



Yamhill County
 Board of Commissioners' Office
 535 NE Fifth St.
 McMinnville, OR 97128

YAMHILL COUNTY ECONOMIC DEVELOPMENT STRATEGIC INVESTMENT FUND APPLICATION

| COMPANY INFORMATION | | |
|---|------------------------------|---------|
| Company Name: Live McMinnville LLC, dba Atticus Hotel | | |
| Street Address: 375 NE Ford Street | | |
| Mailing Address: P.O. Box 1, McMinnville, OR 97128 | | |
| Web Address: www.atticushotel.com | Phone: 503-857-6248 | Fax: NA |
| Primary Contact: Erin Stephenson | Title: Co-owner | |
| Phone: 971-237-4750 | Email: erin@atticushotel.com | |
| <input checked="" type="checkbox"/> I hereby grant permission for my information to be shared among the Commissioners and Economic Development personnel. | | |

| PROJECT INFORMATION | |
|--|--------------------------------|
| Amount requested: \$100,000 | Amount of Matching Funds: 100% |
| Source of Matching Funds: Live McMinnville LLC | |
| Applicable Criteria: (check one) <input type="checkbox"/> Equipment Purchase <input checked="" type="checkbox"/> Job Creation <input checked="" type="checkbox"/> Business Expansion <input type="checkbox"/> Business Retention <input type="checkbox"/> Business Relocation | |
| How many jobs are being created by this investment: 50 | |
| Describe how the funds will be used and the resulting economic development benefit: | |
| Live McMinnville LLC is requesting \$100,000 to support the development of the Atticus Hotel, a luxury boutique hotel in McMinnville, the heart of Oregon Wine Country. The Atticus project will create 65-75 new jobs and spur an estimated \$4 million in consumer spending in Yamhill County. Funds will be used to develop on-campus hotel amenities at the Odd Fellows Lodge (next door to the newly constructed hotel), including a conference room, exercise facility, two bathrooms, staff offices and a break room. | |
| _____ | _____ |
| Signature of Applicant | Date Submitted |
| (For office use only) | |
| <input checked="" type="checkbox"/> Approve <i>Laura Tschabold</i> <input type="checkbox"/> Deny | |

Please submit application to the Board of Commissioners' Office
 Attn: Laura Tschabold, County Administrator
 E-mail: tschabold@co.yamhill.or.us

Accepted by Yamhill County
 Board of Commissioners on
9-14-17 by Board Order
 # 17-370

May 20, 2017

Jayne Mercer
Grants & Special Projects Manager
Yamhill County
535 NE 5th Street
McMinnville, OR 97128

Dear Ms. Mercer,

Live McMinnville LLC respectfully requests a Strategic Investment Fund grant from Yamhill County in the form of a \$100,000 grant for our Atticus Hotel project, specifically to help fund essential hotel amenities being developed at our adjacent Odd Fellows Lodge property. We believe strongly that our project meets the stated strategy goals of the Strategic Investment Fund by spurring new job creation and business growth.

The Atticus Hotel, which broke ground on May 15, 2017 and will open in the spring of 2018, is a 36-room full-service luxury boutique hotel located in the heart of Historic Downtown McMinnville. The Atticus features a mix of studios and one-bedroom suites, as well as a luxury 2 bedroom/2.5 bath penthouse, a restaurant and bar, private dining, conference room and exercise facilities. Guests of the Atticus will enjoy a full accouterment of services, ranging from valet parking to 24-hour concierge and room service.

While all guest rooms, the lobby, restaurant, bar, private dining space, and laundry facility will be new construction, located on the corner of Fourth & Ford Streets in downtown McMinnville, several key functions of the Atticus will be located at our adjacent Odd Fellows Lodge building. The ground level of the Odd Fellows Lodge, just a few feet from the Atticus lobby, will host the hotel's conference room, exercise facility, two bathrooms, staff offices and a staff break room. While Yamhill County enjoys robust tourism May through October, shoulder and low seasons require a well-executed strategy to court business and event travelers, for whom top-notch conference and exercise facilities are essential.

The Atticus Hotel is being funded through a joint partnership between Citizen's Bank and the Small Business Administration (SBA), which adds some layers of complexity to our overall funding package. Because of the participation of the SBA, we cannot use any funds from our loan on any other tax lot, even if that tax lot abuts the property and is under common ownership. As such our project has a funding gap when it comes to the renovation of the Odd Fellows Lodge to create the requisite spaces for the Atticus. It is our hope that a partnership with Yamhill Country through the Strategic Investment Fund will help us to bridge this gap, and provide funds for the spaces so essential to our off season strategy.

The Atticus Hotel will be a boon to Yamhill County, creating 65-75 new jobs in our community. Through the project 25 new hotel jobs will come on line for our county, with five management positions, six concierges, six valet, six housekeeping and two maintenance positions. Another 40-50 jobs will be created through the fine dining restaurant at the Atticus, which will serve three meals a day, as well as provide room service for the hotel. These jobs will bolster the county's growing tourism economy, and the hotel project will serve to help cement Yamhill County as the epicenter of Oregon wine country and the tourism it brings.

In addition to job creation, the Atticus will be a boon to our regional economy through increased consumer spending. Data compiled by polling company RCC through a contract with local DMO Visit McMinnville provides clear information on tourist spending in our community. Over 800 tourists were polled during the summer of 2016, and amongst other key data an average per-day spending amount was established at \$99 a day, including lodging. Based on this data, analysis of the Average Daily Rates (ADR) at the Atticus and the average lodging occupancy for the City of McMinnville (62% annually), we predict consumer spending from Atticus guests in Yamhill County to be roughly \$4 million a year. This spending will stimulate other businesses across a broad spectrum of categories, helping to cement their long-term success.

In addition to job creation and increased consumer spending, the Atticus Hotel project is also attracting new businesses to the area that are eager to capitalize on the luxury tourists who will stay at the hotel. Since our public project launch in January of this year multiple businesses from around the state of Oregon have reached out asking if we have retail space available in the building, or if we have anything in adjacent buildings. The close proximity to high earning luxury travelers is driving this interest in business relocation, and will continue to do so.

Please find attached our application materials, provided in paper form and on the enclosed flash drive, as appropriate. These materials are all strictly confidential and proprietary. Should you have any questions about our application, do not hesitate to reach out to me. We look forward to partnering with Yamhill County on this exciting project!

Sincerely,

Erin Stephenson
Co-owner, Live McMinnville LLC