

CLACKAMAS COUNTY BOARD OF COUNTY COMMISSIONERS

Policy Session Worksheet

Presentation Date: May 15, 2024

Approx. Start Time: 10:00

Approx. Length: 30 Minutes

Presentation Title: Greater Portland Inc.

Department: Transportation and Development

Presenters: Dan Johnson, Director Department of Transportation and Development

Monique Claiborne, President & CEO, Greater Portland Inc.

WHAT ACTION ARE YOU REQUESTING FROM THE BOARD? Informational update only. No Board action requested.

EXECUTIVE SUMMARY:

Monique Claiborne, President & CEO of Greater Portland Inc. (GPI) intends to provide a presentation to the Board of County Commissioners about GPI's mission, investments, and successes in Clackamas County. Her presentation will cover GPI's strategies and goals for 2024-2026 and is in advance to their potential July 2024 Membership Dues Renewal request of \$25,000.

FINANCIAL IMPLICATIONS (current year and ongoing):

Is this item in your current budget? YES NO

What is the cost? \$25,000

What is the funding source? Lottery Funds

STRATEGIC PLAN ALIGNMENT:

- How does this item align with your Department's Strategic Business Plan goals? Business recruitment and workforce development opportunities.
- How does this item align with the County's Performance Clackamas goals? Grow a vibrant economy.

LEGAL/POLICY REQUIREMENTS: N/A

PUBLIC/GOVERNMENTAL PARTICIPATION: N/A

OPTIONS: N/A

RECOMMENDATION: N/A

ATTACHMENTS: GPI PowerPoint

SUBMITTED BY:

Division Director/Head Approval _____

Department Director/Head Approval *Dan Johnson*

County Administrator Approval _____



GREATER PORTLAND INC
Overview

May 2024



About GPI



Greater Portland Inc (GPI) is the only public-private partnership working to attract businesses to the entire Greater Portland region.



Services



GPI is dedicated to creating and expanding jobs and driving tangible regional prosperity

GPI offers **confidential, no-cost assistance** to domestic and international companies interested in investing and growing within Greater Portland

We are a single point of contact and convener to all regional resources

Services Include

- Project Management
- Connectivity to Providers & Key Assets
- Access to Workforce and Education Partners
- Diversity & Inclusion Resources
- Data Resources, Research, & Analysis
- Market Visits
- Securing Incentives
- Real Estate Connectivity

Industry Clusters



Computers & Electronics

Local jobs: 42,000
Local employers: 359

Software

Local jobs: 35,000
Local employers: 4,282

Apparel & Outdoor

Local jobs: 21,000
Local employers: 518

Metals & Machinery

Local jobs: 23,000
Local employers: 574

Climate Tech

Local jobs: 14,000
Local employers: 843

Food & Beverage

Local jobs: 30,000
Local employers: 832

Design & Media

Local jobs: 33,000
Local employers: 2,531

Bioscience

Local jobs: 7,800
Local employers: 208



2023 Impact



751 New Jobs in Our Region
11 Recruitment, 740 Expansion

Our Progress
 Creating 20,000 Jobs



4 Project Wins
Expansions | Recruitments

2 | 2

Estimated Impact

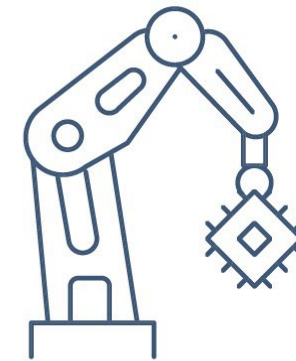
\$115M In direct income
 \$337M In sales & output
 647 Additional indirect jobs

\$240M Tax Credits Approved

6,300 Projected jobs in Oregon

\$43.8B Project Investment

15 Oregon Company Expansions



44 Mentions Earned in Local Publications



194M Out-of-Market Views



7% Social Media Follower Growth



2 Op-Eds Published



80 Investor Meetings

5 Grant Support Actions

51 Investor Referrals

120 Community Assists



Heritage Investors Honored

12 New

44 Total

How We Help Investors



Community & Economic Research & Data

- We support your efforts in Business Recruitment, Retention & Expansion; Downtown Revitalization; Industrial Development; Tourism, and Planning.
- **\$60,000+** = value in databases you and your staff have access to each year by investing in GPI.

