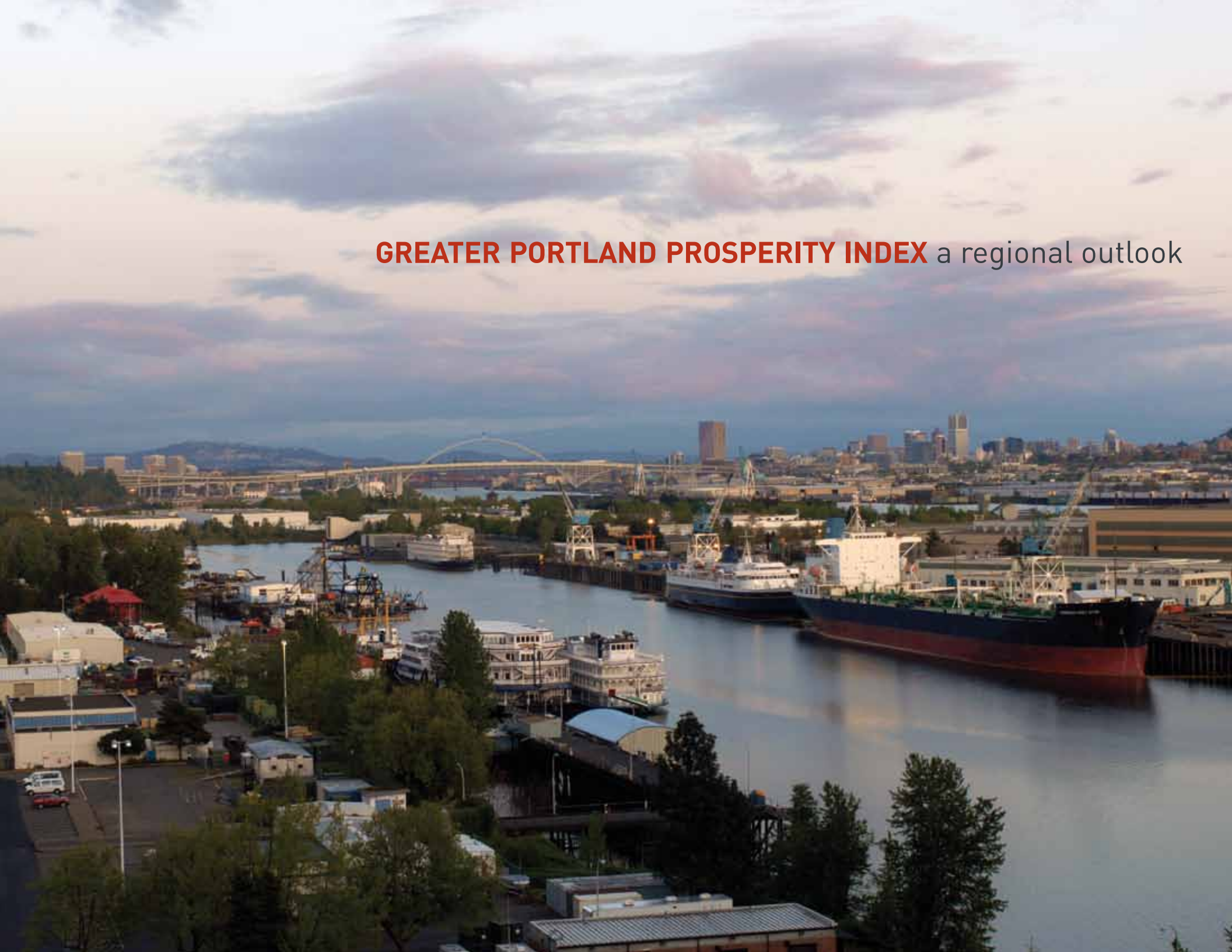
GREATER PORTLAND PROSPERITY INDEX a regional outlook



4 DEMOGRAPHICS
8 ECONOMY AND INDUSTRY
12 SPOTLIGHT ON MANUFACTURING
18 HIGHER EDUCATION
20 LIVING
24 COST COMPARISON

COVER PHOTO: PORT OF PORTLAND. VIEW FROM PLANE: CHARLES GULLUNG

SNAPSHOT

AS YOU DESCEND INTO GREATER PORTLAND, if you're lucky enough to have scored a window seat, it's likely you'll spot climbers nearing the summit of Mount Hood or kiteboarders catching air on the Columbia River. On final approach to America's best airport for business travelers (Conde Nast Traveler, three years in a row), city skyscrapers come into view, framed by the hills of the metro region.

Welcome to greater Portland.

This book offers a 30,000-foot introduction to the region, a statistical aerial overview of how Portland-Vancouver stacks up against nine other western metros, benchmarking economic health, quality of life, demographics and education.

From above, the region appears an urban oasis in an emerald sea of fir. Greater Portland is green, and the lushness of its backdrop has inspired an enduring commitment to sustainable living. It's been voted the greenest city in America (American Business Journals) and ranked one of the best places for green jobs (Clean Edge research firm).

