

Economic themes

Population trends

Economy

Industry strengths

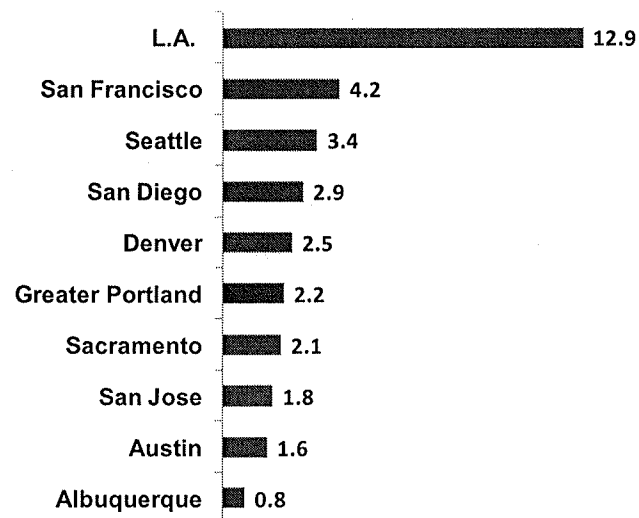
Place

The future



Population

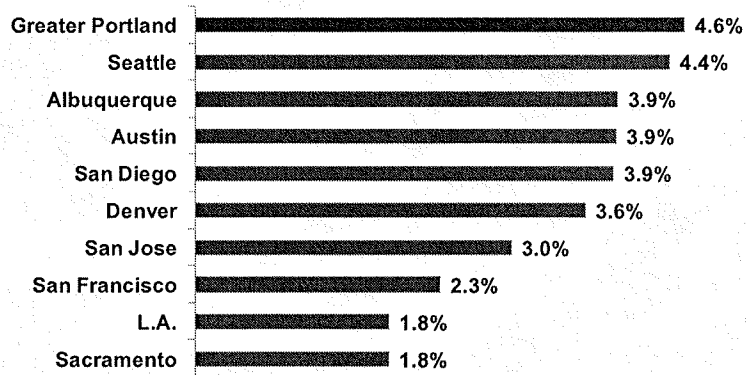
In millions



Source: IHS Global Insight 2009

New residents

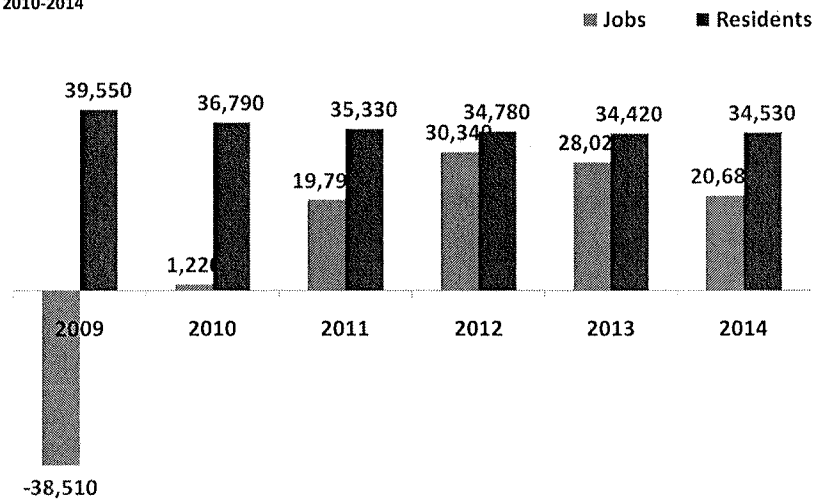
% who lived in a different state last year



