

**CITY COUNCIL WORK SESSION
NOVEMBER 5, 2012
6:00 P.M.
NEWBERG PUBLIC SAFETY BUILDING
401 EAST THIRD STREET**

WORK SESSIONS ARE INTENDED FOR DISCUSSION. NO ACTION WILL BE TAKEN ON THE AGENDA ITEMS AND NO DECISIONS WILL BE MADE. NO ORAL OR WRITTEN TESTIMONY WILL BE HEARD OR RECEIVED FROM THE PUBLIC.

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
- III. REVIEW OF COUNCIL AGENDA AND MEETING**
- IV. COUNCIL HOUSEKEEPING ITEMS**

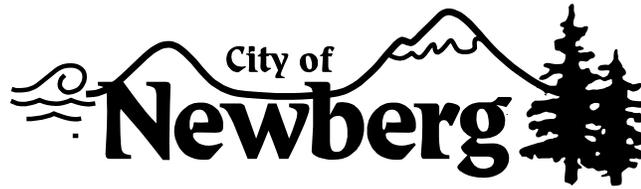
Presentation from Greater Portland Inc. on their recent economic development activities. (P. 3-19)

- V. ADJOURNMENT**

ACCOMMODATION OF PHYSICAL IMPAIRMENTS:

In order to accommodate persons with physical impairments, please notify the City Recorder's Office of any special physical accommodations you may need as far in advance of the meeting as possible and no later than 48 business hours prior to the meeting. To request these arrangements, please contact the city recorder at (503) 537-1283. For TTY service please dial 711.

THIS PAGE INTENTIONALLY LEFT BLANK



Memorandum

To: Newberg City Council

From: David Beam, Economic Development Planner

Date: 10/23/2012

Re: Update on Greater Portland Inc.'s Activities at November 5, 2012, Meeting

Greater Portland Inc. (GPI) is the region's economic development organization entity that is a cooperative effort between its members from both the public and private sector. The city of Newberg is a long-time member of GPI.

During the work session, Derrick Olsen, GPI's Vice President of Regional Strategy & Coordination, will provide a presentation about GPI's recent endeavors and answer any questions you may have. Attached you will find a copy of his PowerPoint presentation.

GPI is a valuable partner in the city's efforts to maintain and enhance our community's economic foundation.

Helping Companies Expand and Relocate to Greater Portland

Colin Sears, VP Business Development
Derrick Olsen, VP of Regional Strategy &
Development
Maggie Finnerty, VP of Investor Stewardship



New Realities

Fact 1: Economic development is a global competition.

90% of top 200 fastest-growing metro economies were outside North America & Western Europe

Fact 2: Traded-Sector Jobs Grows Economy Faster

Traded sector jobs have a **2.5x** return on investment, creating 2.5 local jobs for every 1 traded sector job.

Fact 3: Metros are Convening Regionally in Public/Private Partnerships Across the U.S.

Metros like **Austin, Denver, Charlotte, Pittsburgh** and others have joined together regionally across sectors for 20+ years.

● City with atleast 1,000,000 inhabitants in 2006

Greater Portland Inc—Work Plan



Economic Development Work Plan

Objective:

Position the Greater Portland region as a global center for high-quality economic growth.

Three key aspects to comprise this action-oriented plan:



