

# *Progress Report on the City's Economic Development Strategy*

*October 28, 2009*



*Investing in Portland's Future*

**PDC**  
PORTLAND DEVELOPMENT COMMISSION

[www.pdxeconomicdevelopment.com](http://www.pdxeconomicdevelopment.com)



# Outline

## I. Overview of Strategy

## II. Progress Report on Goals:

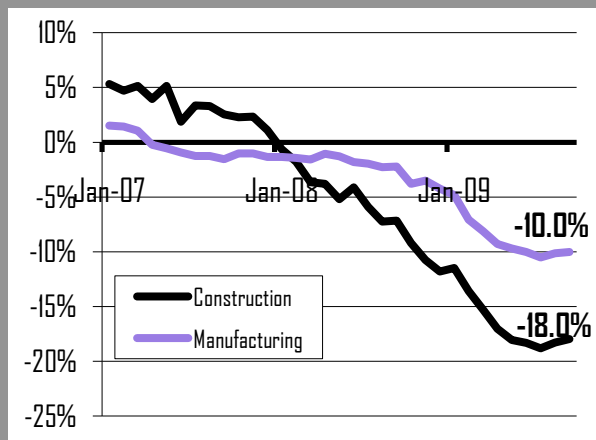
- Goal 1: Maximize Competitiveness  
Update and Next Steps
- Goal 2: Urban Innovation  
Update and Next Steps
- Goal 3: Neighborhood Business Vitality  
Presentation November 12<sup>th</sup>



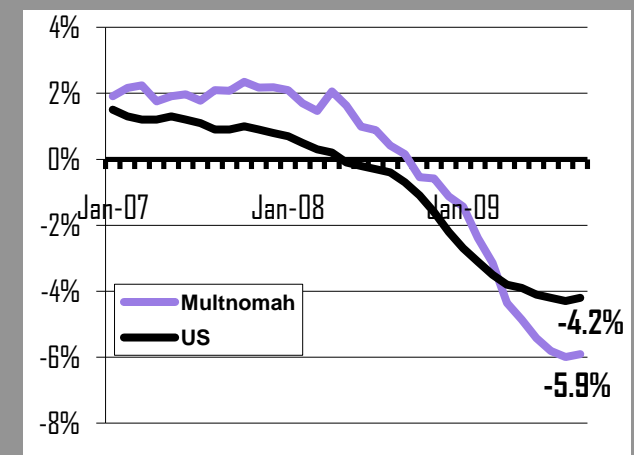


# Economic Snapshot

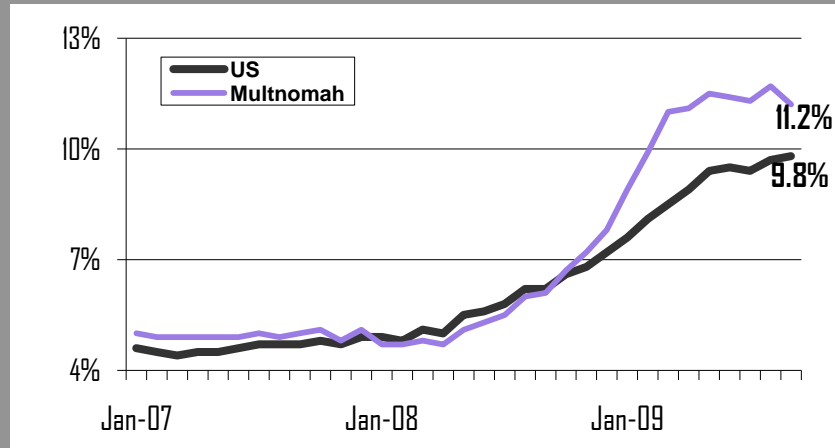
### Industry Employment Growth % increase on a year earlier - Sept. 09



