

*McMinnville*

ECONOMIC DEVELOPMENT  
PARTNERSHIP

# ANNUAL REPORT 2021

OCTOBER 2020-SEPTEMBER 2021





**OUR MISSION IS TO ADVANCE STRATEGIES THAT RESPOND TO THE NEEDS OF MCMINNVILLE'S TRADED-SECTOR BUSINESSES.**

MEDP was founded in 2006 by local leaders and individuals invested in the economic success of our community. This public-private partnership has continued to support our local businesses adapt and thrive over the past fifteen years. As you will see on the following pages, there is a buzz about McMinnville; business leads have increased, and overall economic activity is flourishing. Our organization looks forward to helping our community thoughtfully sustain that growth and momentum in the years to come.

**ECONOMIC INSIGHTS FROM OUR BOARD**

"At McMinnville Water & Light we are always thinking 20-30 years to the future or farther. Infrastructure and planning are the backbone for all economic development and without these elements, success is slow-moving. As an organization, we need to be responsive to the needs of the community, similarly, MEDP needs to, and does, respond to the needs of the Business Community."

-John Dietz, McMinnville Water and Light

"I am excited to see all of the economic development agencies and business leaders working together to continue to build on McMinnville's success and economy. With the implementation of MAC-Town 2032 and the leadership provided by the McMinnville Economic Vitality Leadership Council, we have the opportunity to build multiple legacy projects for the community in terms of the next chapter of economic development projects, job creation, and business vitality.

MEDP is thrilled to support the Third Street Improvement Project and the McMinnville Innovation Center, and we suspect you will be hearing a lot more about these projects in the coming years."

- Heather Richards, City of McMinnville

"MEDP has continued to carry on the success of its founding partners in assisting existing and new businesses, which overall creates a diverse employment base for McMinnville and the region. The stability of McMinnville's economy has and continues to benefit from decades of hard work from stakeholders and business partners affiliated with the organization."

-Kelly McDonald, The Granary District

"Bringing businesses to McMinnville often entails a large capital investment, we at MEDP assist businesses with a variety of funding sources to make that happen.

Our community is the ultimate recipient of a company's capital investment by providing living-wage jobs that benefit individuals and the overall economy."

-Teresa Smith, McMinnville Industrial Promotions

"MEDP is dedicated to the success and growth of our local business climate. We continue to see an increased interest in McMinnville, and we will remain focused on expanding and diversifying the economic base, bringing new investments, new businesses, and new opportunities to our community."

-Mike Morris, McMinnville Area Chamber of Commerce





## IT TAKES A VILLAGE

It feels like only moments ago we were compiling the data from 2019/2020, and here we are a year later. Quite a bit has changed around our office in that time. Scott Cooper, our former Executive Director, migrated south this spring, and our Board of Directors confidently placed Heather Hadley Blank at the helm to help steer us through the interim. We are so lucky to have her organizational insights and commitment to our community! The MEDP staff (Heather and Tayler) have embraced this interim period and continued our regularly scheduled programs, welcoming new project leads, supporting existing business needs, and working tirelessly to ensure that McMinnville stays at the economic heart of Yamhill County. As we reflect on the past year, we are so thankful for our "village" of economic vitality leaders, our sustaining funding partners, our investor circle, and all of the entities that are doing this work right alongside us.

Our organization is one of many within our community that is tasked with helping to maintain economic vitality. It's right there in the title, "McMinnville Economic Development Partnership". Economic development isn't just one thing, and it's not just the job of one organization. Economic development is job creation, business expansion, infrastructure, entrepreneurship, education, growth, sustainability, resiliency, and so much more. Economic development is a collaboration driven within our community by industry leaders, elected officials, and engaged citizens. It is vitality. It is vibrancy. It is innovation. It is looking towards the future while preserving the efforts of past generations. It is thinking outside the box. Economic development is what gives each individual community, and especially McMinnville, that certain *je ne sais quoi*.

One goal that is, and always will be, at the center of what we do is working to ensure that McMinnville is the epicenter of economic industry through the creation and retention of living-wage jobs. We are dedicated to introducing others to everything McMinnville has to offer and helping our community thrive.

