



PORTLAND
BUSINESS ALLIANCE

Value of Jobs Coalition

Proposed Creation of
**The Greater Portland – Oregon State
of Sport Taskforce**

Economic Reports

This coalition has a track record of producing thoughtful economic analyses

- **State of the Economy (annual)**
 - [2022 State of the Economy](#)
 - Special focus on [Cost of Living](#) (2022)
 - Special focus on [Household Tax Burden](#) (2021)
 - Special focus on [Housing Affordability](#)(2020)
 - Special focus on [East Multnomah County](#) (2018)
- [Oregon's State of Trade](#) (2019)
- [Automation & the Future of Work](#) (2017)

Sports Economy District Ecosystem Report

Concept: The Value of Jobs Coalition (+) and Portland Business Alliance commission an ecosystem analysis of the Athletic Outdoor Recreation and Team industry clusters in the Greater Portland, Bend, Eugene and beyond (“the Region”) to understand the value proposition to that economy and how we compare to peer regions.

Why: We believe we are a global capital for the Athletic, Outdoor Recreation and Team economy, anchored by more than 3000 companies, an abundance of natural resources and outdoor attractions, and numerous professional sports teams attracting resident and visitor spectators alike. Together, these assets create a high quality of life that attracts and sustains residents, a talented workforce, and employers. This, along with semiconductors, is unique to the Region and the world should know about it.

Opportunity: Oregon welcomed international media this July at the World Athletics Championships. This is a chance to celebrate the Region’s unique AOTR economy on a global stage and capitalize on the attention of local policymakers to strengthen opportunities for economic expansion that can help offset and address recent challenges.

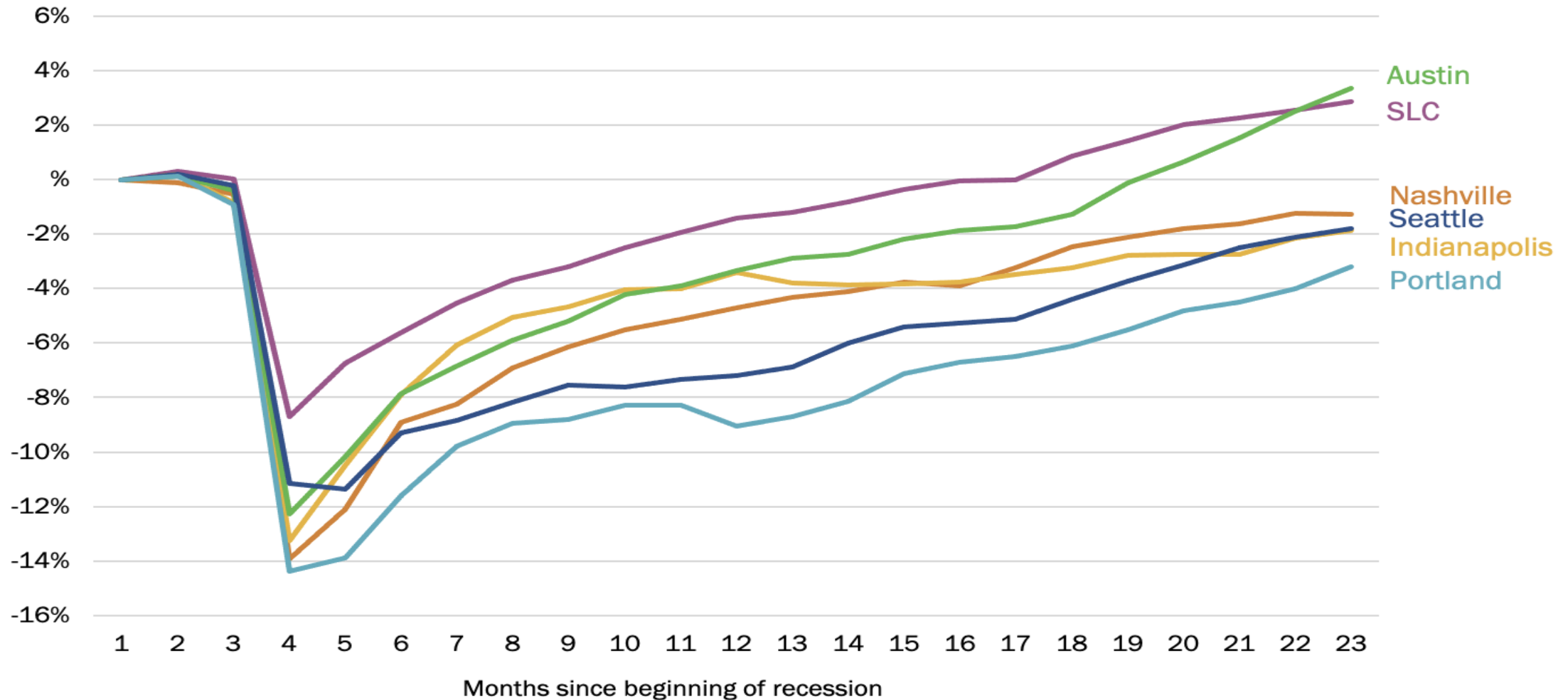
- We have to ask the question post-pandemic, how do we recover?
 - It should be predicated on natural economic strengths
 - It should be a uniting theme that is inclusive of diverse regions of the state and people

