

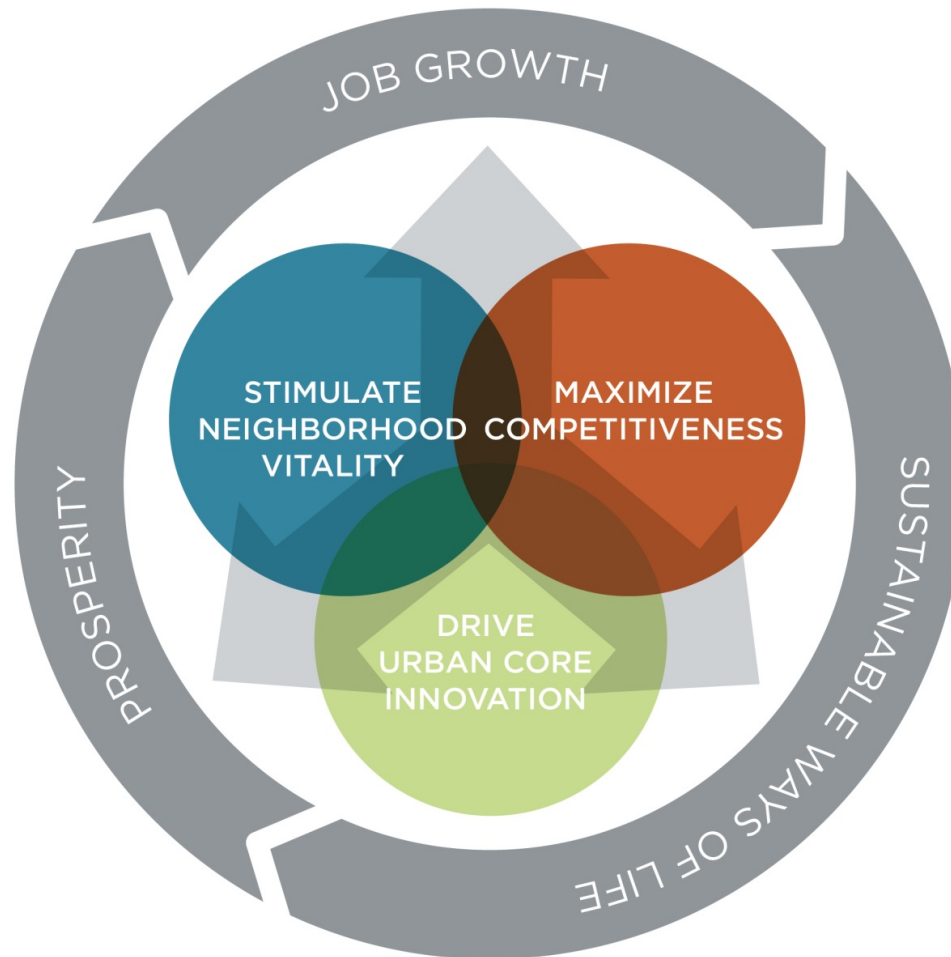
# ECONOMIC DEVELOPMENT STRATEGY

●●●●● TWO YEAR STATUS REPORT

July 20, 2011



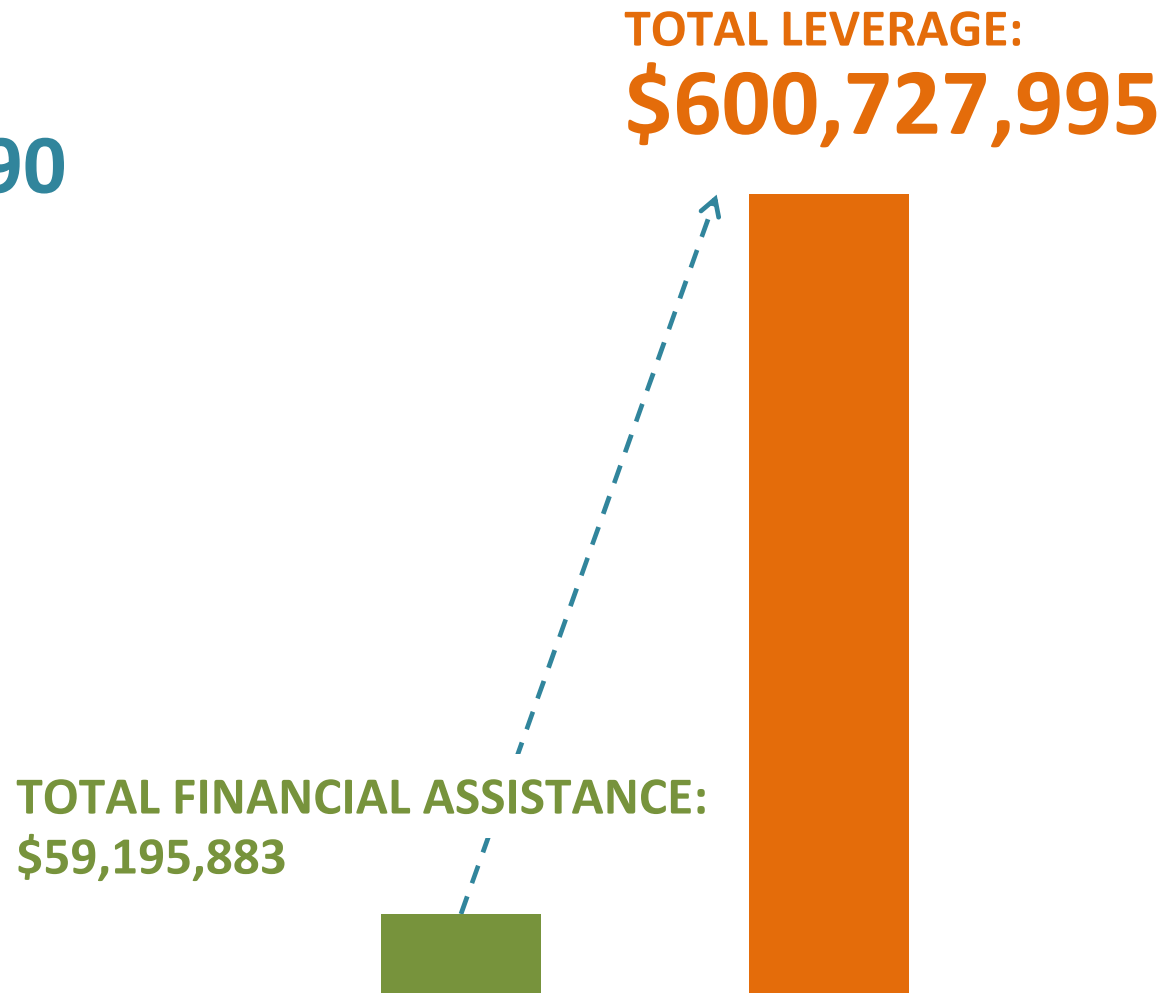
## THE APPROACH ►



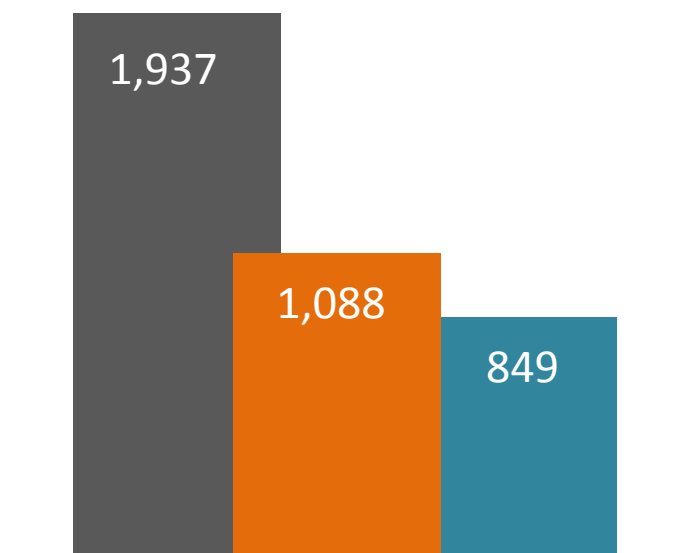
# THE RESULTS

## INVESTMENT ►

BUSINESSES  
ASSISTED: **390**