Source: U.S. Census ,American Community Survey 2007

Greater Portland at a glance

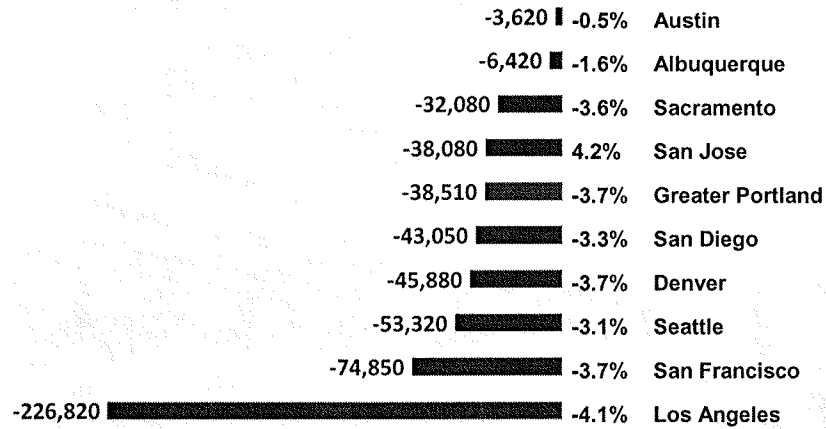
Employment and population growth
2010-2014



