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GREATER PORTLAND PROSPERITY 2009

A REGIONAL OUTLOOK

Portland leads the pack with its high quality of life and commitment to green building, local food, alternative fuels and renewable energy.

SUSTAINLANE



THE WHOLE STORY

Anyone even slightly attuned to popular media has a feel for greater Portland — a magnet for the young and outdoorsy; a rainy backdrop for books, bikes and microbrews.

All true (though the region boasts 211 days a year with no measurable precipitation) — and the 2009 *Prosperity Index* underscores the point: Greater Portland's lifestyle rocks.

But this book is designed to do more than glorify the obvious. The *Prosperity Index* also brings to light some quieter features that have converged to make Portland-Vancouver not just an outstanding place to play but an exceptional place to work.

Yes, the region lures boatloads of twenty-somes to its awesome outdoors, extreme sports and easy living. But these are the very people, too, who are deepening greater Portland's already deep pool of talented thinkers and workers.

Among the snowboarders, mountain bikers and kayakers are electronics workers, now being tapped by the thousands to help grow the region's solar

cluster; "creatives" — designers, writers, artists and architects — inspired by freethinking Wieden+Kennedy, Ziba Design, Nike and others; and a variety of entrepreneurs, software makers and corporate refugees who've spawned

companies and unusual micro-clusters such as bicycle building and green fashion design.

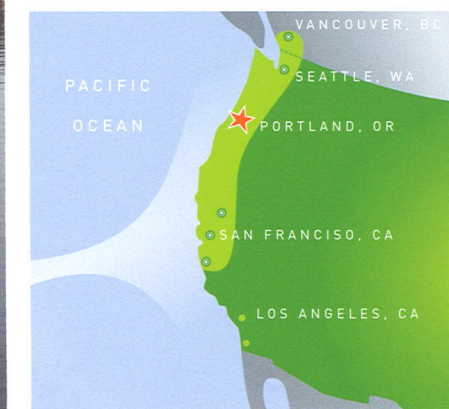
Low costs add to the luster of the place. Greater Portland's tax burden for C-corps ranks among the nation's lowest, and commercial real estate rates are the best in the West. Portland-Vancouver is eminently accessible, too, which eases the price of doing business, as flights and ships come and go daily, notably to and from Asia.

For companies shopping for a new home, Portland-Vancouver offers up not one but two states from which to choose. The metro area straddles the Columbia River, Oregon to the south and Washington to the north, enabling companies to site facilities in the state that best meets their needs.

Underlying these features is one of greater Portland's most enduring assets: a penchant for creative, independent thinking. Feeding the vitality of both business and lifestyle, supported by forward-thinking policymakers and planning, this desire to explore is leading the region — and others — boldly into a new, vibrantly green future.

"Portland has followed its own path," an *Arizona Daily Star* writer recently noted, bestowing what locals consider the highest of praise.

This *Prosperity Index* takes you down that path, through a wealth of narrative and numbers, and between the lines extends a hand: Welcome to it — welcome to greater Portland.



Greater Portland sits at the northernmost point of the vineyard- and orchard-laden Willamette Valley, a 10-hour drive from San Francisco and three hours from Seattle.

Just inland from the usually misty and eternally rugged Pacific coast, Portland-Vancouver is defined on its eastern horizon by the Cascade Mountains — iconic Mount Hood, Mount Adams and now-dome-topped Mount St. Helens.

Two rivers come together in a wiggly “T” between Portland and Vancouver — the Willamette flowing northward up the

valley, and the Columbia, which runs east-west at that point, zipping together Oregon and Washington all along its way.

A new bridge is in the planning to replace the old span that crosses the Columbia and carries Interstate 5 traffic from one state to another. Slated to begin construction in 2011 and representing one of the most significant bi-state collaborations in decades, the bridge will give wide berth to light rail, cyclists and pedestrians and help accommodate the region's ever-expanding population.

In the next five years, greater Portland is expected to grow by 176,000 residents, totaling 2.4 million. > PAGE 7

LIVE, WORK, PLAY

Population

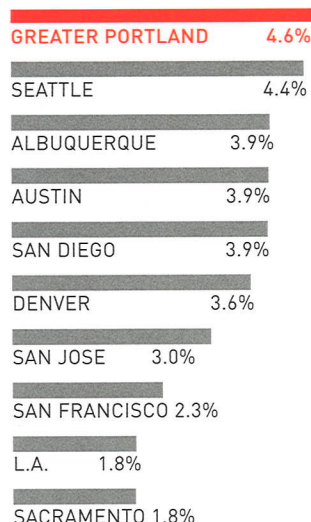
IN MILLIONS
2009



Source: IHS Global
Insight 2009

New residents

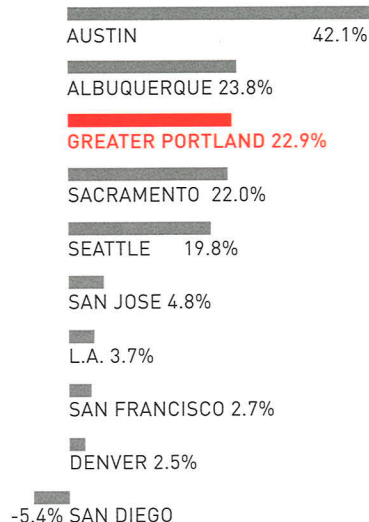
% WHO LIVED IN A DIFFERENT
STATE IN THE LAST YEAR



Source: U.S. Census
American Community
Survey 2007

Minority

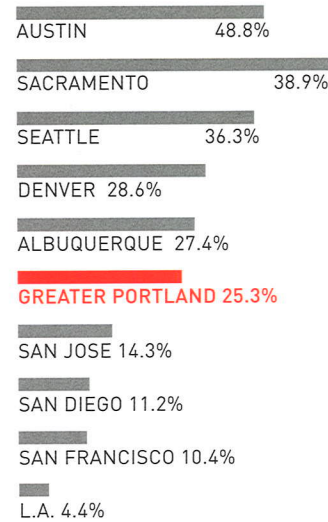
POPULATION GROWTH
2000-2007




Source: U.S. Census
American Community
Survey 2007

Foreign-born

POPULATION GROWTH
2000-2007



Source: U.S. Census
American Community
Survey 2007



Rain might be the only thing keeping the entire country from moving to Portland by the Prius-load.

SUSTAINLANE

POPULATION

More than 2.2 million residents reside in greater Portland, the fifth-largest metro on the West Coast.

SCHOOLS

Twelve greater Portland high schools are among the *U.S. News & World Report's* bronze-, silver- and gold-rated schools. The region also had 28 gold-award schools per million residents in 2008, according to *Expansion Management* magazine — ranking second behind Seattle, which had 30.

CHANGING FACES

Greater Portland is home to more than 258,000 residents (12% of the region's population) who were born in another country. The number has grown more than 25% since 2000, outpacing the growth in each of the California benchmark metros.

Nearly 5% of greater Portland's residents did not reside in Oregon or Washington in the previous year, the highest percentage of any benchmark region. Only 2.3% of San Francisco's population and 1.6% of L.A.'s population lived in another state.

IN THE WOODS

The region encompasses 1.5 million acres of protected National Forest land — a third more than Denver.

Portlanders take the politics of food very seriously. They want to know the provenance of their tomatoes and coffee and goat cheese.

BUDGETTRAVEL.COM

GREAT BEER, FINE WINE

Portland-Vancouver has the highest concentration of brewpubs and microbreweries on the West Coast — more than 24 per million residents. It's also tops in wineries among the West Coast metros, at 87 per million residents.

ORGANIC GROWTH

The region is home to more than 250 organic farms, farmer's markets and restaurants — the most on the West Coast and nearly three times the number in Austin or San Diego.

WHY IDLE?

The region's residents have the shortest commute (24.8 minutes), compared to commuters in other West Coast metros.

RUN, RIDE

The Portland Marathon ranks among the best-organized in the world. For cyclists, the annual Bridge Pedal enables some 15,000 bicycle riders to crisscross the Willamette's bridges — free of cars — for a half-day.

READ THIS

There are 133 bookstores per million residents here, ranking the region second only to Austin, and boasting a concentration that's 60% higher than in Los Angeles or San Francisco.

For some newcomers, it's work opportunity that brings them here. For others, it's simply the mountains, water and trees and the palette of activities they offer — hiking, snowboarding, climbing, kayaking, rowing, cycling, windsurfing, fishing. Here it's not implausible on a summer's day to ski twice — on snow at Mount Hood in the morning and on water on the Willamette or Columbia by late afternoon.