## JOB CREATION ►

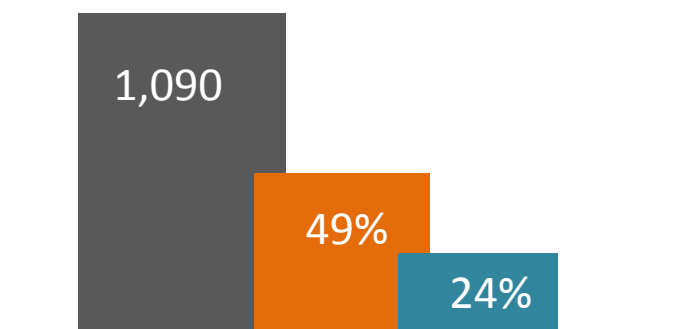


### NEW JOBS:

**1,088** Existing/startup

**849** Recruitment

**1,937 TOTAL**



### RETAINED JOBS:

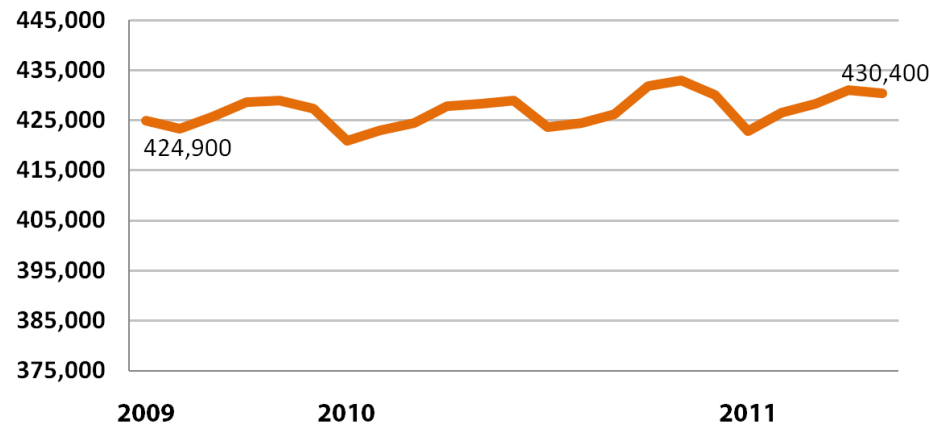
**1,090**

**49%** Target Cluster

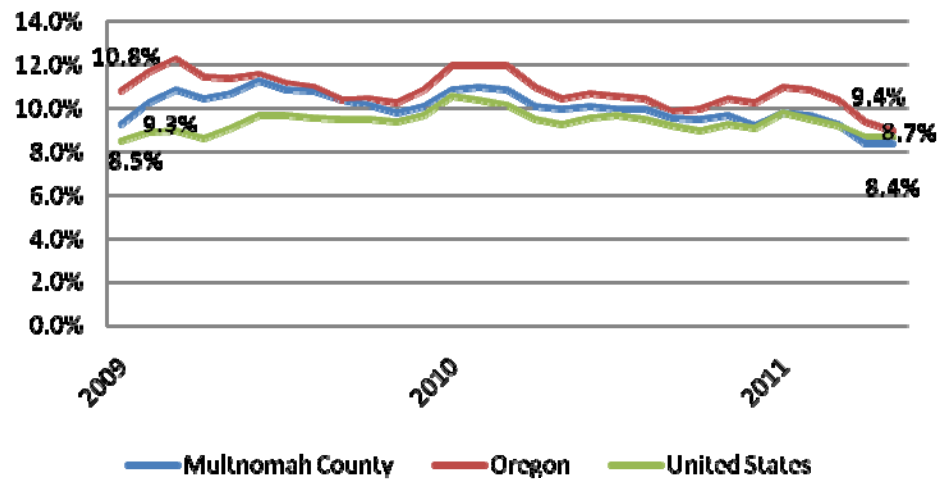
