision – Pay in full if the building is sold in five years,

Fiscal Impact:

There is approximately \$140,000 remaining in the FY 26 Property Assistance Program.

Attachments:

- Attachment 1: Hoffs Homestead Application
- Attachment 2: Hoffs Homestead Letter of Findings
- Attachment 3: Hoffs Homestead Additional Information
- Attachment 4: Resolution No. 2026-03

Alternatives:

Alternative 1 [Staff Recommendation]: Approve Resolution No. 2026-03, authorizing the City Manager to enter into a development agreement with Hoffs Homestead LLC with the terms as presented.

Alternative 2: Approve Resolution No. 2026-03, authorizing the City Manager to enter into a development agreement with Hoffs Homestead LLC with amended terms.

Alternative 3: Elect not to approve Resolution No. 2026-03, denying the application request for Hoffs Homestead LLC.

Alternative 4: The Council may consider any other alternative not presented by staff.



Office Use Only:

File No. _____

Date Received _____

Received by _____

CITY OF MCMINNVILLE URBAN RENEWAL BOARD
DEVELOPMENT LOAN/GRANT PROGRAM
INTAKE FORM

PROJECT NAME: Hoff's Homestead

NEW CONSTRUCTION: X EXPANSION: _____ REHABILITATION: _____

BRIEF DESCRIPTION OF PROJECT: A collection of vintage charm - three bungalows, a barn and garage located within the McMinnville Urban Renewal Area. The original house (all) and garage have been remodeled to reflect historical architectural design - along with two new bungalows and a barn. Soon to become vacation rentals and intimate events spaces.

AMOUNT REQUESTED: \$50,000 - TOTAL PROJECT COSTS: 4 1,154,465

1. Applicant

Name: Hoff's Homestead LLC (Shannon Rimbly)

Address: _____

Wk. Phone: _____ Hm. Phone: same Cell Phone: same

Legal Form: Sole Proprietorship Partnership Corporation

Limited Liability Entity Profit Non-Profit

Social Security Number/Tax ID Number: _____

2. Property to be Developed or Redeveloped

Address: 931 NE 1st Street McMinnville, OR 97128

Tax Map / Lot Number: Tax lot 8900 w/ lot 6 and lot 7

Property name (if any): Hoff's Homestead

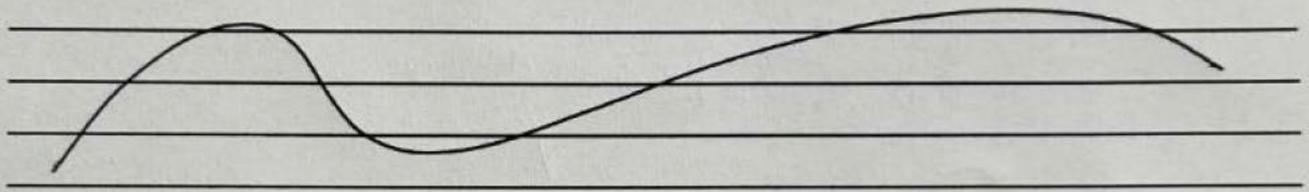
3. Owner of Property (if not applicant)

Name: Shannon Quimby
Address: 931 NE 1st Street McMinnville, OR 97128
Phone: [REDACTED]

4. Development Program (if new construction)—Summarize proposed development including square footage by proposed occupancy, proposed site improvements, other key project components. -See attached additional information

New - The Chase 919 NE 1st Street permit 569-24-000543-DWL 436 sqft vacation rental
The Glenn 923 NE 1st Street permit 569-24-000542-DWL 544 sqft " "
The Barn 927 NE 1st Street permit 569-24-000540-DWL 570 sqft workshop - living
Remodel - Garage 931 NE 1st Street permit 569-24-000544 STR 218 sqft

5. Substantial Rehabilitation Program (if adaptive reuse) Describe all major building systems to be rehabilitated or replaced and proposed occupancy. If existing tenants will be effected describe plans to minimize impacts on tenants during construction.



6. Historic Resources- Describe if building or property has any historic resources and plans to comply with requirements associated with historic resources.

The original 1911 home (931 NE 1st Street) is "C914" under the City of MAC. That house and the garage, the Chase, the Glenn, and the Barn have been meticulously designed, built and remodeled to preserve the historical nature of MAC's downtown heritage, matching original siding, soffits, overhangs, exterior trim and more.

