



GREATER PORTLAND INC

Comprehensive
Economic
Development Strategy



ECONOMIC DEVELOPMENT

THE THREE-LEGGED STOOL



THEN

Traditional 'Three Legs of the Stool' Focus



NOW

Expanded Focus Integrates Talent and Placemaking

WHO WE ARE

GREATER PORTLAND REGION

Portland-Vancouver MSA

- 2.5M population
- 2 states
- 7 counties
- 6 port districts
- 102 cities





WHAT WE DO

PROGRAMS & INITIATIVES

- ▲ **Recruitment & Marketing**
Proactive domestic and international business development
- ▲ **Community Assistance**
BRE support, marketing, research, land use and strategic planning
- ▲ **Competitiveness Programming**
Growing Small Businesses Globally, Employment Lands Toolkit
- ▲ **Comprehensive Economic Development Strategy**
Regional five-year strategy for the four-county economic development district
- ▲ **Capacity Building and Convening**
Ambassadors, International Investment Committee, Higher Education Committee, and many more!

GPI 2020 DASHBOARD
Summary of Work Plan Metrics

APRIL 2020

	2019 ACTUAL	2020 ANNUAL METRICS			YTD ¹ EXPECTED	YTD ² ACTUAL	DESCRIPTION
		THRESHOLD	TARGET	STRETCH			
1 BUSINESS DEVELOPMENT							
A Total Number of New Qualified Prospects	52	41	45	50	15	17	Number of new companies that have shortlisted the region since Jan 1, 2019
B Total Number of Jobs	213	160	213	266	71	56	Number of new jobs created resulting from GPI's assistance to companies
C Total Direct-company Contacts	259	100	125	150	42	60	Number of times outreach made to targeted company, traded-sector or C-level contacts
D Community and Investor Assists	94	60	70	80	23	36	Number of instances that GPI has provided assistance (i.e. research/data analysis, market intelligence, requested help with company visits), to communities and private-sector investors in support of economic development, business retention/expansion or business-related efforts
2 MARKETING + COMMUNICATIONS							
A Total Number of Marketing Recruitment Contacts	6,189	4,250	4,373	5,200	1,458	1,247	Number of companies or individuals that GPI has made direct contact with through marketing and sales
B Total Earned Media Impressions	245M	53M	59M	65M	19.6M	1.4M	Number of people who may have seen/heard an article in print, radio, podcast, TV or online news source
C Total Owned Media Impressions	N/A	22,500 405,000	30,000 540,000	37,500 675,000	10,000 180,000	35,000 248,000	Reach of GPI website (sessions) and social media (on four platforms)
3 REGIONAL STRATEGY & COMPETITIVENESS							
A Small Cities Consortium Satisfaction	N/A	80%	90%	100%	-	N/A	Level of satisfaction that Small Cities Consortium members have with GPI's services. Based on year-end satisfaction survey.
B Community Partners Engaged via CEDS	N/A	400	450	500	150	214	Individual partners engaged the development of the next regional strategy
C Community Partner Organizations Engaged via CEDS	N/A	2	3	5	1	10	Public and private organizations substantially engaged in the development of the next regional strategy in all 4 GPEDD Counties (Clackamas, Multnomah, and Washington Counties in Oregon and Clark County, Washington)
4 STAKEHOLDER RELATIONS							
A EDP Satisfaction with Economic & Business Development Services	94%	80%	90%	100%	-	N/A	Level of satisfaction that local Economic Development Professionals have with GPI's services. Based on year-end satisfaction survey.
B New Revenue Target	\$100.6	\$100k	\$125K	\$150K	\$41.6k	\$35.8k	Revenue (cash) from new or increased investment since Jan 1, 2019