**24%** Small Business

# THE PORTLAND ECONOMY ►

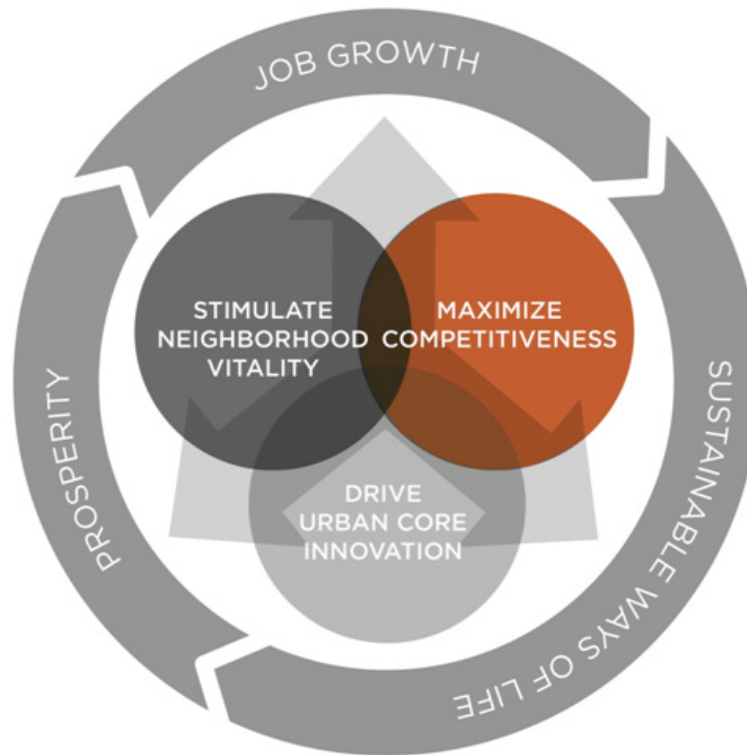
**Multnomah County Total Nonfarm Employment:  
July 2009 to May 2011**



**Unemployment Rate, January 2009 to May 2011**



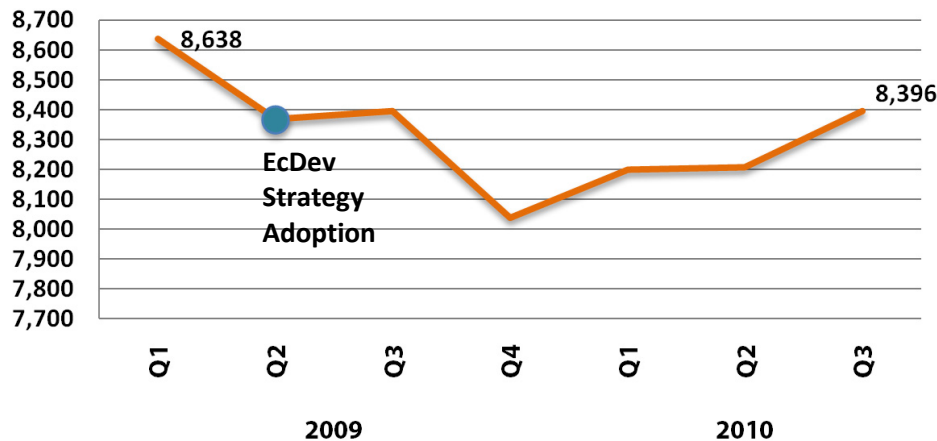
# MAXIMIZE COMPETITIVENESS



# CLEAN TECHNOLOGY ►

*Global leader in clean energy*

**Multnomah County Clean Technology Job Change:  
2009 to 2010**



- Secured Vestas, SoloPower and Revolt Technology
- Developed Wind Energy Supply Chain
- Launched Drive Oregon
- Signed MOUs with General Electric, BRE, Sanyo Homes and Fagerdala

