



Greater Portland & Economic Development

Our Value Proposition & Recent Trends

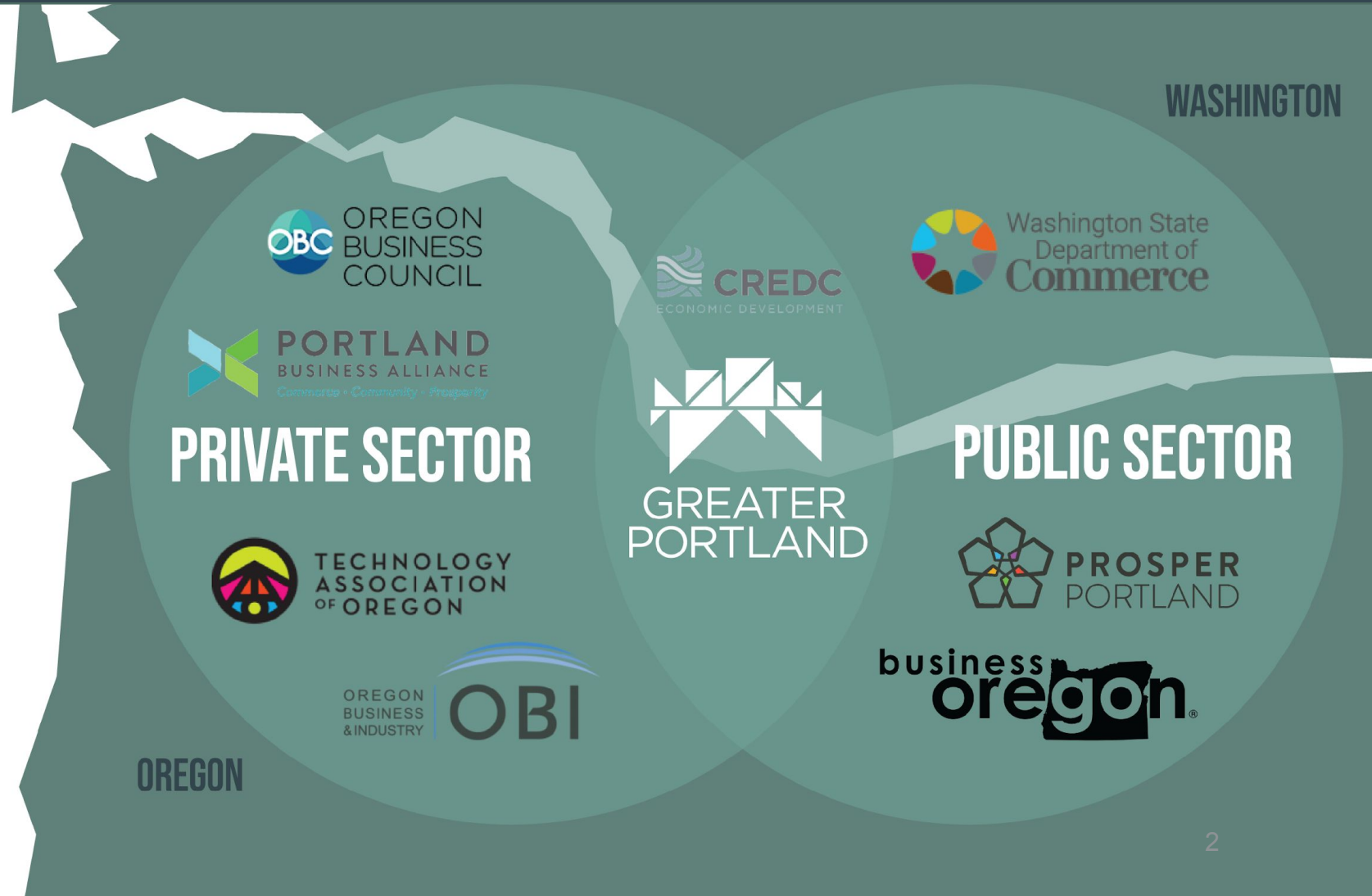
Portland Relocation Council – May 2023



About GPI



Greater Portland Inc (GPI) is the only public-private partnership working to attract businesses to the entire Greater Portland region.



Our Investors



Investors

- 80+ public and private organizations
 - Local and regional governments
 - Legal firms
 - Finance
 - Real estate and construction
 - Higher education institutions
 - Workforce development
 - Marketing/Media agencies

Board of Directors

- Cornerstone & Platinum Investors
- Gold, Silver, Small City Consortium, and Higher Education Consortium investors elect representatives
- Regional C-suite executives & elected officials
- Executive Committee consists of Cornerstone investors & elected officers

Our Services



GPI is dedicated to creating and expanding jobs and driving tangible regional prosperity

GPI offers **confidential, no-cost assistance** to domestic and international companies interested in investing and growing within Greater Portland

We are a single point of contact and convener to all regional resources

Services Include

- Project Management
- Connectivity to Providers & Key Assets
- Access to Workforce and Education Partners
- Diversity & Inclusion Resources
- Data Resources, Research, & Analysis
- Market Visits
- Securing Incentives
- Real Estate Connectivity

Partner Network



Companies

**Site Selectors
& Real Estate
Professionals**

**Local & State
Practitioners**

**Foreign
Governments &
Consulates**

**Local HQs &
Supply Chain**

The Region at a Glance

Greater Portland



7
Counties

2
States

2.5 M
Population

1.3 M
Labor Force

Industry Clusters



Computers & Electronics

Local jobs: 42,000
Local employers: 359

Software



Local jobs: 35,000
Local employers: 4,282

Metals & Machinery



Local jobs: 23,000
Local employers: 574

Food & Beverage



Local jobs: 30,000
Local employers: 832

Bioscience



Local jobs: 7,800
Local employers: 208

Apparel & Outdoor



Local jobs: 21,000
Local employers: 518

Climate Tech



Local jobs: 14,000
Local employers: 843

Design & Media



Local jobs: 33,000
Local employers: 2,531



World-Leading Companies



DAIMLER



Tektronix®



Genentech
A Member of the Roche Group



ON Semiconductor

SIEMENS



MICROCHIP

PCC
Precision Castparts Corp.



QORVO



JIREH
SEMICONDUCTOR, INC.



zoominfo



Tillamook

JSR Micro
MATERIALS INNOVATION

Competitive Advantages

Local Access



TRANSIT INFRASTRUCTURE

Greater Portland has been designed for pedestrians, cyclists, and motorists alike. A dense urban core connected by world-class multimodal transit options makes it easy to move people and products.