Oregon: the State of Sport Athletic Outdoor Recreation and Team



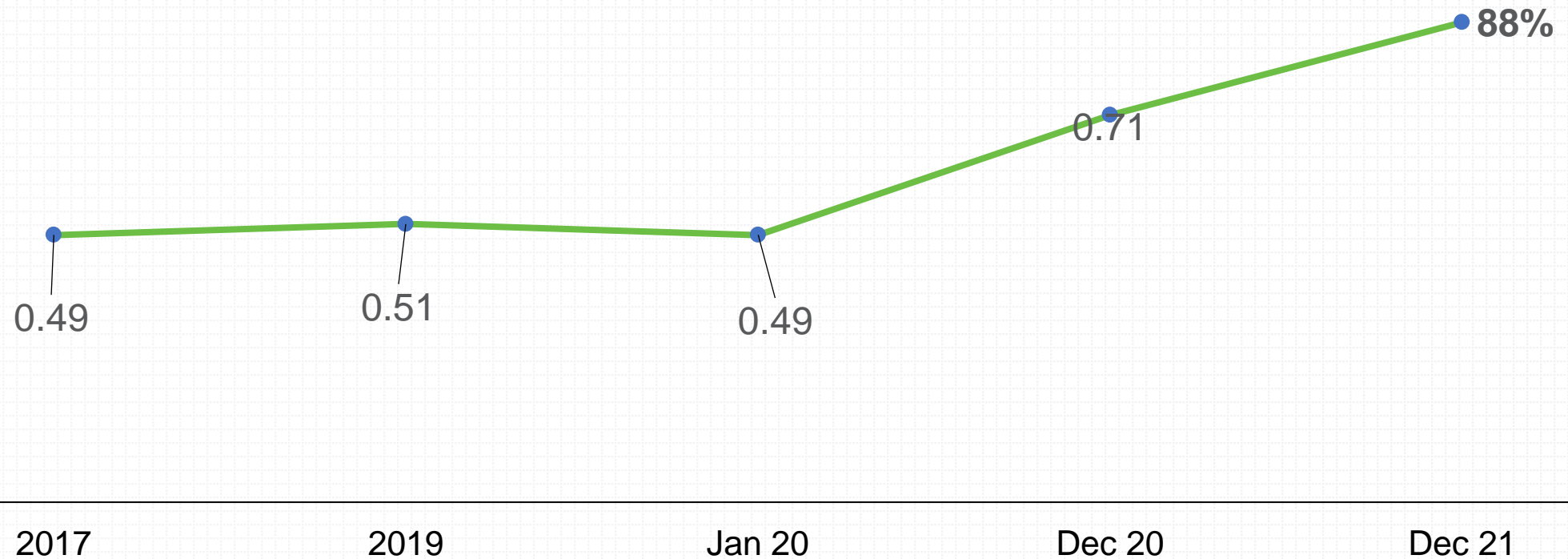
Portland's economy is resilient despite headwinds

