



GREATER PORTLAND INC
CLARK COLLEGE

May 19, 2017
@GreaterPDX



POSITIONING GREATER PORTLAND FOR

COMPETITIVENESS + PROSPERITY



501c6

Recruitment + Marketing



501c4

Convening + Strategy



501c3

Research + Collaboration



WHO WE ARE 70+ PUBLIC + PRIVATE SECTOR PARTNERS



The Columbia-Willamette Workforce Collaborative



Metro

JPMORGAN CHASE & CO.

MILLER
NASH

GRAHAM
& DUNN
ATTORNEYS AT LAW



Multnomah
County



NW Natural



PERKINS & CO
Let's get there



PORT OF PORTLAND
Possibility. In every direction.®



PORTLAND
BUSINESS ALLIANCE
Commerce • Community • Prosperity



Portland State
UNIVERSITY

PRODUCE ROW
PROPERTY MANAGEMENT

GPI SMALL CITY
CONSORTIUM



STOEL RIVES LLP
ATTORNEYS AT LAW



WHO WE ARE

GREATER PORTLAND REGION

Portland-Vancouver MSA

- 2.4M population
- 2 states
- 7 counties
- 6 port districts
- 102 cities





WHAT WE DO

WE TELL GREATER PORTLAND'S STORY

We market and sell the region to companies thinking of expanding or relocating their business

TELLING OUR STORY EVERYWHERE

29

SALES MISSIONS
(2014-YTD)