7. Design Review Consistency— Describe if building is located within the Downtown Design Overlay Zone and plans to ensure building meets requirements for this district.

All five buildings are within the Overlay Zone. Are being built by local trades. Future location of Annual trade show to support local businesses. Will attract nationwide visitors. On-site workshops, events, gatherings, film locations - design mag photoshoots. Will become a landmark of downtown.

8. **Budgeted Project Costs:**

Property acquisition: <u>(paid)</u>	\$ 428,065
Demolition (if any):	\$ 0
Environmental Remediation (if any):	\$ 0
Hard Construction Costs:	\$ 1,015,058. ³⁶
Third Party Consultant Fees:	\$ 0
Fees Paid to Any Related Party*:	\$ 0
Financing Fees (application fees, origination fees):	\$ 0
Construction Period Interest and Carrying Costs:	\$ 0
Other (please specify): <u>Furnishings</u>	\$ 51,250 -
Other (please specify): <u>Operating Expenses</u>	\$ 88,157. ⁰⁹
Other (please specify): _____	\$
TOTAL PROJECT COSTS:	\$ 1,154,465.⁴⁵

*Including Developer Fees and any financing or consulting Fees to be paid to a party with an identity of interest with applicant or property owner.

9. **Proposed Sources:**

911 Remodel

Existing land or building value (if property owned by applicant):	\$ 428,065
Other owner equity (should be 10% of project costs minimum):	\$ 268,543
Tax credit equity (i.e. New Market, Historic, or Low Income Housing Tax Credits):	\$
Conventional Loans:	\$
Subsidized Loans:	\$
Redevelopment Opportunity Fund Loans:	\$
Other sources (please specify): <u>Private Investor Contribution</u>	\$ 600,000
Other sources (please specify): _____	\$
Other sources (please specify): _____	\$
TOTAL PROJECT COSTS: <u>Total Current Equity</u>	\$ 1,296,608

10. Team Members:

General Contractor (if selected)

Shannon has been "running the show"

Firm: SQFT Studios

Primary Contact: - Shannon Quimby is the contact owner is Eli Green

Address: 1804 NE MLK Blvd, Suite C Portland, OR 97128

Phone: _____ Cell Phone: _____ Email: _____

Legal Form: Sole Proprietorship Partnership Corporation
Profit Non-Profit

Tax ID Number: _____

CCB# 209382

Is there an identity of interest with Applicant or Property Owner? _____

Property Manager/Operator (if selected)

Address: 921 NE 1st Street (The Barn) - Shannon Quimby will live onsite and be the PM

Phone: _____ Cell Phone: same Email: _____

Legal Form: Sole Proprietorship Partnership Corporation
Profit Non-Profit

Tax ID Number: _____

Is there an identity of interest with Applicant or Property Owner? yes

Primary Lender (if identified)

Bank: None - current financing is through private investors

Primary Contact: _____

Address: _____

Phone: _____ Email: _____

Tax ID Number: _____

Secondary Lender (if identified)

Bank: _____

Primary Contact: _____

Address: _____

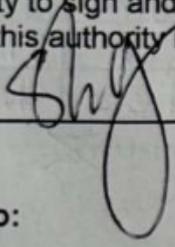
Phone: _____ Email: _____

Tax ID Number: _____

CERTIFICATION BY APPLICANT

The applicant certifies that all information provided in this application is true and complete to the best of the applicant's knowledge and belief. If the applicant is not the owner of the property to be rehabilitated, or if the applicant is an organization rather than an individual, the applicant certifies that he/she has the authority to sign and enter into an agreement to perform the proposed work on the building. Evidence of this authority must be attached.

Applicant Signature: _____

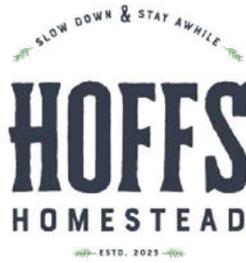


Date: _____

1/26/26

Return Application To:

Planning Director
City of McMinnville
231 NE 5th Street
McMinnville, OR 97128



January 27, 2026

To: Heather Richards
Community Development Director
Planning Department
City of McMinnville
231 NE 5th Street
McMinnville, OR 97128

Hello Heather,

As you are aware of, we have been busy building Hoffs Homestead and are seeing light at the end of the tunnel! I wanted to share more in detail why Hoffs Homestead is a qualified project for this financial assistance.

