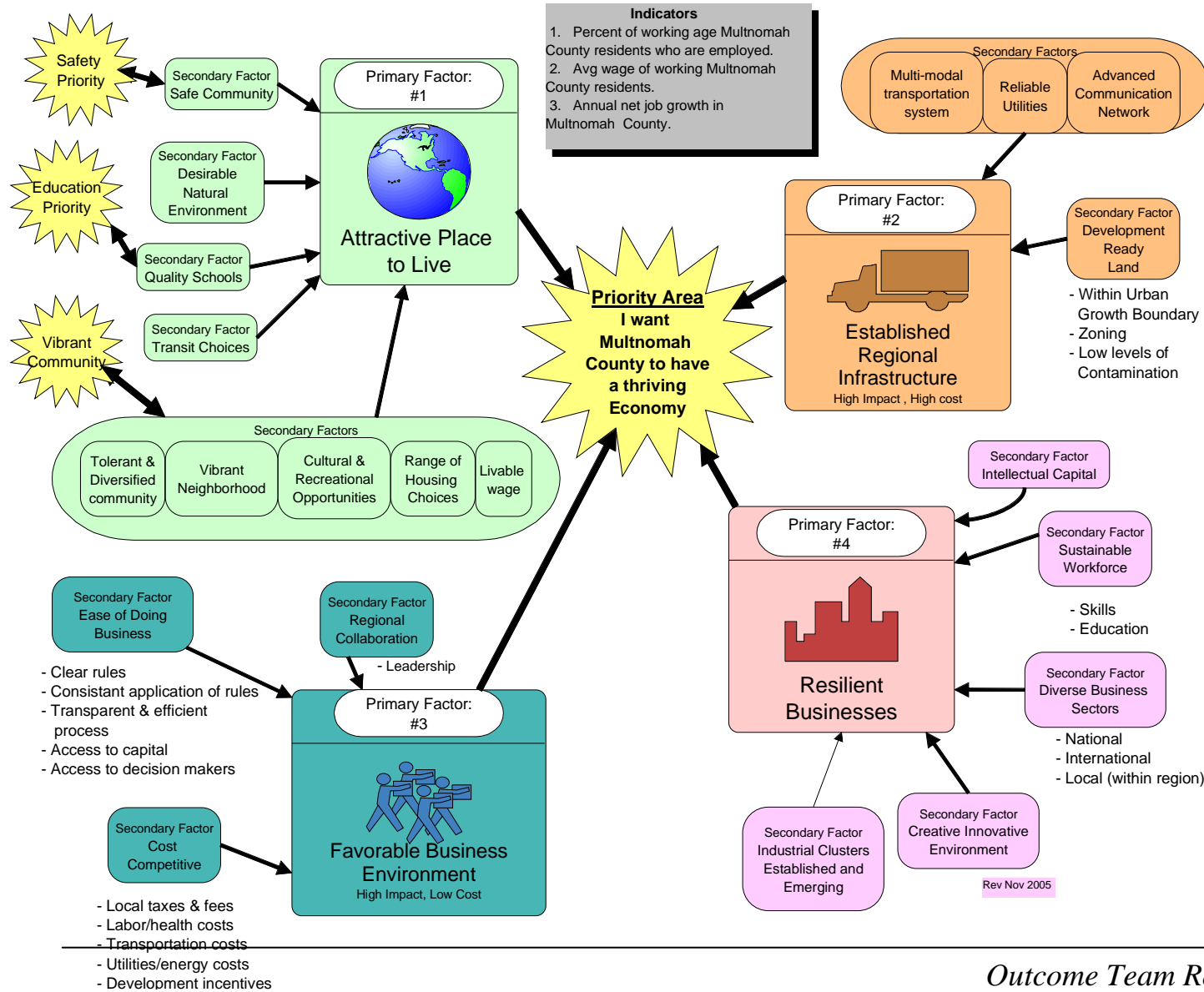# Thriving Economy - Outcome Team

I Want Multnomah County to have a Thriving Economy

- Few changes to the strategy map and overall emphasis.
- Most of our focus was on more targeted and specific strategies.

Thriving Economy - Map

Indicators
1. Percent of working age Multnomah County residents who are employed.
2. Avg wage of working Multnomah County residents.
3. Annual net job growth in Multnomah County.

Safety Priority

Secondary Factor
Safe Community

Education Priority

Secondary Factor
Desirable Natural Environment

Secondary Factor
Quality Schools

Vibrant Community

Secondary Factor
Transit Choices

Primary Factor: #1

Attractive Place to Live

Secondary Factors

| Tolerant & Diversified community | Vibrant Neighborhood | Cultural & Recreational Opportunities | Range of Housing Choices | Livable wage |

Priority Area
I want Multnomah County to have a thriving Economy

Secondary Factors

Multi-modal transportation system

Reliable Utilities

Advanced Communication Network

Primary Factor: #2

Secondary Factor
Development Ready Land

Established Regional Infrastructure
High Impact , High cost

- Within Urban Growth Boundary
- Zoning
- Low levels of Contamination

Secondary Factor
Intellectual Capital

Secondary Factor
Sustainable Workforce

- Skills
- Education

Primary Factor: #4

Resilient Businesses

Secondary Factor
Diverse Business Sectors

- National
- International
- Local (within region)

Secondary Factor
Ease of Doing Business

- Clear rules
- Consistant application of rules
- Transparent & efficient process
- Access to capital
- Access to decision makers

Secondary Factor
Regional Collaboration

- Leadership

Primary Factor: #3

Favorable Business Environment
High Impact, Low Cost

Secondary Factor
Cost Competitive

- Local taxes & fees
- Labor/health costs
- Transportation costs
- Utilities/energy costs
- Development incentives

Secondary Factor
Industrial Clusters Established and Emerging

Secondary Factor
Creative Innovative Environment

Rev Nov 2005

Thriving Economy

Portland has much to be proud of. For decades, Portland has been viewed across the nation as an icon of livability and progressiveness, a community that introduced the nation to regional planning and prevention of big city sprawl, a steward of the environment and a proponent of diverse transportation systems, including light rail.