¹ Based on Target through December 31, 2020

² Through April 30, 2020

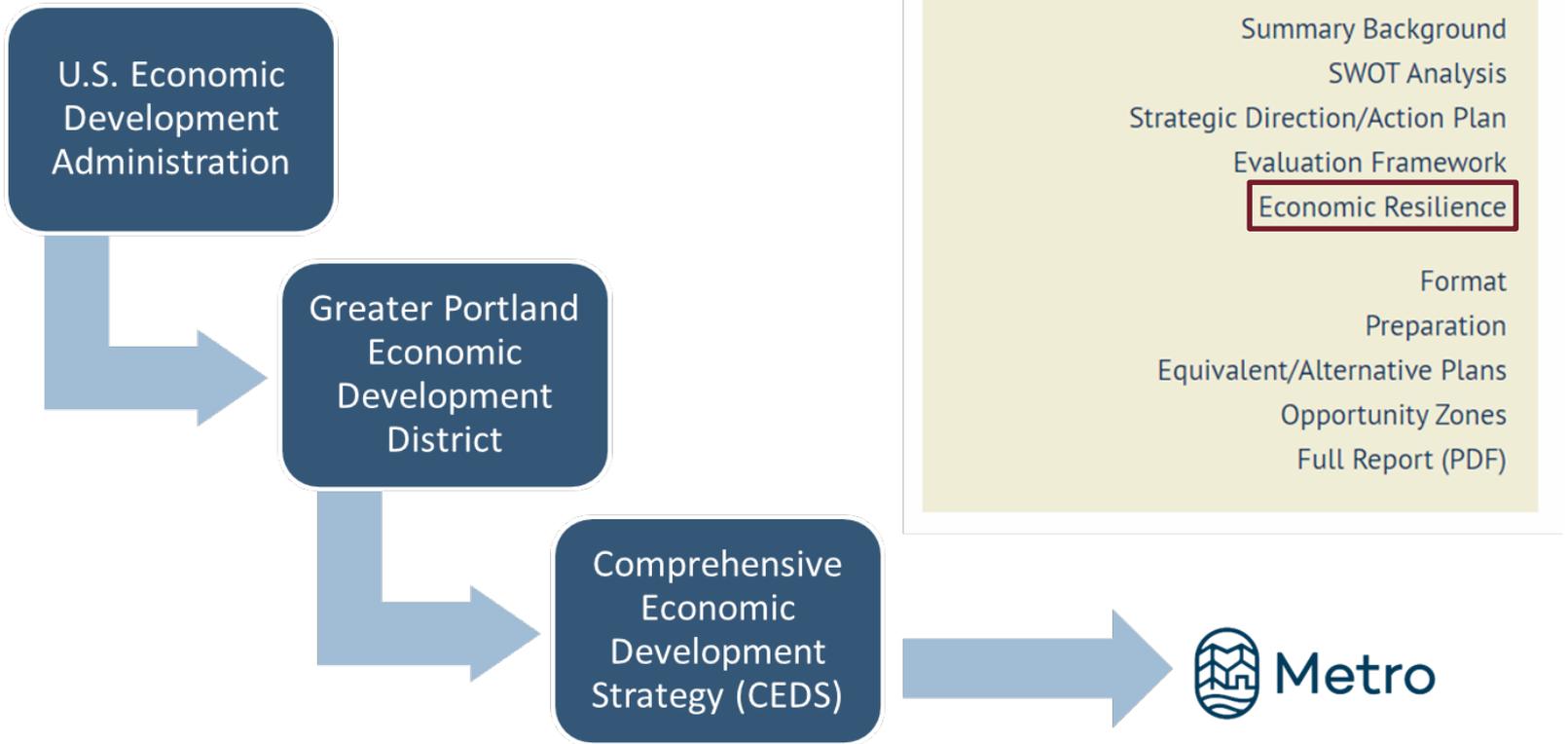
LEGEND

TARGET
 PARTIAL PROGRESS
 BELOW THRESHOLD



Regional Economic Strategy

Purpose and Structure



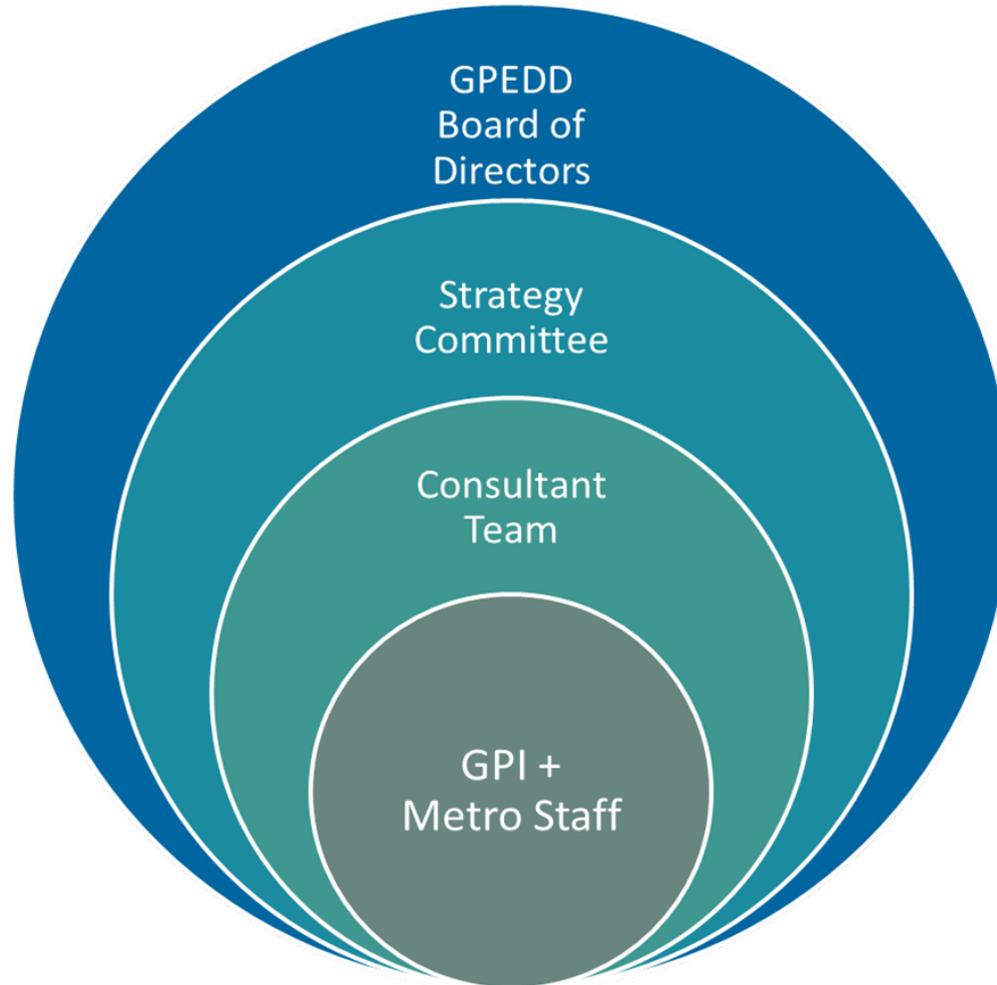
E·D·A | A bureau within the U.S. Department of Commerce
U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS)

