



McMinnville

Innovation Campus

Chris Chenoweth, City Councilor

Patty Herzog, Executive Director MEDP

Heather Richards, Community Development Director

Why an Innovation Campus?

“We have the land. We have the need. We have the vision. We have the planning and foresight.

Let’s work together to help guide economic development here for our community, our children and our grandchildren.”

<https://newsregister.com/article?articleTitle=chenoweth-envisioning-a-place-to-nurture-new-ideas--1658519065--43780--commentary>



SkySong Innovation Center

Scottsdale, Arizona

- 42 acres mixed-use development
- Public-Private Partnership with ASU and more than 60 private-sector company tenants



- Links technology, entrepreneurship, innovation, and educational research units
- Companies ranging from world's best-known brands to one- or two-person startups.



Marley Innovation Center

Municipality in Switzerland



91 acres

Marley Innovation Center

Municipality in Switzerland

Marley Innovation Center

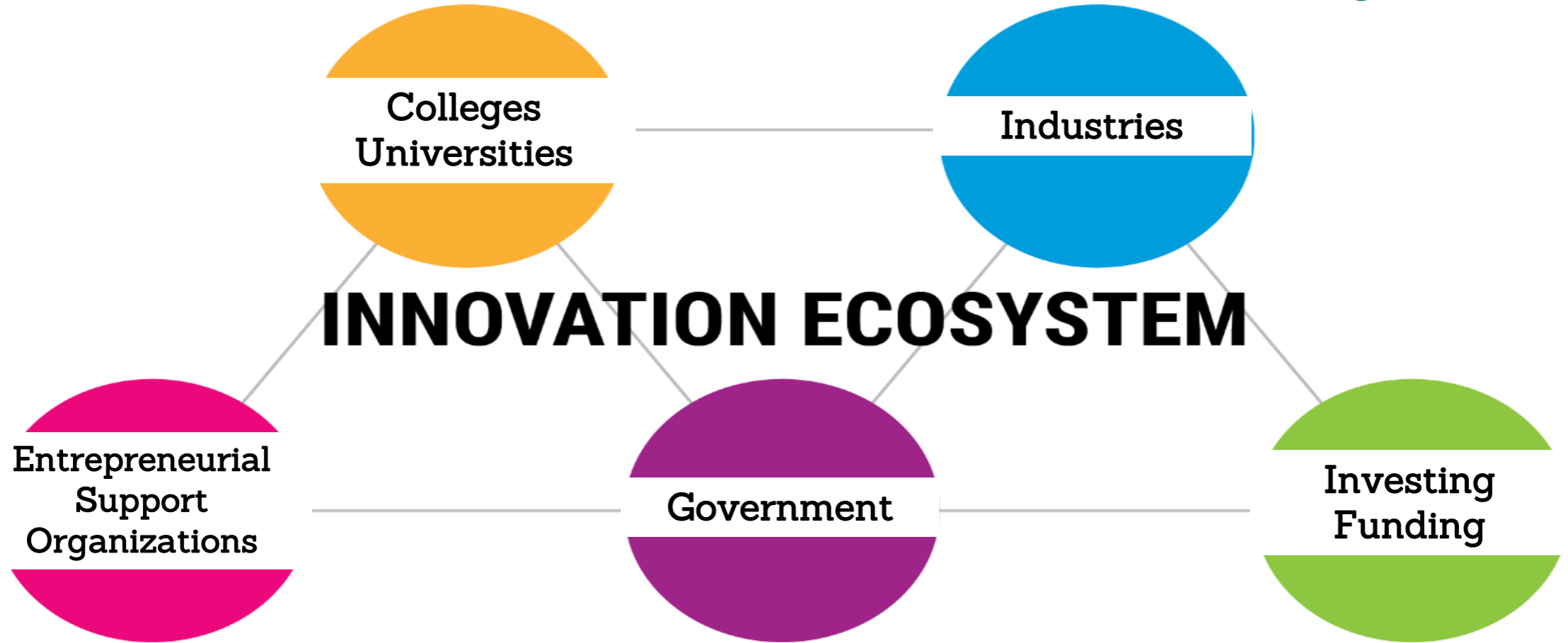
150 Companies = 600 Jobs

Quality infrastructure and services



Corporate environment
that combines research,
industry and crafts

What is an Innovation Ecosystem



- Place for collaboration, shared resources, and targeted investments
- Create a super-charged entrepreneurial environment
- Increase high-density living wage jobs
- McMinnville's largest available employment site.

Oregon 10-year Innovation Plan



Foster Ideation

Foster the commercialization and deployment of new products demanded by both Oregon's existing industrial base and emerging markets.



Strengthen the Ecosystem

Develop the requisite entrepreneurial support services to address the continuum of needs from early-stage startups to scalable enterprises.



Tell the Story

Promote Oregon as a place to start and grow an innovative company.



Catalyze Risk Capital

Provide access to resident risk capital at all stages of development.



Oregon 10-year Innovation Plan

Strengthening the Ecosystem

Strategy 2:

Strengthen the Innovation Ecosystem Develop a systemic, regionally based entrepreneurial service delivery system.

Action 4:

Create Regional Innovation Hub designations that will fund and incentivize collaboration to build and advance innovation-focused ecosystems, ensuring opportunities for all innovation-based businesses throughout Oregon.

Action 5:

Link talent to innovation efforts.

Regional Hub Planning Grant

\$140,000

Planning grants to advance regional innovation ecosystems provide innovation-based entrepreneurs access to technical assistance, capital, networking, mentorship, and talent development in their region.



Small Business Development Center
Chemeketa Community College
Willamette Workforce Partnership
Oregon Manufacturing Extension Partnership
Mid-Willamette Valley Council of Governments
McMinnville Economic Development Partnership
Chehalem Valley Innovation Accelerator
George Fox University
OSU Advantage Accelerator
OSU Extension
Linfield University
Indy Commons/Indy Idea Hub
Advanced Economic Solutions
Latino Business Alliance
MAPS Credit Union (CDFI)
Willamette University/Willamette MBA
Western Oregon University

Local Innovation Ecosystem

LAUNCH
Marion • Polk • Yamhill
Mid Valley

STARTUP BOOTCAMP
LAUNCH
Mid Valley
ENTREPRENEURSHIP + INNOVATION

BOSS
LADIES

Join Us For A Pub Talk
Featuring Local Women
Entrepreneurs

COFFEE CLUB
FOR STARTUPS

Three circular portraits of men are overlaid on a background image of a field with rows of crops. The men are smiling and looking towards the camera. The background shows a field with rows of young plants, possibly a vineyard or orchard, under a clear sky.

**INNOVATION IN
AGRICULTURE**

MacTown 2032

Adopted March 2019

Foundational Goals and Strategies...
are meant to be broadly beneficial across
multiple industry sectors

1. Accelerate Growth in **Living-Wage Jobs**
Across a Balanced Array of Industry
Sectors
2. Improve Systems for **Economic Mobility
and Inclusion**
3. Maintain and Enhance our **High Quality
of Life**



MacTown 2032

Adopted March 2019

Target Sector Goals and Strategies...

are intended to pursue opportunities and improve outcomes within clusters or sectors of related industries



1. Sustain and innovate within traditional industry and advanced manufacturing
2. Foster opportunity in technology and entrepreneurship
3. Be a leader in hospitality and place-based tourism
4. Align and cultivate opportunities in craft beverage and food systems
5. Proactively assist growth in education, medicine, and other sciences

McMinnville Economic Vitality Leadership Council (MEVLC)

ARPA

Public Infrastructure Feasibility Analysis for McMinnville
Innovation Center site to understand the needs and costs
of the public infrastructure necessary to support the
Innovation Campus