**Vestas**

**SOLOPOWER**

**REVOLT**  
TECHNOLOGY

**Drive  
Oregon**  
ADVANCING THE ELECTRIC VEHICLE INDUSTRY

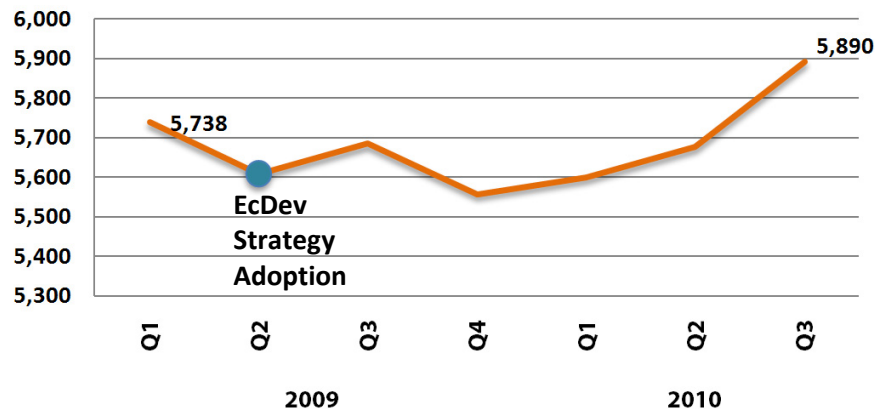




# ATHLETIC AND OUTDOOR ►

*Internationally renowned for design talent and innovation*

**Athletic & Outdoor Job Change:  
2009 to 2010**



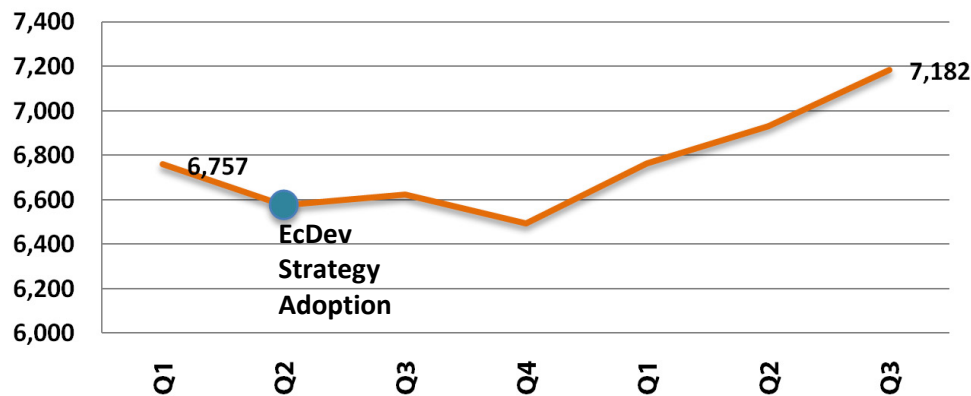
- Recruited Hi-Tec and supported expansion of Showers Pass, Portland Design Works, Danner-Lacrosse, Hub Collective, Queen Bee and Sugar Wheel Works
- Oregon Athletic & Outdoor report
- Launched Online Directory
- Created Design Forum/PDX