As for the urban scene, Portland-Vancouver is a hotbed of indie music, art, theater and film. The region's population of artists and entertainers totals more than 1,500 per 100,000 residents — nearly twice the number in much-bigger Seattle. Much of the Regional Arts and Culture Council's \$7 million goes out in grants to artists, and 1%-2% of capital construction budgets in greater Portland is allocated to public art.

Portland-Vancouver is a reader's heaven (Powell's backyard, after all), and the major public library itself snagged a five-star rating this year from the *Library Journal*. The region is a hub for comic book and graphic novel writers, illustrators and fans. Matt Groening grew up here, doodling and noodling over the tendril of inspiration that became *The Simpsons*.

The animated stop-motion *Coraline* was born here as well, the first feature film of Laika Studios.

Stumptown Comics Fest in April is one of an array of signature Portland-Vancouver arts and lit events that draw top talent and big followings. A few others:

- > Wordstock Festival (author readings, writing contests, workshops, exhibits and a book fair)
- > Time-Based Art (10 days showcasing the convergence of contemporary performance, dance, music, new media and visual arts)
- > Documentary and eXperimental Film Festival ("...some of the most delightful, surprising, homegrown and mind-blowing move experiences I've had in nearly two decades of covering film in this town." — critic Shawn Levy)

First and Last Thursdays happen every month, as distinctive as the two 'hoods (one trendy, the other spunky) that host them, with people taking to the streets to check out galleries, street life and one another.

The classical arts, too, play to a dedicated audience — among them the 40-year-old Chamber Music Northwest series, as well as opera, ballet, and a symphony that's begun tuning up to perform in Carnegie Hall in 2011.

New hybrid car sales*

PER 1,000 HOUSEHOLDS
2008

GREATER PORTLAND 12.17

SAN FRANCISCO 8.84

SAN DIEGO 6.57

L.A. 6.08

SEATTLE 4.90

SACRAMENTO 4.85

DENVER 4.11

ALBUQUERQUE N/A

AUSTIN N/A

SAN JOSE N/A

*Registrations
CYTD December 2008

Source: R. L. Polk & Co,
February 2009

Organic farms, farmer's markets and restaurants

GREATER PORTLAND 251

SEATTLE 239

SAN JOSE 216

SAN FRANCISCO 203

SACRAMENTO 139

L.A. 109

DENVER 93

AUSTIN 89

SAN DIEGO 77

ALBUQUERQUE 33

Source: Local Harvest 2009

Bike and outdoor equipment stores

PER 100K RESIDENTS

SAN DIEGO 29

GREATER PORTLAND 25

AUSTIN 23

DENVER 23

SACRAMENTO 22

SAN FRANCISCO 21

SEATTLE 20

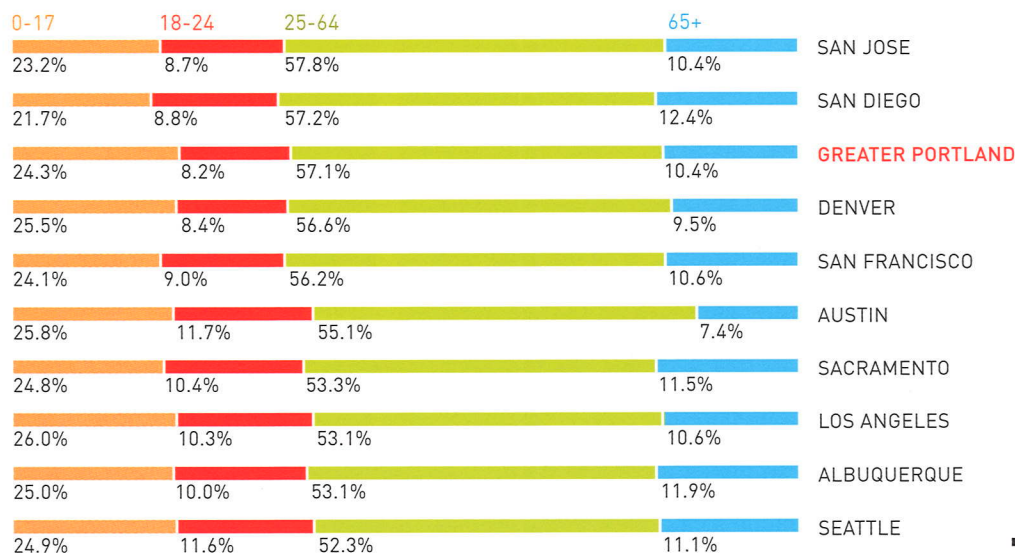
ALBUQUERQUE 20

SAN JOSE 16

L.A. 13

Source: D&B zapdata 2009

Age of residents 2007



Source: U.S. Census American Community Survey 2007

Eat, drink, get a cat

It's true, the lifestyle, outdoors and low cost of living draw a steady stream of young people to the region. Just facebook them; they'll tell you. But they aren't the only ones moving here. Portland-Vancouver is a family place (Best Place to Have a Baby, *Fit Pregnancy*) as well as a magnet for old-timers looking to retire...or to work. An underrated regional asset is a talented workforce that spans generations.

With the influx of newcomers, Portland-Vancouver's historically monochromatic population has taken on some color and variety. From 2000 to 2007, minorities increased nearly 25%. This is also one of the most gay-friendly metros in the U.S., with a 50% higher than national average gay-lesbian population. Among the benchmarks, only Seattle and San Francisco have bigger gay and lesbian communities per capita.

It's not just people who call greater Portland home: The national CATalyst Council has ranked it one of the Top 10 Cat-Friendly Cities in the U.S. And the region has the most dog parks (31) of any metro in the country.

Great, lively neighborhoods are a draw, each a distinct ecosystem defined by its residents, homes (converted warehouses, glass and metal condos, timber-era bungalows, mini-mansions) and, of course, food. Portland-Vancouver is foodie heaven, with cafes and restaurants ranging from vegan to Ethiopian to vegan-Ethiopian.

Farmers and fishermen supply eateries with multitudinous options, among them multicolored beets, garlic, greens with foreign names, peaches, berries (ah, the berries), salmon, crab, mussels and handcrafted cheeses. Producers also sell their goods at local farmer's markets (about which,

a word of advice if you want fresh tamales — and, yes, you do — get in line early).

"Food here tends to have modifiers," notes a budgettravel.com writer. "'Organic' is a given unless you're at McDonald's; 'handcrafted' comes in a close second; products are 'sustainably grown' or 'fairly traded,' particularly if they're from the developing world."



PHOTO: TIM JEWETT

Average commute time

IN MINUTES 2007

ALBUQUERQUE	23.8
GREATER PORTLAND	24.8
SAN JOSE	24.9
SAN DIEGO	25.7
AUSTIN	25.7
SACRAMENTO	26.4
DENVER	26.7
SEATTLE	28.3
SAN FRANCISCO	28.6
LOS ANGELES	28.6

Source: U.S. Census
American Community Survey

Residents biking to work

2007

SACRAMENTO	1.57%
GREATER PORTLAND	1.53%
SAN FRANCISCO	1.45%
SAN JOSE	1.19%
DENVER	0.72%
SEATTLE	0.71%
LOS ANGELES	0.70%
ALBUQUERQUE	0.58%
SAN DIEGO	0.57%
AUSTIN	0.48%

Source: U.S. Census
American Community Survey

Residents not driving alone to work

2007

SAN FRANCISCO	37.3%
SEATTLE	29.4%
GREATER PORTLAND	26.7%
LOS ANGELES	26.0%
AUSTIN	25.8%
SAN DIEGO	25.1%
SACRAMENTO	24.7%
DENVER	24.4%
SAN JOSE	23.0%
ALBUQUERQUE	22.0%

Source: U.S. Census
American Community Survey

Still, the notion that a coffee place anchors every corner in greater Portland is just hype. Really, it's no more than every two or three. Tea, too, is big, with locals ordering up tuochas and puchongs without batting an eye.

Microbrews, among them a bunch of national and international award-winners, have put Portland-Vancouver on every beer aficionado's map. Wines, too, win high praise (and awards) — pinots, chardonnays, rich, red blends from the Washington side. The annual Indie Wine Festival connects oenophiles with the region's artisanal wineries.

Craft distilleries are a quiet rage, too, producing exceptional brandies and eaux de vie, any one of which provides a fine finish to an evening.

Park your car — for good

When in greater Portland, do what 226,000 locals do: Get around some way other than your own car. Eco- and health-friendlier options include carpools and streetcars, MAX light rail (opening its fifth line this year), buses and "the tram" that floats above homes, hills and freeway, carrying passengers 3,300 linear feet to and from the Oregon Health & Science University.

Then, of course, there is the bicycle, revered icon of the greater Portland lifestyle. More than 15,000 greater Portland residents — four times that of Austin — commute to work by bicycle. And the region accommodates them with dedicated lanes, "green box" zones where cars can't go, racks on buses, hooks in trains, and parking — covered and uncovered — all over town.