While most metros have by now climbed aboard the sustainability bandwagon, it's not much of a stretch to say greater Portland *built* that bandwagon, enacting landmark land-use laws and investing in a public transportation network in the 1970s, while others built highways to sprawling suburbia.

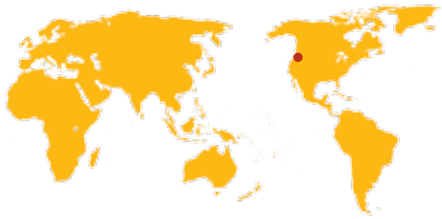
Known as one of the nation's most livable cities, greater Portland pulls in young people — aka talent — who serve signature industry clusters including athletic apparel and gear (home to Columbia Sportswear, Adidas and Nike), green development (two of *Architecture* magazine's top 10 green firms are here) and any number of companies helping turn out windmills and solar panels and fuel cells. Building on the tradition of high-tech manufacturers Intel and Tektronix, Portland-Vancouver is home to one of the most prolific green energy clusters in the world.

Situated midway between San Francisco and Seattle, greater Portland has easy access to the largest domestic and international consumer markets, including California and Asia. Given the low cost of living and one of the lowest tax burdens for C-corps in the U.S., it's not surprising to find greater Portland on the letterhead of some of the country's fastest-growing businesses (50 among the Inc. 5000).

"Portland has created vibrant electronics, clean-tech, health sciences and apparel sectors, and one of the largest and most innovative open source software communities in the world," noted *Entrepreneur* magazine, naming the metro one of the top 10 startup-friendly in the nation. "There's an openness and energy that permeates the whole culture, an infectious enthusiasm...and a faith that any problem can be overcome through dedication and smart decisions."

Enjoy your journey through the Greater Portland Prosperity Index. Then adjust your seatback to the full, upright position.

And prepare for arrival.



GREATER PORTLAND

FIFTH-LARGEST WEST COAST METRO, 2.3 MILLION RESIDENTS

GROWING WORKFORCE OF 1.1 MILLION BY 2015, AN 11% INCREASE OVER 2010

500,000 RESIDENTS 25 AND OLDER WITH A BACHELOR OR HIGHER DEGREE

ECONOMIC OUTPUT OF $133.9 BILLION IN GROSS REGIONAL PRODUCT

STRONG SUITS: ATHLETIC APPAREL AND GEAR; COMPUTER SOFTWARE; GREEN BUILDING AND DESIGN; CLEAN TECH, ELECTRONICS AND METALS MANUFACTURING

EXISTING-SINGLE FAMILY HOUSING VALUE OF $258,125

MEDIAN HOUSEHOLD INCOME OF $57,416, TO GROW 21.3% TO $69,648 BY 2015

AVERAGE REGIONAL COMMUTE: 25.8 MINUTES

DAILY NON-STOP FLIGHTS: 48 TO DOMESTIC AND INTERNATIONAL DESTINATIONS

City Inspiring the Future **FAST COMPANY**

LOOK WHO'S HERE

DEMOGRAPHICS

AS THE FIRST WAVE OF BABY BOOMERS CRESTS INTO retirement, metros are competing for an increasingly scarce resource: talented young people who'll fill those shoes. Between 1990 and 2000, as the number of boomers reaching their sixth decade soared by 27.6%, the number of 25- to 34-year-olds — statistically the hardest working segment of the population — declined nationwide by 8%.

Where are those 3 million young people? A bigger-than-average share has landed in greater Portland.

Portland-Vancouver experienced a 12% net gain of 25- to 34-year-olds from 1990 to 2000 — 37,400 young, educated, hip tastemakers lured by a wide range of creative firms, including global standouts Wieden+Kennedy and Ziba Design, or simply by Portland's outdoor playground and vaunted quality of life. And many of them stayed on to found firms — or bistros or organic farms or fashion design shops or other ground-breakers (ever heard of Zipcar?) — of their own.

People keep coming. Some 89,000 newcomers of all ages — more than 4% of greater Portland's population — arrived in 2008 alone. And not only are these arrivistes skewing the metro's median age ever downward (to 37, a year younger than Seattle's, two years younger than San Francisco's), they're also significantly adding to the metro's diversity.

In the eight years between 2000 and 2008, greater Portland's nonwhite population soared by 38% (compared to the national average of 21%), according to the Brookings Institution's 2010 analysis of Census Bureau American Community Survey data. During the same period, greater Portland's foreign-born population increased by 34.6%, compared to 22% nationally.

Portland-Vancouver also skews the curve by degrees: While nationwide, 28% of residents over 25 hold bachelor's degrees, here it's more than a third — a number that increased 4.5% from 2000 to 2008.

This is a good thing, as one of the most significant factors in a city's economic success, say experts including Harvard economist Edward Glaser, is the education level of its workforce. While the continued migration into greater Portland has fed the jobless rate during the recession, those newcomers — especially young, educated workers — will be an ace in the hole that helps the region take off again.

