



GREATER
PORTLAND

Greater Portland Inc

Regional Economic Development

City of Tigard
September 8, 2015

WHAT TO EXPECT



- **Overview of GPI**
- **2015 Work Plan**
- **GPI Services**



Regional Public-Private Partnership

Established in 2011
to coordinate a
transparent
approach to
economic
development

Greenlight Greater Portland now Greater Portland Inc.

Jun 29, 2011, 1:31pm PDT

Merger between publicly funded
Regional Partners and privately driven
Greenlight Greater Portland

Marketing

Recruitment

Retention
and
Expansion

OVERVIEW



Dynamic Metro: One Region

- 2.3+ million people
- 2 states
- 7 counties
- Population expected to grow by 400,000+ in next 20 years



Why a regional approach?



- Site selectors look at regions when considering a new location for their clients
- Companies and talent do not pay attention to regional boundaries
- Marketing the assets of the entire region is a far more compelling story
- Regional boundaries align with the regional workshed

2015 Work Plan



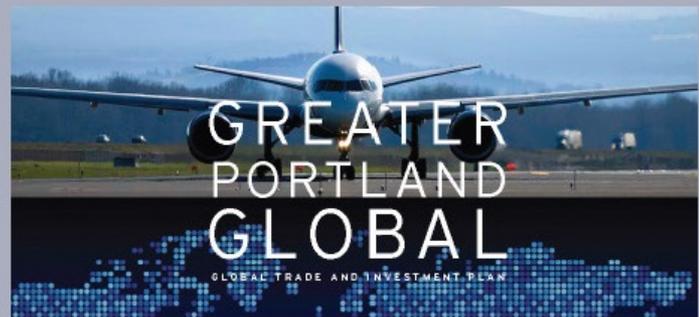
UNITING REGIONALLY TO COMPETE GLOBALLY

Build cross-border and cross-sector collaboration that leverages the region's assets, engages leadership and aligns efforts to compete in the global market.



STAY AND GROW IN GREATER PORTLAND

Develop tools and services that support local community partners in their ongoing efforts to retain and grow existing traded-sector companies in the region



CHOOSE GREATER PORTLAND

Create targeted awareness of the regional value proposition as a place for business; grow the recruitment funnel to bring traded-sector expansion and relocation projects to the region.



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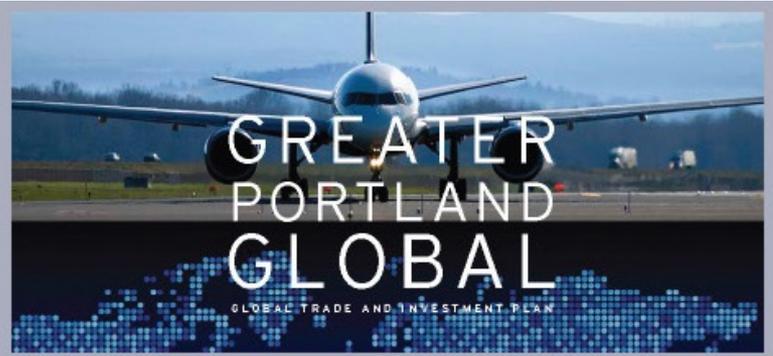


TACTICS:

- Greater Portland 2020 Plan
- Convene Region's Civic & Business Leaders
- Regional Communications

STAY AND GROW IN GREATER PORTLAND

Develop tools and services that support local community partners in their ongoing efforts to retain and grow existing traded-sector companies in the region



TACTICS:

- Greater Portland Global
- Business Retention & Expansion
- Economic & Fiscal Analysis

CHOOSE GREATER PORTLAND

Create targeted awareness of the regional value proposition as a place for business; grow the recruitment funnel to bring traded-sector expansion and relocation projects to the region.



