

# Visit McMinnville

February 16th, 2024

To Representative Elmer,

In McMinnville, Third Street is the beating heart of our community. Encompassing ten blocks, Third Street is where citizens of McMinnville gather for events like the UFO Fest, the McMinnville High School homecoming parade, and the annual Christmas tree lighting. It is also the front door for international visitors to Willamette Valley's burgeoning wine country, supporting the state's \$7.2B wine industry with needed ancillary businesses like bustling restaurants, quaint retail shops, and tasting rooms – all enjoyed by locals and visitors alike.

However, the infrastructure supporting Third Street is in dire need of repair and reconstruction. There are accessibility issues with the sidewalk, stormwater retention issues on the street and sidewalks, needed water infrastructure improvements, and a street reconstruction needed.

**I am reaching out to you today to seek your support for HB 5201. The City of McMinnville is seeking a \$4,000,000 direct allocation to help with the Third Street Improvement Project. This project will fix deteriorated downtown infrastructure that has led to accessibility and safety issues and will define the character for the next generation.**

**McMinnville has BIG CITY challenges without access to BIG CITY resources. As a city of 35,000 people, we are too SMALL to be eligible for federal programs AND too BIG to be considered rural, so we end up competing with large urban centers for resources.**

McMinnville's Third Street is a nationally award-winning Main Street that is full of possibility. The positive growth of Oregon's wine industry that surrounds the community will continue to bring opportunities, but is putting pressure on the city's infrastructure. Our businesses and citizens deserve to thrive. Visit McMinnville is in full support of the City of McMinnville's request.

Sincerely,



Jeff Knapp  
President, CEO  
Visit McMinnville