Employment Change During the Pandemic – Portland vs. Peer Markets

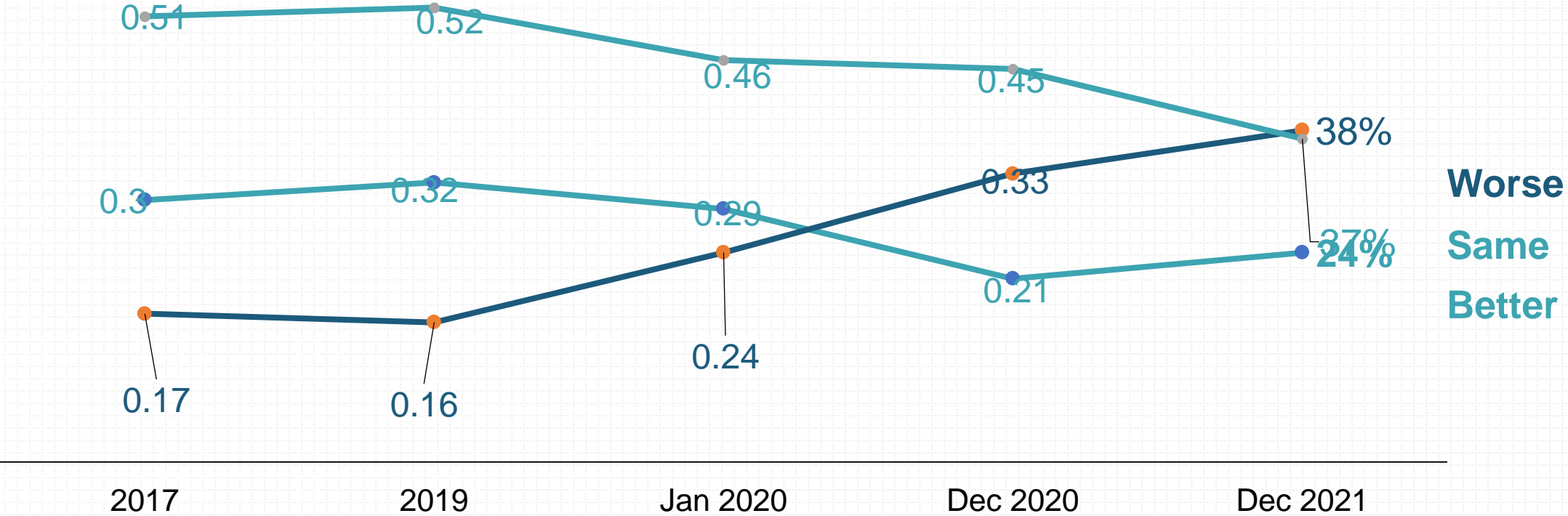


Portland has lost its competitive edge in quality of life and affordability

Most voters in the region say quality of life is getting worse



About four in ten voters say their household is worse off economically and this number has been steadily rising



