



METRO COUNCIL WORK SESSION
MEETING SUMMARY
March 14, 2013
Metro Council Chamber

Councilors Present: Councilor President Tom Hughes, Councilors Shirley Craddick, Carlotta Collette, Kathryn Harrington, Craig Dirksen, Bob Stacey, and Sam Chase

Councilors Excused: none

Council President Tom Hughes convened the Metro Council work session at 3:10 p.m.

1. HELPING COMPANIES EXPAND AND RELOCATE TO GREATER PORTLAND

Mr. Sean Robbins and Mr. Derrick Olsen provided background and updates on Greater Portland Inc (GPI). The presentation provided the Council with information on GPI's purpose and created discussion about GPI's successes and strategies.

Mr. Sean Robbins explained that GPI is a public-private partnership focused on economic development through business expansion in and relocation to the Portland Metropolitan region. He noted that GPI leadership comes from both the public and private sectors, including major company CEOs, local university leadership, and public leaders like Metro Council President Tom Hughes.

Mr. Robbins explained that GPI follows an economic development work plan with three key aspects:

- **Business Development-** GPI recruits in four target clusters that have a high multiplier effect: athletic and outdoor apparel and gear, high-tech software, advanced manufacturing, and clean technology.
- **Marketing and Branding-** GPI uses regional business leaders as examples to showcase successful businesses already located in the region.
- **Regional Strategy and Coordination-** GPI acts as the region's coordinator for shared economic priorities and unified strategies, like the Greater Portland Export Initiative Business Plan.

Mr. Robbins noted that the Portland Metropolitan region is competing against other regions, including Denver, Austin, and Salt Lake City, for business expansion and relocation. Mr. Robbins explained that GPI strategizes to bring expansion and relocation to the area by promoting the region as a whole, but does not allocate projects to different communities. He cited the example of Salesforce and its decision to locate in Hillsboro. GPI helped bring Salesforce to the region, but allowed Hillsboro to compete for and finish the deal.

Mr. Derrick Olsen detailed the Greater Portland Export Initiative Business Plan and the four strategies covered in the plan. The plan runs over a three year period that began six months ago. The four strategies are:

- **Leverage Primary Exporters-** GPI will work with the region's primary exporters, namely electronics exporters, to maximize the supply chain and fill in holes in the chain.
- **Catalyze Under Exporters-** GPI plans to utilize expertise and statistical information, available from local exporters and public agencies, to create business resources. An export atlas may be one of these resources. GPI is also working to provide a resource website and training for small to medium size businesses that want to begin exporting.
- **Build Export Pipeline-** To encourage small business exporting, GPI plans to work with local community leaders and officials to increase their understanding of export. By creating comfortable discussion about exporting, GPI hopes to bring more local small-scale exporters into the export pipeline.
- **Brand and Market-** GPI will attempt to internationalize the region's market. Their marketing strategy is geared toward domestic and international businesses.

Council Discussion:

- The Council discussed Metro's future role in GPI. Mr. Robbins noted that Metro would be involved in GPI's resource mapping. This mapping would serve as an asset for site visits, allowing GPI to show prospective companies sites that would suit the needs of their enterprise. Metro leaders will also continue to be involved in GPI leadership, as Council President Hughes is currently.
- The Council discussed the concern that communities will retrench in localized economic policies and abandon policies that promote regional economic growth. Councilors inquired about strategies to help mitigate this retrenchment. Mr. Robbins admitted that localization of efforts is always a concern when communities try to act as a unified region.
- The Council inquired about GPI's funding sources and the geographic distribution of those sources. Mr. Robbins explained that the total GPI budget is \$1.6 million and Metro's contribution is \$50,000. He also noted that much of the budget comes from the contributions of member cities from across the region.
- The Council expressed appreciation for GPI's realistic take on the challenges regional economic development presents.
- The Council discussed the GPI leadership board's adoption of the Regional Principles of Collaboration in January, 2013. Mr. Olsen explained that the Principles lay basic ground rules for regional collaboration. He further detailed the method cities will use to lay out policies for different economic development scenarios.

- The Council discussed which small cities are involved in GPI, what resources are available to the small cities, and the fees paid by these cities. Mr. Robbins explained that the fees paid by the smaller cities are based on population.
- The Council inquired about which investors allowed GPI to participate in the initial Brookings Institution project that created the Greater Portland Export Initiative Business Plan. Mr. Robbins cited the seven initial investors including: City of Gresham, City of Hillsboro, and U.S. Bank.

2. ADJOURN

Seeing no further business, Council President Tom Hughes adjourned the Council work session at 4:18 p.m.

Prepared by,



Camille Tisler

| Council Office Policy Assistant

ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF March 14, 2013

ITEM	DOCUMENT TYPE	DOC DATE	DOCUMENT DESCRIPTION	DOCUMENT No.
1.0	Handout		Greater Portland Export Plan	31413cw-01
2.0	Handout		Handout	31413cw-02
3.0	Handout	10/2012	Greater Portland Export Initiative Business Plan	31413cw-03