\$250,000

City of McMinnville dedicated funds

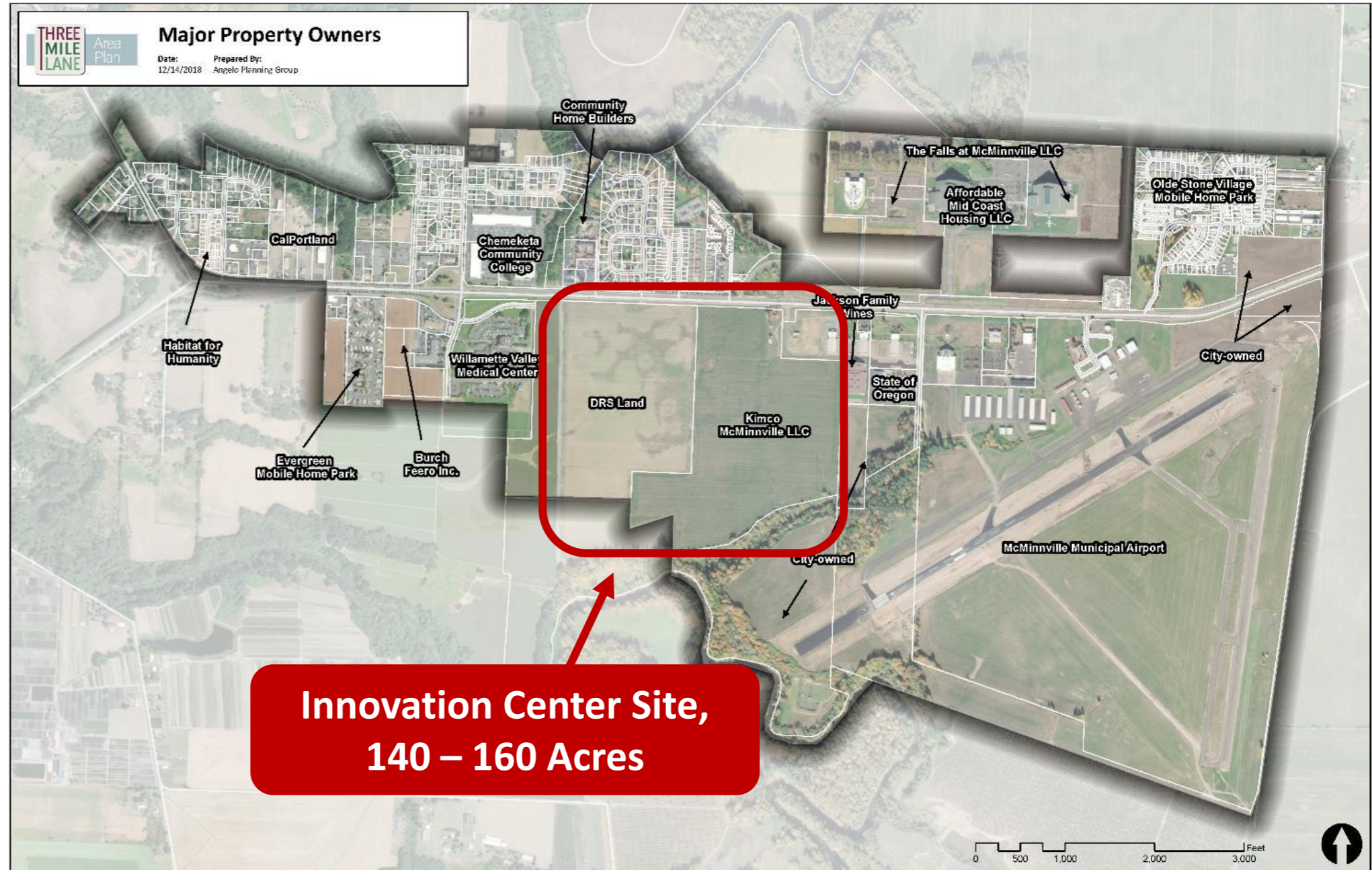
THE SITE

- ❑ 140 – 160 acres of industrially zoned land
- ❑ Flat
- ❑ Adjacent to the McMinnville Municipal Airport and Galen McBee Park
- ❑ Access to Oregon Highway 18
- ❑ Stunning views of the Yamhill River riparian corridor and the Oregon mountains.