Sports Economy Report

This is Portland

**You've heard a lot *about* us lately.
It's been a while since you heard *from* us.**

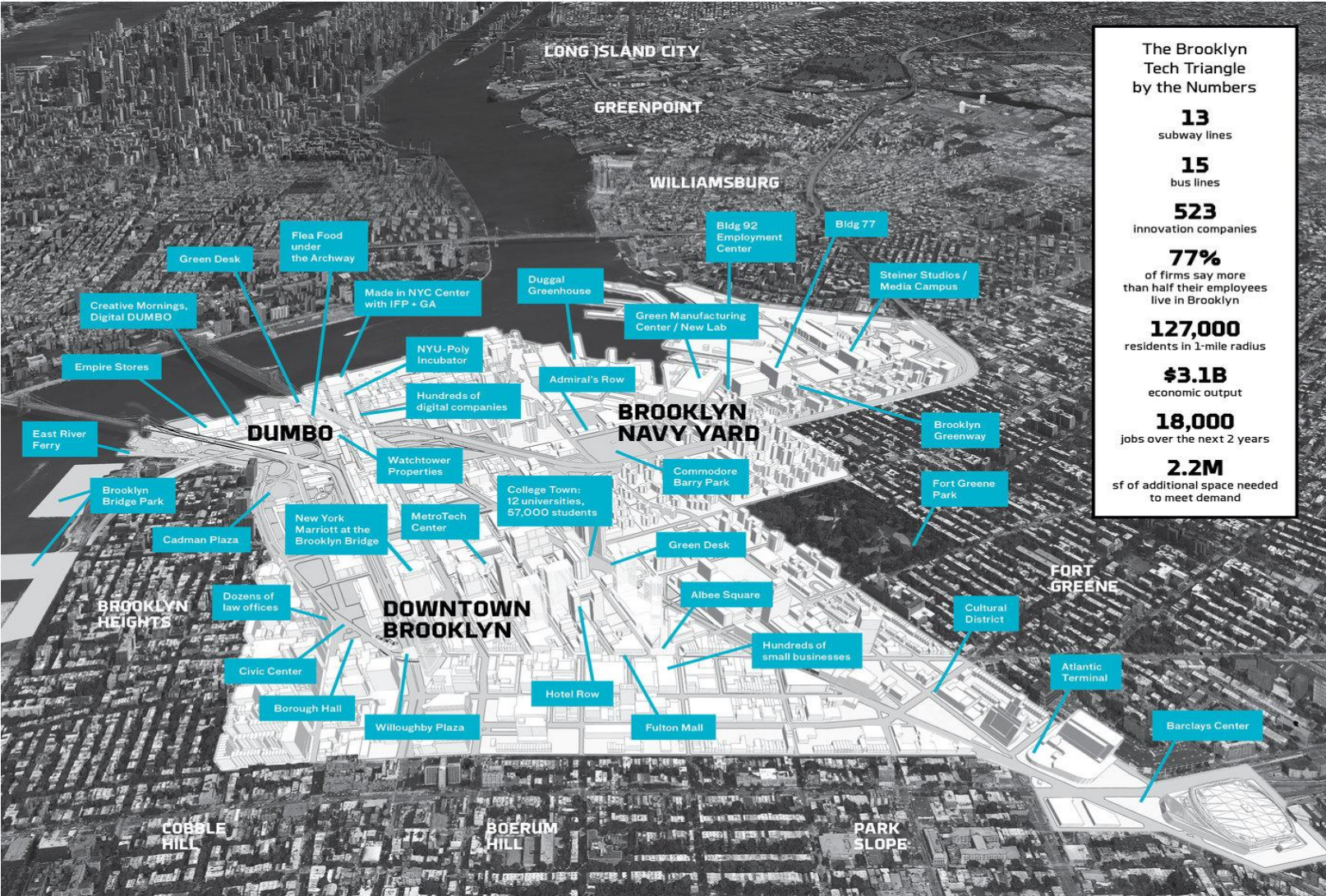
The New York Times

So... What is our economic brand proposition?

- World headquarters of Nike, adidas North America, and more, and thousands of smaller businesses in the space
- World-class major league sports
- World-class destination for outdoor adventure
- Centers of academic excellence already 'moving the ball'



If you name it, they will know it.....