UTILITY INFRASTRUCTURE

- Affordable, reliable electricity
- Abundant, clean water
- Leading digital infrastructure



Cost of Living



PEER CITY COMPARISON CHART

COST OF LIVING INDEX (US=100)



Living in Greater Portland is **less expensive** than its peer regions.

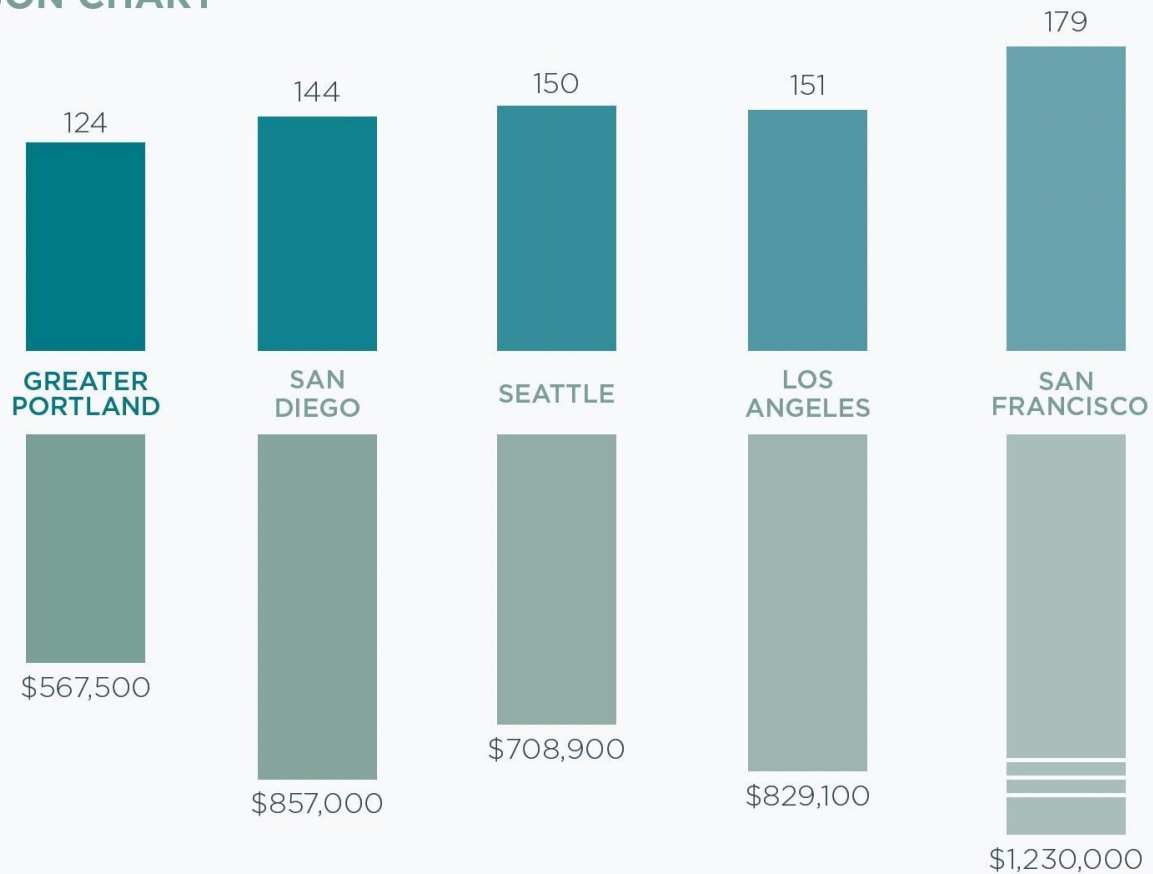
C2ER, 2022 Annual Average

MEDIAN HOME VALUES



Greater Portland is an **incredible value** compared to its peer regions.

National Association of Realtors, 2022 Q4



Regional Culture



Easy Access to the Outdoors

It's easy to enjoy nature in Greater Portland, with 37,000 acres of parks and green space. If you want to explore, the Pacific Coast is 90 minutes west, and the Cascade mountains are 60 minutes east.



#1 City for Outdoor Enthusiasts

Zumper, 2022

#1 City for Inclusion

Brookings Institution, 2022

38.5%

of Industry Employees Identify as Non-White

100%

Perfect Score for LGBTQ Equality

U.S. Human Rights Campaign's Municipal Equality Index, 2021

Recent Accolades



#1 U.S. Development Market

Urban Land Institute, 2022

#1 Best Airport in the U.S.