Business Development



Marketing & Branding



Regional Strategy & Coordination

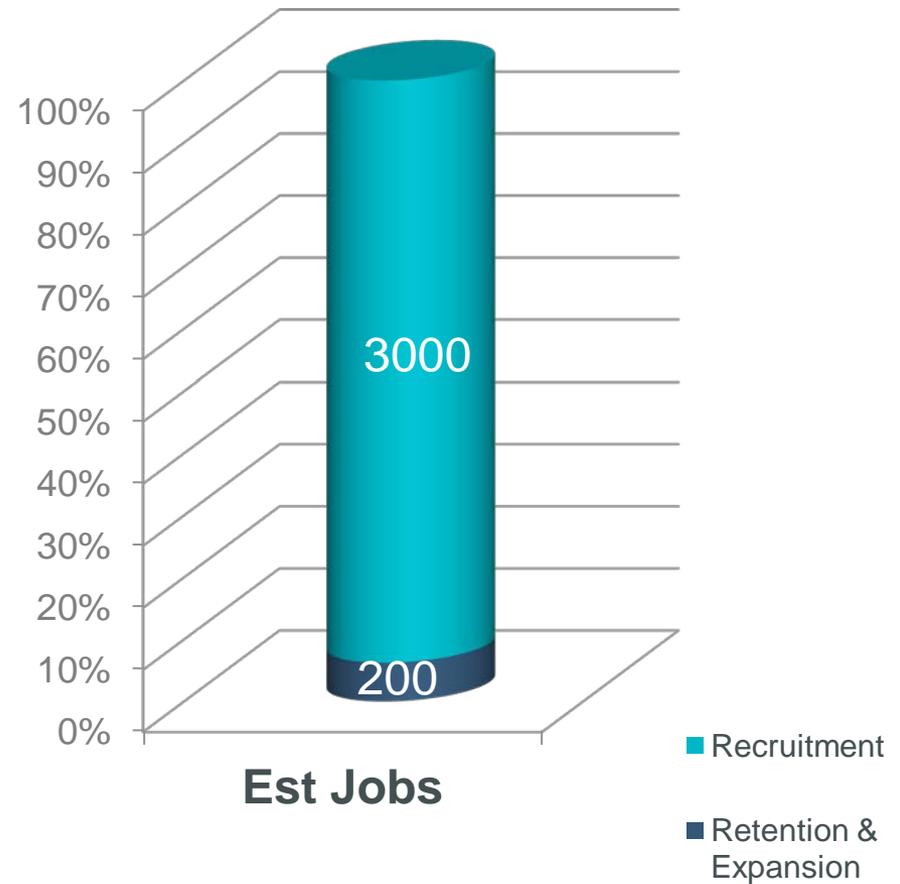
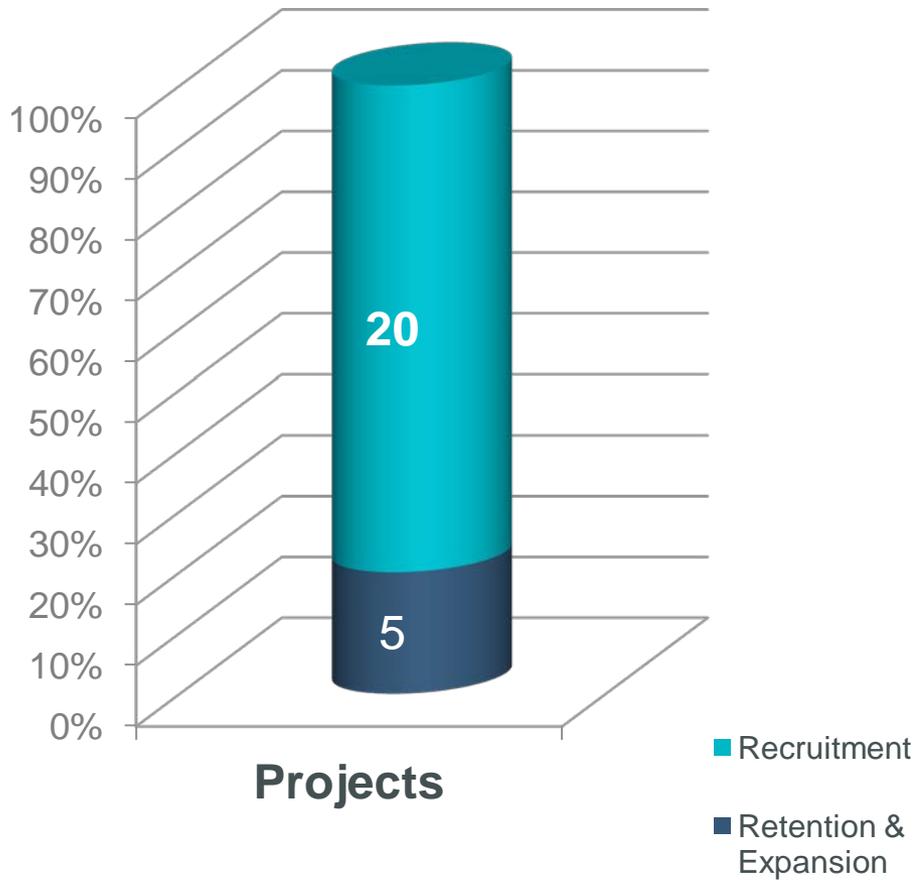