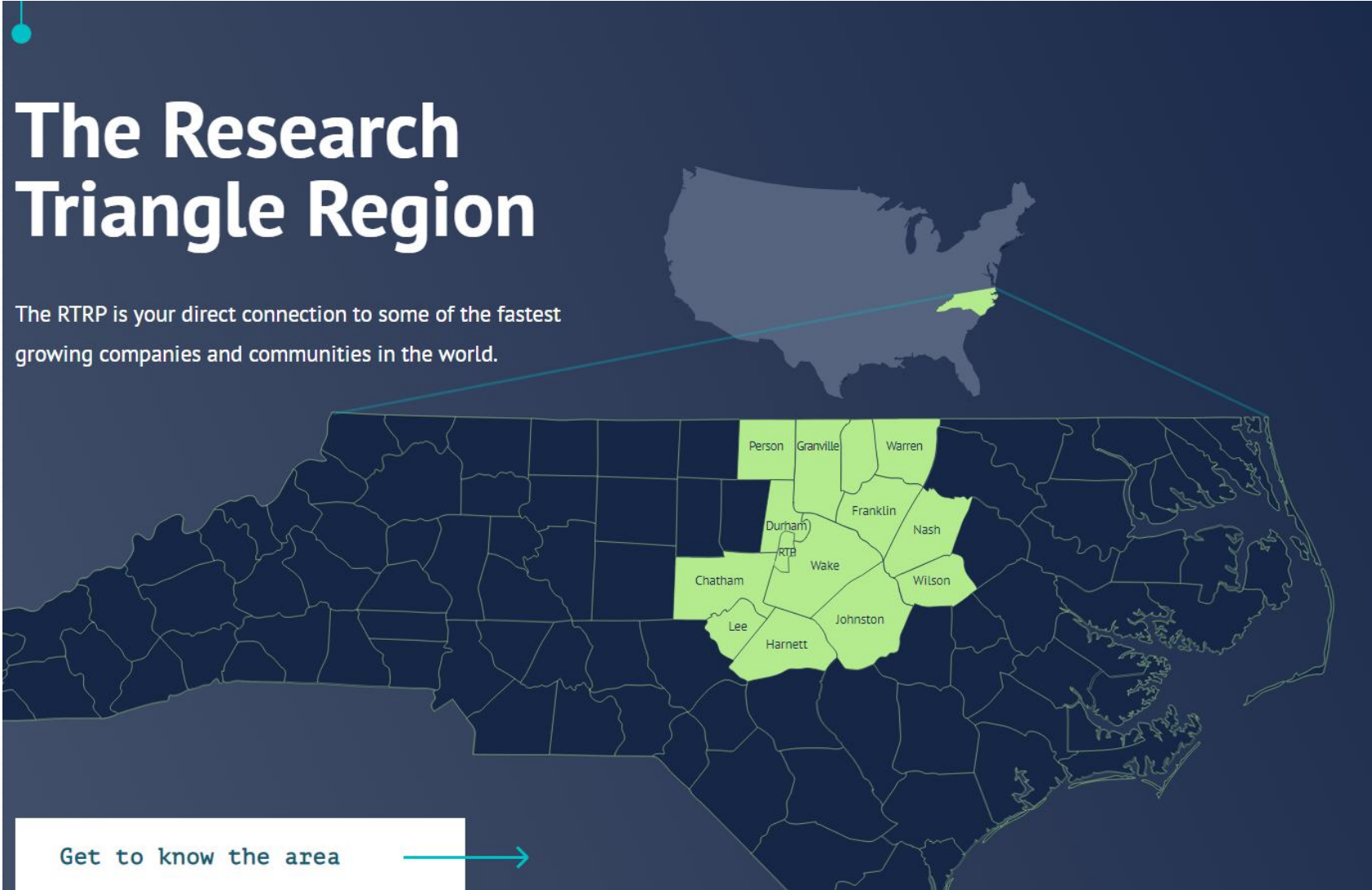
Brooklyn Tech Triangle

If you name it, they will *know* it.....