### Employment Growth % increase on a year earlier - Sept. 09

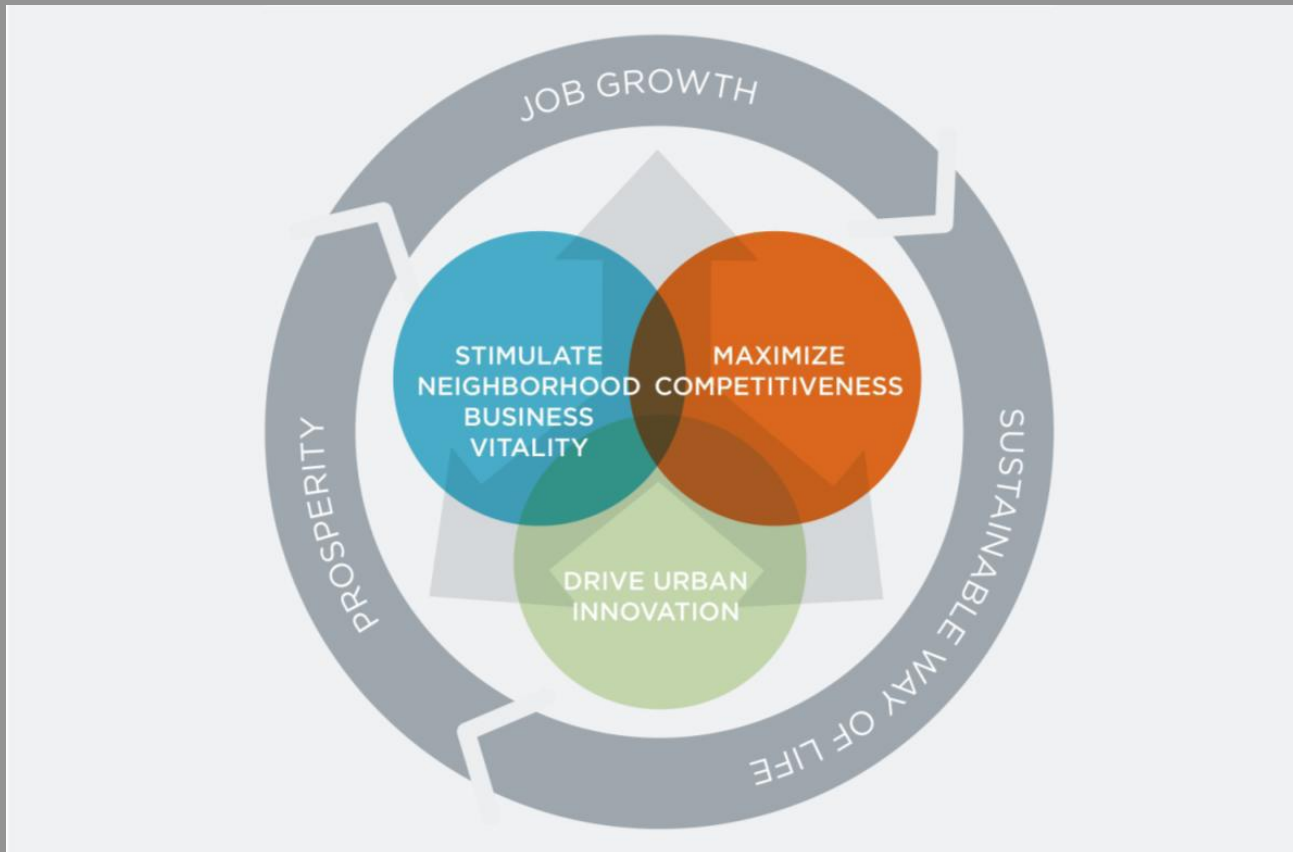


### Unemployment Rates Through Sept. 09 (Seasonally adj.)



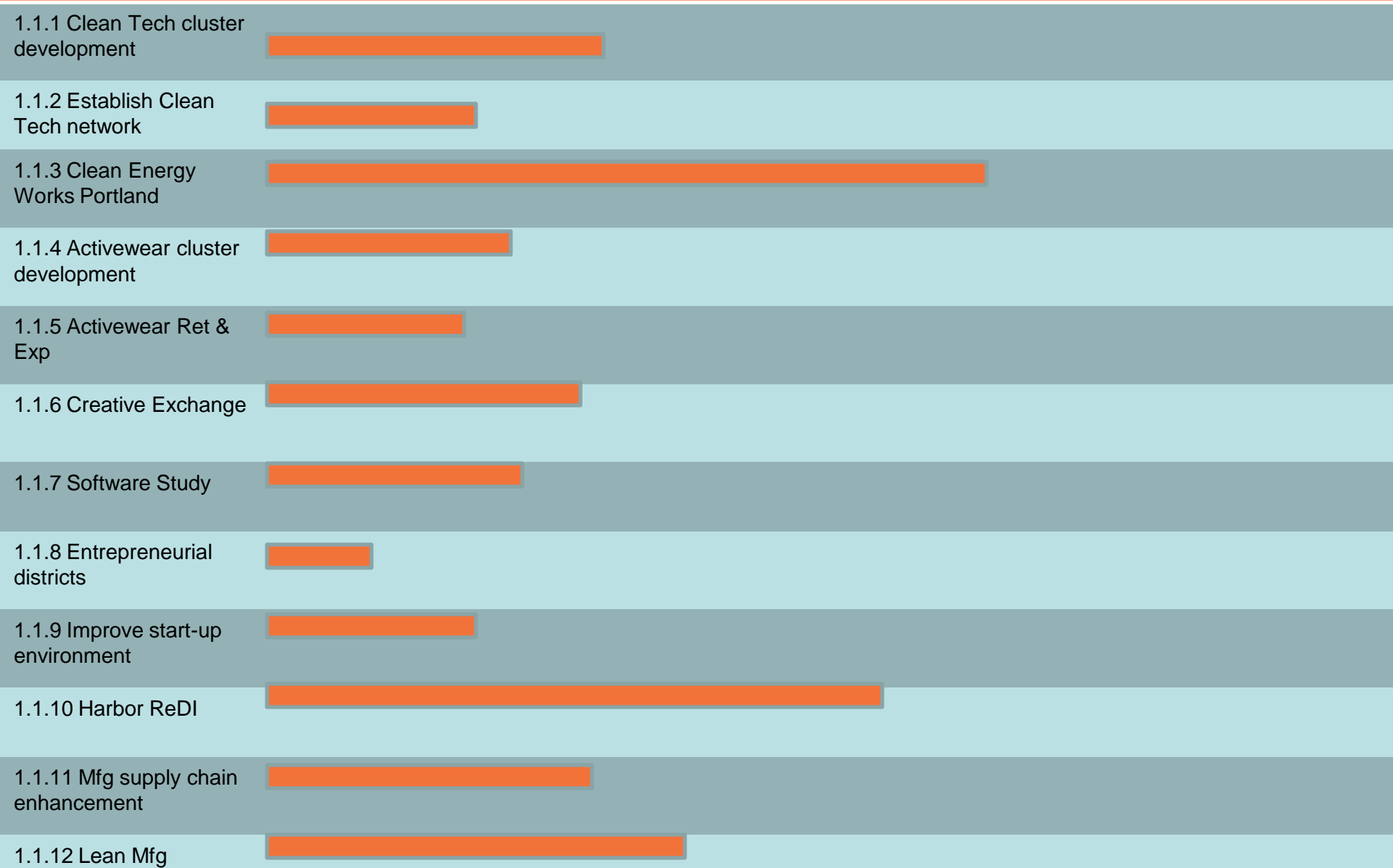


# The Approach



# Competitiveness: Cluster Strategy

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%



# Competitiveness: International, Higher Ed, Workforce

*Implementation Update*

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

1.2 Int'l Strategy Dev.  
and Implement.



1.3 Higher Ed Strategy  
Dev. and Implement.



1.4 Workforce Strategy  
Dev. and Implement.





# Quarterly Report

## GOAL 1: Maximize Competitiveness

*Clusters, Intl Strategy, Higher Ed, Workforce*

### Achievements to Date

<u>Clean Tech</u>	<u>Activewear</u>	<u>Advanced Manufacturing</u>
<p>Revolt US Headquarters (75-250 jobs)</p> <p>10 Solar prospects results from presence at a European Expo in Sept. 09</p> <p>Stimulus grant awards for: \$340m to battery technology sector (eTek awarded \$100m to study electric vehicle usage. Nissan to partner: 1,000 cars/2,500 stations)</p> <p>\$600m for wind farms (example: Iberdrola 350 employees; Horizon 17 employees)</p> <p>Clean Energy Works launched – goal to retrofit 500 homes</p>	<p>Materials Lab seeks federal funding</p> <p>Industry roundtable convened</p>	<p>Freightliner awarded Dept. of Defense contract (650 jobs)</p>
	<u>Higher Ed</u>	<u>Workforce</u>