Travel + Leisure, 2021

**#1 Best Place to Live On
the West Coast**

U.S. News & World Report, 2020

**#2 Most Future-Focused
U.S. City**

Financebuzz, 2021

**#6 City for Work/Life
Balance**

SmartAsset, 2020

**#1 State for Millennials -
Washington**

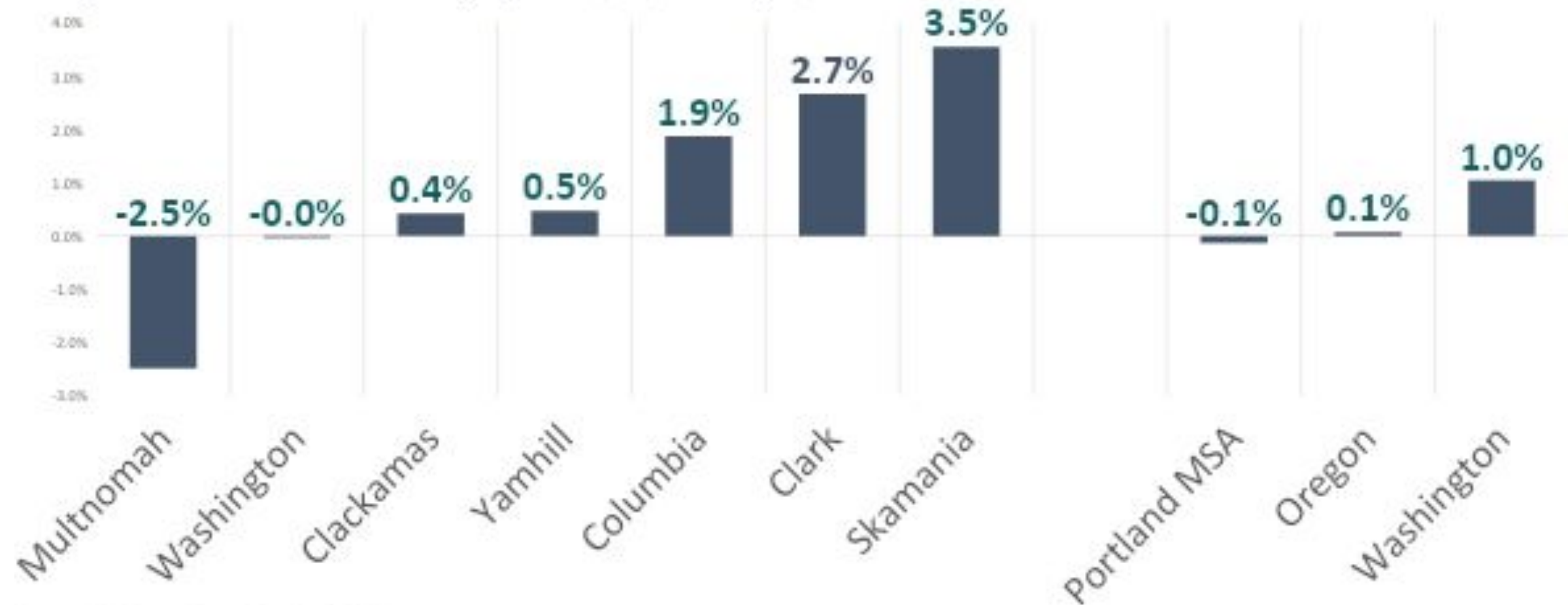
WalletHub, 2022

Recent Trends

Local Population Growth

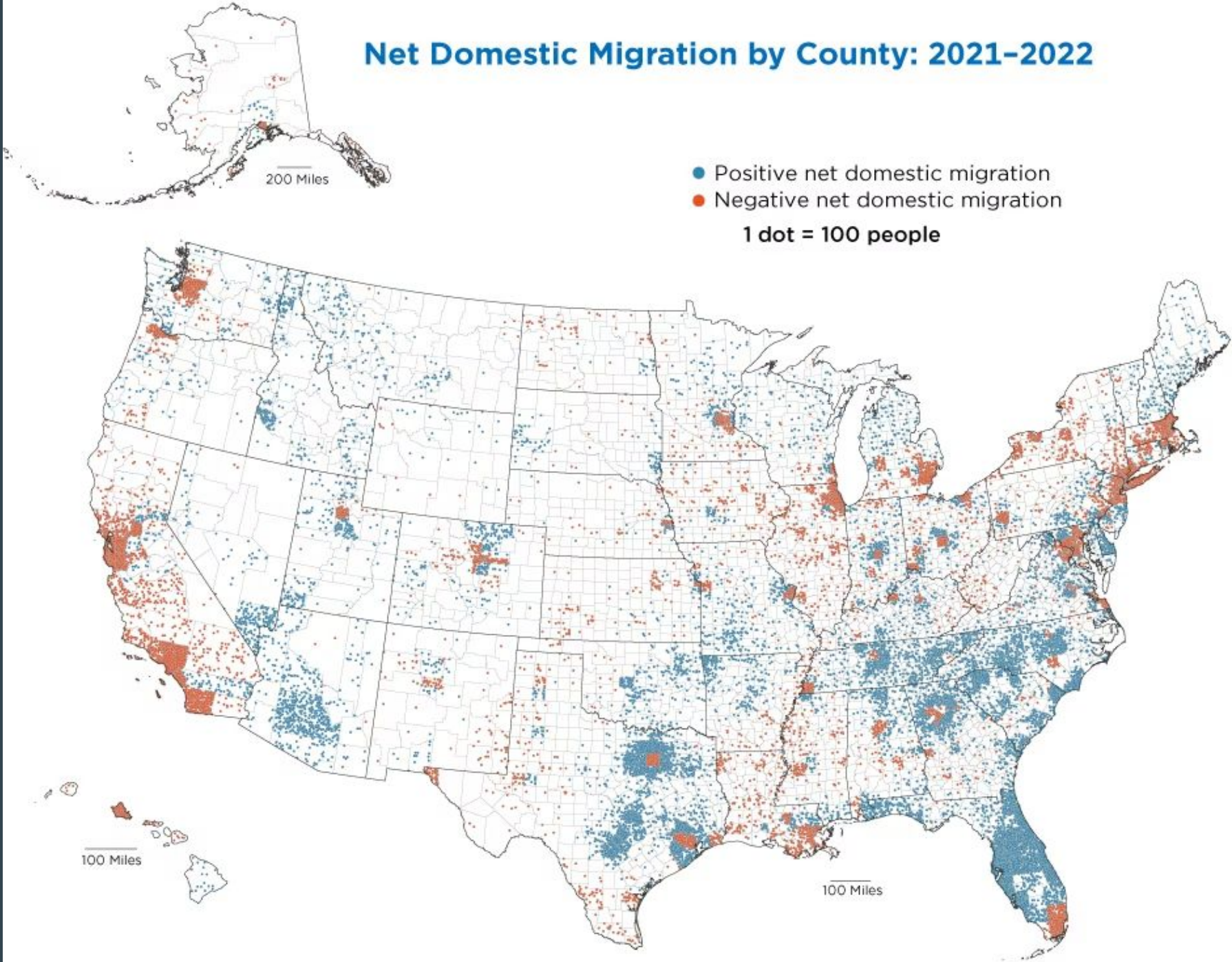


Population Growth Rate, April 2020 - July 2022



Source: U.S. Census Bureau, Population Division

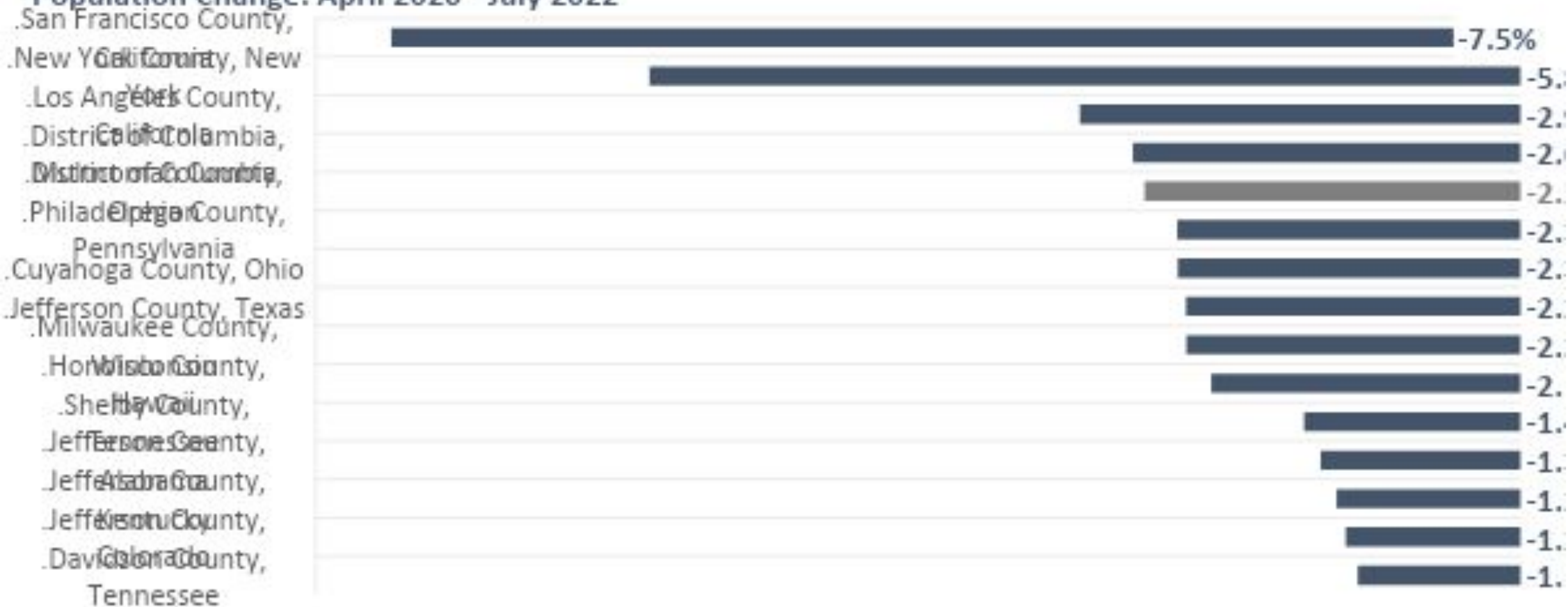
Net Domestic Migration by County: 2021-2022



Comparing Urban Counties



Population Change: April 2020 - July 2022



Who is Moving Here?



Oregon #2 top inbound state for 2022, per United Van Lines.