The area is also host to several large employers, including award-winning corporate headquarters and the Willamette Valley Medical Center.

THE SITE



200 acres in two parcels.

Local ownership on each parcel.

Willing property owners.

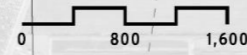
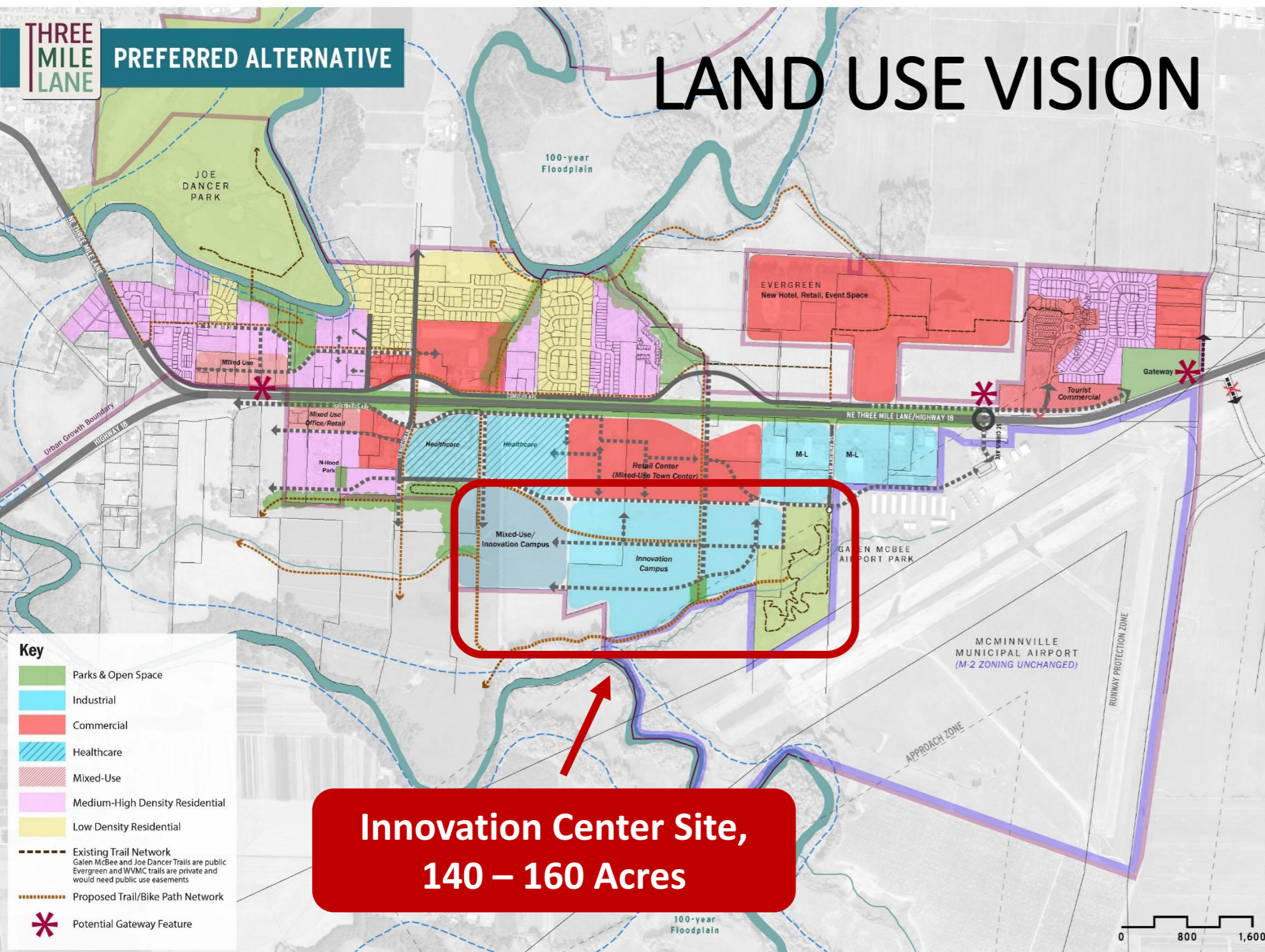
THREE MILE LANE

