



*McMinnville* | ECONOMIC DEVELOPMENT  
PARTNERSHIP

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# ANNUAL REPORT 2021

OCTOBER 2020-SEPTEMBER 2021



*McMinnville is old enough to be substantial,  
Young enough to be ambitious,  
Big enough to be industrious,  
And small enough to be friendly*





Total Employees:  
**14,733**

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Total  
Establishments:  
**1,587**



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# Our Staff



## IT TAKES A VILLAGE

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 vibrancy. It's innovation. It's looking towards the future while preserving the efforts of past generations.

# Our Board



**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 business community 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.

# Funding Partners

*McMinnville*

ECONOMIC DEVELOPMENT  
PARTNERSHIP

Our work in McMinnville is possible because of these sustaining partnerships





# Investor Circle



SOLID FORM



Cascade Employers Association  
Unsurpassed resources for great employers



# MEDDP'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 & Beverage Production, Research & Development, Technology and beyond.**

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# Business Retention and Expansion



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.



# Workforce Development



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.



# Business Attraction



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



# Innovation Development



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	178

## RESOURCE PARTNER COLLABORATIONS

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

## COMPANY CONNECTIONS

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



# BY THE NUMBERS



## INTERNSHIP APPLICATIONS

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

## PROFESSIONAL DEVELOPMENT ENGAGEMENTS

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

## WORKFORCE CONNECTIONS

<u>2020</u>	<u>2021</u>
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# BY THE NUMBERS



## NEW BUSINESS LEADS

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

## SITE SELECTOR OUTREACH

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

## SITE SPECIFIC MARKETING

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





# BY THE NUMBERS



## STARTUP CONSULTATIONS

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

## ENTREPRENEUR FOCUSED PROGRAMING

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

## RESOURCE CONNECTIONS

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



# Marketing

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

## Social Media Impressions

Over the year we posted 977 times and made over **247,500 Impressions**



**72,110**



**85,575**



**30,420**



**59,211**

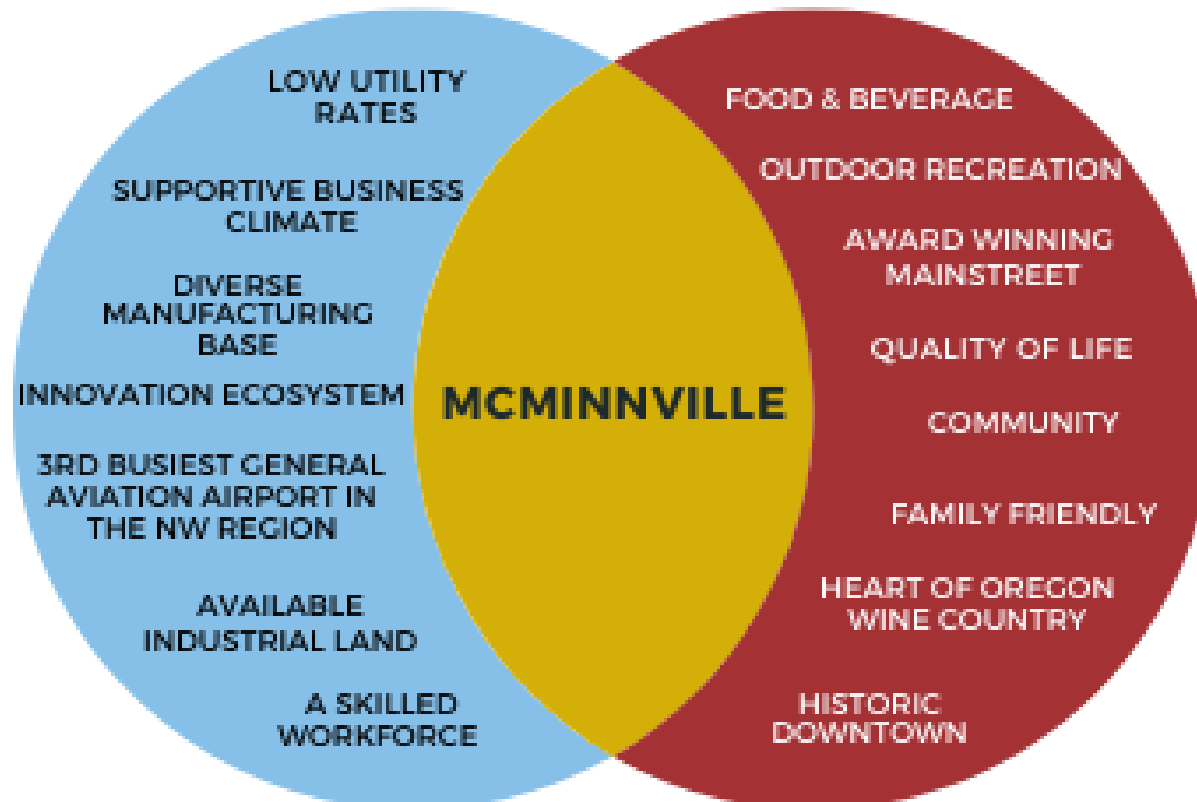
## e-Newsletter Stats



Total Subscribers: 1,230  
Yearly Reach: 17,885

 [MCMINNVILLEBUSINESS.COM](http://MCMINNVILLEBUSINESS.COM)  [INFO@MCMINNVILLEBUSINESS.COM](mailto:INFO@MCMINNVILLEBUSINESS.COM)  **503.474.6814**

# WHERE INDUSTRY, CREATIVITY AND PEOPLE THRIVE



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# McMINNVILLE, OR

A place where industry, creativity & people thrive.



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# Boss Ladies Pubtalk



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**COFFEE | NETWORKING | CONNECTION | COMMUNITY**



**LAUNCH** | Marion  
**Mid Valley** | Polk  
Yamhill

*McMinnville*  
ECONOMIC DEVELOPMENT  
PARTNERSHIP *all here*

**Third Tuesday of the Month at 9AM**

# QUESTIONS?



MEET THE MAKER |

*McMinnville* | MADE