“Over 50% of people moving into Oregon using United Van Lines’ services last year were Gen Xers and millennials. And these are people who are college-educated and earning high incomes of \$100,000 or more.”

Oregon

Total Inbound: 67.1%
Total Outbound: 32.9%

Primary Reason for Moving

INBOUND		OUTBOUND
13.88%	retirement	14.62%
7.35%	health	10.77%
16.73%	family	40.00%
15.51%	lifestyle	21.54%
51.02%	job	36.92%
4.08%	cost	10.77%

Oregon

Total Inbound: 67.1%
Total Outbound: 32.9%

Primary Reason for Moving

Age Ranges

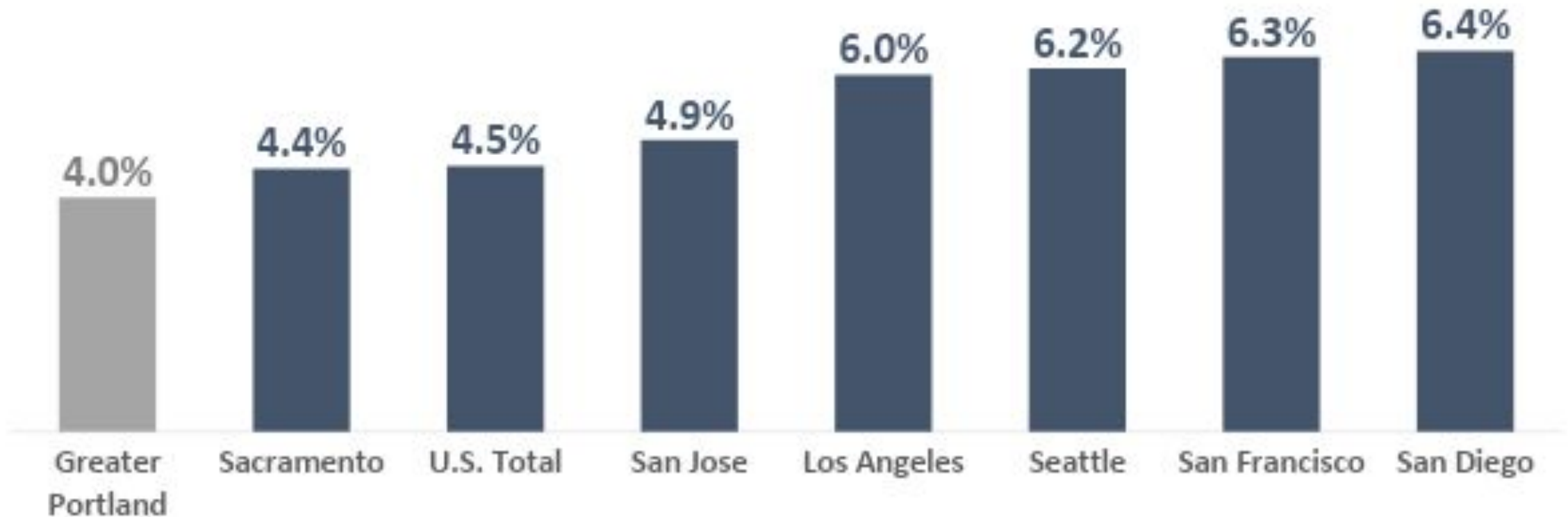
INBOUND		OUTBOUND
32.64%	<18 to 34	11.22%
18.65%	35 to 44	17.76%
14.51%	45 to 54	21.50%
9.84%	55 to 64	22.43%
24.35%	65 or older	27.11%

Employment Change

2021Q2-2022Q2



Over the last year, employment in the Portland MSA increased by 4.0%. However, in the previous quarter, wages in the Portland MSA increased 6.1%.



