



**PROSPER
PORTLAND**
Building an Equitable Economy

DATE: June 13, 2018
TO: Board of Commissioners
FROM: Kimberly Branam, Executive Director
SUBJECT: Report Number 18-19
Authorizing a \$125,000 Grant to Greater Portland Inc.

BOARD ACTION REQUESTED AND BRIEF DESCRIPTION

Adopt Resolution No 7273

This action will authorize the Executive Director to execute a Grant Agreement between Prosper Portland and Greater Portland Inc. (GPI) in an amount not to exceed \$125,000 to support regional business recruitment, marketing, and export coordination. This is the sixth year that Prosper Portland has provided a grant to GPI; since the cumulative grant amount disbursed to GPI has exceeded the Executive Director's \$500,000 threshold for financial support, this action is being presented to the Prosper Portland Board for approval.

STRATEGIC PLAN ALIGNMENT AND OUTCOMES

The Grant Agreement with GPI delivers on several Prosper Portland Strategic Plan goals, including supporting middle-wage job growth by improving access to international markets, attracting foreign investment, and prioritizing trade and transportation infrastructure investments. The fiscal year (FY) 2018-19 Grant Agreement scope of work highlights goals to attract business development and capital investment in urban renewal areas (URA's) and east Portland, supporting wealth creation within target communities.

BACKGROUND AND CONTEXT

GPI is a public/private partnership whose mission is to help companies expand and relocate to the Portland metropolitan region. Specifically, GPI conducts business development, develops marketing and branding, and coordinates regional economic development strategies with partner organizations; see Attachment A for GPI's 2017 End-of-Year Review for a list of accomplishments and outcomes. Staff at GPI and Prosper Portland regularly collaborate on economic development activities, and the funding through the Grant Agreement will leverage other public and private investment in GPI to further regional job creation and enhance Portland's competitiveness as a global center of innovation and trade.

In order to align the scope of GPI's work to Prosper Portland's fiscal year, the Grant Agreement includes two scopes: i.) \$50,000 for work completed from January to June 2018, and ii.) \$75,000 for future activities from July 2018 to June 2019 that will achieve the following objectives:

1. Coordination with Prosper Portland and other economic development partners on regional business development projects with an emphasis on Portland's four target industry clusters (Metals and Machinery, Athletic and Outdoor, Green Cities; and Technology and Media). GPI

will assume responsibility for the coordination of responses to all regional inquiries and information requests from businesses (Requests for Interest, Requests for Proposals, etc.).

2. Coordination with Prosper Portland to develop marketing/branding campaigns for target industry clusters and market directly to companies and site selectors, including direct marketing for URA programs and developments. Work may include, but is not limited to, the development of industry value propositions; flyers, websites, social media campaigns, and/or films specific to target industries; and an outbound marketing and communications strategy to raise awareness of relevant projects, events, or success stories.
3. Regional coordination of the Greater Portland 2020 action plan to achieve economic prosperity across the region by aligning business, education, and civic leaders around regional economic development priorities.

EQUITY IMPACT

The scope of work includes prioritization of activities that advance a social and racial equity agenda for regional economic development and the promotion of Enterprise Zone Public Benefits Agreements. The \$125,000 grant to GPI directly supports Prosper Portland’s traded sector job growth through strategic business recruitment, regional branding and marketing, and coordination of the Greater Portland Export Plan. Traded sector companies provide family-wage jobs and support local-serving industries such as retail and professional services. The scope of work includes implementing Greater Portland 2020, a five-year action plan to achieve “Economic Prosperity for All Across the Region” by driving economic growth with an emphasis on access to capital, equity, and cost of living as key regional challenges for future economic growth.

COMMUNITY PARTICIPATION AND FEEDBACK

Grant Agreement funding for GPI was approved as part of the FY 2017/18 City of Portland budget process, which provided numerous opportunities for public input. In addition, Prosper Portland staff discussed the GPI partnership agreement with the FY 2017/18 Budget Advisory Committee.

BUDGET AND FINANCIAL INFORMATION

Staff is proposing to allocate URA funds for the FY 2018/19 Grant Agreement divided as follows:

- \$10,000 Central Eastside URA
- \$10,000 Airport Way URA
- \$10,000 River District URA
- \$10,000 Downtown Waterfront URA
- \$10,000 Lents Town Center URA
- \$10,000 Gateway Regional Center URA

As activities conducted by GPI on behalf of Prosper Portland may not be wholly focused on URA projects, \$15,000 will be allocated from the Enterprise Zone fund. The 2018-2019 Approved Budget has sufficient funds within its Economic Development appropriation category to cover the \$75,000 in proposed funding for GPI.

RISK ASSESSMENT

There are minimal risks to approving the Grant Agreement. A detailed scope of work within the Grant Agreement requires that GPI report on the completion of all work; GPI has fulfilled this requirement at the end of each of its previous agreement cycles.

ATTACHMENTS

- A. 2017 End-of-Year Review

2017 END-OF-YEAR REVIEW

Greater Portland Inc had another successful year of performance in 2017, meeting or exceeding most organizational metrics. Following is an overview of the organization’s accomplishments and regional successes propelling the strength of Greater Portland as a location both attractive and competitive for investment.

BUSINESS DEVELOPMENT

- Assisted in the creation of **140 jobs through the attraction of five new companies/projects** to the region.