PREFERRED ALTERNATIVE

LAND USE VISION

Meet Some of McMinnville's Future Needs (2021-2041)

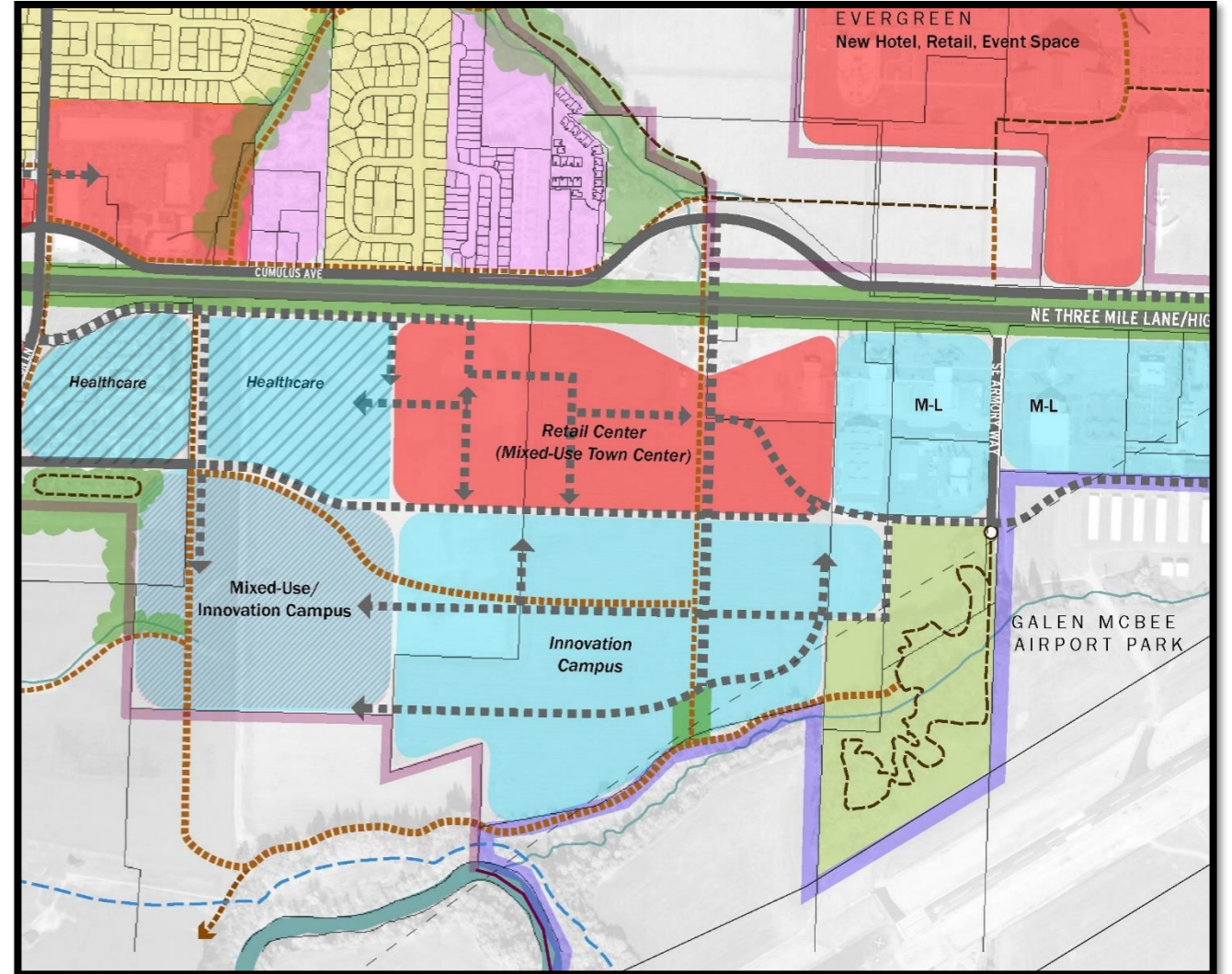
- **Affordable Housing:** High Density Housing
- **Commercial Options:** Respond to need for more commercial options in McMinnville. Help fund the infrastructure for industrial.
- **Good Jobs:** Innovation Center, Industrial campus adjacent to the airport with access to Highway 18.