If you do the car thing, consider renting by the hour. ZipCars, parked all over the region, can be checked out for as little as \$7.50 an hour — gas and insurance included. But no matter what you drive, you might find yourself enjoying the experience. In 2008, *AutoAdvantage* ranked greater Portland the least likely major metro in which to encounter road rage.

The N.B.A. better get its licks in on the young Trail Blazers now because they're on the verge of something great.

SI.COM

Stuff to do outdoors

(AND MILES TO GET THERE FROM DOWNTOWN PORTLAND'S PIONEER SQUARE)

Walk, skateboard	0
Kayak, dragon boat, scull, jetboat, waterski, fish	.8
Hike or mountain bike in the forest	1.2
Watch Triple-A baseball or ULS soccer or NBA basketball (ok, that's indoors)	1.1
Golf	5.1
Frisbee golf	5.2
Birdwatch: Lazuli buntings at Powell Butte	13
Sandhill cranes on Sauvie Island	16.5
Wood ducks at Ridgefield National Wildlife Refuge	18
Backpack in the wilderness	28.5
Ski, 'board, snowshoe, mountain climb	48.7
Kitesurf, windsurf	70
Beachcomb, surf	90

Quirky perks

Saturday Market
The Zombie Walk
The Sausage Festival
World Naked Bike Ride
Santacrawl Pub Crawl
Tuba Christmas
Urban Assault bike scavenger hunt
Dada Ball
Junk to Funk fashion show
Storm Large

Arts establishments

PER 100K RESIDENTS 2009

SAN FRANCISCO	13.2
ALBUQUERQUE	12.1
GREATER PORTLAND	9.2
SEATTLE	8.7
SAN DIEGO	8.6
DENVER	8.6
LOS ANGELES	8.2
AUSTIN	8.1
SAN JOSE	6.8
SACRAMENTO	5.1

Source: D&B zapdata 2009

Brewpubs and microbreweries

PER MILLION RESIDENTS 2009

GREATER PORTLAND	24
SEATTLE	17
SAN DIEGO	16
DENVER	15
AUSTIN	10
SAN FRANCISCO	9
SACRAMENTO	9
ALBUQUERQUE	9
SAN JOSE	7
LOS ANGELES	5

Source: Brewers Association 2009

Wineries

PER MILLION RESIDENTS 2009

GREATER PORTLAND	87
SACRAMENTO	52
SAN JOSE	51
SAN FRANCISCO	51
SEATTLE	48
DENVER	47
AUSTIN	41
SAN DIEGO	35
LOS ANGELES	22
ALBUQUERQUE	20

Source: D&B zapdata 2009

Fourth-best metro
in which to ride
out the recession

FORBES.COM 2008

DOWNTURN UPSIDE

True, this isn't the best of times. But apparently not everyone in greater Portland got that memo. Consider this news, reported on the same day in the *Portland Business Journal*:

> Flir Systems Inc., producer of night vision and thermal imaging systems and the region's third-largest public company (behind Nike and Precision Castparts), posted a 46% increase in Q1 '09 earnings.

> Umpqua Bank, headquartered in Portland and strategically positioned up and down the West Coast, is opening an international banking division in San Francisco to support clients engaged in trade.

> Precision Castparts, a Fortune 500 manufacturer of cast and forged metal products, recently ended its fiscal year with record-high annual revenue and Q4 operating margins.

> Chip-making giant Intel is investing \$2.5 billion to retool facilities to produce its latest-generation 32-nanometer chips. Intel continues to benefit from the region's incentive package of tax breaks for capital expenditures.

> Genentech, drug processor, and SolarWorld, a panel manufacturer that anchors the region's quickly growing solar cluster, are investing a total of \$1 billion in expansions. For SolarWorld, that will mean a quintupling of production capacity.

Another recent newsmaker is streetcar builder Oregon Iron

Works, which has landed contracts for \$20 million and \$26 million with the cities of Portland and Tucson, respectively. The federal stimulus package helped clinch the Portland deal, providing \$75 million for the expansion of its streetcar system.

Defying the economy, companies across the region are thinking big, taking an unflinching look at the future and transforming themselves from business as usual to business that's smarter, cleaner, doing more with less.

Some of Portland-Vancouver's most traditional businesses, from airports to insurance companies and utilities, have rewritten their mission statements and action plans to weave green throughout. Intel, the region's biggest employer, cut its emissions by 27% in 2008.

It's not only the big dogs thinking big. The region's thousands of smaller firms and tens of thousands of freelancers (more in greater Portland than in Seattle) feed a culture of innovation here that in 2008 spawned more patents (1,337) than Los Angeles (1,102) or Denver (291) inspired the same year.

No coincidence, the flow of venture capital into Portland-Vancouver is picking up steam, as investors put their money on clean businesses and affirm the region's status as a hotbed of forward-thinking ideas.

Inc. 500 companies

XPLANE #82
CSR PERSONNEL #111
ETHICSPPOINT #184
SURF COWBOY #409
ASSOCIATED BUSINESS
SYSTEMS #459
Source: Inc. 2009

Patents issued

2008
SAN JOSE 6,172
AUSTIN 3,219
SAN DIEGO 2,662
SAN FRANCISCO 2,483
SEATTLE 1,995
GREATER PORTLAND 1,337
LOS ANGELES 1,102
ALBUQUERQUE 344
DENVER 291
SACRAMENTO 119

Source: Swider, Medeiros,
Haver LLP 2009

Venture capital

IN BILLIONS
2008
SILICON VALLEY 11.0
L.A. AND ORANGE COUNTY 2.0
TEXAS 1.3
SAN DIEGO 1.2
NORTHWEST* 1.2
COLORADO 0.81
SACRAMENTO AND
NORTHERN CALIFORNIA 0.72
SOUTHWEST 0.48

*Northwest includes Washington,
Oregon, Idaho, Montana and Wyoming
Source: PWC Money Tree 2008

Major employers

ADIDAS AMERICA
BANK OF AMERICA
BOEING
BONNEVILLE POWER ADMINISTRATION
COLUMBIA SPORTSWEAR
CON-WAY
ESCO
FREIGHTLINER
THE GREENBRIER COMPANIES
HEWLETT-PACKARD
IBM
INTEL
MERIX
NAUTILUS GROUP
NIKE
NORTHWEST PIPE
OREGON HEALTH & SCIENCE UNIVERSITY
OREGON STEEL MILLS
OREGONIAN PUBLISHING
PORTLAND GENERAL ELECTRIC
PORTLAND STATE UNIVERSITY
PRECISION CASTPARTS
RESER'S FINE FOODS
SEH AMERICA
STANCorp FINANCIAL
TEKTRONIX (DANAHER)
UPS
U.S. BANK
WAFERTECH
WELLS FARGO
XEROX

GOOD FORTUNE

Portland-Vancouver is home to five Fortune 1000 companies, three of which have risen in the ranks since last year. The companies represent a combined \$36.2 billion in revenues. Add Intel (rank: 61), which has its largest number of workers in the region, and combined revenues more than double, to \$73.8 billion.

COMPANY AND RANK

Nike
#136 (up from 156)
Precision Castparts
#362 (up from 444)
Schnitzer Steel Industries
#595 (up from 757)
StanCorp
#739
Portland General Electric
#987

PATENTS

Greater Portland was issued 1,337 patents in 2008, topping Los Angeles' 1,102, nearly four times Albuquerque's 344, and more than four times Denver's 291.

Patents issued to greater Portland increased 7.1% between 2002 and 2008, more than Austin's 5.6%, and twice San Jose's 3.5%.

HOTBED OF HIGH TECH

The Milken Institute places the Portland region's high tech GDP at 64% greater than the national average, while San Diego's is 58%, San Francisco's 45%, and Los Angeles' is 37% greater than the average.

