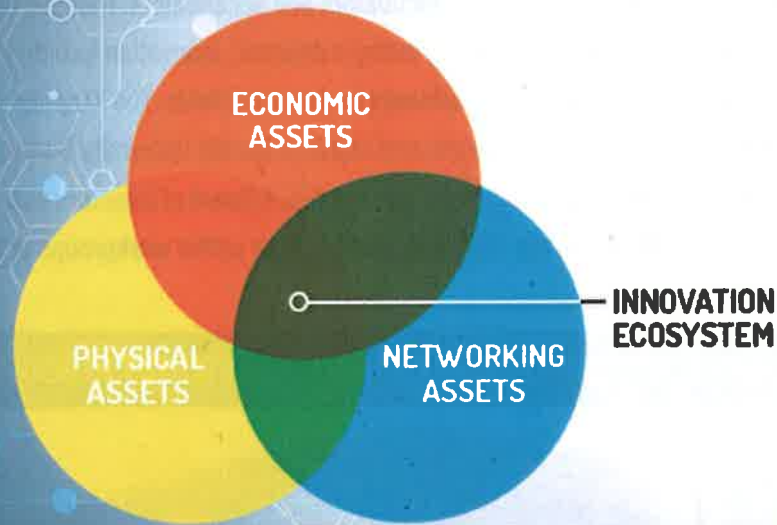


# HB 2934 funding Oregon's Innovation Districts



## What is an innovation district?

Innovation districts are places where values, intention, and cooperative strategies are applied to locations that contain the critical economic, physical, and networking assets to drive innovation-based entrepreneurial ecosystems.

They spark innovation and growth by concentrating businesses and anchor education institutions in places designed for people to live, work, play and interact with others. The growing application of "open innovation" —where companies work with other firms, inventors, and researchers to generate new ideas and bring them to market—has changed how cities are building economic hubs.

The growing preference of young talented workers to congregate in vibrant neighborhoods that offer choices in housing, transportation, and amenities has made innovation districts attractive for investment. These districts create an innovation ecosystem—the synergistic relationship between people, firms, and place that facilitates idea generation and advances commercialization.

"Innovation districts constitute the ultimate mash up of entrepreneurs and educational institutions, start-ups and schools, mixed-use development and medical innovations, bike-sharing and bankable investments—all connected by transit, powered by clean energy, wired for digital technology, and fueled by caffeine."

- Katz, B., & Wagner, J. (2014). *The Rise of Innovation Districts*.

## How State Investment Grows Oregon's Economy

- ▶ Leverages public investment with large, diverse private investment
- ▶ Provides returns to state taxes, job generation and economic resilience and growth
- ▶ Enables Oregon to begin leveraging investments by appropriating money to Business Oregon to make grants to nonprofit corporations for the purpose of hiring staff to coordinate activities related to organization, administration and programming of innovation districts
- ▶ Collaborates with Oregon research universities

### Resources:

The Brookings Institute - [www.brookings.edu/wp-content/uploads/2016/07/InnovationDistricts1.pdf](http://www.brookings.edu/wp-content/uploads/2016/07/InnovationDistricts1.pdf)

Project for Public Spaces - <https://www.pps.org/article/placemaking-week-2017-speaker-spotlight-innovation-coming-to-city-near-you>

Robert Parker - Director Institute for Policy Research and Engagement, School of Planning, Public Policy and Management, University of Oregon

<https://pppm.uoregon.edu/pppm/robert-parker> | Portland Innovation Quadrant - <https://www.portlandiq.org/>

Eugene RAIN Innovation District - <http://www.raineugene.org/eugene-and-its-fit-into-the-rise-of-innovation-districts>

OSU Cascades Innovation District - <https://bid.oregonstate.edu/opportunity/viewFile/45880/Innovation%20District%20Summary.pdf?1537547830>

# Oregon's Innovation Districts

## Portland Innovation Quadrant (IQ)



The Portland IQ is an emerging, innovation district in the city's urban core where anchor educational institutions (Oregon Health and Sciences University, Portland State University, Portland Community College and Oregon Museum of Science and Industry) and companies are clustering to connect with entrepreneurs, startups, incubators and accelerators. The goal of the IQ is to amplify and accelerate these relationships, creating a dynamic, innovation hub that fosters new company formation, job growth and career pathways for local residents. The IQ spans the Central Eastside Industrial District, South Waterfront, and South of Market University District.

The Portland IQ is a recently incorporated 501C3 not-for-profit organization and public-private partnership. A Board of Directors was established in January of 2018 to lead the overall direction and implementation of the IQ's Strategic Plan. Four active workgroups of the IQ have adopted action plans that will deliver upon the goals of the Portland IQ:

CAREER PATHWAYS

REAL ESTATE AND BUSINESS DEVELOPMENT

PLACEMAKING

STARTUP RESOURCES

## Eugene Innovation District

Eugene is at a transformative moment, with development of the University of Oregon's Knight Campus, the redevelopment of the EWEB riverfront site and actions on the horizon to foster economic development and spur private investment. The City has momentum with all the right elements in place and the timing is ripe. Many positive things are in progress or will happen in the near future and an innovation district can help foster this transformation while preserving the culture, history and environment of our community. All that's left to do is create a formal structure and begin implementation.

### BIG IDEAS BIG IMPACT

As Eugene prepares to make history and take the world stage to host the 2021 IAAF World Track and Field Championships, an innovation district can communicate what makes Eugene and Oregon special and serve as a catalyst for this transformation.



## OSU Cascades Bend Innovation District

The OSU Cascades campus is the epicenter of Bend's Innovation District. In addition to a growing academic campus, it will include investment and location of businesses who are anchored in co-location, research and open innovation. The district will leverage the fast growing and entrepreneurial economy of Central Oregon with a dynamic and innovative university. OSU-C District blends academic-led instruction and research with industry-led innovation. The District will offer the physical environment for industry to invent and create in proximity and collaboration with other entrepreneurs, and is already securing commitments for private investment. The campus is the anchor to the City of Bend's Innovation District, which connects commercial and industrial land with the Deschutes River, and Bend's downtown urban center.

