

Melvin Mark Broker Series Presentation

Wednesday, January 11, 2012

Social Equity

- Economic opportunity
- Community partnership
- Internal alignment

- Jobs
 - Innovation and entrepreneurship
 - Investment
 - Regional competitiveness
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- People
 - Effective governance
 - Stewardship

Strong Economic Growth & Competitiveness

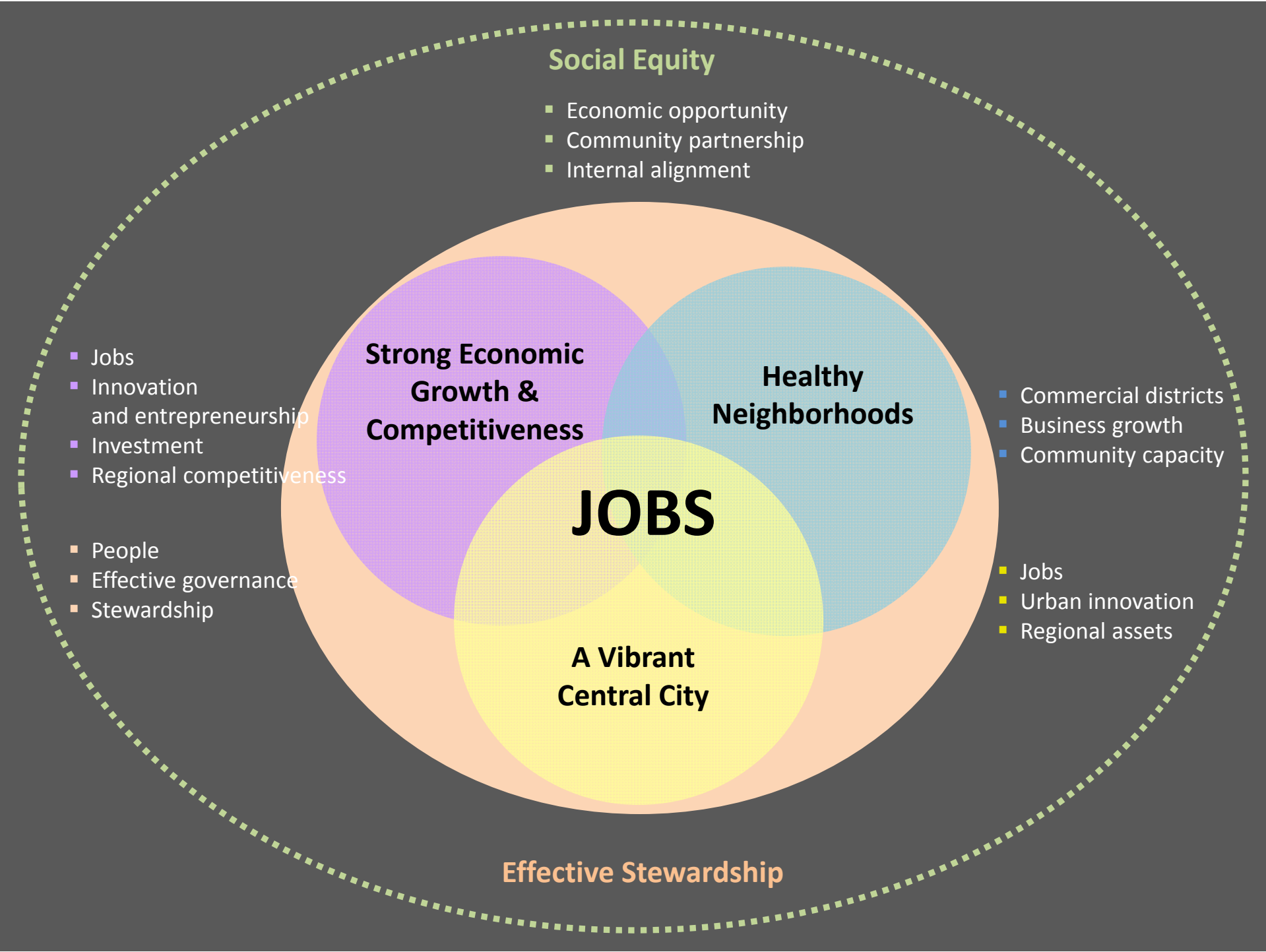
Healthy Neighborhoods

JOBS

A Vibrant Central City

- Commercial districts
 - Business growth
 - Community capacity
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- Jobs
 - Urban innovation
 - Regional assets

Effective Stewardship



CLUSTER STRATEGY

JOBS =

- Retention, Expansion and Recruitment
- Business Assistance
- Industry Action Plans
- Export Strategy
- Entrepreneurship & Innovation Strategy
- City Branding/Marketing

THEMES:

- Talent/workforce
- Small firms
- Early adopters
- Leadership
- Entrepreneurial spirit

Advanced Manufacturing

Metals, transportation equip, electronics, clean tech

Advantages

- Design & engineering competency
- Workforce
- Lean and efficiency

Current Trends

- Increasing efficiencies, aging workforce
- Product diversification/supply chain

Athletic & Outdoor

Apparel, footwear, cycling, gear and equipment

Advantages:

- Talent, firm base
- Industry pioneers
- Domestic, global connections
- Early adopters
- Recreational opportunities

Current Trends:

PDX hub, sustainability, production time/quality, innovation

Clean Tech: Clean Energy

Wind, wave, solar, hydro, biofuels

Advantages:

- Talent, firm base
- Supportive policy/environment
- Proximity to CA market
- Early adopters

Current Trends:

Supply chain, global market, policy

Clean Tech: Green Development

Architects, engineers, energy management systems, green building materials

Advantages:

- Talent, firm base
- Portland recognized as national leader
- Supportive environment, policy
- Early adopters

Current Trends:

Supply chain, energy efficient districts, smarter buildings with tenant participation

Software

Open source, mobile software, imbedded/enterprise

Advantages:

- Talent, firm base
- Entrepreneurial spirit
- Hip, urban
- Lower biz costs vs. Silicon Valley, Seattle, NYC, etc.

Current Trends:

Incubators leading strong start-up culture, VC investment

Summary of Space Needs

Manufacturing

- larger industrial sites
- Rail/I-5

Software, Clean Tech, A&O

- Creative gritty space i.e. converted warehouse
- Central City
- Shared space, co-working or intermediate space
- Access to public transport, bike paths
- Hip, urban vibe
- Access to community space for events, meetings

Recent Projects

SoloPower

Vestas

Hi Tec

Garmont

Pensole

Isite

Elemental Technologies

Q&A

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