# SOFTWARE ►

*Exceptional talent and startup activity*

**Multnomah County Software Job Change:  
2009 to 2010**



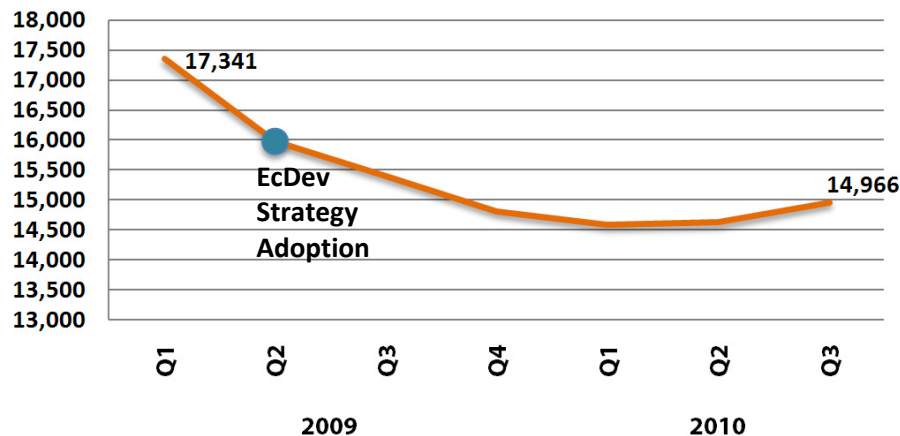
- Created Portland Seed Fund
- Launched PDX 11
- Catalyzed Zapproved and Green Print
- Launched Civic Apps, an Open Source Design Contest
- Over \$100M in new venture capital



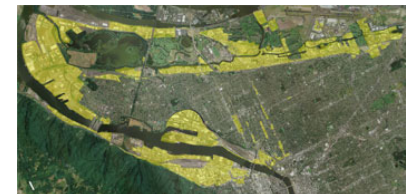
# ADVANCED MANUFACTURING ►

*Largest cluster, 5<sup>th</sup> in U.S. as a % of GDP*

**Multnomah County Advanced Manufacturing Job Change:  
2009 to 2010**



- Jumpstarted United Streetcar
- Supported Northwest Connector
- Increased business efficiency through Oregon Manufacturing Extension Partnership/Zero Waste Alliance
- Helped 8 businesses to locate or expand through the Portland Enterprise Zone



## INTERNATIONAL STRATEGY ►

- Named a Metro Export Initiative pilot city by Brookings
- Hosted World Trade Week
- Secured interest in approval for EB-5 investments



## HIGHER EDUCATION ►

- Supported PSU Wet Lab & Business Accelerator
- Established Research & Commercialization agenda

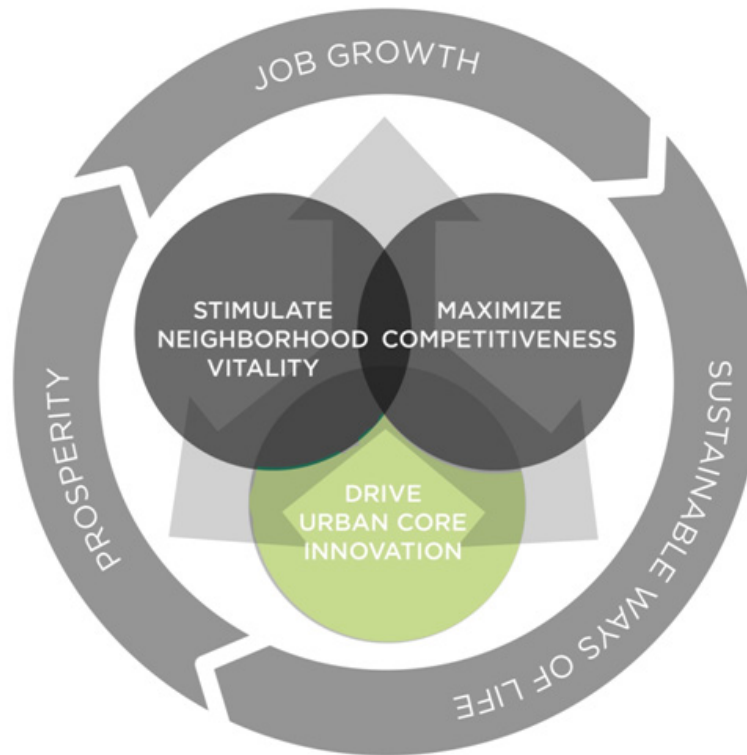


## WORKFORCE DEVELOPMENT ►

- Aligned local Workforce Investment Board strategic plan with Economic Development Strategy
- Implemented Pathways Out of Poverty “Green Jobs”
- Funded local business to train 900 employees



