

Elevate Greater Portland

Greater Portland Inc (GPI) is a nonprofit public-private partnership dedicated to creating and expanding jobs and driving tangible regional prosperity. Our region covers the City of Portland and five counties in Oregon including, Multnomah, Washington, Clackamas, Columbia and Yamhill Counties.

Our mission: Attract, grow, and retain traded-sector businesses that employ all skill levels, and market Greater Portland's competitiveness in coordination with public partners.

Portland's Problem

Downtown Portland took a hard hit with the pandemic and riots. **Perceptions that the region is rife with homelessness and crime are affecting the region's ability to attract talented workers, and are driving away businesses** looking to expand or relocate. In contrast to media reports, much of the region teems with world-class companies, unparalleled lifestyle assets and a diverse, educated workforce to fuel business growth.

WSJ OPINION

Drunk on Theft in Oregon

“Oregon has binged on lawlessness in recent years, and now the hangover is setting in.”

Solution

We see a tremendous opportunity to create messaging that will elevate Greater Portland's profile as a good place to grow businesses, specifically tailored to prospective workers and the business community.

We propose a transformational marketing strategy.

The core elements will highlight our region's successes, address its challenges and establish a strong business brand. In doing so, the strategy aims to spur job creation and capital investment by targeting decision makers and talent in the **semiconductor, apparel and outdoor, food and beverage, climate tech** and **bioscience** sectors that include:

- Public and media relations
- Social and digital media
- Advertisement
- Familiarization tours
- Trade shows and conferences



We are seeking \$5 million to implement this strategy.

From the Desk of Representative
Janelle Bynum




Cost of Inaction



If we don't act now we will continue to see:

- 1) decline in net in-migration
- 2) lost opportunities with corporate executives and talented workforce
- 3) fewer high-wage jobs for our workforce and
- 4) an overall weaker economy

Benchmarking

States' Annual Business Marketing Budgets

Texas - \$20M

Florida - \$20M

Virginia - \$8-10M

Tennessee - \$8-10M

Alabama - \$5-6M

South Carolina - \$5M

Oregon - \$20,000-\$50,000

Investment into Regional Economic Development Organizations

Delaware - \$2M/year - Delaware Prosperity Partnership

Louisiana - \$1.4M/year - Baton Rouge Area Chamber

Montana - \$20M allocated to a trust fund for Big Sky Economic Development in 2005

Oregon - \$0 to its regional economic development organizations

FAQ

Why should the state contribute financially?

The Portland region is the economic engine of the state. By addressing our reputation head-on, Oregon will be positioned to better attract talent and generate investment for the state. This will generate state and local tax revenues for priorities like education, homelessness, housing and climate change but only if the Legislature acts quickly. The net result: progressive economic growth that benefits all Oregonians.

Are there other agencies conducting similar efforts?

No. In March 2021, the City of Portland created a Reputation Recovery & Rebranding Action Table. The effort focused on downtown Portland, stopped meeting in early 2022 and was not nationally or industry focused.



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