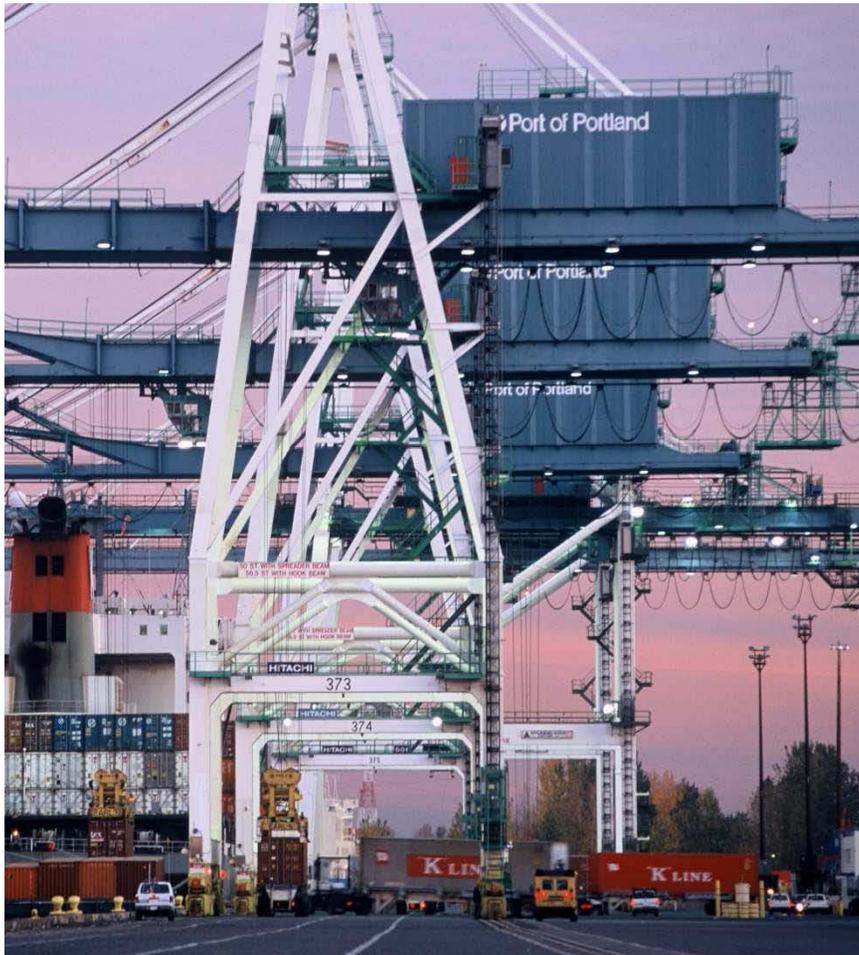


ATHLETIC & OUTDOOR

A SIGNATURE INDUSTRY FOR THE PORTLAND REGION

Economic Development Strategy



- Focus on traded sector firms as drivers of job growth
- Prioritizes our proactive efforts – plays to our strengths
- Identifies four most competitive industries based on:
 - Concentration of firms and talent
 - Expanding global markets
 - Comparative advantage relative to other regions
 - Promise of quality job creation within city

Why Athletic & Outdoor?



- Highest concentration of footwear distribution and manufacturing in US
- #1 for footwear patents in US
- Avg. annual wage approx. \$82,000
- Statewide cluster employment - 14,000
- Global leaders in Nike, Adidas, and Columbia Sportswear

Competitiveness based on:

- Unmatched pool of talent
- Symbiotic relationship between industry and regional lifestyle
- Leadership in sustainability
- Constant innovation led by anchors

Athletic & Outdoor



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UNIVERSITÄT
BERN

Geographisches Institut



IMPRESA
ECONOMICS

business
oregon.

Oregon Business Plan .org

Summary of Work to Date:

- Interviews, roundtables, online survey and research conducted over 12 months.

Results:

- An online directory of over 300 firms- www.pdxathleticoutdoor.com
- First comprehensive study of Portland and Oregon athletic & outdoor industry
- Report
- Info graphic
- Action Plan 2010-2012

RQ as Front Door for Industry



- Potential for clustering of firms
- Intersection of professional and recreational sports creates “living lab” for industry
- Collaboration with educational institutions around design and materials research
- RQ as destination promotes industry and Portland brand