- Overview
- Content
 - Summary Background
 - SWOT Analysis
 - Strategic Direction/Action Plan
 - Evaluation Framework
 - Economic Resilience**
- Format
- Preparation
- Equivalent/Alternative Plans
- Opportunity Zones
- Full Report (PDF)



Roles and Responsibilities





Emerging Priorities to Consider

The planning groups appear to be aligned around these emerging priorities for investment and action, which GPI and Metro will continue to evolve as we get more input and move forward together:

We all want to build an inclusive, equitable, diverse, and resilient “place.”

We want to take bold, difficult leaps forward on strategic initiatives – together, aligned cross levels of government.

We will invest in our people and educational institutions so we can attract major employers and turn automation into an opportunity and not a threat.

We need to shape an ecosystem that enables entrepreneurs and mid-market companies to grow and thrive.

We need to better prepare and invest for disruptions to our future economy (Cascadia quake, transportation infrastructure, automation, climate change)

We must become more resilient by expanding our mix of industry clusters.

We will create a regulatory environment that ensures businesses can start and scale here – and our people can afford to stay and live a quality life.

We will build buy-in and capacity for implementation from the start of the planning process to ensure this effort is a success.



Benchmarking Profile:

Regional comparison across growth and resilience indicators

Atlanta
Austin
Denver
Las Vegas
Minneapolis
Nashville
Phoenix
Pittsburgh
Salt Lake City
San Diego
San Francisco
San Jose
Seattle

People + Diversity
Vitality
Innovation
Talent
Equity
Quality of Place

Proposed Clusters

State of Oregon	Greater Portland	CREDC	Prosper	EVA	CEDS – Proposed	Workforce
High Tech (C+E and Software)	Computers + Electronics	Computers + Electronics		Computers + Electronics	Computers + Electronics	High Tech
	Software + Media	Software	Technology + Media	Software + Media	Software	
Outdoor Gear + Apparel	Athletic + Outdoor		Athletic + Outdoor	Athletic + Outdoor	Athletic + Outdoor	
Advanced Manufacturing	Metals + Machinery	Metals + Machinery	Advanced Manufacturing	Metals + Machinery	Metals + Machinery	Advanced Manufacturing
	Health Sciences + Technology	Life Sciences	Biomedical	Health Sciences + Technology	Health Sciences + Technology	Health Care
	Clean Tech	Clean Tech	Green Cities	Clean Tech + Green Cities	Clean Tech	Clean Tech
Business Services (A&E, Marketing/ Design)					Design + Media	
Food + Beverage Manufacturing			Food and Beverage		Food + Beverage	
					Distribution + Ecommerce	Transportation and Freight
Forest Products						

Economic Disruptions

Topic Groups

1. Automation / E-Commerce
2. Gig / Sharing Economy, Remote Work, Co-Working
3. Natural and Economic Disasters (climate, pandemic, earthquake)

Dimensions

People

Business

Land



Economic Recovery

The Value of Collaborating Now

- ❑ Opportunity to **align common goals** to advance actions and policies to benefit our region
- ❑ **What would happen** if we didn't convene, coordinate, and collaborate now?
- ❑ Identify **regional strengths** that are occurring and leverage for the next stages of the crisis
- ❑ Opportunity to speak with **one voice** and display regional leadership
- ❑ Define and transition to a new normal which will require **regional systems change**

Project Timeline

Task	2020												2021			
	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A
Task 1: Startup + Analysis		■	■	■												
Task 2: SWOT + Focus Groups				■	■	■	■									
Task 3: Economic Recovery						■	■	■	■							
Task 4: CEDS Vision + Action Plans									■	■	■	■				
Task 5: CEDS Evaluation Frames													■	■	■	■



Next Steps

May 27 – Strategy Committee (cluster discussion)

June 2 – Microenterprise town hall

June 11 – GPEDD Board Meeting

June 24 – Strategy Committee

Late June – Cluster and disruption focus groups

Early July – *Road to Recovery* webinar



Thank you!

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