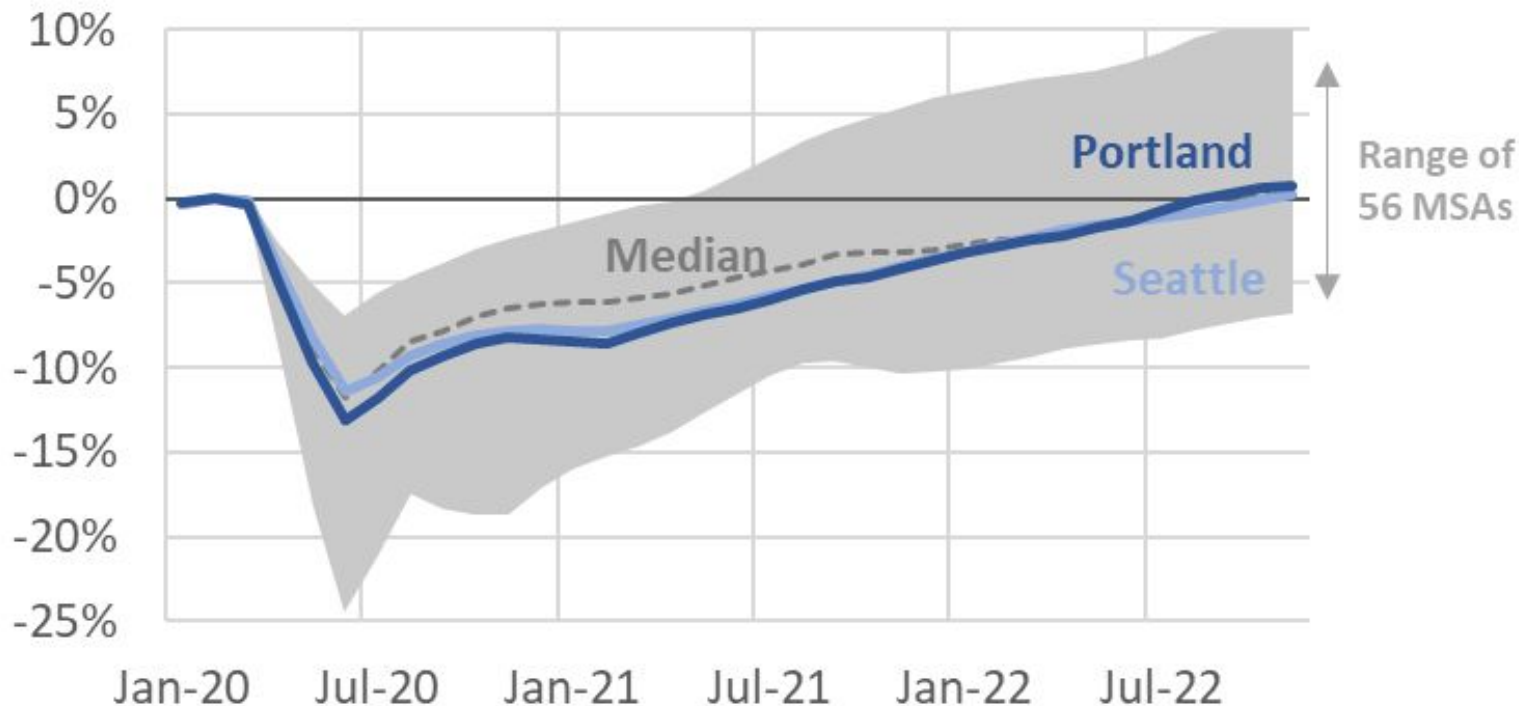
Regional Employment

Greater Portland & Other Metros



The Pacific Northwest and Large Metros

Percent change in employment since February 2020 among the 56 metropolitan statistical areas (MSAs) with population greater than 1 million



Data: 3 month average | Latest: November 2022 | Source: BLS, Oregon Office of Economic Analysis

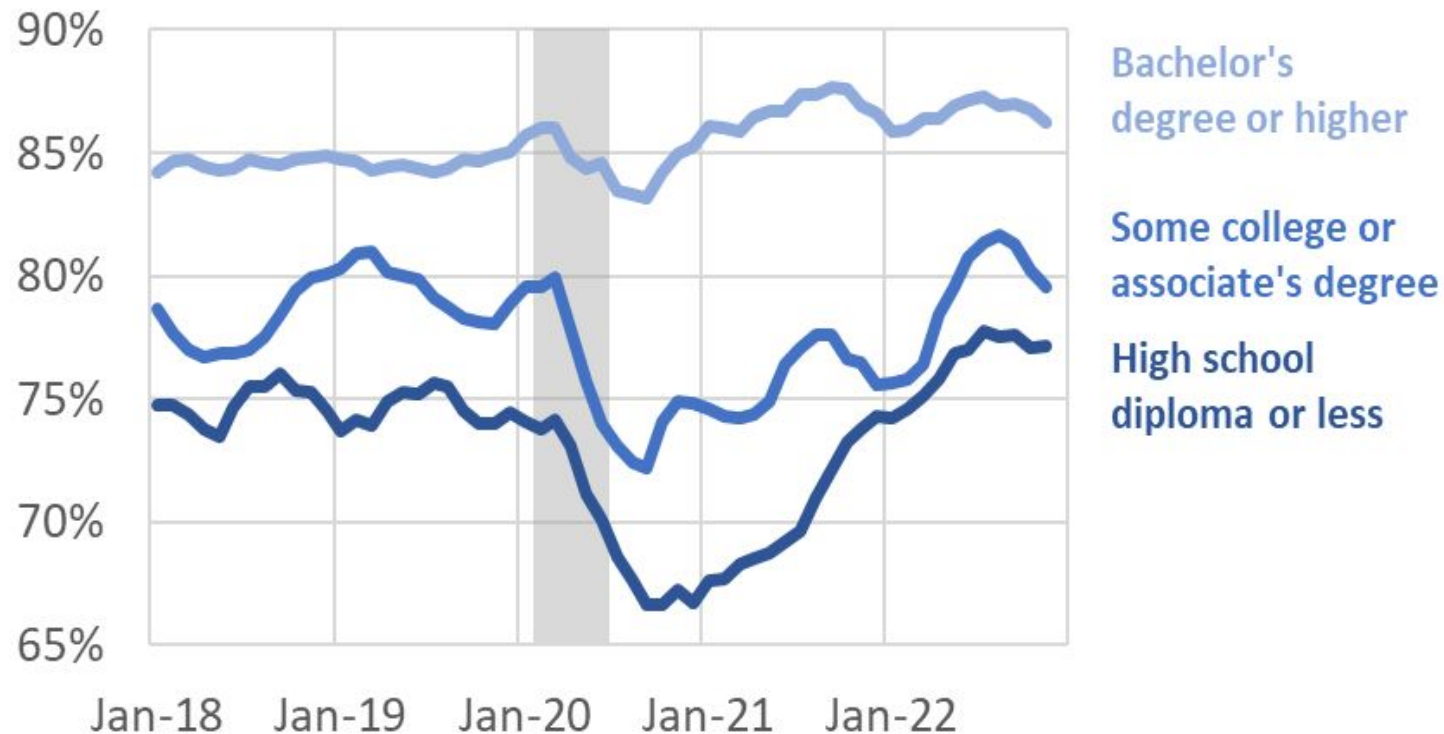
- Smaller metros and suburbs outperforming urban cores nationwide
 - Loss of business travel, and daily commuters
- Good News/Bad News
 - Portland did not suffer noticeably worse recession and is now above average
 - Portland trails most of its peer comparison metros: Austin, Indianapolis, Nashville, Salt Lake
 - Portland's urban core recovery looks to be slower even if metro is average

