

AUTHENTIC CITY

McMinnville, Oregon



EST: 1882
POPULATION: 34,482
LOCATION: OREGON'S WINE COUNTRY
MANTRA: LOVE WHERE YOU LIVE

AUTHENTIC

A place that you can *feel* the energy,
hear the music,
taste the love...

The vibe is different, yet familiar.

Welcoming.

People smile and look you in the eye.

You want to pull up a chair and stay awhile.

This is McMinnville.

With innovative businesses carving their own destiny and neighbors that care about each other, and are willing to work together, we are fiercely independent yet fundamentally collaborative.

Turn the page and meet our makers, our champions,
our entrepreneurs, and our best marketing team.

Connect With Us: McMinnvilleBusiness.com



ACTIVATE

From one-of-a-kind celebrations to philanthropic events, McMinnville is active.

Jeff Towery has served as the City Manager for several municipalities in the Northwest, “none rival McMinnville”, he says. Why is this? If you ask, he’ll indicate the culture and the community as salient aspects that define McMinnville. But everywhere has ‘culture’. So what’s special about McMinnville? Our city boasts the involvement of 1,300 volunteers from the year 2016 alone. Among these volunteers are members of the

community like Jeff, who go above and beyond their duties to benefit the greater good. Jeff and other professionals also give back by coaching,

“McMinnville has proven to be unfailingly kind and supportive.”

mentoring, and building leadership. Ultimately, the goal is to establish a community of “like-minded

individuals in their pursuit of building something long-term and high impact.” Jeff says this commitment of time is due to the opportunities and encouragement to get involved in annual events and causes. Whether it’s the UFO Festival or a Habitat Build, these community events make McMinnville a unique, diverse, and civically engaged community. Although relatively new to the city, Jeff says he and his family have ‘found their home’ in McMinnville.

POPULATE



Our medical community gives residents peace of mind living away from a metropolis.

McMinnville boasts a regionally renowned hospital and top-of-the-line healthcare in the form of the Willamette Valley Medical Center. Heading this operation is the CEO, Peter Hofstetter. He is responsible for the day-to-day operations of the hospital and also helps with recruitment efforts in order to bring in high-quality, high-profile doctors, nurses, and other healthcare employees. Peter says this part is actually one of the easier aspects

of his job: “If they’re interested in relatively small communities, we’ll stack up beautifully against anyone.” Living in

“We tell people that you can have a really nice, comfortable life here with a good balance.”

McMinnville has also allowed Peter to enjoy his preferred lifestyle. A longtime hiker and skier, Peter greatly values his

access to the outdoors and nature, something made uniquely accessible by the city’s centralized location. As a lifelong ‘people person’, Peter is mindful in remembering why he got into this industry in the first place, “Helping people,” says Peter, “It’s a people business so anything you can do to help people is pretty cool.” Leaders like Peter continue to shape the growth and status of the region, and our city, by continuing to recruit top-notch people that will appreciate all that McMinnville has to offer.

ELEVATE

Those looking at the McMinnville skyline may see a rising structure in the historic downtown. This structure is the product of a meticulously designed dream becoming a reality: the Atticus Hotel. Heading the project is local native, Erin Stephenson. She got her start in the hospitality industry when she and her business partner, Brian Shea, opened 3rd Street Flats. Now, the 36 room Atticus Hotel showcases the historic

vibe our downtown maintains, a love for all things local, and the “special spirit created here around wine and food.” Each room will be uniquely curated to create a one-of-a-kind experience for guests utilizing local designers and producers

“We absolutely believe in spending our money locally... ultimately all ships rise together and we know that and believe it.”

while “embodying the character of McMinnville.” In addition, the Atticus will contribute to McMinnville’s already bustling culinary scene with the advent of renowned Portland chef, John Gorman. His newest endeavor, Third n Tasty, will be his first venture outside of the Portland area and will offer a “sexy spin on an Oregon vibe.” It’s apparent that the addition of the Atticus will boost McMinnville’s ascension in more than one way.