# DRIVE URBAN INNOVATION



## URBAN VITALITY▶

*Leadership in sustainability and urban character*

- Launched Clean Energy Works
- Advanced catalytic redevelopment projects (e.g., Rose Quarter, Burnside Bridgehead, OCOM)
- Construction of Eastside Streetcar
- Developed EcoDistricts tool kit & roadmap
- Completed schematic design of Oregon Sustainability Center



# THE PORTLAND BRAND ►

*Sustainability, quality of life, entrepreneurship and progressive thinking*



GREATER PORTLAND INC

**No. 2 of America's Top 50 Bike-Friendly Cities**

– *Bicycling Magazine*

**No. 4 of The Top 5 Cities for Green Jobs**

– *Center for American Progress*

**Second-greenest Metro in the United States**

– *Site Selection magazine*

**No. 3 of Top 10 Climate-Ready Cities in the United States**

– *Triple Pundit*

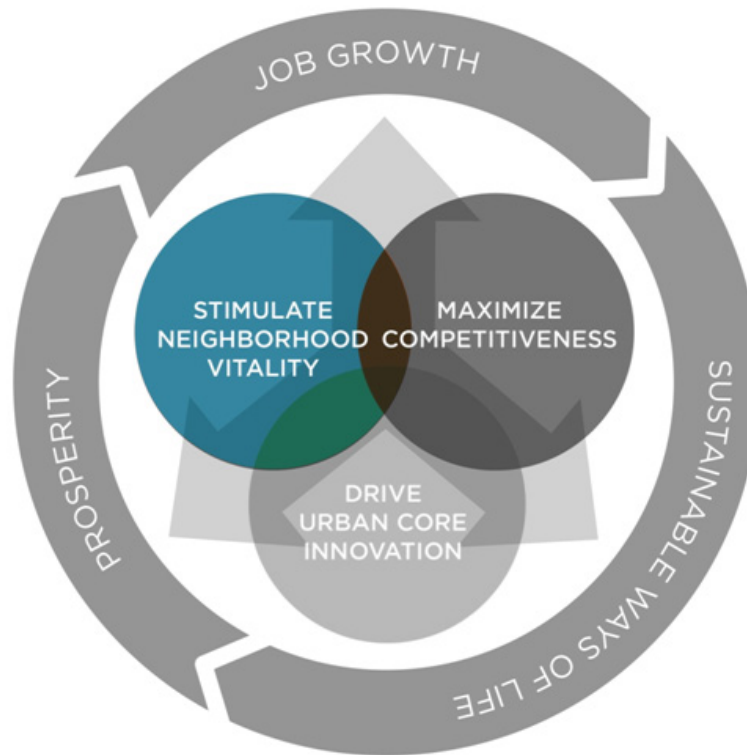
**Ranked 15th in the nation for total cost savings from Energy Star buildings**

– *Environmental Leader*

**One of the 25 most electric vehicle-ready cities in America**

– *Ford Motor Company*

# NEIGHBORHOOD BUSINESS VITALITY





## SMALL BUSINESS SUPPORT ►

### *Streamlined delivery of business services*

- Launched Business Portland ([www.portland4biz.com](http://www.portland4biz.com))
- Invested \$1 m per year in microenterprise development
- Helped 19 neighborhood businesses through Green Features program
- Streamlined City's permitting process



# BUSINESS DISTRICT VITALITY ►

## *Commercial district revitalization*

- Funded commercial streetscape improvements on Russell, 102<sup>nd</sup>, Denver and Foster/Woodstock
- Supported storefront improvements for 260 businesses
- Launched Portland Main Street:
  - Selected Alberta, Hillsdale & St. Johns
  - Leveraged 6,000 volunteer hours, \$150k in private funding
  - Main Street initiated tailored business district improvements



## NEXT STEPS ►

### *Neighborhood Economic Development*



- NED Leadership Group
- Community & Business Partners
- City Action Team
- PDC's Neighborhood Division