Company/Project Name	Industry	Jobs	Source of Expansion/Relocation	Community
1 RealWear	Software/Media	50	CA	Vancouver
2 Project Karma	Athletic/Outdoor	30		Portland
3 Zampell	Manufacturing	30	MA	Tualatin
4 Mitsubishi Chemical	Advanced Manufacturing	25	Japan	Forest Grove
5 OSG	Manufacturing	5	Japan	Scappoose

- Generated a 2017 pipeline of **47 new prospects, managed active projects generated in 2015-2016**, and provided detailed reporting of project activity (new/active/inactive prospects) on a monthly basis to economic development professionals.
- Led regional response** to [Amazon HQ2 RFP](#), bringing bi-state partners together to submit sites in Beaverton, Clark County, Milwaukie and Portland, as well as a multi-site distributed campus model. Our submission highlighted the region’s unique value proposition and **put Greater Portland in a national conversation to attract one of the world’s most iconic brands.**
- Conducted **13 sales missions**
 - Salt Lake City / Outdoor Retailer
 - San Francisco / Bay Area (2)
 - Dallas
 - Anaheim / Natural Products Expo West
 - Indianapolis
 - New York / New Jersey
 - Washington, DC / Select USA
 - Toronto
 - Chicago
 - Japan
 - Seattle / CoreNet
 - New Orleans / Economix Conference
- Hosted **6 national site-selection consultants** on two regional familiarization (FAM) tours with Large Site Strategy partners; and presented to several international delegations from Asia and Western Europe.
- Provided **54 instances of assistance to communities across the region** in support of their community/economic development planning and business retention/expansion efforts.
- Worked with partners to support **2 companies** and ensure jobs are retained within the region (Mentor Graphics in Wilsonville and SolarWorld in Hillsboro), and made **3 business retention/expansion visits** during the Japan sales mission (Nagatanien/Chaucer Foods in Forest Grove and Meiji Yasuda/The Standard in Portland) and in Washington, DC as part of the SelectUSA mission (Siemens/Mentor Graphics in Wilsonville).

MARKETING AND COMMUNICATIONS

- Elevated awareness of key regional assets through targeted emails and direct contact to **more than 3,700 corporate decision makers, national site-selection consultants and company contacts.**
- Facilitated earned media that led to **more than 78 million impressions** and visibility of the region in outlets such as *CNBC, Yahoo! Finance, the Associated Press, Morningstar, PublicNow* in Canada, and *Wallstreet Online* in Germany.

MARKETING AND COMMUNICATIONS (continued)

- **Established new digital media metric** to track frequency of content shared through GPI's website and social media networks. This year, we had **558 marketing and communications touch points**.
- Continued providing regional content for the **Portland Relocation Guide** (now in its fourth volume) with ARG Publications, which has a circulation of 30,000 print copies and a digital edition with 5,000 additional viewers.

GREATER PORTLAND 2020

- Launched [Growing Small Businesses Globally](#) program designed for companies, **especially women, minority and veteran entrepreneurs**, to help them with support, training and advice for export readiness and international sales. In conjunction with [Greater Portland 2020](#) and [Greater Portland Global](#), funding for this program was made possible through grants from JPMorgan Chase and Oregon Community Foundation.
- Hosted a three-part [Diversity in Leadership](#) series with *Partners in Diversity* to elevate awareness of the need for more diverse talent in management, senior and c-level positions, and the importance of workplace culture in the retention and success of diverse employees.
- Partnered on the 2017 **Industrial Site Readiness** report to update and inventory the availability of large-scale industrial lands in the region (within Metro UGB).
- Gained greater alignment between GP2020 and *Metro's Economic Value Atlas*—a project to develop a **place-based economic atlas to help guide investments that align with the region's values**. When we can measure economic activity and connect that to our investments in infrastructure and land development, we can improve the region's understanding and ability to respond to key economic issues.
- Continued **best practices sharing and strategic planning** with the *Oregon Economic Development Districts* and *Regional Solutions Teams* across the state, as well as board leadership in *Oregon Economic Development Association* and involvement with *Washington Economic Development Association*. GPI also built on **regional economic development partnerships** with *Salem, Bend, Medford* metro peers and *Business Oregon*.
- Represented region on expert panel at Brookings/JPMorgan Chase Global Cities Exchange Forum for *Greater Portland Global's* foreign direct investment **market prioritization** research. **Brookings continues to recognize Greater Portland as a best practice market among its Global Cities cohorts.**
- Continued providing project and communications support for the **Oregon Manufacturing Innovation Center (OMIC) Enterprise**, and announced the [first seven OMIC R&D industry partners](#) (ATI, Blount, Boeing, Daimler Trucks, Hangsterfer's Laboratories, Silver Eagle Manufacturing, Vigor). OMIC joins **industry, higher education, government, labor and economic development** in addressing near-term manufacturing challenges through applied research and advanced technical training.

STAKEHOLDER RELATIONS AND STRATEGIC PARTNERSHIPS

- Welcomed and excited **500 attendees** at GPI's Annual Summit, [had fun in the car interviewing innovators](#) and literally spotlighted initiatives across the region in our yearly celebration of GPI's public-private partnership.
- Officially launched the [Greater Portland Ambassadors](#) program and **hosted 12 events** during the year including the Annual Open House, events exploring trade and foreign direct investment, a focus on Athletic/Outdoor industry, Meet the Metropolitan Mayors Consortium and several others.
- Recognized [GPI's first class of 21 Greater Portland Certified Ambassadors](#), who have exemplified the willingness, energy and leadership to champion Greater Portland and its economic assets.
- Supported **2 Best Practices trips**, led by GPI Board Member Randy Miller, to [Japan](#) and [Brooklyn](#), with a focus on natural disaster recovery and economic resiliency; and commercial and urban development, respectively.
- Welcomed **one new public-sector partner/Small City Consortium member**: City of Wood Village; and **six new/returning private-sector firms**: Comcast, Deacon (increase to Silver), Mt Hood Community College, Portland Community College, Ravensview Financial, Timbers (increase to Gold).