Whether it’s the skyline or the status, McMinnville is on the rise.





People do inspiring things here everyday; McMinnville motivates.

The community has reaped the benefits of Mary Stern's involvement for years. As a former Yamhill County Commissioner, she was exposed to the community and all that it has to offer. Now, as Executive Director of Habitat for Humanity, Mary leads an effort to create affordable housing for underserved populations. To date, McMinnville's Habitat has helped build 57 houses throughout Yamhill County. One of the

“They’re absolutely doing it themselves, literally and figuratively. They’re building this neighborhood together.”

organization's main projects, the Aspire Development, has been in the works since 2014. Upon completion, the development will have just shy of 30 houses, a park made to residents' specifications, and a

community garden. While the development is focused on providing affordable housing to underserved populations, such as women and veterans, potential residents must also invest at least 250 hours of 'sweat equity' to be eligible. With widespread community support, the movement that Mary is leading exemplifies the people of McMinnville giving back to their neighbors and the motivation that people feel to do their part.

MOTIVATE

Unidos is an organization that subsists on continual collaboration. The organization was founded in 2014 in order to bridge the gap between the non-Latino population and the ever-expanding Latino population within the area. Sally Godard, the President of the organization, saw a need to connect these two communities years ago: "There was a disconnect in terms of needs and understanding between these two groups." As for the collaborative aspect, Sally and the organization believe that if they aren't partnering with another group or organization

then they aren't doing it right. This is evidenced by their long list of partners, including Lutheran Community Services, Chemeketa Community College, Head Start, the "We're very much a grassroots organization, right from the *community* who says we need this."

McMinnville Library and the McMinnville Police Department, just to name a few. This demonstrates the dedication that local organizations have to

support one another. Sally said these partnerships were important for two reasons: 1) they can't do it alone, that's the practical piece and 2) their work is to build bridges and partnerships that allow them to build trust naturally. Ultimately, the collaboration fostered by Sally and her organization will create a more connected community: "I think that with collaboration, with integration of the Latino communities, we're going to be a lot stronger, healthier and more prosperous as a community."

We understand we can't do it alone, instead we collaborate.



COLLABORATE

FABRICATE



Our local businesses are uniquely tailored to cater to each customer's needs.

In 2007, two local boys from Yamhill, OR, Deven and Keath Paolo opened Solid Form Fabrication. While Keath runs the shop and oversees the machinists and their equipment, Deven focuses on managing sales, engineering, and the accounting departments. Starting their business came with its fair share of challenges. Among them, most notably, was the issue of financing. Their timing was less than ideal with the Great Recession beginning

just a year after they opened their doors. Solid Form defied the odds and has grown continually since, now utilizing 15 full-time employees. Solid

“We’re a custom shop, so every day, every new lead, is a different project.”

Form is continuing to expand by breaking ground on a new 14,000 square foot shop that will add additional space for employees and machinery. Their goal?

Quite simply, “Fill it up with people.” As a custom shop, Solid Form can manufacture just about anything. While Solid Form does not play favorites, Deven most enjoys working on winery projects because of the size, challenge, and the chance to work outside in “picturesque scenery”. The Paolo brothers represent both the family values that characterize McMinnville as well as the strategic and collaborative business climate that has allowed them to thrive.

DEMONSTRATE

In 2004, John Mead attended a conference on green building in Portland, OR. The conference immediately inspired him and spoke to his values as an environmentalist. That same year, John anted up and built his first 'green' home for his family. Two

years later, he demonstrated his environmental principles by starting Cellar Ridge Construction in McMinnville. In 2008, the economic climate forced John and his team to remain lean. Fortunately, John's adherence to his

beliefs and green building are actually what "saved them from disaster" as it proved to be a competitive advantage. By being intentional in every phase of the project, Cellar Ridge is able to maximize the efficiency and ultimately, durability and life



Community and business members demonstrate their values on a daily basis.

expectancy of a building. Nowhere are their values more apparent than with the completion of the Pitney Passive House, the most ambitious form of energy efficient construction. While many companies strive to meet the minimum qualifications, Cellar Ridge makes a commitment to

“We build houses that will be around for at least 100 years.”

go “above and beyond” in how they do business. This is just one example of an inventive company in McMinnville leading the charge in an emerging industry. By sticking to their guns, John and his team have shown how far your values can take you.