Labor Market Recovery



The Workers Have Fully Returned

Share of Prime-Age Oregonians (25-54) with a job



- Strong, inclusive recovery

- Disparities did not widen based on age, educational attainment, gender, geographic location, or race and ethnicity
- Disparities did widen based on wealth

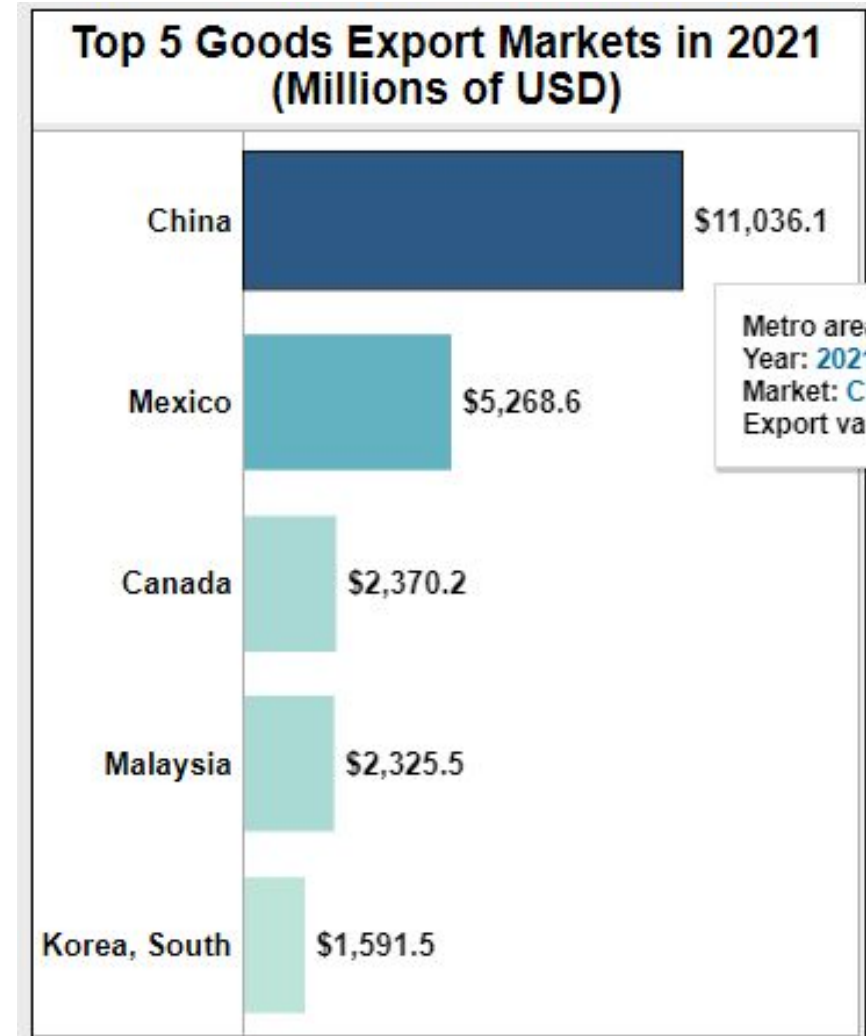
Data: Seasonally adjusted 6 mth avg | Latest: Nov 2022 | Source: IPUMS-CPS, Oregon Office of Economic Analysis

Slide Credit: Oregon Office of Economic Analysis

Trade in Greater Portland



- Greater Portland is the 10th largest metropolitan exporting region in the U.S. (2021)
- Total Goods Exports in 2021: \$33.8 Billion
- Exports grew by \$10 Billion (42.2%) just from 2019 to 2021:
- #16 in FT-Nikkei ranking of best U.S. cities for foreign businesses - 2022