- Be located within the boundaries of the McMinnville Urban Renewal District: YES
- New Construction that will increase assessed value and create jobs; property value will increase drastically. Local employment will include landscapers, housekeepers, property management assistant, social media and marketer, Intern opportunity for Linfield University students, construction trades, and more.
- Comply with all federal, state and city codes, Yes and currently ongoing
- Leverage at least four dollars of private investment for each dollar of urban renewal financing. Currently 50% of the budget (\$600,000.00) is from private investors. We have no debt.

ECONOMY

- Hoffs Homestead will provide constant collaboration with its community craft industry. Example: We will be showcasing local art within all the homes for guests to purchase, participate in National Lemonade Day, source guest gift baskets from vendors of the farmer's markets and promote McMinnville's downtown through Shannon's CBS KOIN monthly live TV segment.
- We will be giving back to McMinnville's not for profit organizations, by donating weekend getaways, space for meetings and financial donations through Hoffs Homestead's annual yard sale and a percentage of Hoffs Hearts sales.
- By choosing to never give up after years of planning, eight months of permit process, and build these bungalows, barn, remodel the original home and even save, relocate and remodel the garage on this .25 acre, shows a never wavering commitment to bring many years of economic growth to McMinnville.

ENCOURAGE A UNIQUE DISTRICT IDENTITY

- This one is easy. Hoffs Homestead is the only location that can provide a multi-home environment with communal grounds, private back yards, and indoor spaces for family gatherings, events, company retreats, photo shoots, and even long term stays when needed.
- Our location is walking distance to Linfield, the downtown corridor, and the Alpine district, providing year-round accessibility to support local businesses, shopping, entertainment, education, and commercial networking.

DOWNTOWN COMMERCIAL CORE

- Hoffs Homestead is creating, building and preserving McMinnville's small-town historical charm that visitors crave.
- Our location provides year-round financial support for downtown shopping and experiences.
- Our painstaking commitment to honor the original 1911 bungalow's architectural design will be a physical show piece for future development.

HISTORIC PRESERVATION

- With five structures all built historically correct and just two blocks off 3rd street, Hoffs Homestead will be an architectural inspiration for visitors, tourists, home tours, home and garden shows, community events, local and national interior design networks (Shannon works for HGTV and Better Homes & Gardens).
- Hoffs Homestead will set the example and become a leader, educator, presenter keynote speaker and tour guide of how to build new homes to honor McMinnville's historic heritage and architectural culture
- Construction materials include custom hand knifed Doug Fir siding to match the original 1911 home. Ash wood decks and patios. Tongue and groove soffits and overhangs, vintage style porches, classic double-hung windows, the list goes on and on.
- Country English gardens, arbors, picket fencing, trellises, stamped cobblestone walkways, cut flowers for community events and visitors.

DEVELOPMENT AND REDEVELOPMENT

- Our developed site will allow us to give back to the community by providing open house tours for the trade industry, interior design, and homeowners on how to create community home building.
- We will be able to offer cultural settings (restaurant catering, musical shows, family workshops) that will economically increase McMinnville's downtown area

Thank you for the opportunity to apply for the McMinnville Urban Renewal Agency Development Loan/Grant. We also can provide an in-depth business plan and operation agreement in place if you would like for submission.

Shannon Quimby
Hoffs Homestead LLC

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E



From: [Shannon Quimby](#)
To: [Heather Richards](#)
Subject: Update for Hoffs Homestead Urban Renewal Agency Development Loan/Grant Program
Date: Wednesday, February 4, 2026 9:16:57 PM
Attachments: [image001.png](#)

This message originated outside of the City of McMinnville.

Hi Heather,

Great to see you today and much appreciated for your feedback. It would be awesome for you all to come over and I can give a tour!

Remaining estimated budget for completion is: \$568,524.00. We are confident we will be under budget when all said and done.

Estimated remaining timeframe towards completion 3-4 months

All structures are built. Interior completion: drywall, hardwood floors and and T&G ceilings.

We need to complete, parking lot, landscaping, fencing, and remaining interiors: painting, finish carpentry kitchens, baths, trim work and final electrical, plumbing and HVAC.