BIG MONEY

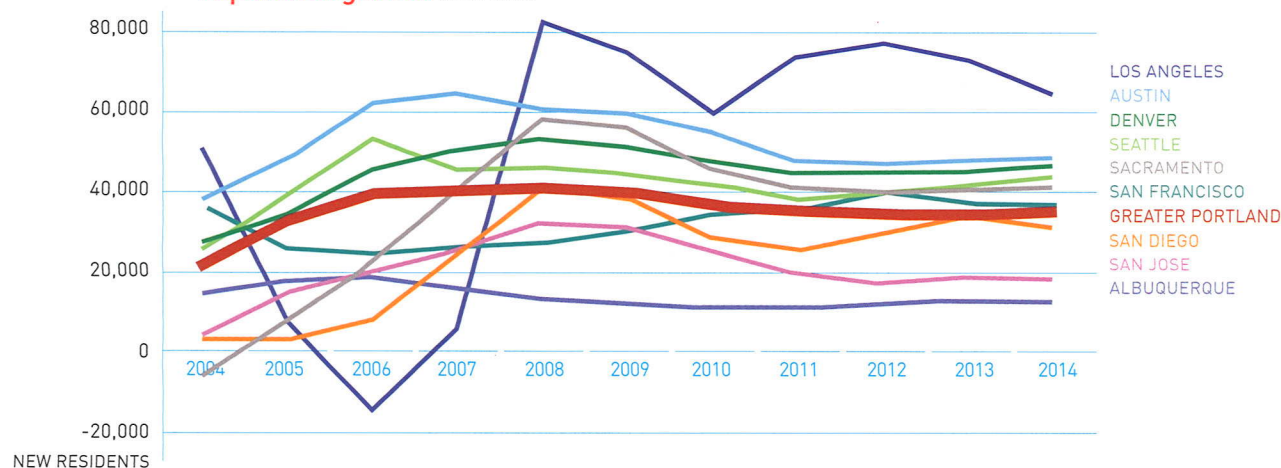
When it comes to venture capital, Silicon Valley is king: \$11 billion in 2008. But the Northwest (Oregon, Washington, Idaho and Montana) drew \$1.2 billion, more than Colorado and twice that of the Southwest.

Of greater Portland's \$1.2 billion, roughly 15% was invested in the energy and industry sector.

From 2004-2008, \$6.2 billion in VC has been invested in the Northwest, twice Colorado's \$3.1 billion, and on par with the San Diego region's \$6.7 billion. Again, Silicon Valley reigns: \$48 billion in VC.

MARINUS GREEN

Population growth 2004-2014



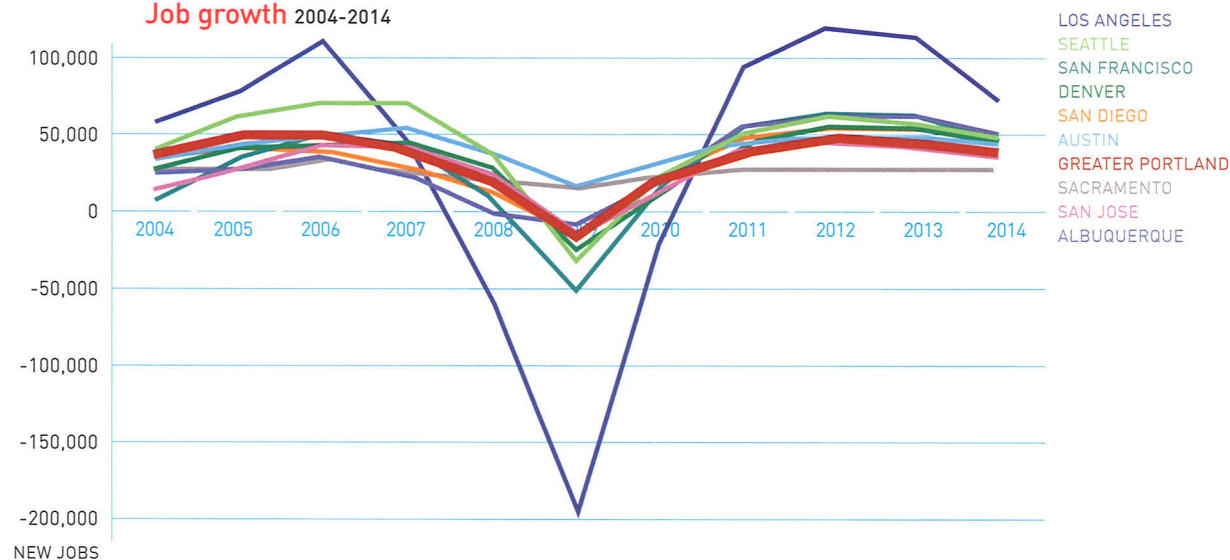
The economic gale has buffeted greater Portland, like all other metro regions this year, taking out jobs, tamping down productivity and slowing immigration.

Yet, even under storm clouds, people continue to move to Portland-Vancouver, attracted by the region's persistent quality of life and of place. An expected 37,000 new residents will move in this year and next, totaling some 2.3 million people who'll call greater Portland home. The 1.6% growth rate — three times that of Los Angeles — means Portland-Vancouver will continue to claim the distinction it has held for the last five years as the fastest-growing metro on the West Coast.

While the population grows this year, the region's industries will cut back, shedding 38,500 jobs — a 3.7% decline in

COMING SOON: JOBS

Job growth 2004-2014



employment. Others share our pain: In the same time period, Denver will lose 46,000 jobs and San Francisco 75,000. Los Angeles' employment will nosedive, dropping 227,000 jobs (picture the entire population of Eugene, OR, out of work).

The biggest job losses in greater Portland this year will be in banking and professional services — 10,200 of them — with this region projecting the greatest decline among all benchmarks. Sectors expecting to gain jobs include education and health services, and government.

Things begin to look better next year, as employment should net a slight positive gain with 1,200 new jobs. That's better news than California's metros (except Sacramento) are facing, Austin, which has fared relatively well in this downturn, will expand its workforce by 1.6%, adding an impressive 12,000 jobs.

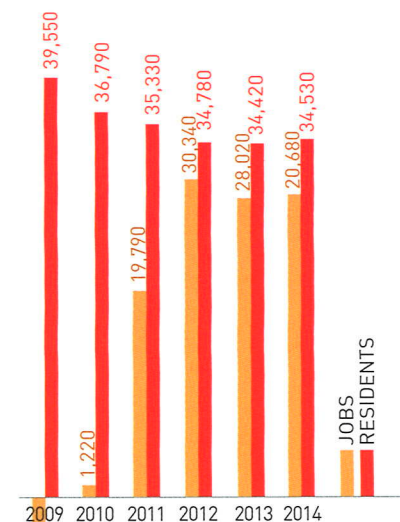
The five-year outlook is brighter for Portland-Vancouver. The region will have added 98,000 new jobs by 2014 to accommodate the growing workforce.



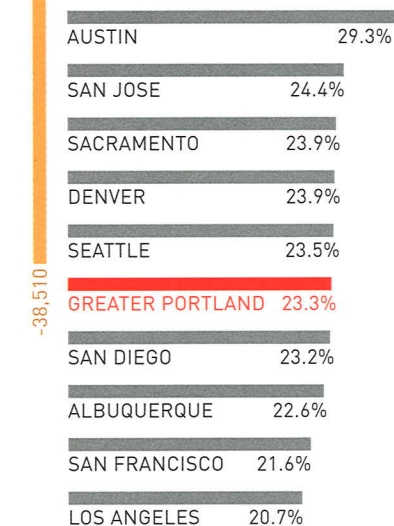
GROUP MACKENZIE ARCHITECTURE AND DESIGN

36714

Regional forecast 2009-2014



GRP forecast 2010-2014



Source, both charts:
IHS Global Insight 2009

Greenest City in the U.S.

POPSCI.COM 2008

PEOPLE, PRODUCTIVITY

MAKING ROOM

From 2010 to 2014, greater Portland-Vancouver's population is slated for 6.1% growth, adding 139,000 residents and bringing the total to 2.4 million. The growth will outpace that of Seattle (4.7%), San Diego (3.9%), San Francisco (3.5%) and Los Angeles (2.2%).

NEW JOBS

Employment grew 1.4% in the past five years, and in the next five (2010 to 2014), greater Portland-Vancouver's workforce will grow 9.9%, to more than 1.1 million, adding 98,000 new jobs and ranking it fourth among the benchmark regions for job growth: Austin (14.0%), Denver (10.4%) and San Jose (10.2%).

GRP

In 2009, the region's GRP was \$109.8 billion — three times that of Albuquerque, and 36% larger than that of Austin. Manufacturing accounts for almost 18% of GRP. In the next year, GRP is expected to increase 3.1% to \$113.1 billion, outpacing GRP growth of Seattle (2.9%), Los Angeles (2.6%) and Denver (2.5%).

BY 2014

Greater Portland's GRP is expected to have climbed steadily, showing 23% growth and placing the region in the middle of the benchmarks. GRP will reach \$139.4 billion — having grown since 2004 by more than half.

INDUSTRY SECTORS

Business and professional services

2009

Projected drop of 7.6%, a shedding of 10,200 jobs, and the sharpest decline of all benchmark regions. Next year, the industry is expected to add 2,400 jobs. Los Angeles is the only benchmark slated to lose professional services jobs — 4,200 of them.

2010-2014

Projected to rebound to net 30,360 new jobs, bringing total employment to 154,000. The growth rate places greater Portland fourth among the benchmark regions.