The Research Triangle Region

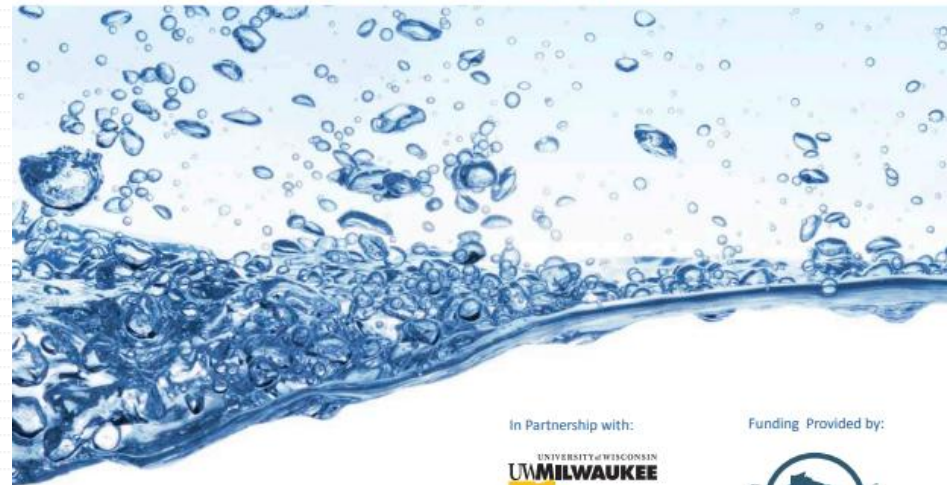
The Research Triangle Region

The RTRP is your direct connection to some of the fastest growing companies and communities in the world.



If you name it, they will *know* it.....

The Water Technology District



KRISTIAN VAUGHN
University of Wisconsin-Milwaukee
School of Architecture and Urban Planning

In Partnership with:



Funding Provided by:


If you name it, they will *know* it.....

The Water Technology District

WELCOME TO WHERE WATER WORKS®

The Water Council is a global hub dedicated to solving critical water challenges by driving innovation in freshwater technology and advancing water stewardship.

Built on more than a century of water innovation, we have coalesced one of the most concentrated water technology clusters in the world from our headquarters at the Global Water Center in Milwaukee, Wisconsin, USA.

Recognizing the need for smarter and more sustainable use of water worldwide, The Water Council also promotes water stewardship as a natural complement to water innovation.



Sports Economy Next Steps

1. Economic Analysis

\$130,000 - \$238,000

- Quantify it

2. Market it **\$40,000 - \$100,000**

- Plant the flag
- Brand and narrative

3. Engage elected leadership and policy makers through presentation

Sports Economy Next Steps

Outcomes

- **Content rich and detailed report on the overall Athletic Outdoor Recreation and Team Economy (June 2022)**
- **Brand Narrative to surround the report and speak to a broad audience (June 2022)**
- **Engage elected leadership and policy makers Fall 2022**
- **Establishment of a ‘district’ 2025**