I only asked for \$50,000.00, not up to \$100,000.00 because I know you probably have a lot of folks applying and I hope everyone who has applied can benefit from this program.

Oh and side bar, we just shot the front porch of Hoffs Homestead for Better Homes & Gardens yesterday!

Thanks much and if you need more information, please don't hesitate to ask.

Shannon

Shannon Quimby

Hoffs Homestead

Interior Designer, DIY Expert, Photo Stylist

www.instagram.com/hoffs_homestead/

www.shannonquimby.com

[REDACTED]
[REDACTED]

From: Shannon Quimby <shannon@shannonquimby.com>
Date: Wednesday, February 4, 2026 at 2:54 PM
To: Heather Richards <heather.richards@mcminnvilleoregon.gov>
Subject: Re: Urban Renewal Agency Development Loan/Grant Program

Hi Heather,

Thanks much for your words of wisdom. Appreciate it.

Attached above

1. Application
2. Additional information
3. Hoffs Homestead Packet

I have plenty more information if you need. Please let me know if you have any questions or if I need to add more to the application.

I am also dropping a hard copy of everything for you too. What is the time frame for review?

Thanks much
Shannon

Shannon Quimby

Hoffs Homestead

Interior Designer, DIY Expert, Photo Stylist

www.instagram.com/hoffs_homestead/

www.shannonquimby.com

[REDACTED]
[REDACTED]

From: Heather Richards <heather.richards@mcminnvilleoregon.gov>
Date: Friday, January 23, 2026 at 11:14 AM
To: Shannon Quimby <shannon@shannonquimby.com>
Subject: RE: Urban Renewal Agency Development Loan/Grant Program

Hi Shannon,

Thank you for pushing this to the top of my inbox again. My words of wisdom for what

they are worth. The committee will be thinking about how their investment meets the Urban Renewal Plan goals and objectives.

Have a great day!

Heather



Building Community, Together

Heather Richards

Community Development Director

Office: (503) 474-5107

Cell: (971) 287-8322

From: Shannon Quimby <shannon@shannonquimby.com>

Sent: Friday, January 23, 2026 8:58 AM

To: Heather Richards <heather.richards@mcminnvilleoregon.gov>

Subject: Re: Urban Renewal Agency Development Loan/Grant Program

This message originated outside of the City of McMinnville.

Hi Heather,

Just following up about the Urban Renewal Development Loan/Grant.

Cheers!

Shannon

Shannon Quimby

Hoffs Homestead

Interior Designer, DIY Expert, Photo Stylist

www.instagram.com/hoffs_homestead/

www.shannonquimby.com

[Redacted]

[Redacted]

From: Shannon Quimby <shannon@shannonquimby.com>
Date: Friday, January 16, 2026 at 11:52 AM
To: Heather Richards <heather.richards@mcminnvilleoregon.gov>
Subject: Urban Renewal Agency Development Loan/Grant Program

Hi Heather!

It's been a moment since we last have chatted! Hope you have been doing well. I would like to apply for a Urban Renewal Development Loan/Grant for Hoffs Homestead. I am working on completing the application. Is there any words of wisdom from you?

Cheers and swing by anytime, I would love to give a tour of how we are coming along!
Shannon

Shannon Quimby

Hoffs Homestead

Interior Designer, DIY Expert, Photo Stylist

www.instagram.com/hoffs_homestead/

www.shannonquimby.com





— SLOW DOWN & STAY AWHILE —

HOFFS

HOMESTEAD

— ESTD. 2025 —

Hoffs Homestead

<https://www.hoffshomestead.com/>



About Hoff's Homestead

Soon to be built in McMinnville, Oregon's heart of wine country, Hoff's Homestead will be a locally ran top tourist lodging and event destination.

Pastime vintage charm vacation bungalows with additional event spaces for Travelers tired of the same old thing will relish in our slow down small-town traditions and neighborly hellos. We want to create family.



Hoffs Homestead's Executive Summary

Hoffs Homestead will be MAC's first community of stand-alone vacation bungalows with a variety of onsite, year-round event spaces, all walking distance from MAC's downtown historical 3rd street hospitality hub.

Downtown neighborhood location, picturesque gardens and homes reflecting small town vibes and never-ending options of rental event experiences. Not one hotel, Airbnb or BnB has what we will have.