Source: IHS Global Insight 2009

National job loss

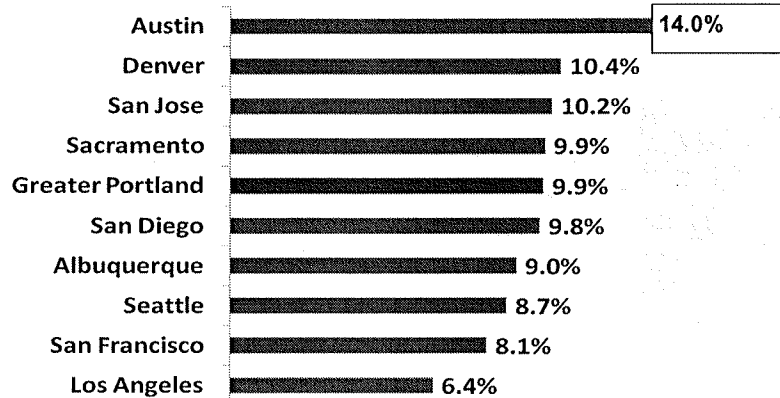
2009



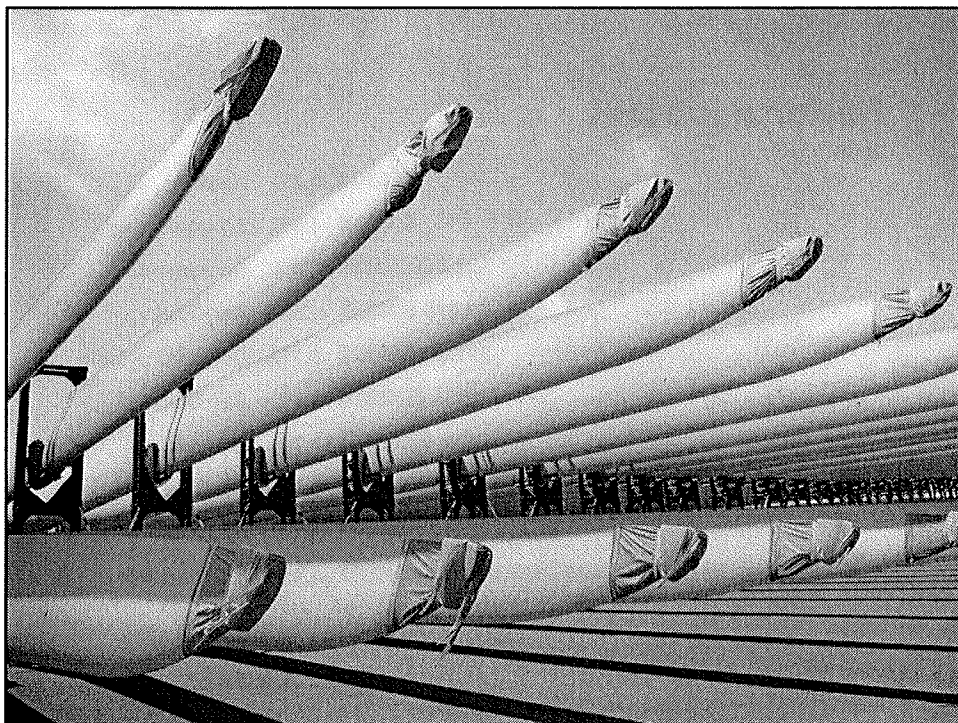
Source: IHS Global Insight 2009

Job growth 5-year forecast

2010-2014



Source: IHS Global Insight 2009



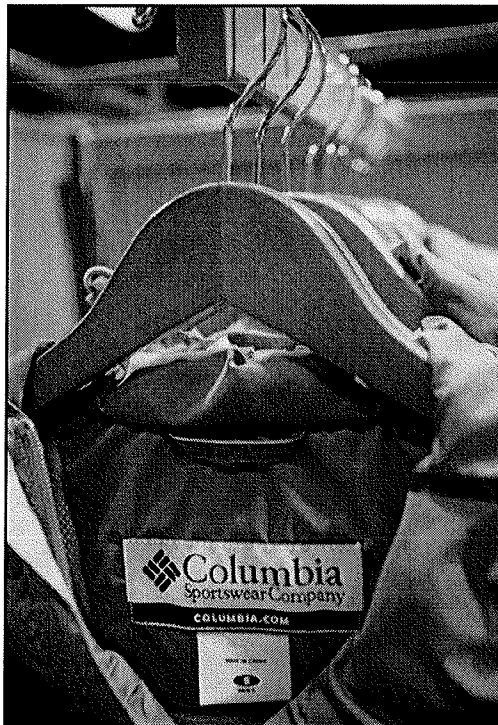
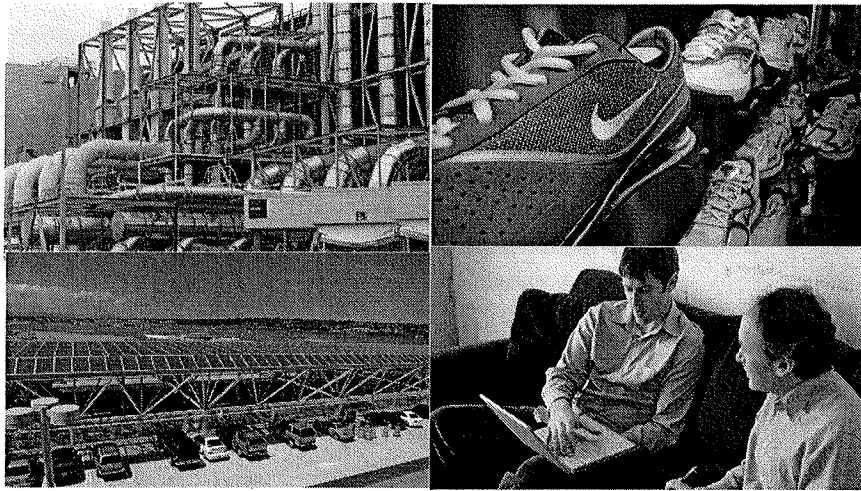
Regional industry 5-year forecast

Percent growth and total jobs
2010-2014

Professional Services –	24.6%	+30,360
Construction, mining –	19.6%	+10,400
Manufacturing –	11.3%	+12,240
Trade, transportation –	7.7%	+15,360
Finance –	7.1%	+4,700
Education, health –	6.7%	+9,360
Leisure, hospitality –	6.2%	+6,030
Information –	5.6%	+1,290
Government –	5.0%	+7,500
Other services –	4.0%	+1,490