Manufacturing

2009

Projected 9.2% decline, or 11,370 jobs, bringing total employment to 112,000. All 10 benchmark regions will lose manufacturing jobs, with the greatest losses in Los Angeles (-57,000), San Jose (-16,500) and Seattle (-11,900).

2010

Decline of 3.1%, loss of 3,480 jobs. Ranks the region in the middle of the benchmarks. Every region will continue to lose manufacturing jobs in 2010.

2010-2014

11.3% increase by 2014, an added 12,240 jobs, ranking the region third among bench-

marks just behind Denver and Albuquerque. By 2014, the sector in greater Portland will employ 120,680 — almost the same as in 2004 (120,100).

Trade and transportation

2009

Slated to lose 6,700 jobs, a 3.3% decrease — half the loss of San Francisco (13,260) and one-eighth the loss of Los Angeles (-53,450). In 2010, the sector will add 2,980 jobs, bringing total employment to 200,280.

2010-2014

Projected addition of 15,000 jobs, a 7.7% increase that ranks fourth among the benchmarks: Austin (13.6%), Denver (8.4%) and Seattle (8.3%).

Construction and natural resources

2009

Decline of 7.3% over the past five years, a loss of more than 4,400 jobs while Austin and Seattle added 4,800 and 3,500, respectively. In 2009, the sector in greater Portland will shed 7,120 jobs, a decrease of 11.3% to 55,800.

2010-2014

Projected decline in 2010, 4.8%, or 2,670 jobs — the smallest decline on the West

Coast and almost seven times less than Los Angeles (21,000). From 2010 to 2014, Portland-Vancouver's sector will rebound significantly to 19.6%, adding more than 10,400 jobs and ranking in the middle of the benchmarks.

Financial activities

2009

Expected loss of 2,500 jobs. In 2010, the region should add 1,710 jobs, a 2.6% increase. All benchmark regions except Seattle are slated to add jobs in this sector.

2010-2014

Look for an increase of 7.1%, or 4,780 jobs. The growth rate places the region ahead of Denver (5.7%), Seattle (5.6%) and Albuquerque (4.4%).

Information

2009-2010

Expected loss of 1,180 jobs this year, a 4.8% decrease from 2008 numbers. All benchmark regions are slated for declines, with San Francisco (-5.1) and Denver (-5.4) facing the largest losses. In 2010, the region will shed an additional 580 jobs.

2010-2014

5.6% projected growth, an addition of 1,290 jobs — fourth place to Seattle (13.5%), Austin (9.5%) and Albuquerque (5.9%).

Government

2009

Projected gain of 620 jobs, nearly a 1% increase that's second only to Austin's 2.4%. In 2010, the region can expect to add 1,630 jobs.

2010-2014

Look for a 5% increase, or 7,500 new jobs, by 2014, totaling 156,300. Austin (15,320) and Sacramento (13,030) will add nearly two times that number of jobs.

Education and health services

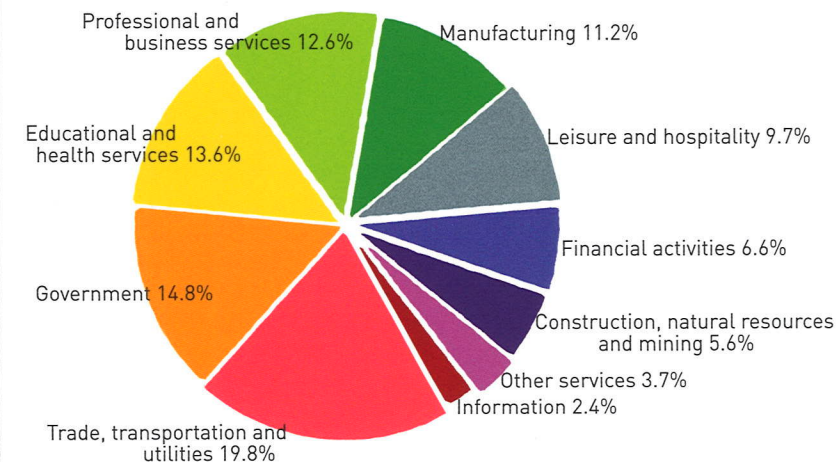
2009

Forecast to increase 2.3%, adding 3,030 jobs. In 2010, the region can expect the sector to add about the same number, 3,140 jobs, slightly more than in Albuquerque (2,720) or San Jose (2,670).

2010-2014

Portland-Vancouver can look to add 9,360 education and health service jobs, a 6.7% increase that brings the sector's employment to just over 149,000.

Employment by Industry 2009



Source: IHS Global Insight 2009

KEEPING IT CLEAN

When the National League of Cities sited its first-ever Green Cities Expo this past spring, it zeroed in on the hub of sustainability: Portland. As conference-goers from metros across the U.S. landed at PDX airport, they no sooner got off their planes than onto their feet, spending the next three days walking; bicycling; and hopping buses, trains and streetcars from event to event.

Not that those are the only means of getting around greater Portland, of course. Cars, too, share the roads — plenty of them — though not in the usual mix. Thousands are hybrids (highest per capita in the U.S.), while others run on biofuels, and a growing number are powered by electricity.

More than 80 public alternative refueling stations serve Portland-Vancouver, including nearly 40 biodiesel and 13 electric charging stations. By 2010, all diesel sold within Portland's city limits must contain at least 10% biodiesel.

The push for cleaner vehicles has attracted the attention of electric car manufacturers. Nissan has selected Oregon as one of two states to introduce its all-electric car for commercial and government fleets. Mitsubishi, Norway's Think and locally owned Porteon are all looking to site plants in greater Portland.

A regional network of charging stations is being built by Portland General Electric, the metro's biggest utility. PGE also ranked first in the

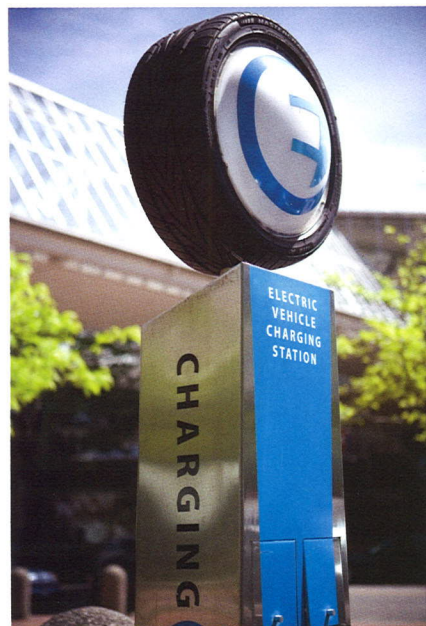
Northwest and eighth in the nation in total solar megawatts in its energy portfolio.

The utility, U.S. Bank and the Oregon Department of Transportation last year partnered to create a "solar highway" — a panel array on Interstate 5 that feeds the grid by day and lights the freeway by night.

Big buyers of wind and solar power include Intel and Oregon State University. The Environmental Protection Agency has ranked Intel first and OSU 49th among the biggest renewable energy buyers in the U.S.

The region's cluster of solar and wind companies, one of the biggest in the world, continues to grow. Lured by attractive tax packages, an abundant (and abundantly talented) workforce and greater Portland's green sensibilities, major players include SolarWorld, Solaicx, SunEdison, Vestas Wind and Iberdrola, in turn pulling in smaller firms by the scores.

Portland-Vancouver's pursuit of the sustainable has led to an obvious win: cleaner air and water. Here's another: new jobs. The region employs 6,700 people in green jobs — more than in Denver, Seattle, Austin, San Jose or Albuquerque. And that number is on a steep trajectory, according to the U.S. Council of Mayors and Global Insight, projected to reach more than 53,000 in two decades' time.



