# METRO COUNCIL WORK SESSION

June 27, 2017 @GreaterPDX



# POSITIONING GREATER PORTLAND FOR

# **COMPETITIVENESS + PROSPERITY**



**501c6** Recruitment + Marketing



**501c4** Convening + Strategy



**501c3** Research + Collaboration



# WHO WE ARE













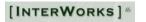


















Metro JPMorgan Chase & Co.















































# WHO WE ARE

# **GREATER PORTLAND REGION**

#### **Portland-Vancouver MSA**

- 2.4M population
- 2 states
- 7 counties
- 6 port districts
- 102 cities





## WHAT WE DO

# WE TELL GREATER PORTLAND'S STORY

We market and sell the region to companies thinking of expanding or relocating their business



## WHY WE DO IT

## **CREATING OPPORTUNITY**

# THROUGH JOBS + INVESTMENT

If successful: we've helped companies land, creating opportunity for others through jobs and investment in our region



#### HOW WE DO IT

# LINES OF BUSINESS / GPI SERVICES

- ✓ Connectivity
  Serving as a trusted convener and connector to multipliers
- ✓ Market research Providing original, repurposed and applied research
- ✓ Community assistance
  Furthering the aims of partner community and economic development objectives



# WHAT GETS MEASURED GETS DONE

#### 2017 ANNUAL METRICS

	2016 ACTUAL		THRESHOLD	TARGET	STRETCH
BUSINESS DEVELOPMENT		П			
Total Number of New Qualified Prospects*	53		30	33	36
Total Number of Jobs	437		360	400	440
Community Assists	52		48	53	58
MARKETING + COMMUNICATIONS					
Total Number of Marketing Recruitment Contacts	1,059		1,000	1,100	1,210
Total Earned Media Impressions	30.1M		8.3M	9.25M	10M
Social Media Marketing**	N/A		TBD	TBD	TBD
INVESTOR RELATIONS		П			
EDP Satisfaction with Economic & Business Development Services	80%		72%	80%	88%
Number of Prospective Investors**	N/A		60	66	73



## 2016 RESULTS

## INVESTORS + GPI = ECONOMIC WEALTH

**692** 

#### **JOBS**

Our 2016 work will result in a total impact of 437 direct and 255 indirect jobs to the region

\$37M

#### **ANNUAL INCOME**

2016 wins spurred \$23M of direct income translating to \$37M in annual income to the region

EVERY DOLLAR OF GPI'S OPERATING BUDGET FOR 2016 YIELDED DIRECT INCOME OF \$14.57—A 55% INCREASE OVER 2015 IMPACTS.



# **OUR ROLE**

Work at regional level to deliver a coordinated economic development response to clients

# **OUR GOAL**

MAKE THE SITE-LOCATION
PROCESS AS SEAMLESS +
STREAMLINED AS POSSIBLE



**Business Oregon Choose Washington** 

**GPI** 

CREDC Counties Cities Ports Metro



## LINES OF BUSINESS WE DEVELOP

## **Prospect Generation**

Selling the region to companies considering relocation and/or expansion





























# **TESTIMONIALS OF RECENT PROJECTS**

Site selectors rely heavily on assistance from local/regional/state groups... GPI (along with the state) helped carry the ball across the goal line, not block a kick... That can't be said earlier, as I couldn't begin to tell you how many projects Portland didn't see. The reason being - I couldn't recommend a market where my client (not just my organization) couldn't get supper in a timely matter. Speed kills deals. This deal wouldn't have happened as successfully without your support.

#### **JEFF PAPPAS**

Managing Director E Smith Realty Partners, Dallas





# **TESTIMONIALS OF RECENT PROJECTS**

In terms of feedback, as usual, you guys did a fantastic job. Every aspect was helpful, but the employer/company meetings were particularly so and the profile/relevancy of the companies we met with was spot on.

#### **TODD OHLANDT**

Managing Principal Cresa Consulting Group, Atlanta





# WHO BENEFITS FROM OUR SERVICES?

#### Four customer bases

- Communities
  - Deliver prospects, manage them, provide connectivity, market research, and other community assistance
- ✓ Private-sector investors
  Deliver on metrics, connectivity, market research
- ✓ Prospects
  Deliver solutions, connectivity, research
- ✓ Consultants
  Deliver the market



# **TELLING OUR STORY EVERYWHERE**

SALES MISSIONS
(2014-YTD)



#### **GLOBAL REACH**

via BD, Marketing, Media

USA, JAPAN, CANADA, UK, IRELAND, CHINA, SWEDEN, AUSTRALIA +







## REGIONAL COMPETITIVENESS

# **ECONOMIC DEVELOPMENT 3.0**

In the new economy, winning regions compete on value.