Business Development

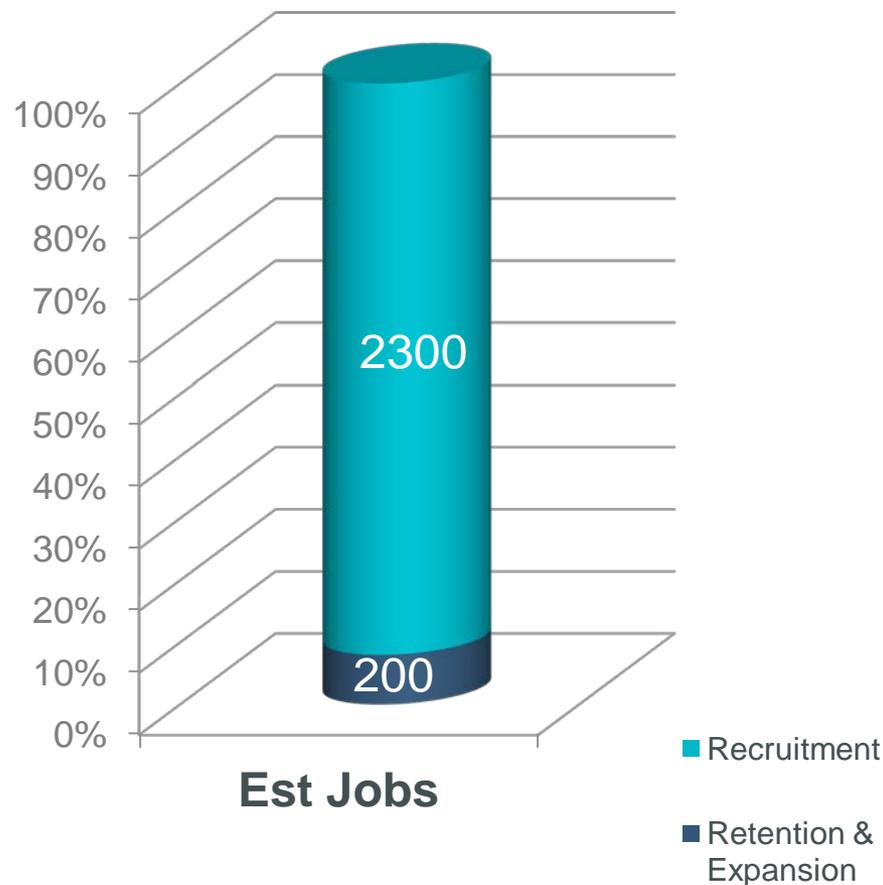
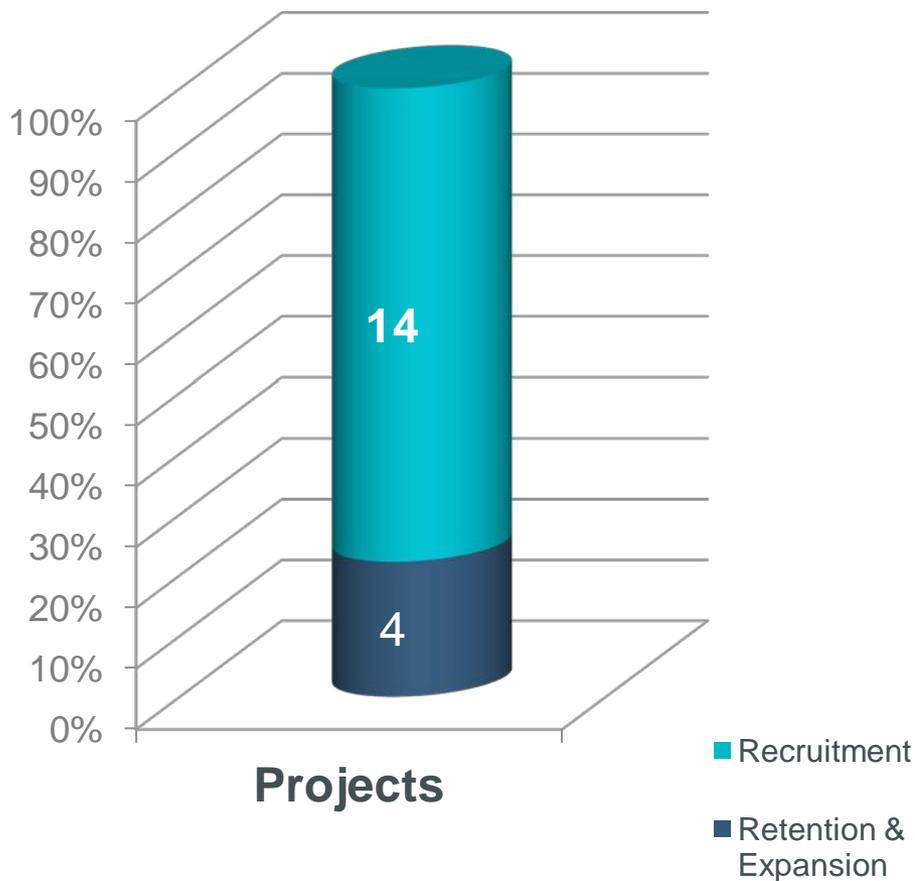
Retention, expansion and targeted **recruitment** of businesses from the region's four target clusters:

- Athletic and outdoor apparel and gear
- High-tech/software
- Advanced manufacturing
- Clean technology

Business Development Pipeline: Projects & Jobs

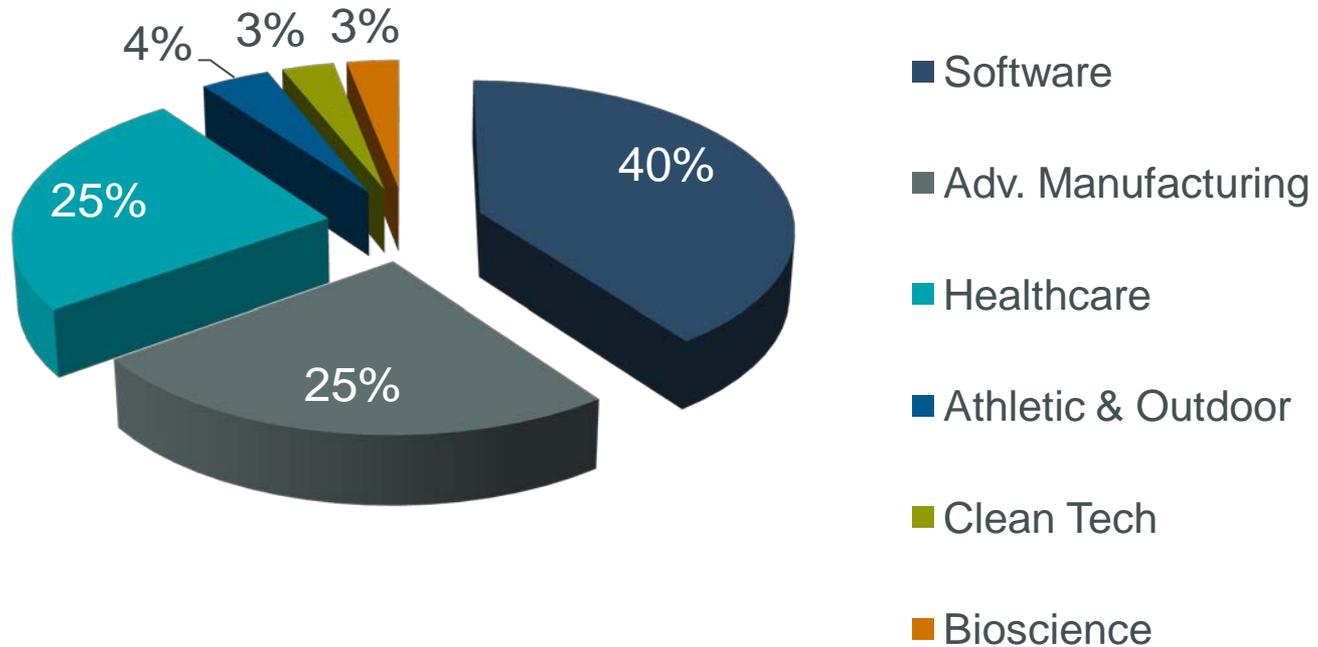


Business Development Pipeline: Projects & Jobs



Business Development Pipeline: Projects by Industry

Percentage of Projects by Industry



Business Development

Project Pipeline Highlights:

- Magnum
- Catalyst RX
- Salesforce.com
- Project impact

RETENTION & EXPANSION

Magnum (Hi-Tec Sports USA): Portland based athletic & outdoor firm relocating division with **10 jobs** to region

RECRUITMENT

Catalyst RX: Healthcare, potential for up to **300 jobs** in region.

SalesForce.com: Software, Portland region selected, **200+ jobs**

Project Impact: **1,500 – 2,000 jobs** our region is finalist competing with another region in the S.W. United States

Marketing & Branding

Using real-life regional business leaders to demonstrate the case:

Why do business in Greater Portland?

Marketing supports business development using the power of storytelling with...



HARRY IS THE BEST
SCULPTOR
WILSONVILLE, OR

Think it. Make it. Ship it.