Source: IHS Global Insight 2009

Economic drivers



Bike and outdoor gear stores

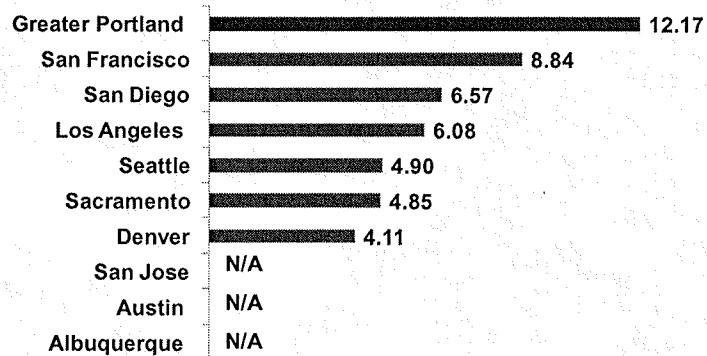
Per 100k residents

San Diego – 29
 Greater Portland – 25
 Austin – 23
 Denver – 23
 Sacramento – 22
 San Francisco – 21
 Seattle – 20
 Albuquerque – 20
 San Jose – 16
 Los Angeles – 13

Source: D&B zapdata 2009

New hybrid car sales

Per 100k households



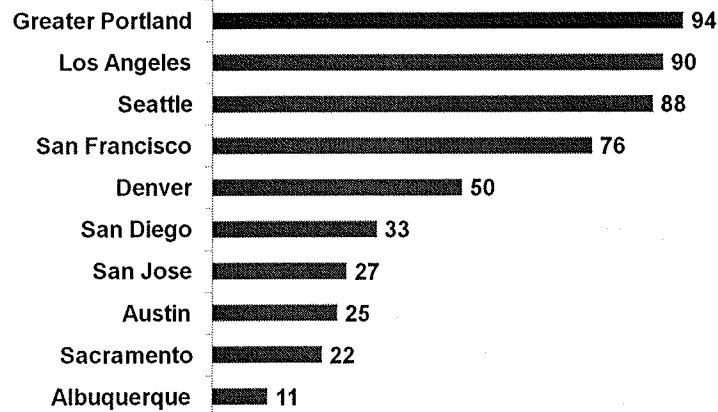
Source: R. L. Polk & Co February 2009

Note Registrations CYTD December 2008



LEED certified buildings

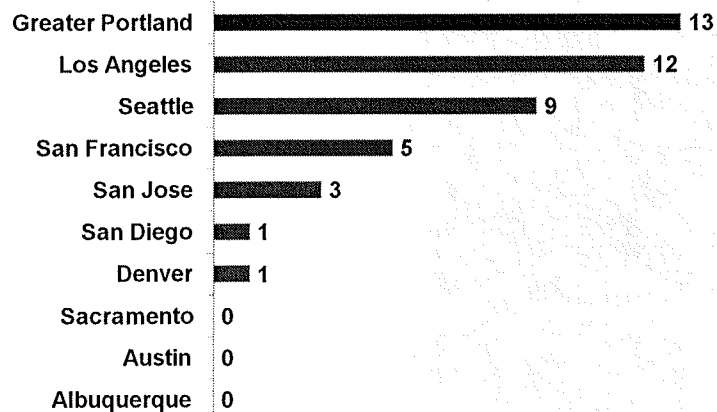
2009



Source: U.S. Green Building Council 2009

LEED certified school buildings