The opportunities and highlights that have happened over the past year are too numerous to mention by name in one report. We can't capture the work ethic and excitement of our summer Internship Coordinator on the page. You can't see the celebratory dances that happen at our desks when we hear about businesses finding the space or resources they need to succeed locally. A brief paragraph about the Innovation Center concept doesn't begin to scratch the surface of the ideas, planning, and conversations that have gone on behind the scenes. Just know, that we are here, working tirelessly towards the goal of ensuring the economic success of the community.

We are looking forward to another year of collaborations, business projects, exciting developments, expansions, innovation, and more. Come and have a seat at our table, we cannot wait to partner with you.

# MEDP'S STRATEGIC GOALS



These goals are a guide to support our mission as well as the efforts of the City of McMinnville's MAC-Town 2032 Economic Development Strategic Plan.

Our targeted industries include; Advanced Manufacturing, Aerospace, Agribusiness, Food and Beverage Production, Research and Development, Technology, and beyond.



Research has shown that when the existing business community functions effectively it can be responsible for as much as 80% of new employment in the community.



One of the most important goals for a city should be to develop and grow its workforce from within. The number one hurdle our companies are facing is a lack of skilled workers entering the workforce.



We want to attract businesses into the community that will offer higher-density living wage jobs and will enable our current businesses to thrive.



To succeed in a global economy, cities and regions must provide necessary support to create a strong innovation environment. New business formation or creation is now seen as a necessity of modern economic development.



## BY THE NUMBERS \*



### BUSINESS CONSULTATIONS

<u>2020</u>	<u>2021</u>
55	<b>178</b>



### INTERNSHIP APPLICATIONS

<u>2020</u>	<u>2021</u>
126	<b>153</b>



### NEW BUSINESS LEADS

<u>2020</u>	<u>2021</u>
26	<b>58</b>



### STARTUP CONSULTATIONS

<u>2020</u>	<u>2021</u>
11	<b>43</b>

### RESOURCE PARTNER COLLABORATIONS

<u>2020</u>	<u>2021</u>
276	<b>770</b>

### PROFESSIONAL DEVELOPMENT ENGAGEMENTS

<u>2020</u>	<u>2021</u>
80	<b>106</b>

### SITE SELECTOR OUTREACH

<u>2020</u>	<u>2021</u>
20	<b>1,477</b>

### ENTREPRENEUR FOCUSED PROGRAMING

<u>2020</u>	<u>2021</u>
7	<b>21</b>

### COMPANY CONNECTIONS

<u>2020</u>	<u>2021</u>
108	<b>672</b>

### WORKFORCE CONNECTIONS

<u>2020</u>	<u>2021</u>
95	<b>1,336</b>

### SITE SPECIFIC MARKETING

<u>2020</u>	<u>2021</u>
60	<b>127</b>

### RESOURCE CONNECTIONS

<u>2020</u>	<u>2021</u>
54	<b>290</b>

*\*Numbers are based on documented statistics and conservative estimates for MEDP projects from Oct. 2020-Sept. 2021*

# BUSINESS RETENTION & EXPANSION HIGHLIGHTS



## ARQ



This undergarment company is growing by leaps and bounds. Headquartered here in McMinnville, ARQ grew the company from \$1M to \$7.5M in the span of one year.

## Buildable

Successfully collaborated with MEDP, OMEP, and SEDCOR to receive a HIOP grant through Business Oregon to help further develop an open-source ERP concept and deliver it to businesses around the state.

They are growing their team for expanded services here in McMinnville.

## Chapul Farms



Starting Pilot "Tainable" a 4,000 sq. ft. Research and Development facility in McMinnville to study Black Soldier Fly Larvae Conversion. Their mission is to increase biodiversity within agriculture, leveraging insects as a gateway to beneficial microbial ecosystems that are essential to regenerative farming.

## Bierly Brewing

Expanded gluten-free offerings and moved to a new location on 3rd Street in March 2021.

## Cart-Away Concrete Systems Inc.

Opened Cart-Away Supply adding on bulk landscape material and short-load ready-mix concrete.