CREATE



Art, music, and culinary masterpieces are all here.

The Bladine family's history is as rich as the town they've called home for decades. Since their arrival to McMinnville and the Yamhill Valley, the family has been artistically, culturally, and economically integral to the area, due in part to the foundation of the local newspaper, the News Register, in 1953. Their family's influence has lived on through Ossie Bladine who's now involved in the community in a variety of different ways, including his layout-centric role at the News Register and serving

as president of the Yamhill County Cultural Coalition, or YCCC. In both roles, albeit different facets, Ossie is focused on cultivating art. He enjoys layout design because

“Art is any form of expression done with a purpose, and that purpose could be to have no purpose at all.”

it's 'like a puzzle' and allows him to create the most aesthetically balanced combination, while the YCCC allows him to concentrate on creating an environment

where arts and culture can thrive. Traditionally, 'the arts' have been seen as a nice addition to increase livability locally, but Ossie hopes to change the perception around the industry: “Arts and culture can transform your community for the better and grow it economically as well.” In fact, in the valley alone the industry generates over \$40 million in revenue annually. As Ossie continues to promote artistic endeavors in our city, McMinnville is poised to become an artistic and cultural hub in the Yamhill Valley.

In practice, innovation is about doing things differently. It may come from introducing something entirely new or adjusting something existing to yield a new result. This is exactly what's taking place at McMinnville's own NW Rapid Mfg.: "Our ability to manipulate the machine gives us an edge in the marketplace," says Heather Harris, owner and president. 3D printing is still a novel industry, so the rules are still being written. While NW Rapid has operated successfully, progress has come with a wave of new

challenges that have yet to be solved. As is the case with many emerging industries, the technology is developing more rapidly than our ability to learn new skills and adapt. Yet, they remain optimistic about the future of 3D printing and its potential applications, spanning from

"We're not pushing machining aside, we *need* machining. Now we have to learn how machining and 3-D printing can work together."

consumer products to prosthetic limbs and even 'tiny homes'. With mechanization evolving on what seems to be a daily basis, NW Rapid is deliberate in maintaining traditional manufacturing skills. It is paramount that machining remains at the basis of their business. As new technologies arise, the old ways of doing things must be preserved. NW Rapid is emblematic of McMinnville's evolution: a city on the verge of expanding and changing, yet committed to maintaining tradition.

While deeply rooted in our history, McMinnville is primed for change.



I N N O V A T E



A walk in the park or an evening bike ride, McMinnville has many ways to recreate.

Dave Sanguinetti and Charlie Van Meter are unmistakably beer guys. Their backgrounds are varied, but both boast a long history of passion towards the art of craft brewing. Most importantly, they believe in the power of beer and its ability to create community. This is a philosophy that Dave has long employed as a business owner. As a McMinnville native and the proprietor of the Bitter

Monk, a local favorite, Dave has seized the chance to contribute to the local community. He has expanded

“If you can’t just laugh about it then it’s not worth doing...and it also helps that we’ve got *beer on tap.*”

his community-building efforts past solely the bar with the creation of the Bitter Runners. This group was created to provide patrons an outlet to live a

healthier lifestyle, without judgment, with other like-minded people. With a second McMinnville location, Dave and his new Allegory Brewing, led by Master Brewer Charlie, will continue to foster community with plans including weekly community bike rides and even a dog happy hour. These are significant steps toward furthering a cohesive, welcoming, and enjoyable community.

