



## Building a Sustainable Economy

**PORTLAND DEVELOPMENT COMMISSION**

**WWW.PDC.US**




## Portland Development Commission



*Investing in Portland's Future*



- Our mission is to bring together resources to achieve Portland's vision of a diverse, sustainable community with healthy neighborhoods, a vibrant central city, a strong regional economy, and quality jobs and housing for all.




## Economic Development Strategy: A Five-Year Plan for Promoting Job Creation and Economic Growth

- Approved by City Council in July 2009
- Five year plan to create 10,000 jobs & a sustainable green economy




## Cluster Strategy

A cluster is a group of geographically concentrated, inter-related firms

Examples: Hollywood film industry, Silicon Valley

Benefits:

- Skilled workers
- Knowledge spillover
- Innovation
- Coordinated advocacy





## Why a Cluster Strategy?

- Deploy limited resources in a strategic and catalytic fashion.
- Develop a deep understanding of factors influencing competitiveness.
- Interact with groups of firms rather than isolated transactions.
- Facilitate industry-led innovation and interventions.
- Send a clear signal to regional and state partners to align resources.

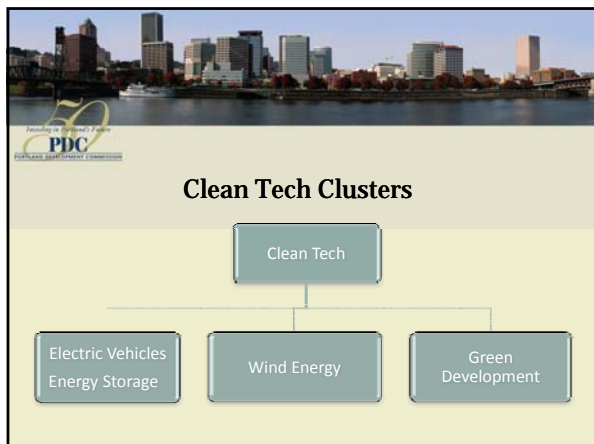



**PDC will fuel traded sector job growth in Portland through a focus on four clusters:**






**Advanced Manufacturing    Cleantech    Activewear    Software**



**PDC's Wind Cluster Strategy**

- Maintain an inventory of firms in the wind cluster
- Map Supply Chain/Potential suppliers
- Work closely with regional partners
- Convene cluster to identify regional strengths & weaknesses
- Identify workplan with regional partners

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- Partners**
- Business Oregon
  - Worksystems, Inc.
  - Oregon Manufacturing Extension Partnership
  - Higher Education
  - Regional Representation
  - Oregon Small Wind Energy Association
  - Renewable NW Project
  - PGE
  - Pacificcorp
  - Northwest Wind Industry Alliance

**Supply Chain Initiative**

Windpower 2010 - Pacific NW Wind Team

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- Wind Cluster Initiative – Supply Chain**
- Business Intelligence
    - Marketlink – (OEN)
    - Supply Chain/Workforce Grant – (OMEP/WSI)
  - Connecting Buyers and Sellers
    - Connectory Database (PNDC)
    - Matchmaking Services
  - Marketing Regional Strength
    - Brochure to market growing wind cluster in the Portland region (Greenlight)

**Northwest Connectory Database**

- Partnership between Business Oregon and Pacific Northwest Defense Coalition
- Comprehensive database of manufacturing capabilities
- Strengthens cluster relationships



Portland, Oregon  
**PDC**  
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### Next Steps

- Continue cluster development work with emphasis on convening emerging clusters and honing market analyses.
- Communicate cluster strategy broadly to internal and external partners.
- Further alignment of PDC and partner projects around cluster strategy.

**OUR NEXT 50 YEARS START NOW**



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