This is literally a groundbreaking opportunity to be a part of one of Oregon's top tourist lodging and event destinations.





Build a Dream with Shannon Quimby

Shannon's an internationally acknowledged Interior Designer, DIY Expert, Television Personality, *Better Homes & Gardens* and HGTV Field Editor/Photo Stylist, Author and Nationwide Guest Speaker.

Hundreds of her home, garden, design, décor and DIY ideas have been featured in the nation's leading design books and magazines including *Better Homes & Gardens*, *Styling with Salvage*, and *Country Living* just to name a few.

HGTV, NBC, CBS, ABC, and FOX broadcasts all have highlighted her design and DIY talent for over two decades including *The R.E.X. Project: Reuse Everything eXperiment*, the first house in the nation to be built without a dumpster.

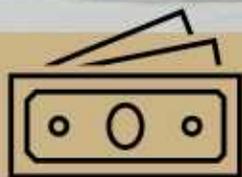
PARR Weekend Warriors Redo with Q, launched in 2024. A 9-episode series Shannon created with PARR Lumber featuring Hoffs Homestead and check out her own segment, *Create with Quimby* on CBS KOIN News AM Extra.

<https://www.youtube.com/@parrlumber>

<https://www.koin.com/am-extra/>

Website: www.shannonquimby.com

Be the Best of Everything



Layers of Content

From breaking ground to installation to completion and continued years of company promotion through websites, social media and onsite.



Best Location

We are the best of both worlds. Two blocks from 3rd Street, MAC's city core. C-3 zoned. Rooted in a neighborhood.



Bungalows and More

Think Cape Cod meets Martha's Vineyard, meets the Pacific NW. All white, front porch swings and ask us about Hoff's Hearts.



The One and Only

We meet all needs. Private yards, Open Space. Workshop, Wine Cellar, Speak Easy, Shared Yard and Gardens, Garage a.k.a. Conference Space



Join the the Growing Team



Shannon Quimby
Founder/Designer/
Manager

Shelly Kintzinger
Investor

Dawn Holm
Investor

Andrea LaRue
Graphic Designer

Eli Green
Architect/General
Contractor

Doug Kintzinger
Investor

Mike Holm
Investor

Eastwood
Guest Greeter

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HOFFS

HOMESTEAD

ESTD. 2025

Hoffs Homestead Overview



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ESTD. 2023

Vacation Bungalows

Shannon's, Sleeps 8



Chase's, Sleeps 4



Glenn's, Sleeps 4



Layers of Revenue

- Three Short Stay vacation rentals
- Local/National Editorial publications
- Grounds for events
- Drop Cloth Pop Up
- DIY workshops
- Farm to Table dinners
- Location shoots
- Photo shoots
- Merchandise
- 1966 Chevy rental
- Bike rentals



Current Content

TV and Print

- PARR Weekend Warriors Redo with Q
- CBS KOIN News AM Extra
- Better Homes & Gardens 2026

Partnerships

- Oregon Canadian Forest Products
- Fonz Construction
- Sherwin Williams
- 12 additional vendors and contractors