- EMBRACE COMPLEX CHALLENGES
- REFINE OUR ECONOMIC DEVELOPMENT PRACTICE
- SEEK REGIONAL COLLABORATION FOR SCALABLE SOLUTIONS
- CULTIVATE TRANSFORMATIVE LEADERSHIP



# **GREATER PORTLAND 2020**















**ECONOMIC PROSPERITY** FOR ALL

**ECONOMIC GROWTH** 

Focus on traded

sectors, value added activities **DIVERSITY & INCLUSION** 

Unemployed,

underemployed,

Communities of

Color

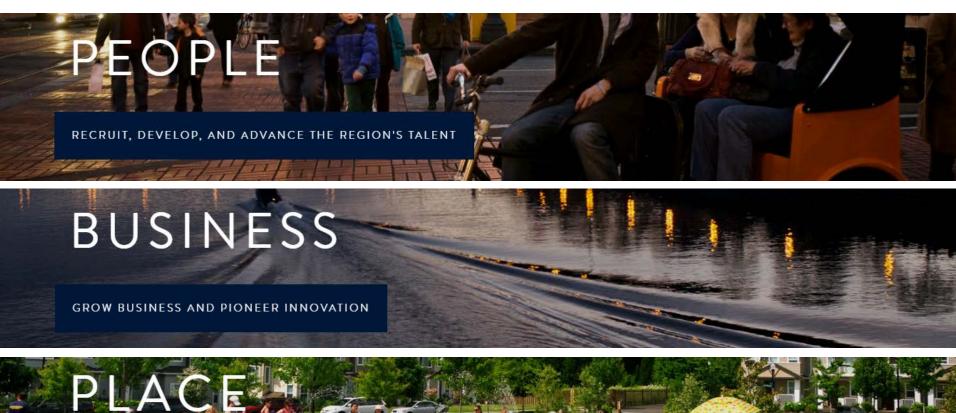
opportunities for upward mobility







# THREE CORE STRATEGIES





# **GREATER PORTLAND 2020**

#### **CHAMPIONS**

Public Sector
Industry
Economic Development
Higher Education
Workforce Development
Chambers
Nonprofits
Federal Govt

#### **GP2020 PILLARS**

#### **PEOPLE**

- Targeted inclusive training
- Career paths

#### **BUSINESS**

- BRE programs/Exports
- Business attraction /FDI
- Innovation

#### **PLACE**

- Industrial land readiness
- Reuse / redevelopment
- Innovation districts

#### **OUTCOMES**

**Quality jobs** 

Better standard of living

More even distribution of wealth

Healthy, vibrant neighborhoods



# ALIGNMENT WITH METRO

# METRO'S DESIRED OUTCOMES

People live, work and play in vibrant communities where their everyday needs are easily accessible.

Current and future residents benefit from the region's sustained economic competitiveness and prosperity.

People have safe and reliable transportation choices that enhance their quality of life.

The region is a leader on climate change, on minimizing contributions to global warming.

Current and future generations enjoy clean air, clean water and healthy ecosystems.

Equity exists relative to the benefits and burdens of growth and change to the region's communities.

#### **GP2020 OUTCOMES**

**Quality jobs** 

**Better standard of living** 

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# **ALIGNMENT WITH METRO**

METRO	GP2020
Equity Strategy	PEOPLE: Diversity in Leadership, Regional Equity Charter
Greater Portland Global	BUSINESS: Greater Portland Global, Brookings Global Cities Initiative with JPMC
Economic Value Atlas	PLACE: Regional industrial lands supply, adaptive reuse strategy
Evaluation Framework (Dialogues in Action)	Evaluation Framework (Dialogues in Action)













The Columbia-Willamette Workforce Collaborative





**DAIMLER** 













[INTERWORKS] "

JPMORGAN CHASE & CO.

























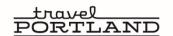
















## **QUESTIONS + THANK YOU**



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