



Greenlight Greater Portland

# A Public-Private Partnership for Regional Economic Development



## Regional Challenge

- 2 Economic Development Organizations with overlapping purposes and functions
- Overlapping board membership
- Respective roles and responsibilities unclear
- Poor coordination and communication
- Limited funding and competition for resources
- No unifying regional economic development strategy/road map
- Record high unemployment and prolonged recession

# Regional Economic Development Consolidation Timeline:

December 2009	Regional Mayors and GGP Board members request proposal for merger
January – March 2010	“Tiger Team” develops straw proposal
April – June 2010	Extensive vetting of straw proposal
August 30 2010	Joint meeting of board leadership
September-October 2010	Tiger Team develops detailed business plan
November 2010	Vetting and outreach with Mayors, County Commissioners and GGP board members
December 2010	Joint board meeting and vote

**New Merged  
Organization  
Approved on  
April 7!**

# Regional Economic Development Focus Areas

EXPAND TRADED SECTOR ECONOMIC ACTIVITY

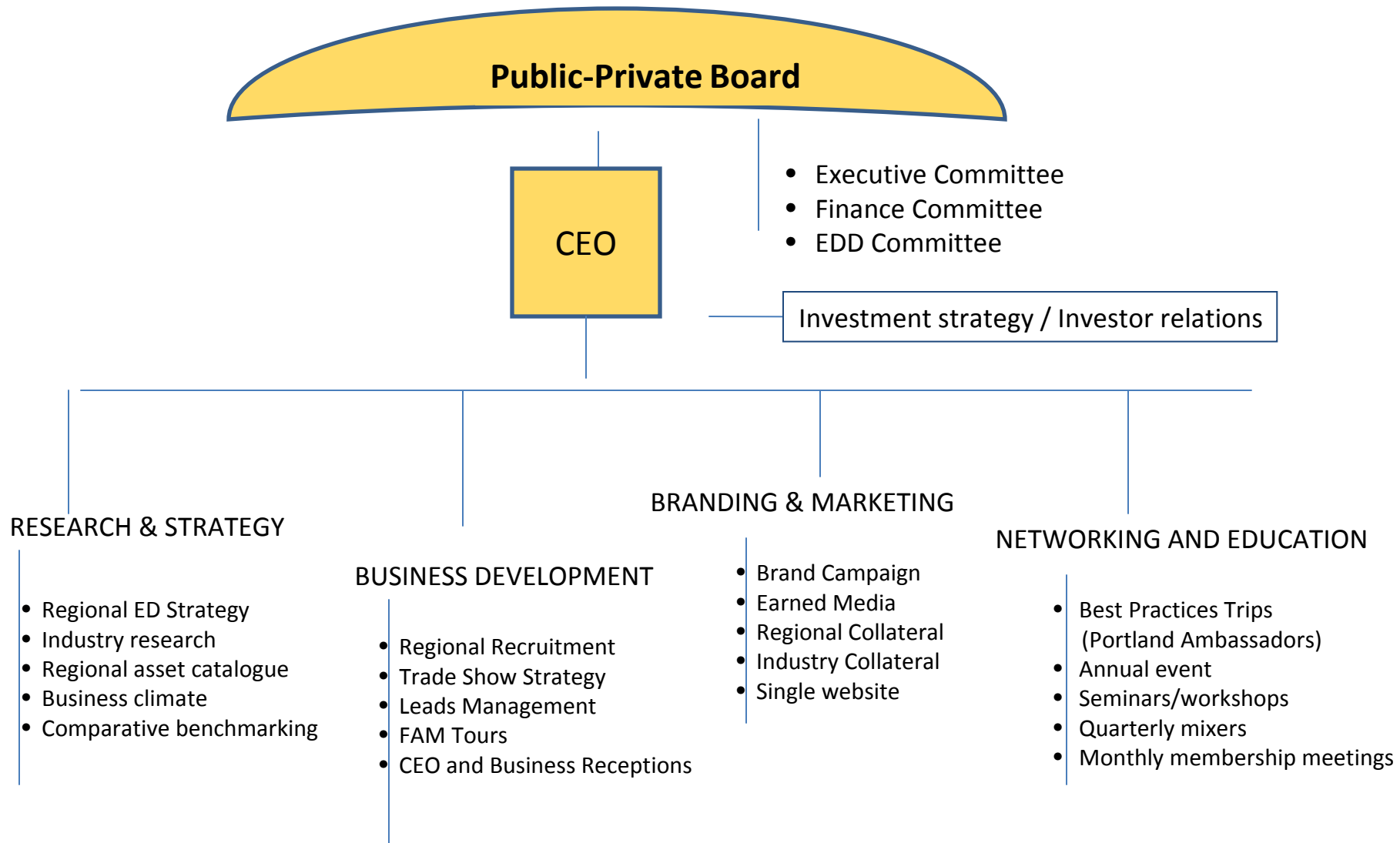
RETAIN AND GROW THE REGION'S DISTINCTIVE INDUSTRY CLUSTERS

ENHANCE THE REGION'S POSITION IN THE GLOBAL ECONOMY THROUGH  
FOCUS ON EXPORTS, INTERNATIONAL TRADE AND FOREIGN DIRECT  
INVESTMENT

CULTIVATE A CULTURE OF ENTREPRENEURSHIP

STRENGTHEN LINKS BETWEEN HIGHER EDUCATION AND REGIONAL  
ECONOMIC INNOVATION AND GROWTH

# Portland Metro Regional EDC





## **PUBLIC-PRIVATE BOARD**

### **Public Investors**

- Multnomah County
- Clackamas County
- City of Beaverton
- City of Portland
- City of Hillsboro
- City of Gresham
- City of Vancouver
- Small City Consortium
- Metro
- Port of Portland
- PSU
- OHSU

### **Private Investors**

- Regence Group
- US Bank
- Bank of America
- Stoel Rieves
- Schwabe
- PGE
- Standard Insurance
- Oregon Live
- Small Business Consortium