



2014 ANNUAL WORK PLAN



GREATER
PORTLAND





UNITING REGIONALLY TO COMPETE GLOBALLY

REGIONAL COLLABORATION

OBJECTIVE

Build cross-border and cross-sector collaboration that leverages the region's assets, engages leadership and aligns efforts to compete in the global market.

INITIATIVES

BROADEN THE BASE

- Economic development best practices
- Annual Summit
- Regional communications
- Investor recruitment events

GREATER PORTLAND 2020

- Regional Economic Development Strategy
- Partnership with U.S. Department of Commerce Economic Development Administration

PRIMARY METRICS

- 100 businesses/organizations are investors
- 80% of jurisdictions with a population over 10,000 are investors



CHOOSE GREATER PORTLAND *BUSINESS RECRUITMENT*

OBJECTIVE

Create targeted awareness of the value proposition for the region as a place for business; grow the recruitment funnel to bring traded-sector expansion and relocation projects to the region.

INITIATIVES

RECRUIT

- In-bound lead management
- Out-bound targeted company inquiry
- Quarterly out-bound trips
- Company engagement
- Regional large site recruitment strategy

REACH

- Collateral and digital tools
- Awareness and knowledge marketing campaigns

PRIMARY METRICS

- 200-400 new traded-sector jobs
- 2-4 company wins



STAY AND GROW IN GREATER PORTLAND

BUSINESS RETENTION

OBJECTIVE

Develop tools and services that support local community partners in their on-going efforts to retain and grow existing traded-sector companies in the region.

INITIATIVES

RETAIN

- Analyze company outreach
- Identify expansion opportunities

GREATER PORTLAND EXPORT INITIATIVE

- Leverage primary exporters
- Catalyze under-exporters
- Build export pipeline
- Brand and market our global edge

PRIMARY METRICS

- 20% annual increase Greater Portland exports
- Documentation of 50 business retention visits

SELECT 2014 WORK PLAN METRICS



RETURN ON
INVESTMENT

\$12 MEDIA
MILLION MENTIONS

20%

ANNUAL INCREASE
IN EXPORTS

and

80%

of cities and counties
with over 10,000
in population are
now GPI investors



OUR ROLE IN THE REGION

Greater Portland Inc is the regional economic development public/private partnership helping companies expand and locate to the Portland-Vancouver area. Together with our partners we work to nurture and recruit businesses that bolster the local economy and promote long-term job growth.

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Join us in shaping the region's economic future by becoming an investor in Greater Portland Inc



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