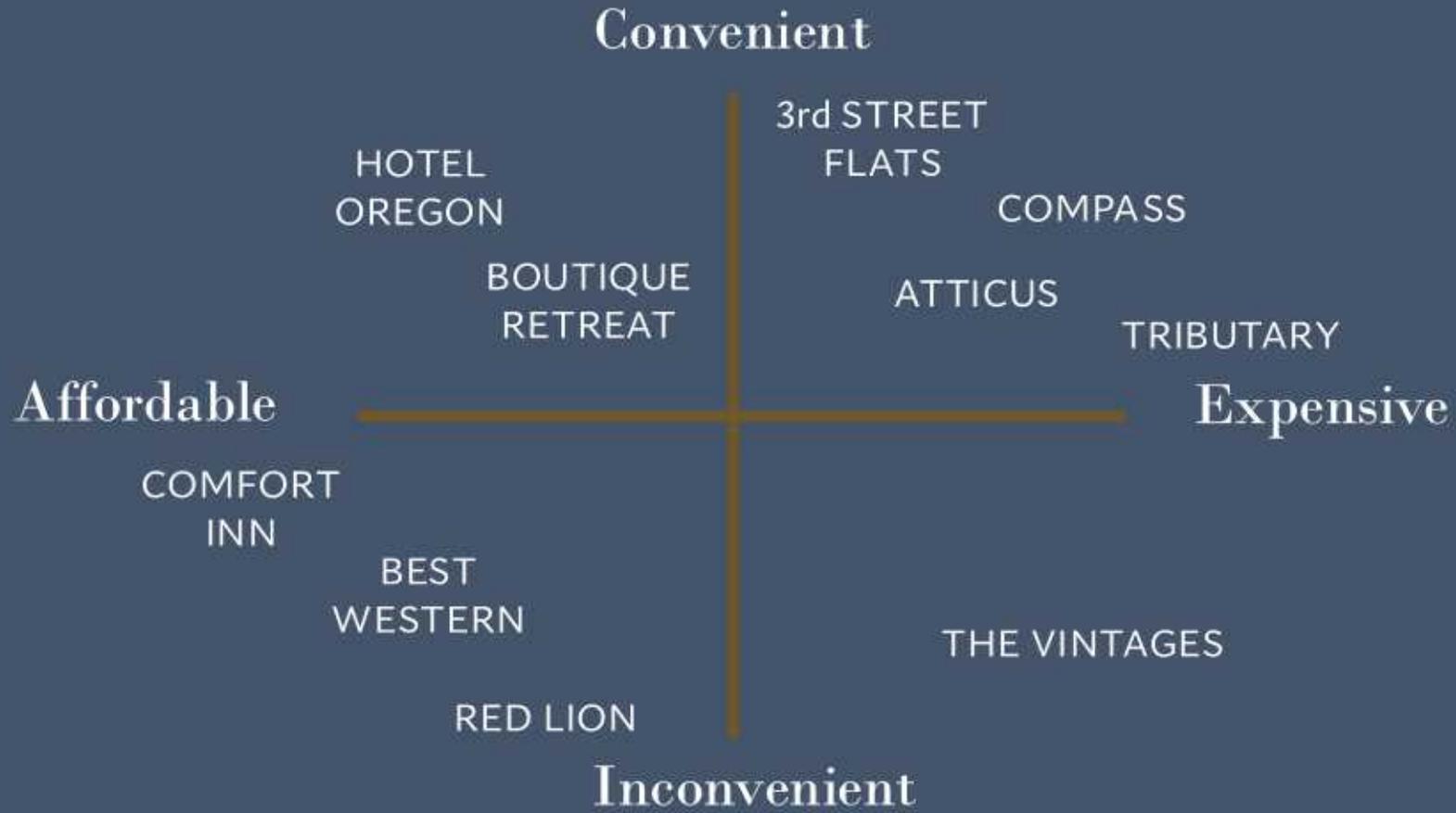
Ongoing



- Website
- Collaborations
- Social Media
- Pop Ups, Workshops



Our Competition



Hoffs Homestead Competitive Analysis



	HOTEL OREGON	BOUTIQUE RETREAT	ATICUS	COMPASS	HOFFS HOMESTEAD
1. Short Term Stay	+	+	+	+	+
2. One of a Kind		+	+	+	+
3. Full Kitchens		-	-	-	+
4. Outdoor Rental Space					+
5. Detached homes		+		-	+
6. Indoor Rental Space	+		+		+
7. Wine Cellar Rental Space					+
8. Workshop Rental					+
9. Yard Rental					+
10. On Site Parking				-	+



\$1,013,748.00

**Estimated Development and
Operating Budget**

\$598,558.00

**Current Development and
Operating Budget**

\$1,296,608.00

**Home Equity; Investor
contribution, land and remodel**



Financials



	Investment	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Estimated Profits		46,846.00	137,059.00	198,660.00	248,003.00	281,987.00	912,555.00
Capital Reserve		0.00	-15,000.00	-15,000.00	-15,000.00	-15,000.00	-60,000.00
Pre-tax Cash Flow	-2,300,000.00	46,846.00	122,059.00	183,660.00	233,003.00	266,987.00	852,555.00
Annual Returns		2.04%	5.31%	7.99%	10.13%	11.61%	37.07%



SPREAD THE LOVE

Hearts branded on the property's wood fence with guest initials

INSTAGRAMABLE

Will go Viral. Ask Shannon about PIG OUT

INCOME

Guests buy a heart

GIVE BACK

Percentage of sales donated to local charity

Thank you

Hoffs Homestead is bringing back pastime traditions of front porch hellos, family gatherings, and will be forever rooted in Oregon wine country. We believe in handwritten notes, breaking meals together, celebrations and slower times.