Regional Planning

- We lead the creation and track implementation of the region's Comprehensive Economic Development Strategy (CEDS), which makes municipalities in our regional eligible for EDA funding.

Grant Support

- We provide data, analysis, and letters of support for your grant applications.

Project Management

- We seek out and send to you project leads from companies considering the region for location or expansion – and you receive GPI staff assistance when submitting proposals.

Professional Development

- Monthly Economic Development Practitioner meetings provide a featured speaker, shared learnings, and networking opportunities with up to 100 professionals from across the region.
- Market Insights – free quarterly events with keynote speakers highlighting data, trends, and activity impacting our region's economic development and ability to grow, attract, and retain quality jobs and businesses.

Clackamas County



931 jobs created from GPI-Led Project Wins Located in Clackamas County since 2017.

- Estimated additional annual impact
 - 404 Indirect and Induced Jobs
 - \$359 Million in Sales/Output
 - \$111 Million in Compensation

Clackamas County Investment in GPI

- Investor since 2011
- Historical Investment of \$350,000

108 Community Assists since 2018

- GPI recently worked with Clackamas County Economic Development staff to develop a slide deck providing a data-rich overview of the County for their ongoing use.
- Also includes assists to cities in Clackamas County (Canby, Estacada, Happy Valley, Lake Oswego, Milwaukie, Oregon City, Sandy, West Linn, Wilsonville).

Small Cities Consortium

- Representation from six Clackamas County cities.

Higher Education Consortium

- Representation from 19 public and private colleges, including Clackamas Community College.

2023 – 2026 Initiatives



Two interrelated strategies:

1. Regional Promotion

- GPI Role: Leader

2. Regional Coordination

- GPI Role: Leader /
Catalyst / Supporter



Regional Promotion



Search Engine Optimization (SEO):

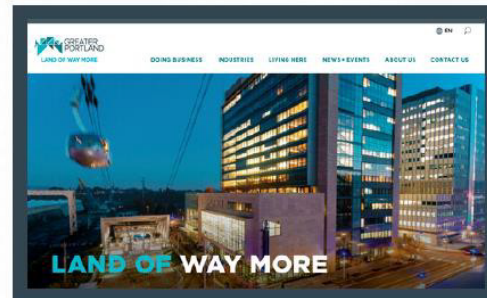
Proactively countered negative Portland search terms with SEO efforts to inject positive content, while optimizing keywords to boost search rankings.

Strategic Public Relations:

Coordinated meetings and interviews with print and broadcast journalists in the media capital, New York City, conveying a pro-business message to a dozen publications. Hosted journalist trips to Greater Portland, affording them the opportunity to intimately witness success stories firsthand, counteract negative narratives, and cultivate positive experiences for crafting compelling narratives.

Paid Digital Advertising:

Targeted digital advertising to prospective talent, business executives, and location advisors in 10 major markets.



Business Outreach:

Active engagement with prospective talent, business executives, and location advisors in 12 domestic and international major markets, sharing positive stories, announcements, and real estate availability. Hosted trips to Greater Portland for businesses considering expansion.

High-Profile Media Partnerships:

Collaboration with Forbes to Fortune that showcases a series of powerful curated stories via magazine cover wraps. Secured representation on national lists and rankings. Advertisement on podcasts and billboards.

Dynamic Social Media Presence:

Paid curated social media ads, videos, and articles showcasing Greater Portland's strengths and advantages in a dynamic and captivating manner.

Website Enhancements:

GPI website enhancements, strategically focused on key messages, dynamic data with interactive cost of living comparison calculations, and captivating Greater Portland visual experiences.

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