GLOBAL REACH

via BD, Marketing, Media

**USA, JAPAN, CANADA,
UK, IRELAND, CHINA,
SWEDEN, AUSTRALIA +**



TELLING OUR STORY TO DECISION MAKERS

1,000+

CORPORATE DECISION MAKERS
NATIONAL SITE-SELECTION CONSULTANTS
CORPORATE REAL ESTATE EXECs



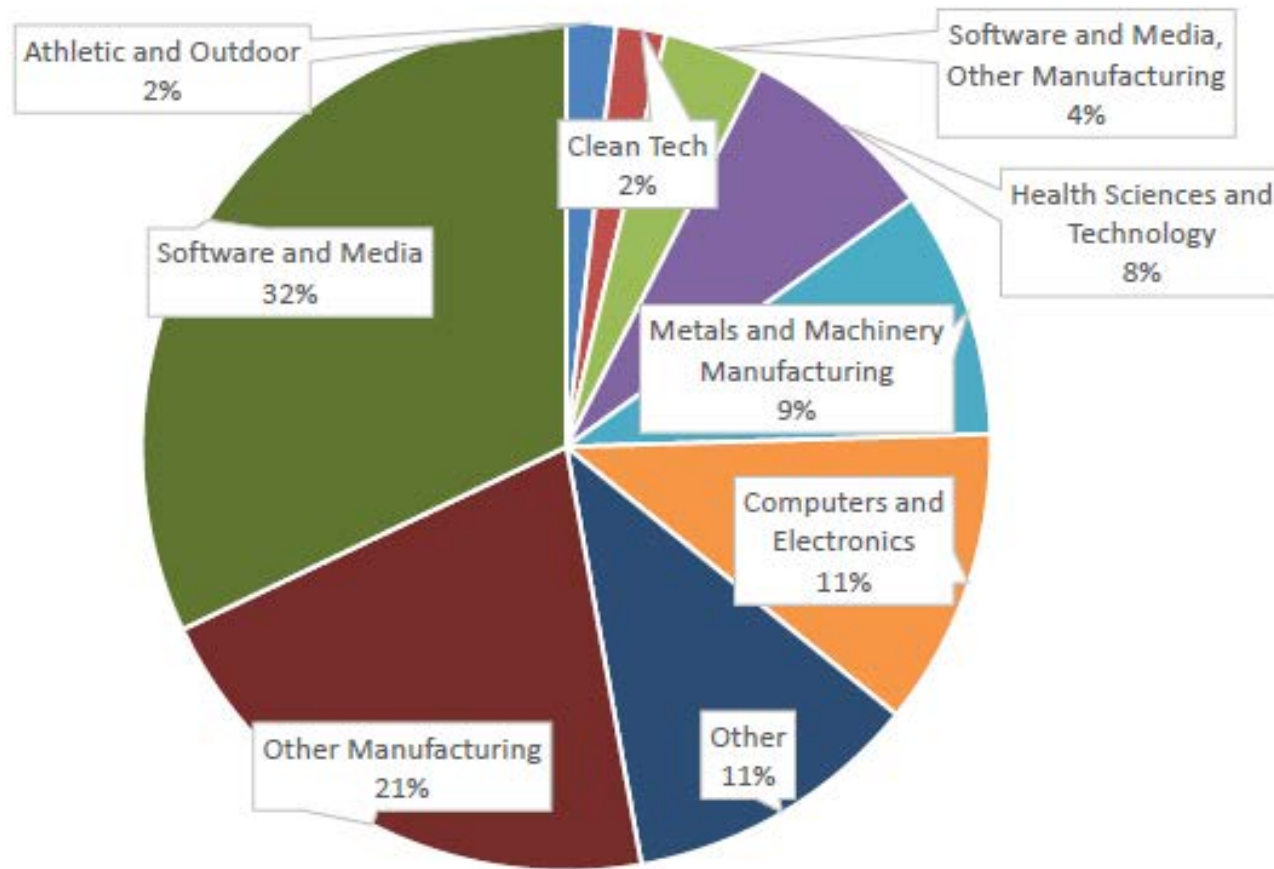
WHY WE DO IT

CREATING OPPORTUNITY

THROUGH JOBS + INVESTMENT

If successful: we've helped companies land, creating opportunity for others through jobs and investment in our region

2016 PROSPECTS BY CLUSTER (n=53)



NEW COMPANIES IN GREATER PORTLAND





ECONOMIC WEALTH FROM 11 COMPANIES

692

JOBS

Our 2016 work will result in a total impact of 437 direct and 255 indirect jobs to the region

\$37M

ANNUAL INCOME

2016 wins spurred \$23M of direct income translating to \$37M in annual income to the region

EVERY DOLLAR OF
GPI'S OPERATING
BUDGET FOR 2016
YIELDED DIRECT
INCOME OF
**\$14.57—A 55%
INCREASE OVER
2015 IMPACTS.**



REGIONAL COMPETITIVENESS

ECONOMIC DEVELOPMENT 3.0

In the new economy, winning regions compete on value.

- EMBRACE COMPLEX CHALLENGES
- REFINE OUR ECONOMIC DEVELOPMENT PRACTICE
- SEEK REGIONAL COLLABORATION FOR SCALABLE SOLUTIONS
- CULTIVATE TRANSFORMATIVE LEADERSHIP

GREATER PORTLAND 2020



ECONOMIC
GROWTH



DIVERSITY &
INCLUSION



EQUITY



**ECONOMIC
PROSPERITY
FOR ALL**

Focus on traded
sectors, value
added activities

Unemployed,
underemployed,
Communities of
Color

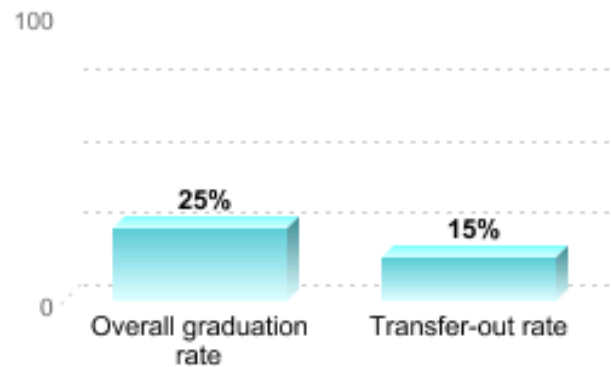
Capabilities,
opportunities for
upward mobility



