

Crystal Cox

From: Ken Huffer
Sent: Tuesday, October 10, 2017 3:49 PM
To: Crystal Cox; Keri Hinton
Subject: Visit McMinnville Request for Community Wayfinding Project

On Oct 4, 2017, at 9:41 AM, Jeff Knapp <jeff@visitmcminnville.com> wrote:

Laura,

I wanted to follow up since our last conversation regarding our Community Wayfinding project. Since we last spoke I have had the opportunity to meet with the MDA, the Chamber and Linfield in hopes of securing additional funding partners for our project.

I am happy to report that the Downtown Association was generous enough to pledge \$2,000 toward the project. The other two organizations were not able to contribute at this time.

This leaves us with a \$6,000 gap that we need to recognize in order to have a executable plan by which to begin Travel Oregon Grant submissions and execution by Spring of 2018.

(On another positive note, Visit McMinnville, working with Travel Oregon's grant administrators just secured grants totaling \$35,000 supporting database upgrades on our website and marketing efforts for winter promotion.) I bring that up to show a track record of success working with the State tourism entity on following their recommendations to receive support through their grant programs. We have utilized this same process in the Wayfinding Plan that we are currently leading on behalf of the community and feel that we have a solid case and plan for having our plan funded.

That being said, we would love for the County to consider supporting our efforts by contributing the remaining \$6,000 to help us turn this plan into reality.

Thank you for passing this along to the Commissioners. Please let me know if they have any questions or could use any other items of support.

Sincerely,

Jeff Knapp | Executive Director

[Visit McMinnville](#)

T: 503-857-0182

C: 971-241-8808

328 Davis St. #1, McMinnville, Oregon 97128

Accepted by Yamhill County
Board of Commissioners on

10-12-17 by Board Order

17-415