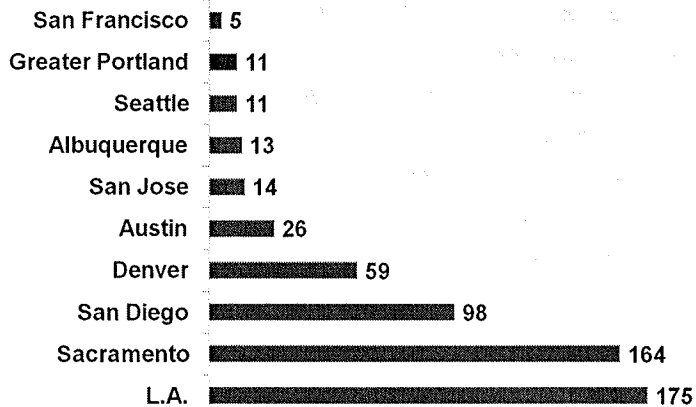
2009



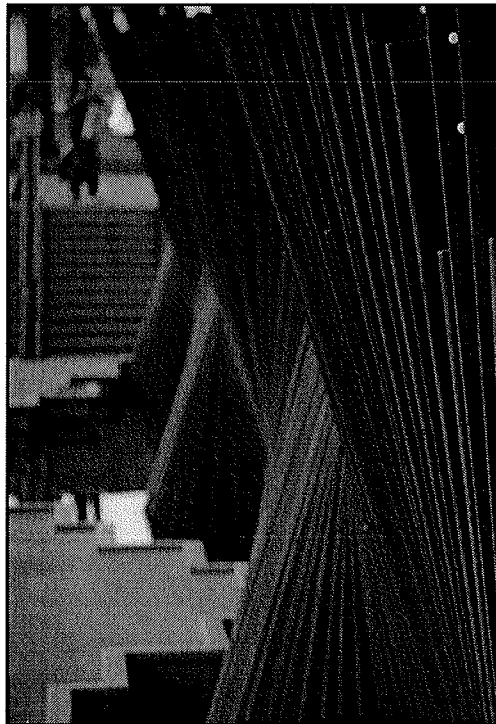
Source: U.S. Green Building Council 2009

Air quality index, days above 100

Three year total
2005-2007



Source: Environmental Protection Agency 2008



Arts establishments

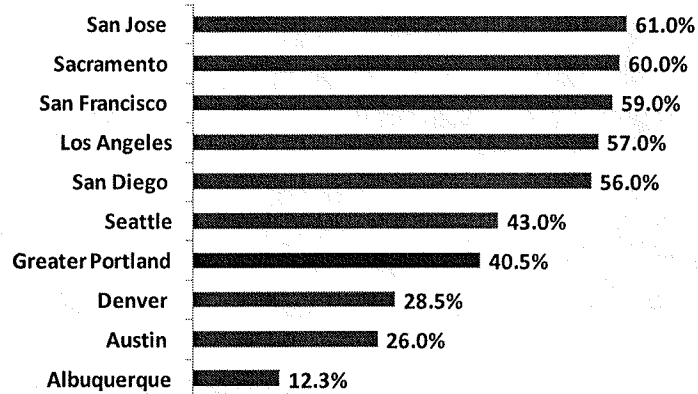
Per 100k residents

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

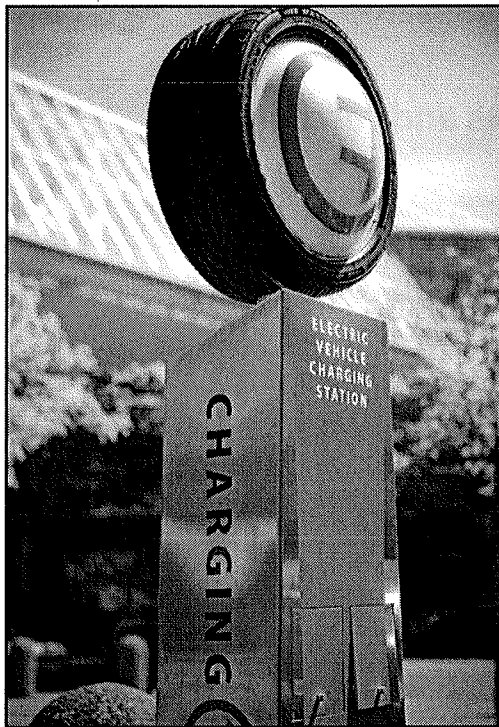
Source: D&B zapdata 2009

Waste diverted from landfills

2008



Source: U.S. National Recycling Coalition, local municipal resources 2008
 Note: California mandates diversion rate of at least 50%