GREATER
PORTLAND
20|20

CLARK COLLEGE RETENTION/GRAD RATES

OVERALL GRADUATION AND TRANSFER-OUT RATES FOR STUDENTS WHO BEGAN THEIR STUDIES IN FALL 2009

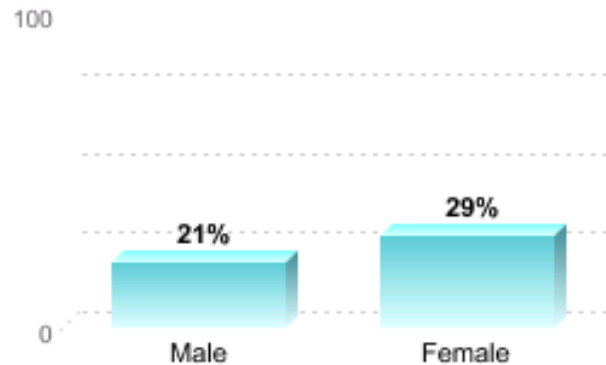


Percentage of Full-time, First-Time Students Who Graduated or Transferred Out Within 150% of "Normal Time" to Completion for Their Program

22 percent of entering students were counted as "full-time, first-time" in 2015.

CLARK COLLEGE RETENTION/GRAD RATES

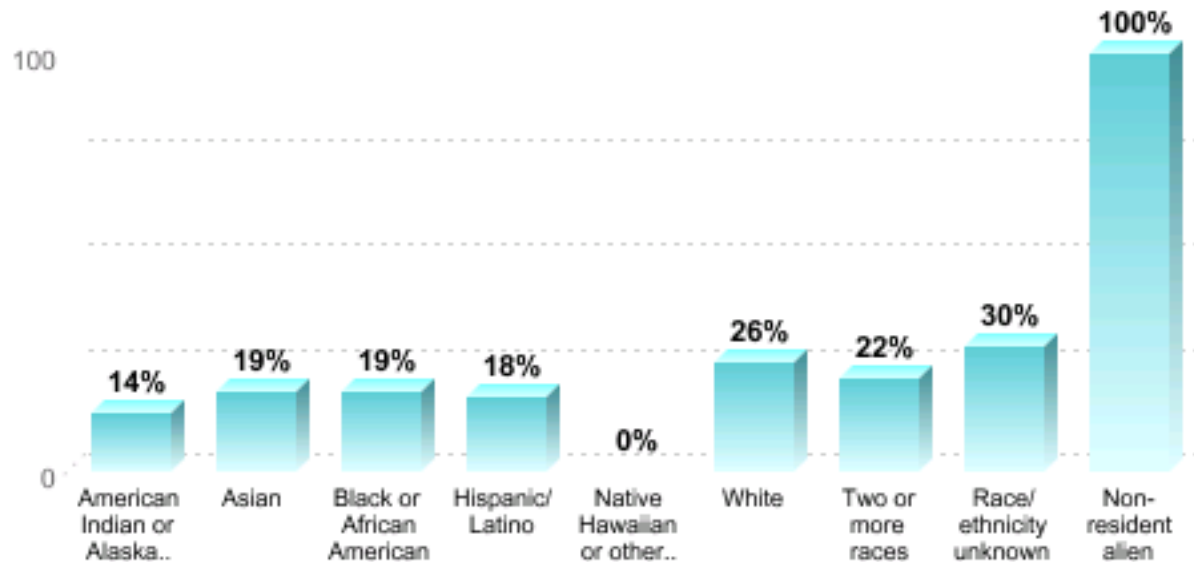
OVERALL GRADUATION RATE BY GENDER



Percentage of Full-time, First-time Students Who Began Their Studies in Fall 2009 and Graduated Within 150% of "Normal Time" to Completion for Their Program

CLARK COLLEGE RETENTION/GRAD RATES

OVERALL GRADUATION RATE BY RACE/ETHNICITY



Percentage of Full-time, First-time Students Who Began Their Studies in Fall 2009 and Graduated Within 150% of "Normal Time" to Completion for Their Program