Shannon Quimby

503-975-2488

shannon@shannonquimby.com

<https://www.hoffshomestead.com/>

Instagram: hoffs_homestead

SLOW DOWN & STAY AWHILE

HOFFS
HOMESTEAD

ESTD. 2025



RESOLUTION NO. 2026 - 03

A Resolution of the McMinnville Urban Renewal Board authorizing the McMinnville City Manager or designee to enter into and manage a Development Agreement with Hoffs Homestead LLC for the Bungalow Lodging project at 931 NE First Street.

RECITALS:

WHEREAS, the City of McMinnville created an Urban Renewal Area in its downtown core and NE Gateway Area in 2013; and

WHEREAS, the Purpose of this plan was to assist in implementing the goals of the McMinnville Comprehensive Plan, the Third Street Streetscape Plan, and other planning documents, to help stimulate the economy, create a unique identity and sense of place, and to support local downtown businesses and development of the downtown and the NE Gateway area; and

WHEREAS, Some of the McMinnville Urban Renewal Agency's (Agency) goals are to encourage the economic growth of the McMinnville Urban Renewal Area (Area) as the commercial, cultural, civic and craft industry center for McMinnville; to encourage a unique district identify both in the downtown commercial core and the Northeast Gateway area; and pursue development and redevelopment opportunities that will add economic, civic, craft industry and cultural opportunities for the citizens of McMinnville, economically strengthen the Area and attract visitors to the Area; and

WHEREAS, In order to achieve these goals, the Agency developed a Property Assistance Program to encourage new construction and significant redevelopment projects in the Area per Resolution No. 2017-03; and

WHEREAS, As part of the Property Assistance Program, the McMinnville Urban Renewal Board authorized the development of a Development Loan and Grant program that achieves per Resolution No. 2017.03; and

WHEREAS, Hoffs Homestead LLC applied for a \$50,000 grant from this Development Loan and Grant program to help build a boutique lodging and event center with rooms accommodating 16 people on First Street in the downtown area, with total project costs of approximately \$1,155,000, of which there is a remaining \$550,000 still left to accomplish. The request for \$50,000 is approximately 4.3% of the total hard construction costs of the project, and will be leveraged 10x towards the remaining costs of the project; and

WHEREAS, the McMinnville Urban Renewal Agency has budgeted for this effort as part of the “Planning and Development Assistance Program” identified in the McMinnville Urban Renewal Plan; and

WHEREAS, the McMinnville Urban Renewal Advisory Committee reviewed the application and voted to recommend to the McMinnville Urban Renewal Board a three-year forgivable loan of \$50,000 at their meeting on March 4, 2026.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF THE MCMINNVILLE URBAN RENEWAL AGENCY as follows:

1. That the investment of \$50,000 plus interest (Local Government Investment Pool plus 1%) is approved for the Hoffs Homestead Lodging and Event Center project. The interest rate to be determined at the time that the Development Agreement is signed and will be locked at that rate for the life of the loan.
2. That the investment will be in the form of a Three-Year Forgivable Loan depending upon meeting specific milestones of construction and tourism operations for each qualifying year, and that the loan will be forgiven in the following manner: \$25,000 upon receipt of the Final Certificate of Occupancy within six months of receiving the funds; and 2) \$25,000 plus interest accrued after two years of operations.
3. That the Agency will secure a personal guarantee from one of the members of the Hoffs Homestead LLC to pay back the loan if the project is deemed non-performing.
4. That the loan will be recorded on the deed of the property.
5. That the loan plus interest will be paid back to the Agency if any of the buildings are sold within five years of the disbursement of the loan.
6. The McMinnville City Manager or designee is authorized to execute a Development Agreement and such other documents as are necessary to carry out this decision.
7. This Resolution will take effect immediately upon passage.

Adopted by the Board Members of the McMinnville Urban Renewal Agency at a regular meeting held the 24th day of March, 2026 by the following votes:

Ayes: _____

Nays: _____

Approved this 24th day of March, 2026.

MAYOR

Approved as to form:

CITY ATTORNEY