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June 15, 2015

Dear Yamhill County Commissioners and Staff,

Thank you for your interest in learning about the return of a county wide 4<sup>th</sup> of July Celebration taking place in McMinnville at the Evergreen Aviation and Space Museum. The McMinnville Chamber of Commerce has been working for two years to coordinate the return of this event to McMinnville for the good of the county. After much work we found a great partner in the Evergreen Museum campus that met many of the desired outcomes of this event. The vision for this program is simple: return the feel of an "old fashioned" 4<sup>th</sup> of July celebration to our area while celebrating the community and things that make us great today.

The Chamber approached Evergreen Museum and asked for their partnership and location. We laid out the vision of an all-inclusive event, low cost, high impact and asked what they could do to help make that vision a reality. Their response was more than we hoped for and thanks to the Evergreen Campus here is what the afternoon/evening of the 4<sup>th</sup> of July will look like in McMinnville:

From 4pm-9pm (or later depending on traffic) both museums will be open for FREE to anyone who attends. There is no entrance fee for this event. The middle parking area surrounded by the museums and theater will be the community festivity area where people can gather to hear music, enjoy a beer garden, shop local farmers market style vendors, enjoy a meal for no more than \$5 a person, grab some of their favorite festive fair food, enjoy the green spaces, and also discounted admission to the water park or the movie theater. At the event vendors are only charged \$50 for a booth and our community non-profits receive a booth in a designated area for free. Parking on site is free AND there will be shuttles (donated by First Student) running from pick up locations down town McMinnville and Chemeketa Campus transporting our community in and out all day. Beyond such a generous offer to our community by Evergreen they have also gone above and beyond in helping design, implement, and manage the day of activities utilizing their staff and volunteers; all of whom are very excited to be a part of this program.

Our budget for this event is straight forward and simple. Neither organization is utilizing this event as a fundraising event. We are working a net zero strategy to make sure it is clearly a community focused operation. In the event that extra money is raised, Evergreen Aviation and Space Museum will use the funds for educational scholarships to camps and activities hosted at their location during the coming year.

**Expenses:**

Fireworks	\$12,000
Porto-Potties	\$ 900 (18 + the ones in the different

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buildings)	
Bouncy Houses for kids area	\$ 800
Liquor License	\$ 50
Highway Signage (3)	\$ 6,000
Lawn Signs	\$ 1,495
T-shirts (volunteers, safety, etc.	\$ 900
Chemeketa Parking	\$ 500 (If clean could go away)
Advertising in News Register	\$ 1,000
Staging	\$ 300

**Total:** \$23,945

Current Donations: \$15,000

Need: \$9,000

What we are doing to raise the final amount: We are reaching out to more businesses asking them to join us as a Patriot Sponsor for \$500. We are also trying a new method by launching a community wide Go Fund Me campaign ([gofund.me/celebratemac](http://gofund.me/celebratemac)) that will allow all members of our community to participate by donating as little as \$10. That was launched Wednesday June 17<sup>th</sup> and is showing promise.

This is not planned to be a “one and done” event in Yamhill County. The Chamber invested 2 years to plan this event so we could be assured that it would be worth attending, accessible, and sustainable. Both the boards of the Chamber and Evergreen Museums are committed to continuing this event well into the future to continue to grow year after year and create a culture of community celebration every July 4<sup>th</sup>.

Re-launching events can be very difficult because we must overcome memories and objections as to why the event wen away in the first place. But we believe that this event will overcome all objections, will be something Yamhill County will be proud of, and will have the explosive power to bring multiple “oohs” and “awes” to the audience. The McMinnville Area Chamber of Commerce would like to request support from the county in the amount of \$1,500 (payable either to the McMinnville Chamber or Evergreen Aviation and Space Museum) to help us get that much closer to the end result and bring a spectacular event to Yamhill County.

Thank you for your consideration and I look forward to seeing you all at the celebration on July 4<sup>th</sup>!

Sincerely,

Nathan Knottingham  
 President/CEO  
 McMinnville Area Chamber of Commerce  
 503.472.6196

Accepted by Yamhill County  
 Board of Commissioners on  
6.25.15 by Board Order  
 # 15-208