PDX



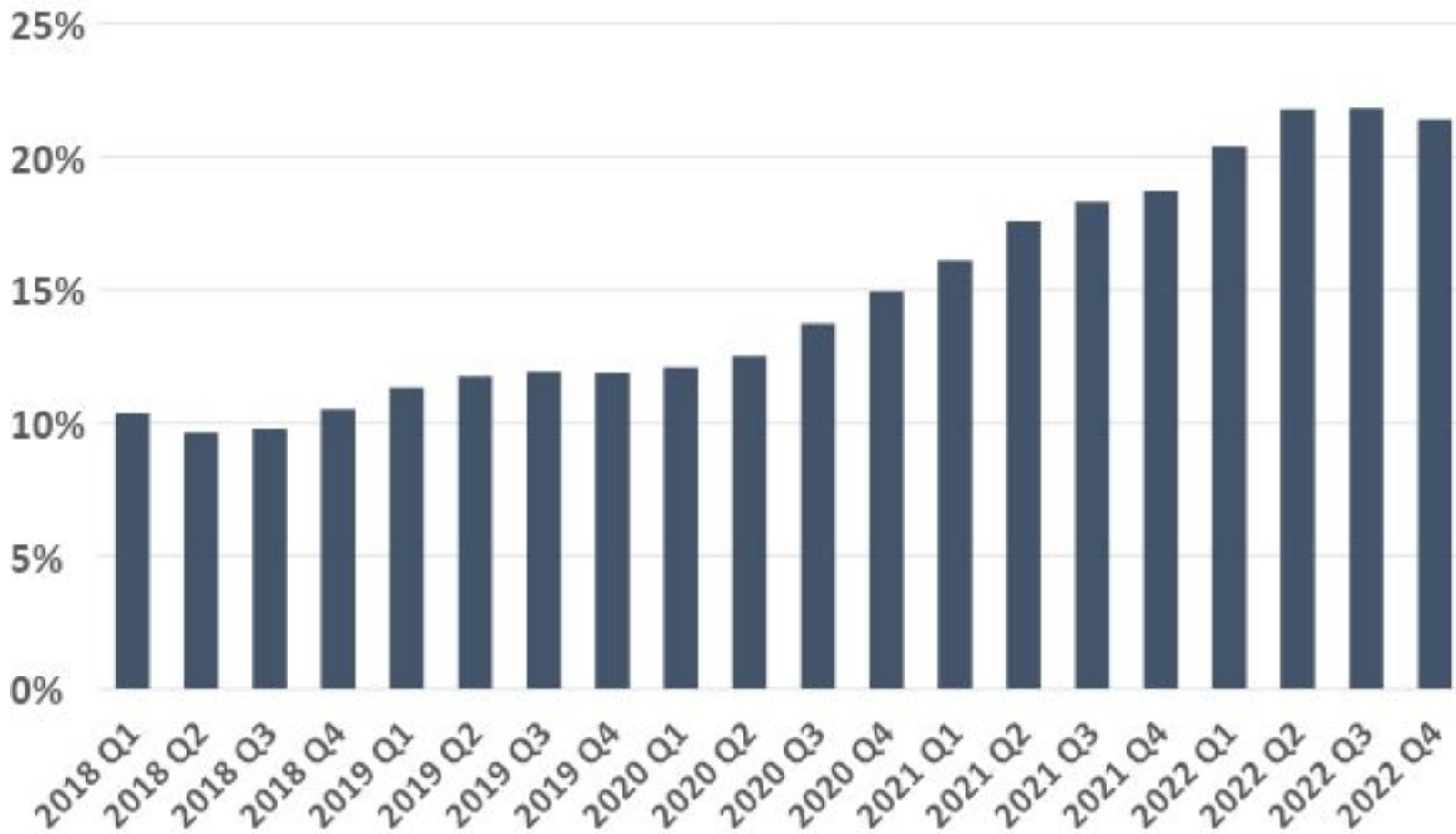
- From February 2022 to February 2023, passenger flight operations from PDX are up 8.0% for domestic travel and 16.1% for international travel.
- Over that same period, the number of domestic passengers is up 22.2%, and the number of international passengers is up 69.6%.

Source: Port of Portland



Office Vacancy Rates

Central Business District



Data from CoStar shows office vacancy rates in Portland's Central Business District submarket at 21.4% in 2022 Q4.

However, data from other sources indicates this rate may be much higher. CBRE cites this rate at 27%.

But either source indicates that the rate has increased significantly and is expected to go higher.

Apartment Rents – April 2023



In April 2023, the median rent of a 1-bedroom apartment in the Portland MSA was \$1,500, less than many of those same competitor markets.



Challenges

Perceptions and Worrying Trends



In the News



Portland Ranks 60 out of 62 downtowns in its recovery.

University of Toronto, School of Cities, November 2022

Portland's office towers are emptying at an alarming rate as private-sector tenants move to the suburbs.

Willamette Week, February 1, 2023

CBRE's 2023 U.S. Lender Intentions Survey put Portland at No. 3 on a list of locales whose performance lenders have the most concerns about.

Portland Business Journal, 01.09.2023

Oregon's corporate tax system Ranks 49th in terms of fostering growth, Tax Foundation says.

Willamette Week, 11.08.2022

MAJOR THEMES

1

Perceptions are that the greater Portland region is facing significant livability challenges, and its reputation is suffering.

2

GPI should both narrow its scope of work and position itself to own the solution to one of these challenges. Feedback strongly suggests that repairing the reputation as part of regional promotion is that key issue, paired with strengthening the regional model.

3

Capturing the attention and thought leadership of top local C-Suite executives will be crucial and a key engagement strategy. Success here will be game changing for GPI.

Regional Challenges

Reputation



- Unrest in national headlines
- Homelessness
- Trash
- Crime

Sub-optimal regional development structure



- Lack of private sector engagement
- Lack of funding, organization, and resources
- Peer regions are at an advantage

Talent



- Issue for nearly every industry
- Low supply of qualified workers
- Entry- to mid-level skill manufacturing
- No regional entity focused on talent attraction

National/global competition



- Competitive reality
- Lack of awareness nationally/internationally
- Uneven growth
- Inadequate diversification of businesses



GREATER PORTLAND INC SHAPING THE REGION'S FUTURE



2023 – 2026 Initiatives

Two interrelated strategies:

1. Regional Promotion

- GPI Role: Leader

2. Regional Coordination

- GPI Role: Leader /
Catalyst / Supporter



Regional Promotion



Summary: Positively impact regional economic growth and better position our region to attract world class business and talent

Marketing and Communications

- Improve our region's image with intentional messaging that increases awareness and changes perceptions
- Develop a regional branding and promotion campaign that is reflective of the environment and attractive to corporate investment and talent
- Contract with DCI to drive strategy and tactics
- Coordinate with destination marketing organizations to complement segmentation, targeting and positioning

Positives

Yes...Good Things are Still Happening



In the News



Gov. Tina Kotek signs \$200 million housing, homelessness package

The Oregonian, April 3, 2023

Portland leaders approve plan to ban homeless camping, create large government-sponsored shelters