## Casteel Custom Bottling



Broke ground on new site in October 2020, now open in new 20,000 sq. ft. facility.

## First Federal



Finished construction on new headquarters in downtown McMinnville  
Opened July 2021.

## Foreland Beer



Opened in the former Allegory Brewing location on 4th street in November 2020.

# BUSINESS RETENTION & EXPANSION HIGHLIGHTS CONT.

## Harper Voit

Broke ground on a new winery facility in the Industrial District in April 2021.

## Innova NW



Broke ground on their new site off Alpha Drive in April 2021.

## NW Rapid

This Additive Manufacturing Company (3d printing) expanded into a new 6,500 sq. ft. space on the NWUAV Campus in July 2021.

## Organic Valley



MEDP has been working with the city, regional, and state resource partners to help support the retention of this mainstay business in our community.

## Ultimate RB

Invested in infrastructure and facility improvements including equipment automation, upgraded break room and employee areas as well as improving accessibility and safety to entire property.

## Hello Care

A full circle success story. The winners of the "Pitch Fest" at our 2020 Startup Bootcamp. This in-home care company has grown to 40 employees and is actively recruiting more as well as expanding its services.

## Meggitt



Thanks to continued commitment from McMinnville Industrial Promotions the Meggitt facility is getting facade upgrades.

## NWUAV



Featuring UAV engineering, machining, wiring, engine manufacturing, testing, and now UAV hydrogen fuel cell manufacturing, the NWUAV campus is a unique UAV tech and manufacturing hub in McMinnville.

## UniqueWire

Local digital forensics company partnered with Rimkus Consulting Group, Inc. to expand to over 85 offices nationwide with corporate headquarters located here in McMinnville.

# WORKFORCE DEVELOPMENT HIGHLIGHTS

## McMINNVILLE WORKS & CAREER BOUND 2021

10 Interns hired in our community

7 Host Companies

- Evergreen Aviation & Space Museum
- HBF International
- MEDP
- Solid Form Fabrication
- Swedemom Center of Giving
- Unique Wire
- Yamhill County Fair Grounds

90+ Networking, mentoring, informational interviews, & professional development connections with local business and industry.



### Career Path Videos

MEDP worked with local industry partners, Cellar Ridge Construction, Solid Form and Ultimate RB, to develop career path videos featuring skilled trades to help educate the emerging workforce about available local career opportunities.

### Oregon WORKS

Modeled after our own successful McMinnville WORKS program, Oregon WORKS received a gold medal in the *Innovation Programs and Initiatives* category from the International Economic Development Council.



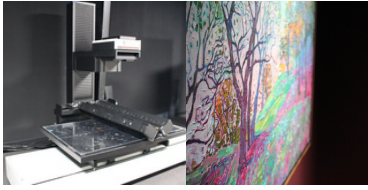
**At MEDP we work with industry partners to support the needs of our employers and make connections to empower our emerging workforce.**

- Build Oregon
- Chemeketa Apprenticeship Program
- Chemeketa Small Business Development Center
- Chemeketa Workforce Solutions Team
- CTEC Salem-Keizer
- Express Employment Professionals
- George Fox Career Center
- Grand Ronde Tribal Employment
- Kinesis
- Linfield Career Center
- Linfield Wine Studies Career Experience Programming
- McMinnville Community Foundation
- McMinnville School District
- McMinnville High School Success Center and Pathways Program
- MECOP-OSU
- Oregon Connections
- PNW College & University Career Centers
- Rising Together
- SEDCOR
- Willamette Workforce Partnership
- Willamette Career Academy
- Unidos
- University of Oregon Career Development
- Yamhill County Schools and Career Pathway Programs



# BUSINESS ATTRACTION HIGHLIGHTS

## Erin Hanson Gallery



Art gallery, 3d printing facility, state-of-the-art scanning, canvas stretching, and production all take place at this innovative 18,000 sq. ft facility in the Industrial District. Opened April 2021.

## Granary Row



Nearing completion after breaking ground off Lafayette Ave in October 2020.

## Colvin Court



Road extension in October 2020, facilitated by MIP opened up more property access in McMinnville Industrial District.