Commercial Site

Why that Recommendation?

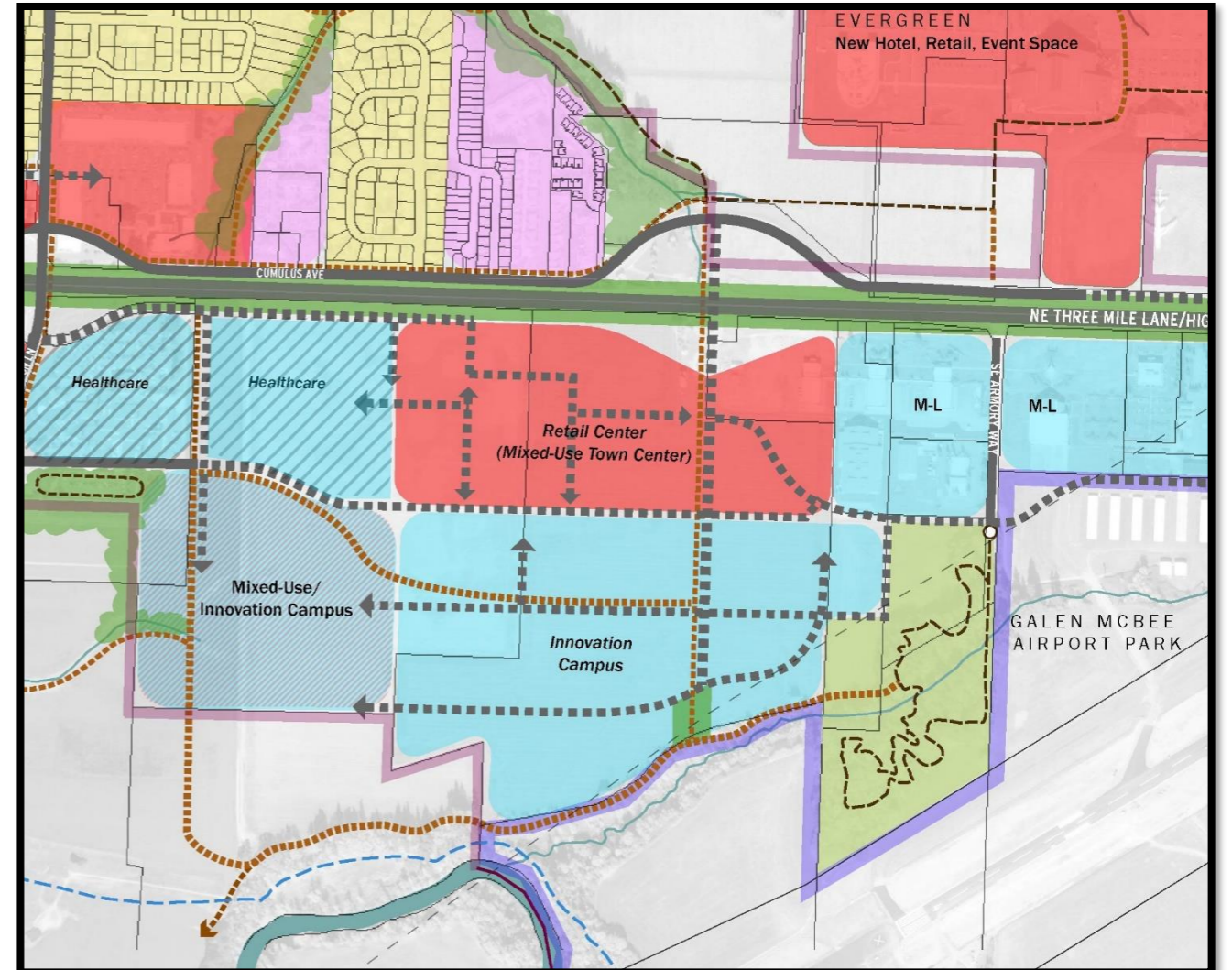
- In the public process more commercial amenities was identified as a priority
- Community Need – retail leakage
 - People are shopping elsewhere
 - Greenhouse Gas Emissions
- Food Desert for Residential Neighborhoods
- Industrial Development
 - Support Innovation Center
 - Fund Needed Public Improvements