Waste diverted from landfills

2008

SAN JOSE 61%
SACRAMENTO 60%
SAN FRANCISCO 59%
LOS ANGELES 57%
SAN DIEGO 56%
SEATTLE 43%
GREATER PORTLAND 40.5%
DENVER 28.5%
AUSTIN 26%
ALBUQUERQUE 12.3%

Source: U.S. National Recycling Coalition, local municipal resources 2008

Note: California mandates diversion rate of at least 50%

Air quality index above 100

NUMBER OF DAYS
2005-2007

SAN FRANCISCO 5
GREATER PORTLAND 11
SEATTLE 11
ALBUQUERQUE 13
SAN JOSE 14
AUSTIN 26
DENVER 59
SAN DIEGO 98
SACRAMENTO 164
L.A. 175

Source: U.S. Environmental Protection Agency 2008

Energy consumption per capita

BILLION BTU
2006

CALIFORNIA 231
OREGON 300
COLORADO 300
WASHINGTON 321
NEW MEXICO 350
TEXAS 500

Source: U.S. Energy Information Administration 2006

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Waste generated

IN BILLIONS OF TONS
2008

ALBUQUERQUE 0.9
AUSTIN 2.2
SAN JOSE 3.9
GREATER PORTLAND 4.6
SACRAMENTO 4.8
SEATTLE 5.3
DENVER 6.1
SAN DIEGO 8.7
SAN FRANCISCO 10.2
LOS ANGELES 33.6

Source: U.S. National Recycling Coalition, local municipal resources 2008

Utilities and companies offering green power products

2008

COLORADO 26
OREGON 22
WASHINGTON 19
NEW MEXICO 14
TEXAS 14
CALIFORNIA 10

Source: National Renewable Energy Laboratory 2008

Renewable portfolio standards

CALIFORNIA 20% BY 2010
OREGON 25% BY 2025
COLORADO 20% BY 2020
WASHINGTON 15% BY 2020
NEW MEXICO 20% BY 2020
TEXAS 5,880 MW BY 2015

Source: U.S. Energy Information Administration 2009

GREEN POWER

Intel topped all others in purchasing green energy in 2008, buying 1.3 kWh of electricity generated from renewable sources — 40% of its total.

Portland General Electric and Pacific Power ranked two and three among the nation's top 10 utility companies for green energy sales in 2007, according to the National Renewable Laboratory, with 63.2% of PGE's and 43.8% of Pacific Corp's power coming from renewable sources.

Global wind turbine manufacturer Vestas signed a deal this year for the Port of Vancouver to be the port of entry for all its wind energy components in the Columbia River region.

HIGH STANDARDS

Oregon's renewable portfolio standards are aligned with others in the West, the pacesetter region nationwide for both the production and the adoption of renewable energy technologies.

SOLAR HONOR

Portland was named a Solar America City by the U.S. Department of Energy for the second year running, the only city in the Pacific Northwest to receive the award.

SMART CARS

SustainLane ranked Portland no. 5 last year for alternative-fueled city fleets, with 60% of city-owned vehicles running on biodiesel, hydrogen, ethanol, compressed or natural gas, electricity, or gas and electricity.

GOOD AIR

From 2005-2007, greater Portland experienced 11 days with an Air Quality Value of more than 100 (0 is good; 500 hazardous). Austin had 26, Denver 59. L.A. and Sacramento suffered with more than 100 each.

In the same two years, the region also had just three high-ozone days, ranking second among benchmarks to Seattle. Austin saw 26, Denver 55, L.A. 121 and Sacramento 141.

WASTE NOT

In 2008, Portland-Vancouver generated \$4.5 million tons of waste (2.1 tons per resident), while Denver, a metro slightly larger in population, generated 6.1 tons.

While the region diverts 40% of waste from landfills, and Seattle 43%, Denver, Austin and Albuquerque divert less than 30%. But it's the California metros, mandated by statewide laws, that are top achievers, diverting 60% of their waste from landfills.

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Portland is an epicenter of forward thinking when it comes to community and sustainability.

BRIAN ROHTER, CEO,
NEW SEASONS MARKET

No. 6 among the
100 best places to
live and launch

CNNMONEY.COM 2008

FOUR STRONG SUITS

Portland-Vancouver offers a mixed palette of industries, from metals manufacturing and food processing to bioscience and high tech. Smaller entrepreneurial clusters spice up the mix: bicycle builders, fashion designers and glass manufacturers.

Among the region's offerings, here are four emerging clusters to watch.

Green building

LEED-certified buildings dot the Portland-Vancouver skylines (more LEED buildings than in any other U.S. metro), with dozens more underway — a visual display of the region's expertise in energy efficient, eco-friendly design and construction. Green building is now a greater Portland export, with regional firms designing structures worldwide. China is a repeat customer.

The University of Oregon's new graduate program in urban planning and design in the heart of Portland's Old Town district supports the building cluster.

A few of the region's players: Gerding Edlen Development, Brightworks Northwest; and architecture firms Zimmer Gunsul Frasca, Sera, Ankrom Moisan and Boora

Solar and wind power

Drawing on a deep pool of talent nurtured by the electronics industry, including Intel's workforce of 15,000, greater Portland's renewable energy cluster is among the largest in the world. The state of Oregon's "BETC" tax credits, a low corporate income tax, affordable electricity and aggressive renewable portfolio standard have catalyzed the sector's growth.

A few of the region's players: PV Powered, SEH America, Silicon and Solar, SolarWorld, SunEdison, Peak Sun Silicon, Vestas Wind and Iberdrola

For a white paper that compares the Portland-Vancouver region's assets for the solar industry with those of the nine benchmark metros, log onto www.greenlightgreaterportland.com/library.

Active wear

Big players Columbia Sportswear, Nike and Adidas anchor a nebula of younger athletic-apparel stars. Portland-Vancouver's outdoorsy firms are helping to outfit the world for sports from snowboarding to cycling.

Feeding the region's design clusters are the Pacific Northwest School of Art and the Art Institute of Portland.

A few of the region's players: Keen, Lucy, Nautilus, END, Horny Toad, Columbia Sportswear, Adidas America, Nike

Software

Credit to Tektronix for inspiring the creative culture that underpins the region's software cluster. Home to Linus Torvalds, who birthed the Linux Operating System, greater Portland's open source community has grown into a vital force. A support system including the Software Association of Oregon and the Oregon Entrepreneurs Network feed the cluster.

A few of the region's players: Jive Software, Webtrends, Tripwire, eROI, Coaxis, OpenSourcery, Mentor Graphics, IBM

For a solar-system visual showing the genealogy of the region's software companies, log onto <http://www.pdx.edu/ims/silicon-forest-universe>.



CLOCKWISE FROM TOP LEFT: UNIVERSITY OF OREGON, WHITE STAG BUILDING. WIND TURBINE BLADES AT THE PORT OF VANCOUVER. ECO-ROOF IN FOREGROUND COVERS THE ECOTRUST BUILDING.

LEED-certified buildings

2009

GREATER PORTLAND 94
LOS ANGELES 90
SEATTLE 88
SAN FRANCISCO 76
DENVER 50
SAN DIEGO 33
SAN JOSE 27
AUSTIN 25
SACRAMENTO 22
ALBUQUERQUE 11

Source: U.S. Green Building Council

LEED-certified school buildings

2009

GREATER PORTLAND 13
LOS ANGELES 12
SEATTLE 9
SAN FRANCISCO 5
SAN JOSE 3
DENVER 1
SAN DIEGO 1
ALBUQUERQUE 0
AUSTIN 0
SACRAMENTO 0

Source: U.S. Green Building Council

Designers*

PER 100K RESIDENTS
2008

SAN FRANCISCO 386
SEATTLE 358
DENVER 356
GREATER PORTLAND 344
LOS ANGELES 327
AUSTIN 279
SAN DIEGO 273
ALBUQUERQUE 223
SAN JOSE 214
SACRAMENTO 210

*Totals do not include self-employed

Source: Bureau of Labor Statistics 2008

Computer programmers and software workers

PER 100K RESIDENTS
2008

SAN JOSE 3,454
SEATTLE 1,547
AUSTIN 1,525
SAN FRANCISCO 1,111
DENVER 979
GREATER PORTLAND 784
SAN DIEGO 628
SACRAMENTO 568
LOS ANGELES 517
ALBUQUERQUE 476

Source: U.S. Bureau of Labor Statistics 2008

THE GREENING OF HIGHER ED

As industry embraces a greener future, so do universities.

"Sustainability" is becoming cliché," says Scott Marshall, Portland State University associate dean. "But the core idea of dealing with declining resources, that's not going away."

To equip students for a rapidly greening workforce, colleges and universities that serve greater Portland are integrating new programs into curricula across disciplines.

In the region's business schools, classes with titles such as "Green and social marketing" are appearing in course catalogs. An MBA with a certificate of sustainable enterprise is offered at Willamette University, which ranked first in the U.S. for sustainability-related activities.

Portland State University's Center for Transportation Studies houses an Institute for Bicycle and Pedestrian Innovation, a research and learning center that focuses on incorporating the two modes of travel into urban plans. Nearby Lewis and Clark College's environmental law program has ranked number one in the U.S. eight times since 1997.

On the energy front, Oregon Institute for Technology launched the nation's first four-year degree program in renewable energy. At Oregon State University, an action plan is

underway for a national wave energy center for research and demonstration.

(OSU has also invested a \$1.1 million National Science Foundation grant to create a wave-making machine that simulates the impact of hurricanes and tsunamis on coastal communities.)

Community colleges are also major suppliers of young talent to the energy industry. Portland Community College's Microelectronics Technology program awards associate's degrees in solar voltaic manufacturing technology, and PCC is developing an internship program with SolarWorld (similar to an "Academics and Industry" program with Intel).