Step 1: Economic Analysis

Corporate Sponsors

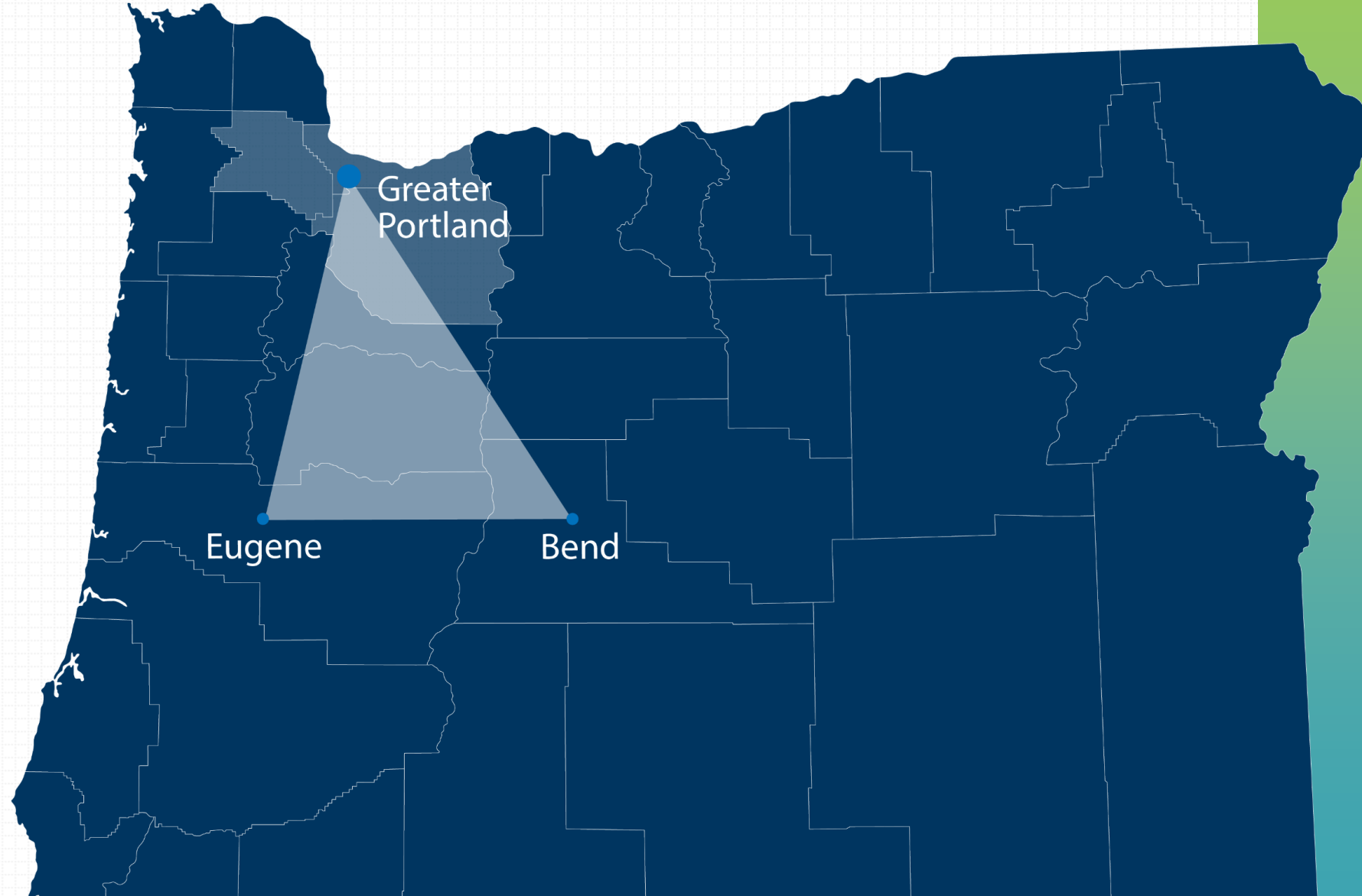


Association Sponsors



Oregon the State of Sport

Define the region and evaluate



Step 2: Market It



Digital Sponsors



EMBARGOED DRAFT,
NOT FOR RELEASE

OREGON: THE STATE OF SPORT

The Economic Impact of the
Athletic, Outdoor, Team, and
Recreation Industries



EMBARGOED DRAFT,
NOT FOR RELEASE

THE ECOSYSTEM'S SCALE AND IMPACT
SIZING THE ECOSYSTEM

The Study Area includes 51,000 Ecosystem workers, including 43,000 in Greater Portland and an additional 8,000 jobs in Bend and Eugene. In these geographies, the Ecosystem's growth outpaces that of the region overall.



JOBS IN THE ECOSYSTEM
in the Study Area (2019)
43K in Greater Portland



BUSINESSES IN THE ECOSYSTEM
in the Study Area (2022)
2,200 in Greater Portland



50%

2010-2019 JOB GROWTH IN THE ECOSYSTEM

in the Study Area compared **to 21%** overall

56% Job growth in the Ecosystem within Greater Portland

U.S. BANK

PORTLAND
BUSINESS ALLIANCE


HRA

13 SPORTING ECOSYSTEM



OREGON: THE STATE OF SPORT

The Economic Impact of the Athletic, Outdoor,
Team, and Recreation Industries.

Download The State of Sport Report 



Download The Oregon State of Sport Report

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Commission Concepts

Outcomes

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Commission

- **Key diverse leadership**
- **Two-year timeline**
- **Business Oregon**
- **Prepare recommendations for 2025**
- **Analyze beyond the 'Region'**
- **Ongoing elected leader education support**