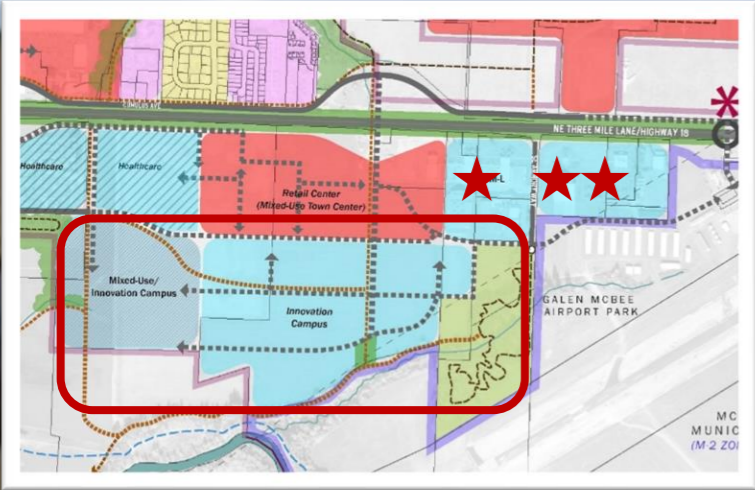
Commercial Site

Why that Recommendation?

- In the public process more commercial amenities was identified as a priority
- Community Need – retail leakage
 - People are shopping elsewhere
 - Greenhouse Gas Emissions
- Food Desert for Residential Neighborhoods
- Industrial Development
 - Support Innovation Center
 - Fund Needed Public Improvements



Innovation Campus: Need



Innovation Campus: Key Features



NEXT STEPS for INNOVATION CENTER

- Public Infrastructure Feasibility Analysis.**
- Continue to work with local partners (property owners, Yamhill County, non-profits, education and industrial developers) on refining the concept and promoting an implementation plan.**
- Continue to work with SEDCOR on Regional Innovation HUB planning.**
- Continue to work with state partners on promoting McMinnville site.**



McMinnville

Innovation Campus

Chris Chenoweth, City Councilor

Chris.Chenoweth@mcminnvilleoregon.gov

Patty Herzog, Executive Director MEDP

Patty@McMinnvilleBusiness.com

Heather Richards, Community Development Director

Heather.Richards@mcminnvilleoregon.gov