## Mecanica Scientific Services

Opened a location in McMinnville, September 2021. They offer crash reconstruction, event data recording, accident analysis, and related EDR research.



- We work with Business Oregon, the state recruitment agency to promote our available properties to Industries looking to expand and relocate.
- We maintain an "Available Properties" section of our website with industrial and commercial properties for sale or lease in McMinnville.
- Targeted Site Selector outreach with property highlights and information.
- *Sights on Sites* promotions on social media and in our monthly newsletter.
- Maintain relationships with local realtors and landowners with available sites so we can connect interested parties and help facilitate conversations.



# INNOVATION DEVELOPMENT HIGHLIGHTS



## Innovation Center Planning

One of the Priority Projects identified by the MAC-Town 2032 Strategic Plan and the Economic Vitality Leadership Council.

An innovation center is a focused campus-style site that supports innovative industrial research and development and provides Class A office space for corporate development, for both new and growing companies in McMinnville.

This will be a place for collaboration, shared resources, and targeted investments that will create a super-charged entrepreneurial environment that will increase high-density living wage jobs on McMinnville's largest available employment site off of Highway 18.

## Alt Coworking



McMinnville's first coworking space opened its doors in August 2021.



We partner with Launch Mid-Valley to support entrepreneurial growth in the community. The following events and opportunities are a sampling of the work we do together.

## Coffee Club for Startups



Monthly networking group specifically geared towards entrepreneurs and new businesses.

## Ag Tech Pubtalk



Entrepreneurs in the Ag/Tech industry gathered to learn about regenerative farming, ERPNext, and the NW Ag Innovation Hub.

## Boss Ladies Pubtalk



Women entrepreneurs shared their stories of success, struggles, and what they learned along the way.

# MARKETING HIGHLIGHTS

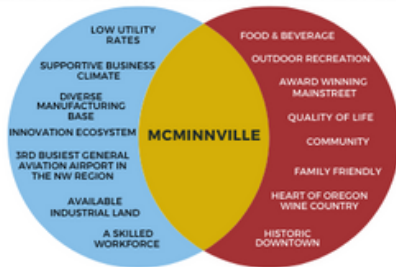
We re-designed our e-newsletter and overall look this year bringing you fresh, bold graphics, job opportunities, property highlights, information on grants, available resources, and business stories.



We worked on several creative marketing campaigns promoting McMinnville as an ideal place to live and grow!

- Technology Association of Oregon (TAO) is featuring various McMinnville companies in a "Tech Terroir" article in their e-publication Techlandia.
- Meet the Maker campaign and blog highlights the faces behind the scenes of our traded sector industries.
- Cultivated a Site Selector email list, and distributed over 1,400 direct e-mails marketing McMinnville site opportunities.
- Grew social media following by **661** over the year bringing the total to 4,766 followers.
- Made in Yamhill County feature article on why McMinnville is the perfect place to start and grow any type of company ranging from a startup to a large enterprise.
- Our #MacDevWeek video and marketing campaign won a **gold medal** in the *Innovation in Economic Development Week* category from the International Economic Development Council.

WHERE INDUSTRY, CREATIVITY AND PEOPLE THRIVE



McMinnville | ECONOMIC DEVELOPMENT PARTNERSHIP



We are using our platforms to tell the story of McMinnville businesses, available resources, and what it is like to live, work and play in our community.

## Social Media

Over the year we posted **977** times and made over **249,620** impressions.

### Impressions



**72,110**



**87,591**



**30,708**



**59,211**

## MEDP SPARK e-Newsletter Stats



Total Subscribers: 1,231  
Yearly Reach: 17,885



# OUR SUSTAINING PARTNERS



The City of McMinnville delivers high-quality services in collaboration with partners for a prosperous, safe, and livable community. This mission is executed through the lenses of **Stewardship, Equity, Courage, and Accountability**. The City has established a strategic plan ([MAC-Town 2032](#)) that will guide its priorities and actions over the next several years.

The City's strategic priorities include civic leadership, community safety, and resiliency, economic prosperity, engagement and inclusion, growth and development, housing opportunities, as well as strengthening the City's ability to prioritize and deliver municipal services with discipline and focus.