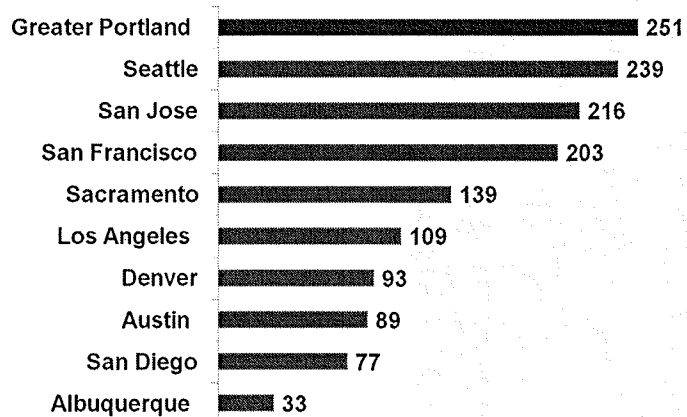
Residents using alternative transportation

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%

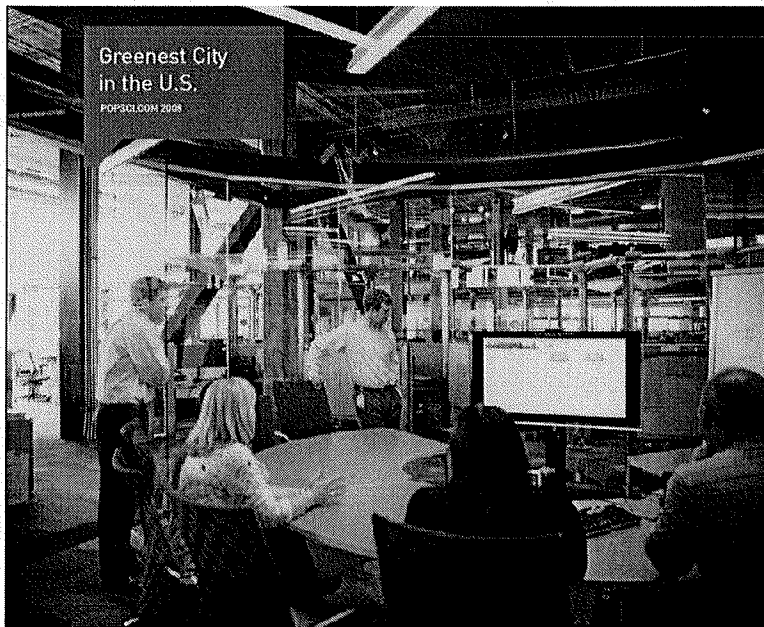


Organic farms, markets and restaurants

2009



Source: Local Harvest 2009



Take-away

- Second highest unemployment in the U.S.
- We feel an urgency to do everything we can
- Four areas of competitive advantage to build on
- We are facing intense competition
- Regional priorities and PDC strategy is aligned



PORTLAND
ECONOMIC DEVELOPMENT STRATEGY

ECONOMIC DEVELOPMENT STRATEGY

*A Five-Year Plan for Promoting Job
Creation and Economic Growth*



Investing in Portland's Future

PDC
PORTLAND DEVELOPMENT COMMISSION

www.pdxeconomicdevelopment.com

THE PRESENCE

PORTLAND'S LAUDED QUALITY OF LIFE HAS **NOT**
TRANSLATED INTO WIDESPREAD ECONOMIC
PROSPERITY AND JOB CREATION

*We have the talent - we need to harness it to a world class
business infrastructure*

THE OPPORTUNITY:

Portland is poised to become the capital of the global green economy

FARSIGHTED INVESTMENTS IN LAND USE, TRANSIT, DENSITY AND CENTRAL CITY REVITALIZATION **POSITION PORTLAND TO THRIVE**

- Large and growing concentration in Clean Tech industries
- Deep manufacturing capacity to design and supply parts and components
- Shared values & decades of leadership regarding environmental impact
- Public policy environment that fuels innovation and experimentation
- Remarkable influx of talent