“

Fifty years ago, companies opened new locations to be near lumber, copper or resources needed for their business. **Today, people are the resources.**

“FIRMS FLOCK TO CITIES WITH TOP TALENT”

APRIL 13, 2016
THE WALL STREET
JOURNAL



REGION'S WORKFORCE: 1+ MILLION

19.3% in trade and transportation

13.7% in professional and business services

11.5% in manufacturing

More than 30% in the creative class of scientists, entrepreneurs, artists, designers and professional workers

JOB GROWTH BY INDUSTRY WAGES

MARCH 2017/2007 PORTLAND METRO (SOURCE: OED)

	INDUSTRY	AVERAGE WAGE	JOB GROWTH
HIGH WAGE	High-tech Manufacturing	\$ 133K	12%
	Information	\$ 79K	
	Professional and Technical	\$ 80K	
	Financial activities	\$ 71K	
	Wholesale trade	\$ 70K	
	Ambulatory health care	\$ 63K	
MIDDLE WAGE	Construction	\$ 59K	4%
	Government	\$ 56K	
	Manufacturing (non High Tech)	\$ 55K	
LOW WAGE	Employment services	\$ 37K	15%
	Retail trade	\$ 31K	
	Nursing and residential care	\$ 28K	
	Leisure and hospitality	\$ 21K	



THREE CORE STRATEGIES



PEOPLE

RECRUIT, DEVELOP, AND ADVANCE THE REGION'S TALENT



BUSINESS

GROW BUSINESS AND PIONEER INNOVATION



PLACE

IMPROVE INFRASTRUCTURE TO MEET THE NEEDS OF PEOPLE,
BUSINESS, AND INNOVATION



1/3 CORE STRATEGIES



PEOPLE

RECRUIT, DEVELOP, AND ADVANCE THE REGION'S TALENT

- Diversity in leadership
- Tech talent strategy*
- Regional equity charter

**Project led by TAO and Columbia-Willamette Regional Workforce Collaborative: Diversity & Inclusion - People, Access & Jobs*



2/3 CORE STRATEGIES



BUSINESS

GROW BUSINESS AND PIONEER INNOVATION

- Regional approach to industry clusters
- Greater Portland Global

3/3 CORE STRATEGIES

PLACE

IMPROVE INFRASTRUCTURE TO MEET THE NEEDS OF PEOPLE, BUSINESS, AND INNOVATION

- Industrial lands supply
- Smart adaptive reuse strategy

GREATER PORTLAND 2020

CHAMPIONS

Public Sector
Industry
Economic Development
Higher Education
Workforce Development
Chambers
Nonprofits
Federal Govt

GP2020 PILLARS

PEOPLE

- Targeted inclusive training
- Career paths

BUSINESS

- BRE programs
- Business attraction / FDI
- Export
- Innovation

PLACE

- Industrial lands readiness
- Reuse / redevelopment
- Innovation districts

OUTCOMES

Quality jobs

Better standard of living

More even distribution of wealth

Healthy, vibrant neighborhoods

Increase the number of leadership positions held by people of color and women

- Diversity in leadership goal
- Best practices
- Coordination of resources for capacity building

DIVERSITY *in* LEADERSHIP

BEST PRACTICE SERIES
LEARN + NETWORK

Thursday, April 6, 3-5:30 pm
220 NW 2nd Ave, Portland OR 97209
NW Natural, 4th floor Hospitality Room

Join us to learn about culturally specific leadership programs.

FEATURED SPEAKERS

Marci Nakano
Executive Development Institute

Jonath Colon Montesi
Hispanic Metropolitan Chamber Leadership Program

Grant M. Yoshihara
NW Natural

Ryan Buchanan
GP2020 / eROI

— RSVP —

Contact Taryn at
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Light refreshments will be provided.



QUESTIONS + THANK YOU



@GREATERPDX

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GREATERPORTLANDINC.COM

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