

Submitter: Monique Cardwell
On Behalf Of:
Committee: Senate Committee On Rules
Measure, Appointment or Topic: SB1501

My name is Monique Cardwell, President & CEO of Greater Portland Inc (GPI). GPI is the region's only public-private partnership dedicated to destination business marketing and economic development. We promote Greater Portland, Oregon as a globally competitive location for business investment—driving job creation, industry expansion, and long-term regional prosperity. Our goal is the attraction of traded sector business.

In our dialogue with real estate decision-makers and site selectors, we consistently hear that anchor assets like the Moda Center are more than just amenities—they are competitive infrastructure. They directly shape how Portland and Oregon are perceived as places to invest, base leadership, and scale companies.

Here are a few frames we're seeing resonate with business leaders

Anchor Assets as "Business Confidence" Infrastructure: Modern, competitive venues signal that a region is actively investing in itself. From my perspective, this is a primary driver of executive confidence and a deciding factor in corporate location decisions.

Business Retention as a Catalyst for Job Growth: Local companies rely on venues like the Moda Center to host clients, recruit top-tier talent, and anchor their leadership teams here. When our tools fall behind peer cities, it becomes significantly harder for us to retain regional headquarters and high-growth expansions.

Signaling Market Tiers for Recruitment: Our competition is consistently investing in modern anchor assets. If we don't, we risk Portland being labeled a "second-tier" market. That perception makes it materially more difficult for my team to recruit new corporate investment and executive leadership to Oregon.

Public Investment Unlocks Private Capital: I hear clearly from investors that public-sector commitment to core assets is a green light they look for when deciding where to place long-term capital.