	<p>Cluster action plans/curriculum integration</p> <p>PSU/OHSU Bio-science Wet Lab under construction</p>	<p>Aligned 5-yr workforce strategic plan with Ec Dev strategy</p> <p>Approved Community Workforce agreement for Clean Energy Works program</p>
	<u>Software</u>	
	<p>Completed study of seed funds with software focus</p> <p>Portland early adopter of open source software. Portland selected as site for National convention/conf in 2010</p>	



# Cluster Profiles

## GOAL 1: Maximize Competitiveness

### Clean Tech Cluster Snapshot

Total Employment (2007)	19,808
Average Annual Wages (2007)	\$69,759
Industry Growth (2001-07)	40%
Portland Share of Regional Employment (2007)	64%

### Software Cluster Snapshot

Total Employment (2007)	7,945
Average Annual Wages (2007)	\$82,409
Industry Growth (2001-07)	25%
Portland Share of Regional Employment (2007)	51%

### Advanced Manufacturing Cluster Snapshot

Total Employment (2007)	21,406
Average Annual Wages (2007)	\$56,934
Industry Growth (2001-07)	20%
Portland Share of Regional Employment (2007)	32%

### Activewear Cluster Snapshot

Total Employment (2007)	3,620
Average Annual Wages (2007)	\$52,295
Industry Growth (2001-07)	45%
Portland Share of Regional Employment (2007)	37%





# ORGANIZING FRAMEWORK/**STATUS OF CITY CLUSTERS**

## 1. Investigate

- Examine trend data
- Verify data conclusions
- Select clusters with high growth potential