McMinnville Industrial Promotions (MIP) has been devoted to supporting the industrial growth and stability of our community for over 60 years. This group of dedicated local leaders purchase, develop, own, sell, and lease industrial properties in McMinnville, and they have been a key partner in attracting new industries and businesses.

The volunteer board of directors freely shares their expertise and insight on behalf of a strong and more stable economic climate for all. Perhaps best known for their "9 in '69" campaign, where they single-handedly recruited nine new industries to McMinnville, including Cascade Steel Rolling Mills and Skyline Mobile Homes.

Their recent projects include the road extension of Colvin Court in the Industrial District, improved access to their 26-acre parcel, facade upgrades at Meggitt, and also have several parcels of industrial land available for sale, lease, and development.



McMinnville was the first city in Oregon to operate a municipally owned water and electric light plant. In 1888, we became the first city in the Pacific Northwest to supply electricity to every building. In 1905, the McMinnville Water & Light (MW&L) Commission was created and began making decisions that impact us still today. For example, in 1925 the commission adopted a resolution that laid out the steps to create a watershed that would protect the city's water supply from contamination.

"At McMinnville Water & Light we are always thinking 20-30 years to the future or farther. As a utility municipality, we need to be responsive to the needs of the community. We've had leaders in place for over 130 years who have had the foresight to look to the future, and that has helped ensure that our community has reliable, low-cost, water and electric service. We also pride ourselves on serving the community and that means having excellent customer service." -John Dietz General Manager McMinnville Water & Light.



# MEDP PARTNERS AND INVESTOR CIRCLE

## FOUNDING PARTNERS



## INVESTORS



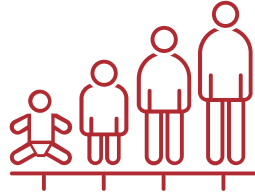
# McMINNVILLE AT A GLANCE

“McMinnville is old enough to be substantial. Young enough to be ambitious. Big enough to be industrious, and small enough to be friendly.”

1900s Campaign for McMinnville



Population:  
**35,123**



Median Age:  
**37**



Labor Force:  
**16,689**

1 million w/in a 45 minute drive



Total Employees:  
**14,733**



Median Family Income:  
**\$59,976**



Total Establishments:  
**1,587**



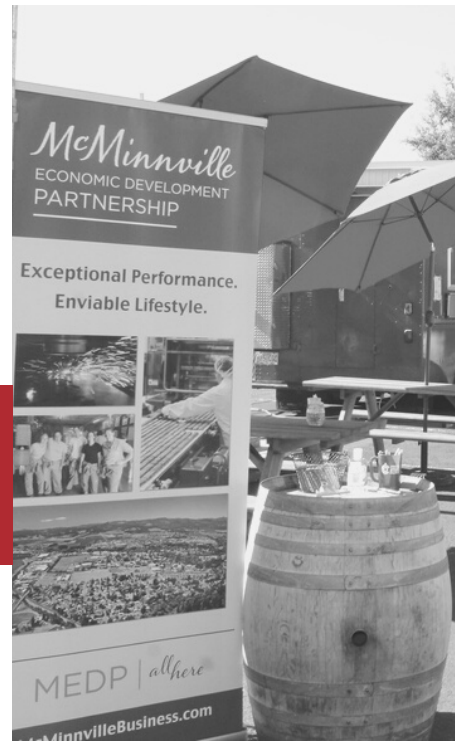
\*Source: Zoomprospector.com and Business Oregon





"MEDP has been such a great resource and support for our growing business and everyone there is so kind and responsive! "

-Abigail Quist, Owner at ARQ



"Being headquartered in McMinnville is not an accident, we choose to do business here because of the amazing quality of life. Having a company based in this community has been a huge asset when recruiting new hires, because people are excited to live and work in McMinnville. We are thrilled to be established here and eager for the opportunity to grow an Oregon-based company."

-Brian Feucht, Chief Executive Officer at Unique Wire





# McMINNVILLE, OR

A place where industry, creativity and people thrive.



*McMinnville*

ECONOMIC DEVELOPMENT  
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