Among other forward-looking programs feeding the greater Portland region:

> Oregon State University's Food Innovation Center, in Portland's Pearl District, helps producers, marketers and entrepreneurs take their food products to market.

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Associate's degree
or some college*

% OF RESIDENTS 25
OR OLDER

SACRAMENTO 32.8%

GREATER PORTLAND 32.3%

SEATTLE 31.9%

SAN DIEGO 30.6%

DENVER 28.2%

ALBUQUERQUE 26.9%

AUSTIN 26.5%

SAN FRANCISCO 24.7%

L.A. 24.7%

SAN JOSE 23.6%

*Does not include people
with degrees higher than
associate's.

Source: Census
American Community
Survey 2007



PORTLAND STATE UNIVERSITY, RIGHT: ART INSTITUTE OF PORTLAND

> PAGE 23

TO A DEGREE

With more than 479,000 greater Portland residents (a third of the population) holding at least a bachelor's degree, the region ranks ahead of Los Angeles and Sacramento (each 30%). Some 18,000 residents here have doctorates.

A third of residents (70,000 people) have an associate's (and no higher) degree — ranking greater Portland second among benchmarks.

In 2009, the region's top 25 institutions by enrollment awarded 30,000 degrees, 23% of them advanced.

In the Portland region, 11.3% of adults 25 and older have advanced degrees.

GRANTED

Four area research institutions — Oregon Health & Sciences University, Oregon State University, University of Oregon and Portland State University — received more than \$404.2 million in federal research and development dollars (\$32,976 per graduate student) in FY2007.



NICE GIFT

Oregon Health & Science University, which brought in \$307 million in research funding in 2007, recently announced its largest gift to date: \$100 million from Penny and Phil (Nike founder) Knight.

URBAN LEARNING

While nearly 170,000 students are enrolled at the top 25 colleges and universities serving greater Portland, the student body of Portland State University is the largest in Oregon, accounting for 15% of all students.

PSU ranked seventh among up-and-coming universities by *U.S. News & World Report* in 2008.

BRAIN GAIN

Greater Portland and Austin tie at first place for attracting and retaining 18- to 34-year-old talent, with 30% more than the national average. San Diego has 8% more than average, and Los Angeles 1%. Both Sacramento and Albuquerque are below the national average, at -2% and -6%, respectively.

Graduate students

2009

BAY AREA 39,010

LOS ANGELES 29,800

AUSTIN 21,900

GREATER PORTLAND 17,120

DENVER 12,560

SEATTLE 11,650

SAN DIEGO 10,860

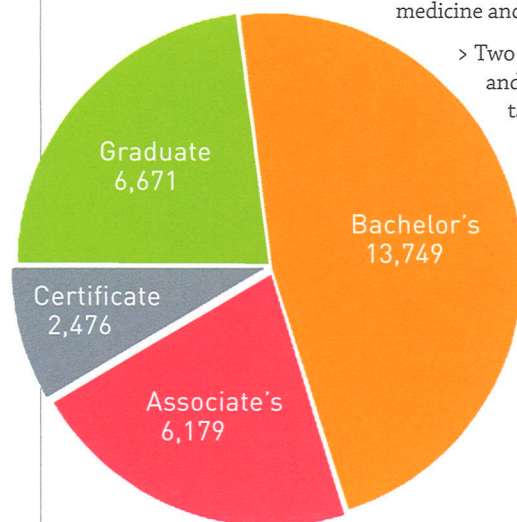
ALBUQUERQUE 9,520

SACRAMENTO 6,320

Source: National Center for Educational Statistics 2009

University degrees awarded

2008



Source: National Center for Educational Statistics 2008

> University of Oregon's product design program partners with athletic apparel firms including Merrell and IceBreaker. U of O also hosts a product design summer camp for high-schoolers.

> Oregon Nanoscience and Microtechnology Institute, a partnership between industry, academic and federal research institutions in the Pacific Northwest, supports projects from basic research through commercialization.

Washington State University-Vancouver also offers micro- and nanotech programs as well as mechatronics, which combines systems design and mechanical, electronic and computer engineering (think industrial robots).

> The region's health institution, Oregon Health & Science University, serves as a catalyst for the region's bioscience industry. More than 4,100 research projects are underway at OHSU, and the institution generates more than \$3 billion in regional economic activity each year.

> The Oregon College of Oriental Medicine offers master's and doctoral degrees and receives research funding from the National Institutes of Health. The region's National College of Natural Medicine encompasses two disciplines: naturopathic medicine and classical Chinese medicine.

> Two arts schools, Pacific Northwest College of Art and the Art Institute of Portland, are pipelines of talent, turning out designers and computer arts experts.

The top 25 colleges and universities within a two-hour drive of greater Portland serve some 167,000 students. Helping ensure all these future workers are well fed are the region's culinary schools, including the Western Culinary Institute.

Top 25 higher education institutions

BY ENROLLMENT
2009

Portland State University	24,960
Portland Community College	24,350
University of Oregon	20,330
Oregon State University	19,740
Clark College	9,710
Mt Hood Community College	7,590
Chemeketa Community College	7,260
Clackamas Community College	6,610
Linn-Benton Community College	5,290
Western Oregon University	5,030
University of Portland	3,670
Centralia College	3,650
Lewis & Clark College	3,560
George Fox University	3,370
Lower Columbia College	3,350
Pacific University	2,980
Willamette University	2,720
Oregon Health & Science University	2,460
The Art Institute of Portland ..	1,730
Linfield College	1,690
Concordia University	1,640
University of Phoenix-Oregon Campus	1,550
Reed College	1,490
Marylhurst University	1,430
Apollo College-Portland	1,130

Total 167,290

Source: National Center for Educational Statistics 2009

Eleventh-fastest job growth of large U.S. metros, 2000-2008

BUREAU OF LABOR STATISTICS 2009

Federal R&D expenditures*

IN MILLIONS
2007

BAY AREA \$1,287.7

LOS ANGELES \$1,097.6

DENVER \$671.3

SEATTLE \$620.4

AUSTIN \$517.7

SAN DIEGO \$508.8

GREATER PORTLAND \$404.2

ALBUQUERQUE \$292.9

SACRAMENTO \$257.0

*Analysis examined top 250 research institutions by total R&D expenditures

Source: National Science Foundation 2007

Bachelor's degree or higher

% OF RESIDENTS 25 OR OLDER

SAN JOSE 43.7%

SAN FRANCISCO 42.8%

AUSTIN 38.4%

DENVER 36.5%

SEATTLE 36.2%

SAN DIEGO 33.5%

GREATER PORTLAND 32.7%

LOS ANGELES 30%

SACRAMENTO 29.8%

ALBUQUERQUE 28.7%

Source: U.S. Census American Community Survey 2007

Seventh-lowest
foreclosure rate
among the 25
largest U.S.
metros

REALTYTRAC JANUARY 2009

HEALTHY WEALTH AND LOW COST

Here's the thing about greater Portland: It's a deal.

And in the eye of the economic storm, it's gotten to be a better deal. While Portland-Vancouver has defied the extreme volatility of some benchmark metros, our costs too have been tempered. Nice news for employers.

For one thing, the low costs of living and doing business in greater Portland enhance the region's already considerable appeal to young, talented and mobile workers. Rents are almost a third cheaper than San Francisco's and half L.A.'s. Home prices are 80% of those in Seattle. Health-care costs are lower here than in any other major West Coast metro.

For another thing, Portland-Vancouver's commercial

real estate prices — office, industrial, warehouse — are among the lowest of the benchmark regions. In the last year, commercial office space prices have decreased 7%, while vacancy rates stayed healthy at 12%. And as for the "T" word: Oregon's C-corp tax burden is the lowest of the six states encompassing the benchmark metros.

While no region has emerged unscarred by the economically challenged time, greater Portland has been better protected from the battering. It hasn't fallen as far, and Portland-Vancouver is projected to rebound by 2012 — a faster turnaround than expected for most benchmark regions.

Plus, the region's median household income is expected to grow 8% (to \$60,000) by 2014, making the cost of living and business in this vibrant metro all the more reasonable.



Commercial space

WAREHOUSE

Greater Portland offers the cheapest warehouse space of West Coast benchmark metros at \$5.04 per square foot, only 40 cents more than Denver's at \$4.63.

FLEX

Only Austin has a better flex space price than Portland-Vancouver, which sits at \$9.72. The flex-space market remains healthier than Austin's, however, showing a 7% vacancy rate, compared to Austin's 19%.

At home

THE GOOD LIFE

A rent of \$867 in Portland, rather than \$2,200 in San Francisco, or even \$1,000 in Austin for that matter, translates into more than enough for microbrews and music at the end of the workday.