THE CHALLENGE:

Lagging growth, inadequate investment

PORTLAND MUST INVEST IN THE FUNDAMENTALS OF **ECONOMIC DEVELOPMENT AND JOB CREATION**

- | | |
|---------------------------------|-----------------------------|
| • Higher education partnerships | • Retaining & growing firms |
| • Research & development | • Cluster development |
| • Technology Transfer | • Targeted recruitment |
| • Business Incubation | • Workforce development |
| • Capital Investment | |

San Francisco and Seattle have higher median incomes, lower poverty rates, and more 18-24 year olds enrolled in college and graduate school

THE CHALLENGE:

Our Competitors Invest More Resources in Economic Development

City	Population	Budget
Austin	725,306	\$6.6M
Boston	600,980	33.6M
Denver	576,842	4.2M
Minneapolis	362,513	16.9M
Seattle	565,809	6.2M
Portland - 2009-10	550,396	3.5M
2008-09		4.2M

THE GOAL:

Create 10,000 Net New Jobs Within Five Years

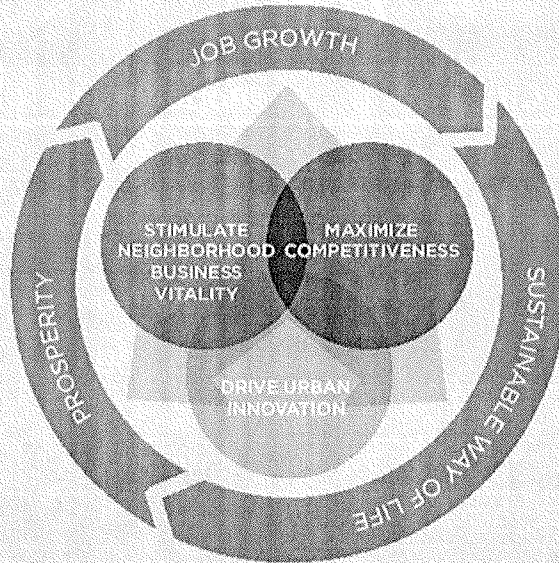
PORTLAND WILL UTILIZE ITS HISTORIC ASSETS AND LEVERAGE THE CREATIVITY AND ENERGY EMBODIED BY NEW TALENT TO CREATE **THE WORLD'S MOST SUSTAINABLE ECONOMY**

Sustainable Economy definition: an economy that creates wealth and health for people and restores the environment

THE APPROACH:

Align Strategic Partners Behind 3 Key Goals

BUILDING THE SUSTAINABLE ECONOMY



STRATEGY:

Maximizing the Competitive Environment

AIR CHINA CARGO

CLEAN TECH | ADVANCED MANUFACTURING | SOFTWARE | ACTIVEWEAR

Creating an environment where innovation can happen

- ✓ International Focus
- ✓ Higher Education
- ✓ Workforce development

The target clusters represent 13% of City employment and 16% of regional employment

INDUSTRY CLUSTERS

Targeting Small Business



City of Portland

Target Industry	Avg. # of Employees	% of firms with 20 employees or less
Advanced Manufacturing	58	66%
CTSI	21	77%
Software	10	90%
Activewear	18	92%

THE STRATEGY

Drive Urban Innovation



NEXT GENERATION BUILT ENVIRONMENT

Oregon Sustainability Center, Eco-Districts

VIBRANT CENTRAL CITY

Redevelopment focused on job creation and higher ed

MARKET/BRAND PORTLAND

Own the Brand

THE STRATEGY

Neighborhood Business Vitality

SCALE SMALL BUSINESSES WITH HIGH GROWTH POTENTIAL

Economic Gardening/Grow Our Own

COMMERCIAL CORRIDOR REVITALIZATION

Main Streets Program

COORDINATE SMALL BUSINESS SERVICES

Small Business Web Portal

