

growth of businesses • robust employment • high quality jobs • Portland's green economy • small business support • community economic development

# WHY IS THIS IMPORTANT?

To succeed, Portland businesses need to be competitive, regionally and globally.

Since the 1990s, economic globalization has pressured cities to develop distinct niches in the global economy to remain prosperous. As our share of regional jobs has declined, our position in the regional economy has begun to change. To be economically vital, Portland needs to continually define its role in the regional, national and global economic landscapes.

# Access to high quality, well-paying jobs for Portlanders across the educational spectrum will improve equity.

Portland's economy has become less equitable in the past decades with fewer Portlanders sharing the rewards of the region's growing economy. We need to find ways to support the development of employment sectors that provide stable well-paying jobs for workers across the educational spectrum.

## **BUSINESS DISTRICTS**

# **Largest Market Capture**

42nd Avenue Foster Montavilla Mississippi St. Johns

## **Smallest Market Capture**

International (Upper Sandy) North-Northeast Midway (Outer Division) Woodstock Hillsdale

The top five business districts drew people from around the re-

# Green innovation is a growing component of Portland's economic success.

Portland's strategy is to capitalize on a powerful emerging employment sector (green industries) and its well-earned reputation as a sustainable city. Economic growth and environmental health must be partners for success.

# **Enhancing small business and** community economic development opportunities will support economic diversity and resiliency.

Portlanders appreciate their local businesses. Neighborhood businesses provide jobs and offer residents needed goods and services within walking distance of many homes. Traded sector businesses help put us on the world stage. They often provide higher wage jobs and help bring money into the local economy.

The City should support large and small local businesses to preserve our diverse economy and enhance our local, regional and global economies.

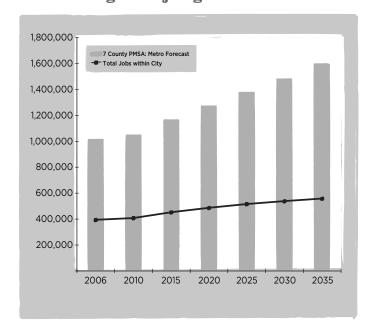
# HOW ARE WE DOING?

Job growth in the city has not kept pace with population growth. Since 2000, Portland's 40 percent share of jobs in the region has declined, despite our expanding share of the region's housing.

### **Employment Growth and Land Use**

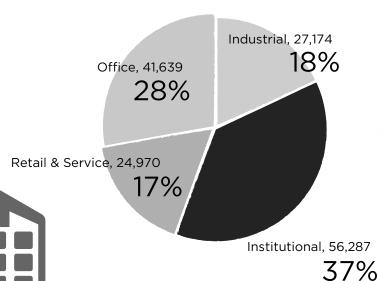
Metro forecasts that the region will add about 520,000 new jobs by 2035 (a midrange estimate). This forecast is optimistic. It estimates that Portland will once again capture about 27 percent of new regional jobs, which would result in 150,000 net new jobs in the City by 2035.

## This chart shows Portland's projected share of regional job growth.





# Forecasted Employment Change 2010-2035



The chart shows forecasted job growth in Portland's four major employment sectors: institutional, industrial, office and retail and service.

Portland has four main employment sectors: office, institutional, industrial and retail, Each sector has its own geography. Portland's office jobs are concentrated in the central city. The industrial jobs are located mainly in the Portland Harbor and Columbia Corridor, areas rich in marine, rail, pipeline and freeway infrastructure. Many institutional jobs are concentrated on hospital and university campuses near neighborhoods. Retail and service sector jobs are dispersed across Portland.

The City estimates that Portland will need about 600 more acres of industrial land and 360 more acres of institutional land, for uses such as hospitals and universities, to meet the job forecast (150,000 new jobs by 2035).

### What is a brownfield?

A brownfield is a site where contamination — or the possibility of contamination — is preventing use or redevelopment. There are many different kinds of brownfields, including large industrial sites, but also small properties in every community that were once places like gas stations or dry cleaners.

### **Looking Forward**

To support job growth, Portlanders will need to find ways to increase the use of employment land, make brownfields developable and address other development constraints.

We have a well-educated workforce (39 percent of Portlanders have a bachelors degree) but we need to make sure that young Portlanders are getting the education they need to succeed and that all adults have opportunities to gain the skills needed to compete in today's job marketplace and in new industries. However access to capital to grow businesses and create jobs is limited.

In the long term, providing a skilled and educated workforce, the infrastructure needed to move goods and people and the land needed for businesses to plant roots and grow, as well as expanding access to capital and lowering the cost of doing business will be critical to job development.

Portland City Council recently adopted an economic development strategy that focuses on a clear set of priorities to make progress over the next five years. For more information, check out the Portland Development Commission's website at www.pdc.us.

### **Target Employment Sectors**

The following four traded sector industry clusters will help develop Portland's niche in the global economy:

- 1 Clean technology and sustainable industries
- 2 Activewear
- **3** Software
- 4 Advanced manufacturing

Status: 14% of Portland's workers are employed in the target industry clusters.

Target: 18% of Portlanders are employed in the key sectors by 2014.

Source: Portland Economic Development Strategy.

### What is the Traded Sector?

The traded sector is the portion of the local economy that serves regional, national and international markets. Traded sector businesses are businesses that create a product here, but sell or trade it with businesses or people who are not part of the local economy.

### Why should I think about the traded sector?

Trading with people and businesses outside the local economy makes it possible to bring additional money into our local market. Growth in the traded sectors offers the most direct path to family wage jobs for residents and increased opportunities for businesses.

### Read more...

### **Portland Plan Background Reports**

Fconomic Development • Fconomic Opportunities Analysis • **Evaluation of Economic Specialization • Infrastructure Condi**tion and Capacity • Urban Form • Watershed Health Natural Resource Inventory

### **Related Reports and Projects**

Economic Development Strategy • Economic Development **Draft Technical Working Group Report • Working Harbor** Reinvestment Strategy

Links to all listed reports and projects are provided at the end of this handbook

# Consider...

-	Trow can we expand economic	
	opportunities to reduce poverty	
	and create jobs?	
2	What should the City of Portland do	
	to support vitality in neighborhood	
	commercial districts?	

1 How can we expand economic

3	More than 50 percent of our available
	industrial land supply is either a brown-
	field or is environmentally valuable.
	Should we increase our investment in
	cleaning up brownfields? How can we
	provide for environmental conservation
	and promote economic development?

4	Should we more actively plan for
	hospital,universityandotherinstitutional
	campus growth in our neighborhoods?
	Should we provide incentives to these
	large employers to expand into our
	centers and main streets instead of in
	other residential areas?

5	How should Portland realize its potential
	as an emerging center of sustainable
	industry and the green economy?

What is your favorite local business?
What can you do to help it thrive?