OPB, November 2, 2022

Oregon passes \$210 million Oregon CHIPS Act to fund semiconductor industry

The Oregonian, April 9, 2023

Portland: Best Places to Travel in 2023

Forbes

Formula E announces Portland, Oregon as Only U.S. race in 2023

NBC Sports, December 2022

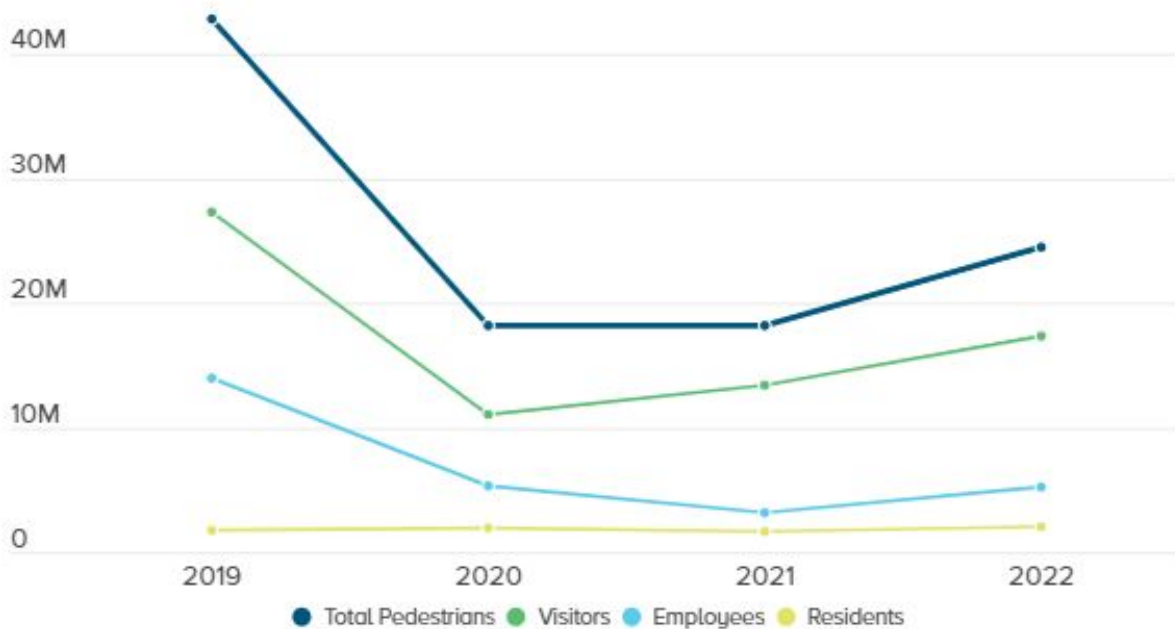
Downtown Pedestrian Counts

2022



FIGURE 1: 2022 PEDESTRIAN COUNTS

Total pedestrians* within 213-block enhanced service district, Jan. - Dec. 2022



* Pedestrians includes visitors, employees and residents. These are not unique visitors, but cumulative totals.

compared to 2021,
2022 counts are up
27.5%

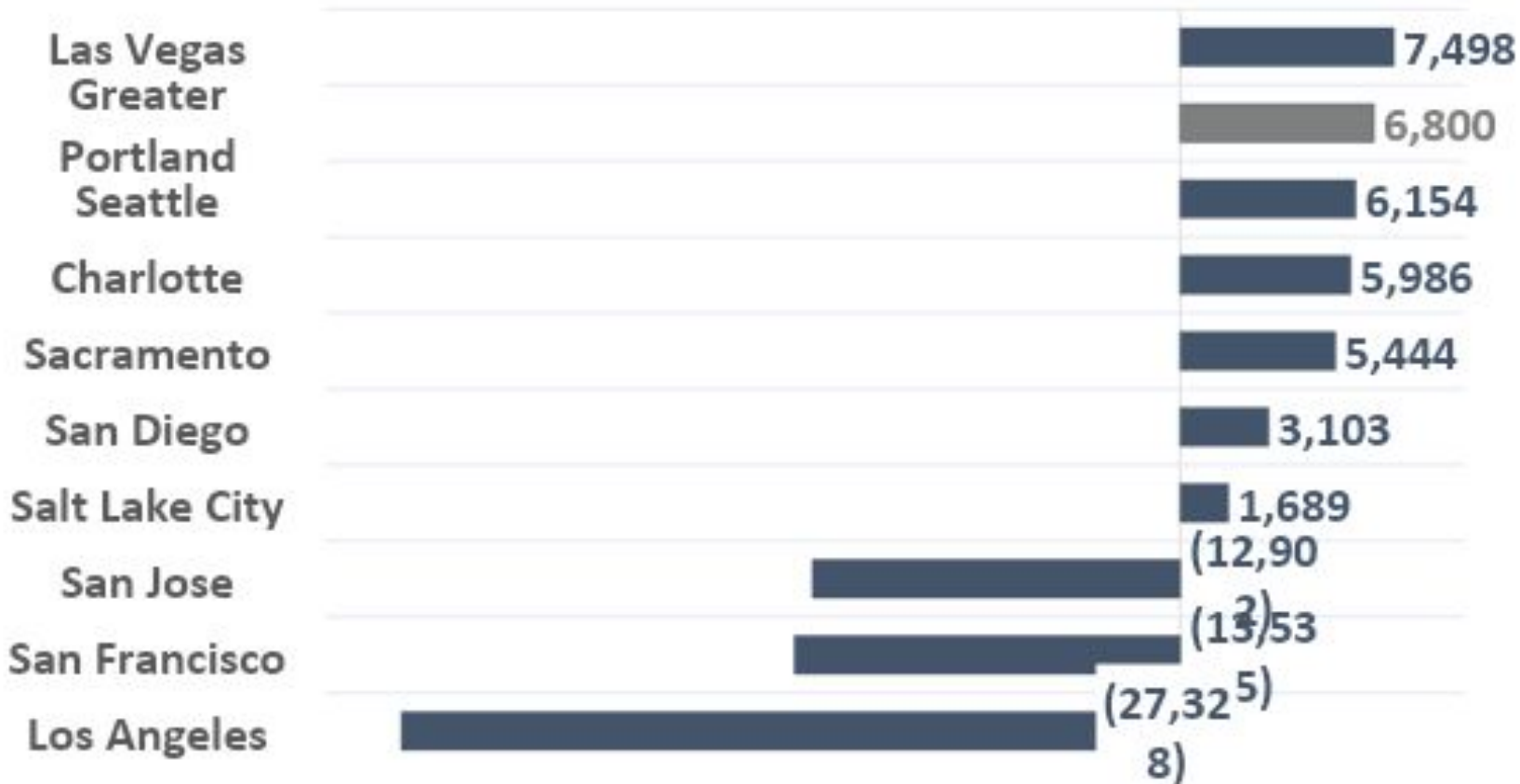
Pedestrian counts downtown are up 27.5% from 2021.

However, they are still down considerably from pre-pandemic levels of 2019.

Portland Still Attracts Talent



Net Migration by Persons with a Bachelor's Degree or Higher, 2021
by Selected Metropolitan Areas



- Most recent data from the Census shows that the Greater Portland region continues to attract highly educated workers to our region – and at levels higher than our competitor regions on the West Coast and even some other fast growing regions like Charlotte.

Recent Expansion Announcements in our Region



thesis



COLE HAAN



allbirds



What's Next?





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Portland Relocation Council – May 2023