SCOTT KIVETON
URBAN AIRSHIP
PORTLAND, OR

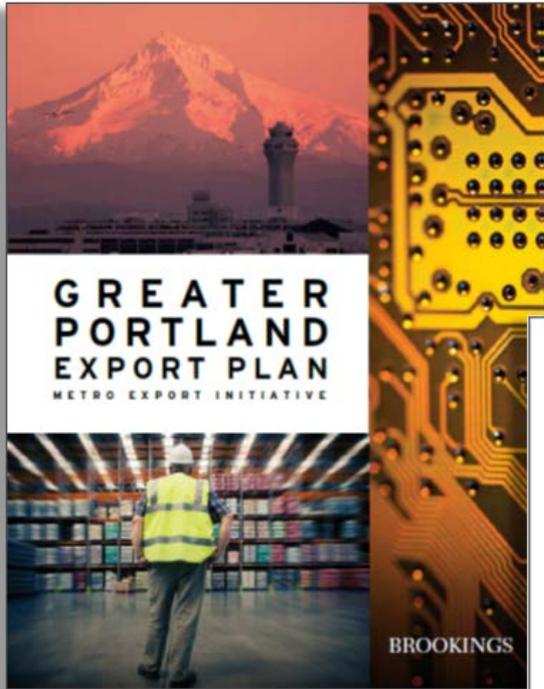
...the “Faces of Business” marketing campaign.

Marketing & Branding

Coordinated with Business Development



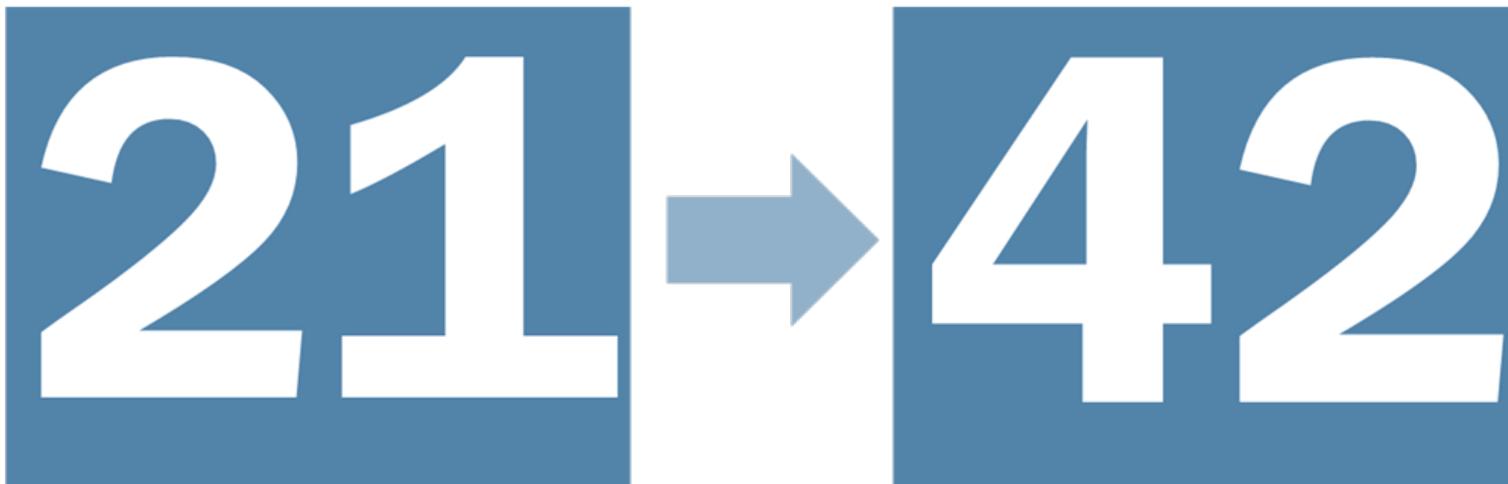
- **Web:** Complete site redesign. Targeted to site selectors and businesses looking to expand and grow. Launched in September.
- **Faces of Business Marketing and PR Campaign:** Launched in September, coordinating with business development trips
- **Advertising:** Full page ad “Faces” ad in October’s Alaska Airlines in-flight magazine focused on Portland and economic development, including article on Greater Portland Export Initiative.



Regional Strategy & Coordination

GPI serves as the region's convener, coordinating shared economic development priorities and building a focused and aligned strategy to drive job creation and economic prosperity.

Why Exports?



Goal: double exports in the next five years to \$42 billion by 2017

Why Exports?

JOBS

\$1 billion =
5,400 jobs

&

\$42 billion =
113,400 jobs

REVENUE

Export Initiative Strategies

1. Leverage Primary Exporters
2. Catalyze Under Exporters
3. Build Export Pipeline
4. Brand and Market Global Edge

Thank you

greaterportlandinc.com