TACTICS:

- Large Site Strategy
- Industry Reports & Market Analysis
- Regional Marketing
- Lead Generation

Providing expertise
and resources to
local partners within
the region



Business Development



Marketing



Research + Analysis



Connectivity

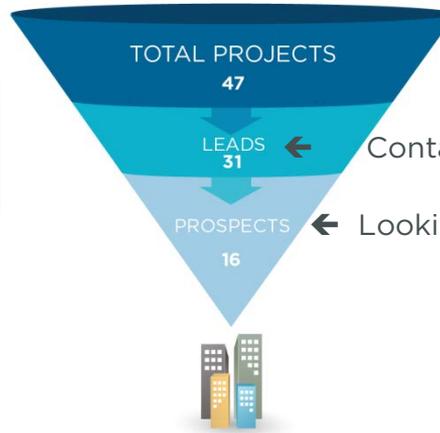


Regional Competitiveness



Business Development

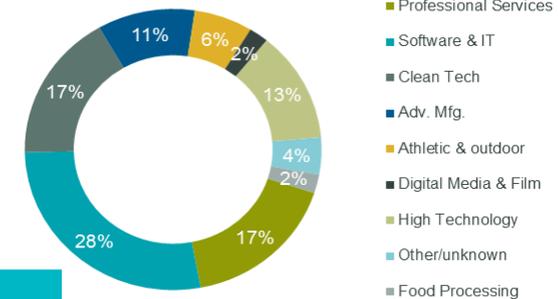
1. Metal & Machinery
2. Clean Tech
3. Athletic & Outdoor
4. Computer & Electronics
5. Software/Media
6. Health Science & Technology



← Contacted us but has not viewed specific sites

← Looking at options and has likely been on a site visit

2014 GPI WINS = 4
2014 REGIONAL WINS = 7



Projects by Industry	
Professional Services	8
Software & IT	13
Clean Tech	8
Adv. Mfg.	5
Athletic & outdoor	3
Digital Media & Film	1
High Technology	6
Other/unknown	2
Food Processing	1
Total	47



Research & Analysis

SAMPLE ANNUAL BUSINESS OPERATING COSTS

Metro Area	Employee Payroll	Fringe and Mandated Benefits	Utilities	Building / Lease Payments	Property Tax	Total Operating Cost
Portland	\$36,236,800	\$10,296,539	\$245,328	\$375,969	\$170,011	\$47,324,647
Denver	\$36,842,650	\$9,951,295	\$219,967	\$342,805	\$335,923	\$47,692,640
Riverside-San Bern.	\$37,587,100	\$10,700,837	\$326,530	\$399,822	\$152,379	\$49,166,668
San Diego	\$37,959,450	\$10,807,498	\$397,673	\$428,478	\$154,772	\$49,747,872
Seattle	\$38,605,650	\$12,001,622	\$255,159	\$413,241	\$159,852	\$51,435,525
San Jose	\$43,481,700	\$12,361,185	\$401,016	\$542,023	\$180,694	\$56,966,618

See detailed tables for sources.

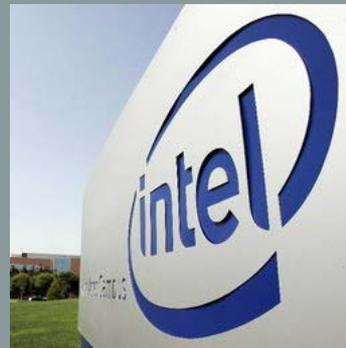
The annual estimated business operating costs table summarizes the annual cost of labor, utilities and facilities for selected metropolitan areas.

Detailed calculations and source of costs of doing business for labor, utilities and facilities are provided in the following tables, which include costs such as worker's comp, unemployment insurance, health insurance, gas and electricity, annual real estate (lease or purchase) and taxes.

GPI SERVICES

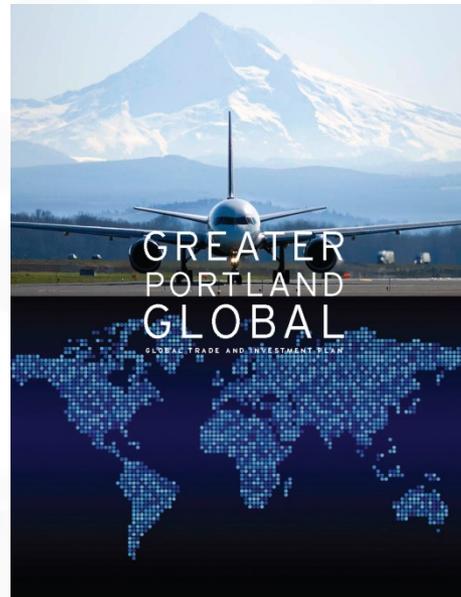


Connectivity





Regional Competitiveness





GREATER
PORTLAND

Thank You!