## 2. Inventory

- Inventory breadth of cluster (firms, organizations and institutions)
- Identify leaders, innovators and trendsetters
- Identify key policies and practices
- Map cluster ecosystem
- **Software,**
- **Clean Tech: Energy Eff.**

## 3. Convene

- Identify incentive for convening
- Confirm scope and participants
- Identify needs, opportunities, obstacles and areas of strongest mutual interest
- **Activewear**
- **Clean Tech: Solar and Electro/Voltaic**

## 4. Diagnose

- Synthesize market analysis
- Select strategic actions (e.g., workforce, trade, marketing, R&D)
- Develop action plan

**Clean Tech: Wind**

## 5. Act

- Establish expectations for partners, including shared resources and staffing
- Emergence of cluster leadership
- Implement action plan

**Clean Tech: Green Dev.**

## 6. Evaluate

- Do actions support goals?
- Do actions support job growth?
- Is cluster self supporting?
- Are higher level actions possible?

**Adv. Manufacturing**



# GOAL 1: Maximize Competitiveness

*Clusters, Intl Strategy, Higher Ed, Workforce*

## What the Future brings...

Within 1 year	2 - 5 years
Update on trends and cluster industry job growth results	Create 7,500 jobs across the 4 Target Industry clusters by retaining, strengthening and recruiting companies
Materials Lab/Creative Exchange established for product design and innovation	Redevelopment of at least one Portland Harbor site (55 jobs/acre)
Venture Capital Strategy and action plan completed	Supply chains developed for Wind technology and other sectors
Clean Energy Works retrofits 500 homes creating approximately 30 jobs	Clean Energy Works retrofits 12,000 - 20,000 homes
Identify local retrofitting supply chain and engage local manufacturer	Formal connection and joint research and development projects (such as the Or Sust. Center and Life Sciences Center) launched between higher education and private sector
Cluster industry innovation linked with higher education training	Local companies become source for products and supplies for weatherization/retrofit initiative and the Oregon Sustainability Center

# Urban Innovation

## *Implementation Update*

0%

10%

20%

30%

40%

50%

60%

70%

80%

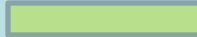
90%

100%

2.1.1 Establish OSC



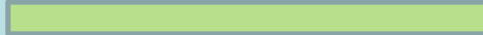
2.1.2 Establish  
Eco-districts



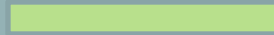
2.2.1 Catalytic Westside  
projects



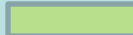
2.2.2 Support PSU &  
OHSU expansions



2.2.3 Catalytic Eastside  
projects



2.3 Branding strategy





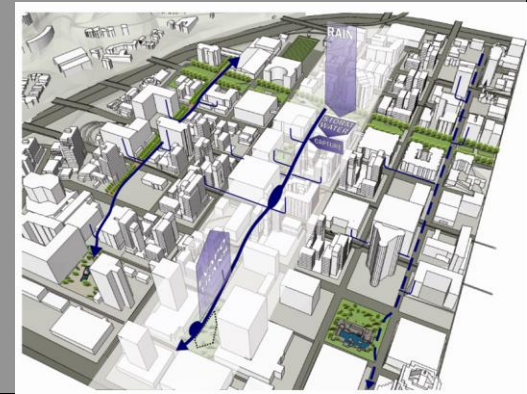
# Quarterly Report

## GOAL 2: Drive Urban Innovation

*Next Gen Built Environment, Vibrant Central City, Branding*

### Achievements to Date

<u>Oregon Sust. Center</u>	<u>Central City URA</u>	<u>Eco Districts</u>
Seeking \$20m from federal govt.	Community evaluation underway	Federal request for first district at PSU
Raised awareness at national level after successful trip to DC	Goals and priorities under discussion	
	<u>Life Sciences Center</u>	<u>Innovation Quadrant</u>
State commits \$80m in bonding authority	Oregon University System as approved \$130m in bonds for financing	City applied for a \$40m TIGER grant for infrastructure improvements







## GOAL 2: Drive Urban Innovation

*Next Gen Built Environment, Vibrant Central City, Branding*

### What the Future brings...

#### Within 1 year

Decision on new downtown URA

First Eco district designated and under development

Funding and implementation plan complete for Sust. Center and tenant agreements in place

#### 2 - 5 years

Development of two eco-districts

Oregon Sustainability Center opens

Innovation in real estate construction linked to new capacity and presence of local suppliers

Synchronization in the redevelopment of signature project sites (Burnside Bridgehead, Freeway Land, etc.) with cluster industries. Projects drive an estimated 14% increase in Green Jobs by 2010 (20% in architecture/engineering and 7% in construction alone)

Portland's becomes known as being at the center of innovation and entrepreneurship and local companies have the capacity to attract and absorb talent

PDC leverages alternative resources and exponentially grows the City/Region's economic development agenda

# Questions/Comments

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