GREATER PORTLAND INC

METRO COUNCIL WORK SESSION

June 27, 2017

@GreaterPDX

GREATER PORTLAND

POSITIONING GREATER PORTLAND FOR COMPETITIVENESS + PROSPERITY

GREATER PORTLAND

501c6
Recruitment + Marketing

GREATER PORTLAND 20|20
Greater Portland Economic Development District

501c4
Convening + Strategy

GREATER PORTLAND PARTNERSHIP for ECONOMIC ADVANCEMENT

501c3
Research + Collaboration

WHO WE ARE

70+ PUBLIC + PRIVATE SECTOR PARTNERS

Alaska
Beaverton OREGON
Bank of America
CAMBIA HEALTH SOLUTIONS
CLACKAMAS COUNTY
CLARK COLLEGE EST. 1933
CREDC ECONOMIC DEVELOPMENT
The Columbia-Willamette Workforce Collaborative
DELTA
CITY OF GRESHAM
Hillsboro OREGON
[INTERWORKS]
KeyBank
MELVIN MARK
Metro
JPMORGAN CHASE & CO.
MILLER NASH GRAHAM & DUNN LLP ATTORNEYS AT LAW
Multnomah County
NW Natural
OSU Oregon State UNIVERSITY
PDC PORTLAND DEVELOPMENT COMMISSION www.pdc.us
PERKINS & CO Let's get there
PGE
PORT OF PORTLAND Possibility. In every direction.
Port of Vancouver USA
PORTLAND BUSINESS ALLIANCE Commerce · Community · Prosperity
Portland State UNIVERSITY
PRODUCE ROW PROPERTY MANAGEMENT
GPI SMALL CITY CONSORTIUM
pwc
SPIRIT MEDIA A CREATIVE MARKETING AGENCY
TheStandard
STOEL RIVES LLP ATTORNEYS AT LAW
TRAIL BLAZERS
WASHINGTON COUNTY OREGON
WASHINGTON STATE UNIVERSITY VANCOUVER
WELLS FARGO
CITY OF Vancouver WASHINGTON
GREATER PORTLAND

WHO WE ARE

GREATER PORTLAND REGION

Portland-Vancouver MSA

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

GREATER PORTLAND

WHAT WE DO

WE TELL GREATER PORTLAND'S STORY

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

GREATER PORTLAND

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

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HOW WE DO IT

LINES OF BUSINESS / GPI SERVICES

- Prospect generation
  Raising awareness of region as business location to decision makers
- Prospect management
  Ensuring site-selection process is a seamless, professional experience
- 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

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WHAT GETS MEASURED GETS DONE

	2016 ACTUAL	2017 ANNUAL METRICS		
		THRESHOLD	TARGET	STRETCH
BUSINESS DEVELOPMENT				
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				
EDP Satisfaction with Economic & Business Development Services	80%	72%	80%	88%
Number of Prospective Investors**	N/A	60	66	73

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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.**

GREATER PORTLAND

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

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BUSINESS DEVELOPMENT

LINES OF BUSINESS WE DEVELOP

Prospect Generation

Selling the region to companies considering relocation and/or expansion

- **Companies**
- **Site Selectors and Commercial Real Estate**
- **Multipliers** *(banks, law firms, university tech transfer offices)*
- **Foreign Government, Consulates, Trade and Investment Promotion Agencies**
- **Local HQs and Supply Chain Companies**

GREATER PORTLAND

BUSINESS DEVELOPMENT

ISTE
Connected learning.Connected world.™

FLIGHTHOUSE ENGINEERING
ILLUMINATING UAS DESIGN

CALMAX TECHNOLOGY INCORPORATED
Precision Machining & Contract Manufacturing

Cummins

mercari

GreenLoop IT SOLUTIONS

DFT
DuPONT FABROS TECHNOLOGY

POLYSYNC

Auric SOLAR

Expensify

DISTRIBUTORS
WAREHOUSING AND LOGISTICS

GREATER PORTLAND

BUSINESS DEVELOPMENT

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

E SMITH
REALTY PARTNERS

GREATER PORTLAND

BUSINESS DEVELOPMENT

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

cresa

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BUSINESS DEVELOPMENT

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

GREATER PORTLAND

TELLING OUR STORY EVERYWHERE

24

SALES MISSIONS
(2014-YTD)

GLOBAL REACH
via BD, Marketing, Media

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

GREATER PORTLAND

TELLING OUR STORY TO DECISION MAKERS

1,000+

CORPORATE DECISION MAKERS
NATIONAL SITE-SELECTION CONSULTANTS
CORPORATE REAL ESTATE EXECS

GREATER PORTLAND

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

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GREATER PORTLAND 2020

Focus on traded sectors, value added activities	Unemployed, underemployed, Communities of Color	Capabilities, opportunities for upward mobility

GREATER PORTLAND 20|20
Greater Portland Economic Development District

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THREE CORE STRATEGIES

GREATER PORTLAND 2020

CHAMPIONS	GP2020 PILLARS	OUTCOMES
Public Sector Industry Economic Development Higher Education Workforce Development Chambers Nonprofits Federal Govt	**PEOPLE** - Targeted inclusive training - Career paths **BUSINESS** - BRE programs/Exports - Business attraction /FDI - Innovation **PLACE** - Industrial land readiness - Reuse / redevelopment - Innovation districts	Quality jobs Better standard of living More even distribution of wealth Healthy, vibrant neighborhoods

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ALIGNMENT WITH METRO

METRO'S DESIRED OUTCOMES	GP2020 OUTCOMES
People live, work and play in vibrant communities where their everyday needs are easily accessible.	**Quality jobs**
Current and future residents benefit from the region's sustained economic competitiveness and prosperity.	**Better standard of living**
People have safe and reliable transportation choices that enhance their quality of life.	**More even distribution of wealth**
The region is a leader on climate change, on minimizing contributions to global warming.	**Healthy, vibrant neighborhoods**
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.	

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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)

GREATER PORTLAND

ADELSHEIM

Beaverton OREGON

CAMBIA HEALTH SOLUTIONS

cascade web//development

CI

CIVIC INNOVATION NW

The Columbia-Willamette Workforce Collaborative

CREDC ECONOMIC DEVELOPMENT

dhm RESEARCH

DAIMLER

Daimler Trucks North America

eROI

GREATER PORTLAND

Hillsboro OREGON

HISPANIC METROPOLITAN CHAMBER
INVESTING IN OREGON & SW WASHINGTON

IA INTERIOR ARCHITECTS

[INTERWORKS] llc

JPMORGAN CHASE & CO.

MELVIN MARK

Metro

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PGE
Portland General Electric

Portland State UNIVERSITY

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RUBY receptionists

ScaleUP PARTNERS

SKANSKA

GPI SMALL CITY CONSORTIUM

TheStandard

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TOWNSQUARED

travel PORTLAND

work. systems

QUESTIONS + THANK YOU

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