WEALTH IS ON THE WAY

By 2014, the region's median household income (\$54,471) is expected to grow 8% to \$60,000.

Business tax

AS A PERCENTAGE OF GROSS STATE PRODUCT, FY 2008

OREGON 3.7%

COLORADO 4.2%

CALIFORNIA 4.6%

TEXAS 5.3%

WASHINGTON 5.5%

NEW MEXICO 6%

Source: Ernst & Young 2009

Cost of living

% OVER NATIONAL AVERAGE 2008

AUSTIN -4.5%

ALBUQUERQUE -3.3%

DENVER 5%

GREATER PORTLAND 16.1%

SACRAMENTO 18.9%

SEATTLE 23%

SAN DIEGO 36.4%

LOS ANGELES 47.7%

SAN JOSE 56%

SAN FRANCISCO 72.1%

Source: ACCRA Cost of Living Index 2008

Health care cost

% OVER NATIONAL AVERAGE 2008

AUSTIN -3.5%

ALBUQUERQUE -2.6%

DENVER 5.8%

GREATER PORTLAND 6.5%

LOS ANGELES 8.3%

SACRAMENTO 9%

SAN DIEGO 13.7%

SAN JOSE 19.3%

SAN FRANCISCO 20.3%

SEATTLE 20.8%

Source: ACCRA Cost of Living Index 2008

Apartment rent

AVERAGE ONE-BEDROOM, 2008

ALBUQUERQUE \$785

DENVER \$826

GREATER PORTLAND \$867

AUSTIN \$1,000

SACRAMENTO \$1,123

SAN JOSE \$1,356

SEATTLE \$1,474

SAN DIEGO \$1,682

LOS ANGELES \$1,871

SAN FRANCISCO \$2,296

Source: ACCRA Cost of Living Index 2008

Housing price

2009

AUSTIN \$171,329

ALBUQUERQUE \$188,977

DENVER \$198,090

SACRAMENTO \$198,531

GREATER PORTLAND \$271,662

SAN DIEGO \$283,043

SEATTLE \$326,557

LOS ANGELES \$343,448

SAN FRANCISCO \$433,395

SAN JOSE \$492,477

Source: IHS Global Insight 2009

Class A office price

PER SQUARE FOOT 2009

ALBUQUERQUE \$21.07

GREATER PORTLAND \$23.42

DENVER \$24.61

SACRAMENTO \$26.88

AUSTIN \$29.43

SEATTLE \$32.85

SAN DIEGO \$36.96

SAN JOSE \$37.92

SAN FRANCISCO \$38.08

LOS ANGELES \$38.16

Source: Grubb and Ellis 2009

Class A office vacancy

2009

ALBUQUERQUE 8.5%

GREATER PORTLAND 11.9%

SEATTLE 12.5%

SAN FRANCISCO 13.4%

LOS ANGELES 13.5%

DENVER 15%

SACRAMENTO 19%

SAN DIEGO 22.5%

AUSTIN 23.8%

SAN JOSE 25.6%

Source: Grubb and Ellis 2009

Industrial space price

PER SQUARE FOOT 2009

GREATER PORTLAND \$6.00

DENVER \$6.08

SAN FRANCISCO \$6.12

SACRAMENTO \$6.96

SEATTLE \$7.08

LOS ANGELES \$7.08

AUSTIN \$7.44

ALBUQUERQUE \$7.62

SAN DIEGO \$11.64

SAN JOSE \$13.68

Source: Grubb and Ellis 2009

Flex space price

PER SQUARE FOOT 2009

AUSTIN \$9.46

GREATER PORTLAND \$9.72

DENVER \$9.75

LOS ANGELES \$10.32

ALBUQUERQUE \$10.43

SAN FRANCISCO \$10.56

SACRAMENTO \$11.04

SEATTLE \$13.32

SAN JOSE \$15.36

SAN DIEGO \$15.96

Source: Grubb and Ellis 2009

Warehouse space price

PER SQUARE FOOT 2009

DENVER \$4.63

GREATER PORTLAND \$5.04

SAN FRANCISCO \$5.40

SACRAMENTO \$5.76

SEATTLE \$6.00

AUSTIN \$6.14

SAN JOSE \$6.24

ALBUQUERQUE \$6.30

LOS ANGELES \$6.48

SAN DIEGO \$7.92

Source: Grubb and Ellis 2009

BY AIR

Portland International Airport served more than 14.3 million passengers in 2008. The total shows a slight (2.4%) decrease overall compared to 2007 but an increase (9%) in international travelers, with more than 627,000 passengers going abroad.

CAR PORT

The ports of Portland and Vancouver, WA, make up the third-largest auto import gateway in the U.S. Honda, Hyundai, Subaru and Toyota route cars through the ports. More than 400,000 cars entered through the Port of Portland in 2008 — a 12% increase over 2004.

BY SHIP

1,269 international cargo vessels carrying 19.6 million tons of cargo called at the Portland-Vancouver harbor last year, a 15% increase over two years.

ASIA BOUND

In 2008, more than 70% of all exports from the Port of Portland (10.5 million short tons) were headed for Asia. More than 60% of imports (2.5 million short tons) came from Asia, with China and Japan our top trading partners.



2009 MAJOR NON-STOP

DOMESTIC DESTINATIONS

Albuquerque
Atlanta
Boise
Boston
Charlotte
Chicago
Dallas
Denver
Detroit
Honolulu
Houston
Kansas City
Las Vegas
Los Angeles
Minneapolis
New York
Oakland
Orlando
Philadelphia
Phoenix
Sacramento
Salt Lake City
San Diego
San Francisco
San Jose
Seattle
Washington, DC

INTERNATIONAL DESTINATIONS

Amsterdam
Frankfurt
Puerto Vallarta
San Jose del Cabo
Tokyo
Vancouver, B.C.
Calgary
Source: Port of
Portland 2009

Given its strategic perch on the West Coast, Portland-Vancouver is well positioned for travel and trade with Asia, in particular, easily accessed by ship and by plane. Two ports on the Columbia River, at Portland and Vancouver, serve Portland metro, handling products including Midwest grain, Toyota automobiles and Vestas wind turbines.

GOT CONNECTIONS

From Portland International Airport more than 500 flights take off and land each day, serving nearly 50 cities. Non-stop international flights travel to seven cities in Asia, Europe, Canada and Mexico. The corporate jets of Nike, Intel and others' fly in and out of the smaller Hillsboro airport. In downtown Portland a heliport is open for public use.

PDX is a crown jewel among airports, having earned — for three years running — Conde Nast's top rank as the best for business travel. Getting from check-in through security to the gate is a relative sprint at PDX compared to the frustrating slog at other airports.

Wi-fi is free at Portland International, and other amenities — including a Powell's Books — are a cut above the usual gift shop and sandwich vendor. Shops are held to "fair retail pricing," meaning you pay the same price at PDX you'd pay downtown (which, by the way, is a \$2 MAX ride away).

Serving a region that's steeped in green, it's fitting that the airport itself is a worldwide leader in sustainable practices: recycling, reusing and composting waste of all kinds. Last year, PDX recycled more than 25%, or 380 tons, of food waste alone.

Rail, too, serves Portland metro well, with Burlington North Santa Fe and Union Pacific connecting the region to Chicago, and CSX operating up and down the West Coast.

If you are waiting in line at Portland International, you are standing in the nation's best airport.

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Greenlight Greater Portland
1211 S.W. Fifth Ave.,
Suite 540
Portland, Oregon 97204
phone 503.445.8065
fax 503.445.8071

Tim Priest
President and chief
executive officer
tim.priest@ggpdx.com
503.713.3212

Gillian Floren
Vice president of marketing
and business expansion
gillian.floren@ggpdx.com
503.310.0304

Steven Pedigo
Vice president of research
and business recruitment
steven.pedigo@ggpdx.com
503.853.6586

Shelley Ashenfelter
Vice president of
investor relations
shelley@ggpdx.com
503.888.3985

Greenlight Greater Portland is a consortium of leaders dedicated to growing a sustainable and vibrant economic future for the Portland-Vancouver metropolitan area. The group has come together to tell the world that this region is open for business, providing a dynamic home for forward-thinking leaders and their innovative companies.

Greenlight promotes the Portland-Vancouver-Beaverton MSA, encompassing five counties in Oregon, two in Washington. The organization's strengths are its targeted research, marketing initiatives, and business recruitment and "Jobs Grow Here" retention programs. The group's board, investors and staff work closely with public-sector economic development players throughout greater Portland to help ensure the region's continued competitiveness and its ability to provide abundant good jobs.

Greenlight invites every leader who has a vested interest in the growth and vitality of Portland-Vancouver's economy to get involved.



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