But as we take stock of Portland today, and look forward, we are compelled to say there is much that we urgently need to improve upon.

A better Portland should be all about people — people of all ages, ethnic diversity, financial means and interests. And a better Portland should be all about a sense of regained confidence: confidence in quality and stable schools; confidence in the availability of affordable, diverse housing choices; confidence that population growth can be accommodated without harm; confidence in safe neighborhoods and effective transportation systems; and confidence in a local economy that not only rewards employees and employers, but that also supports the cost of needed public service through appropriate personal and corporate taxes.

CLARK

Today, the Portland Tribune launches Rethinking Portland, a review of the condition of our city and of the important issues affecting its people, governments, organizations and economy.

Who's moving here? Young and childless

CREATIVES *City's a magnet for twenty- and thirtysomethings*

word on the street

Josh and Annette Palmer, Sunnyside

Josh, 37, and Annette, 36, moved to Portland from San Francisco in 2002. Josh cares for the couple's two young children, and Annette is volunteer services manager for the Cascade AIDS Project downtown.

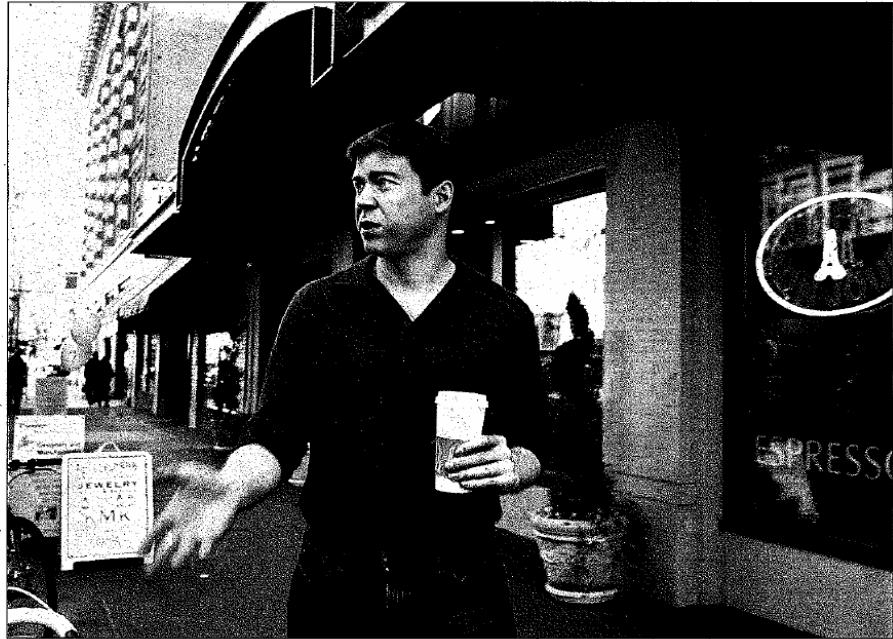■ Portland Tribune: What do you value about living in the Portland area?

■ Annette: "I like the neighborhoods and the availability of public transportation. I can bike to work and take public transportation to work.

■ Josh: "That's precisely why we're here (on North Mississippi Avenue) today. It has a different feel than the neighborhood we live in. When we want a Pearl District feel, a modern feel, we go there. If we want to look at antiques, we go to Sellwood. Each neighborhood has a different feel."

ANNETTE PALMER

■ Trib: Almost 3 million people are expected to live in the Portland metro area by the year 2030. What would that mean for what you value?

■ Annette: "Schools concern us — quality and funding of schools. We're considering all the options.

JOSH PALMER

Dave Hersh, 33, and his partners in Jive Software moved the startup company here from New York City two years ago because of the quality of life. Now he's helping to recruit other young entrepreneurs.

TRIBUNE PHOTO: JIM CLARK

"At the end of the day, Portland won out because it was the best mix of quality of life and business needs."

Thriving Economy - Indicators

- % of Working Age Multnomah County Residents Who Are Employed

- Average Annual Wages Paid by Multnomah County Employers

- Annual Net Job Growth in Multnomah County

Thriving Economy - Strategies

❑ **Champion the County's economic interests: "A seat at the regional table!"**

We are looking for offers that:

- ■ Develop a clear economic development strategy

- ■ Leverage the County's efforts in other areas

- ■ Include "living wage advocacy"

Thriving Economy - Strategies

❑ **Do County Business Right!**

We are looking for offers that:

- Leverage local/state funds

- Streamline business processes and reduce uncertainty

- Leverage the County's role in workforce development

Thriving Economy - Strategies

☐ **Retain Existing and Recruit New Business**

We are looking for offers that:

- ■ Market the County to new businesses

- ■ Create incentives to attract businesses

- ■ Make the County more cost competitive

Thriving Economy - Summary

I Want Multnomah County to have a Thriving Economy

- ❑ Champion the County's economic interests: "a seat at the regional table!"

- ❑ Do County Business Right!

- ❑ Retain existing and recruit new business.