RECREATE

LOCATE

Melissa Summerfield and her family recently made the move to McMinnville from a rural farmtown in Wisconsin. As an HR Director at Organic Valley, Melissa seized the opportunity that was presented to her when an expansion effort was announced in 2017. Being new to an area can be difficult, but in just a short time, Melissa and Organic Valley have already come to call it home. From a strategic perspective the McMinnville location

gives Organic Valley a centralized location to expand their business throughout the West Coast.

“We’re really excited to be part of McMinnville. The community has welcomed us with open arms.”

Personally, Melissa has already noticed the commitment to community, the strong school system, and the ability to foster interpersonal relationships. She is a strong believer that the farming community

represents family values, a characteristic that Melissa has sought to instill in her own children. In many ways, this is why Melissa felt so instantly at home here: “That Midwestern kindness that I’m so used to, I feel that it’s very similar here.” Melissa is a proud employee of Organic Valley because of their great work environment, fair business practices, and the continual focus on “doing what we need to be doing as human beings and good stewards of our land.”

From raising a family to growing a business, McMinnville is an ideal location.



EDUCATE

The McMinnville public school system is on the cutting edge of innovative curriculum. From giving students opportunities to explore new careers to facilitating educational tours, the students are exposed to an array of possibilities. In April 2017, McMinnville High School broke ground on a state-of-the-art Career Technical Center (CTC) to round out their numerous existing Career Pathways. The new facility will house pathways including fabrication, manufacturing, construction, and more.

“These experiences prepare students to collaboratively solve highly technical challenges.”

These programs will provide opportunities similar to existing curriculum such as the EASA (Engineering and Aerospace Sciences Academy) classes, which allow students to create physical projects to solve real world problems. EASA Teacher, Dave Larson, works with students in both academic and extra curriculum roles, serving as a robotics coach. He recognizes the need

to connect the students to real-world experiences and the businesses surrounding McMinnville. “Connecting with local businesses for tours is extremely valuable and I hope we’ll be able to continue to look for ways to connect local companies with our students.” As an example, he recently facilitated a meeting between Oregon Governor Kate Brown and three EASA students who built an exoskeleton hand designed to help people with arthritis. Both Dave and the City of McMinnville understand the future lies with our children, and their connection to innovation.

From classroom to real-world applications, students are exploring the possibilities.





The McMinnville WORKS Internship Program is cultivating the next wave of local leaders.

The McMinnville WORKS Internship Program demonstrates the very best that McMinnville has to offer. The program is facilitated by the McMinnville Economic Development Partnership (MEDP) and originated as an effort to 'grow our own' workforce in order to foster the next generation of local talent. In 2017, the program provided 14 interns the opportunity to gain practical experience at 13 Host Sites, completing projects from testing crystals to creating marketing plans to drafting 3D CAD designs.

In addition to working full-time, interns also experience the culture and community in McMinnville. Through weekly lunches at local favorites like Wildwood and Community Plate, as well as a tour of the award-winning Third Street, these interns learned how to make McMinnville a home. The interns also have an

“This experience has been eye-opening. Virtually anything you could want or need is right here.”

opportunity to improve their professionalism and interpersonal skills through weekly Professional Development Workshops led by local community and business leaders. The workshops covered a wide variety of topics from self-marketing to entrepreneurship, allowing the interns a glimpse at how the 'real world' operates. Over the course of their short nine weeks, these interns integrated into the program, their Host Sites, and the greater McMinnville community.

INTEGRATE



— MCMINNVILLE OREGON —

Exceptional Performance Enviably Lifestyle

We're Your One Call for Answers and Actions

MEDP's mission is to help our companies find the right business resources by:

- Promoting growth and success of local businesses and industries
 - Connecting companies with innovative workforce solutions
 - Helping companies expand or locate in McMinnville

McMinnville | ECONOMIC DEVELOPMENT
PARTNERSHIP

Ready to talk? Call us at 503.474.6814