NOT TOO BIG, NOT TOO SMALL. More than 2.3 million residents live in greater Portland, the fifth-largest metro on the West Coast. In the next six years, greater Portland is expected to add more than 162,000 residents, topping more 2.4 million, a 7% increase over 2010.

FACES OF MANY RACES. Greater Portland's African-American population grew more than 9% in the last five years, to more 62,000 residents, while the Asian population grew 12%, adding 13,000 residents. Hispanics now account for 10% of the region's total population — a 24% increase since 2004.

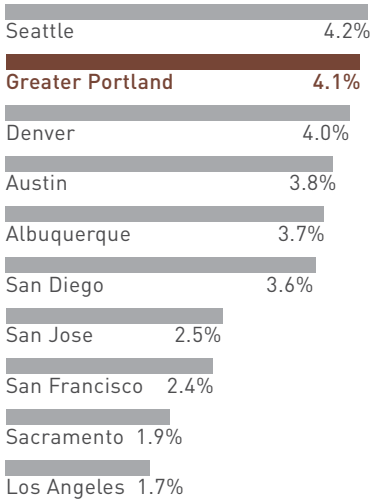
SAY WHAT? An estimated 352,000 of greater Portland-Vancouver residents (17% of the population) are bilingual — nearly half of them Spanish speakers, and 27% Asian-language speakers.

PHOTO: CHARLES GULLUNG

Second Story interactive multi-media studio

NEW RESIDENTS

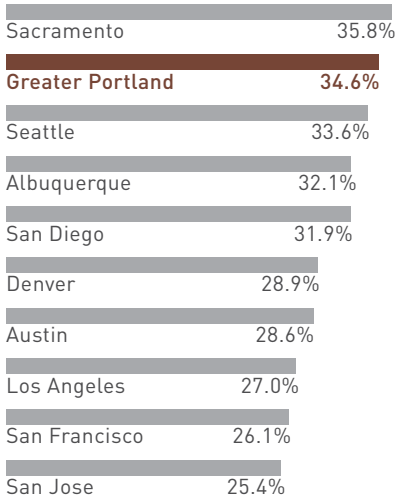
% WHO LIVED OUTSIDE OF METRO'S STATE IN PREVIOUS YEAR



SOURCE: U.S. CENSUS AMERICAN COMMUNITY SURVEY 2008

SOME COLLEGE OR ASSOCIATE DEGREE*

% OF POPULATION 25 AND OLDER

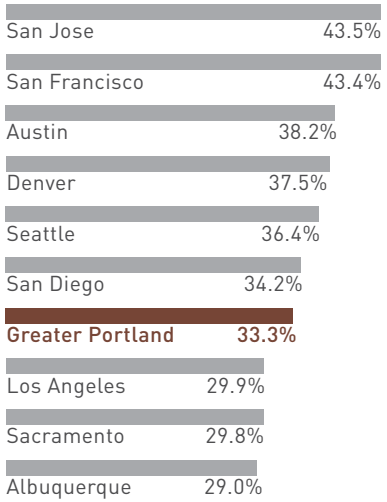


*NOT INCLUDING PEOPLE WITH DEGREES HIGHER THAN ASSOCIATE

SOURCE: U.S. CENSUS AMERICAN COMMUNITY SURVEY 2008

BACHELOR OR HIGHER DEGREE

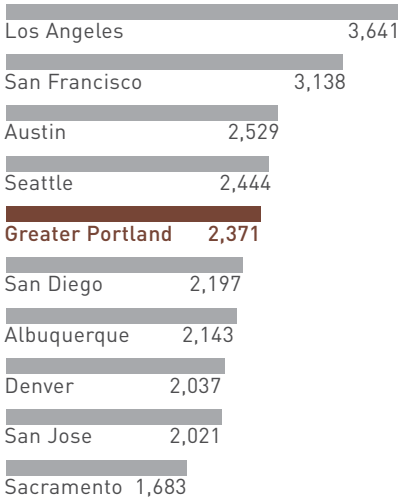
% OF POPULATION 25 AND OLDER



SOURCE: U.S. CENSUS AMERICAN COMMUNITY SURVEY 2008

ARTISTS AND ENTERTAINERS

PER 100K RESIDENTS



SOURCE: U.S.CENSUS AMERICAN COMMUNITY SURVEY 2008

XpanD
X102 active shutter 3D glasses

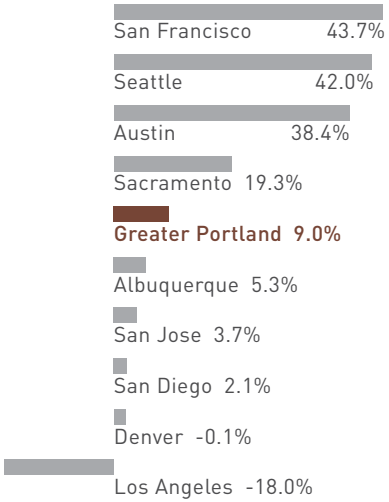
Renovo Design LLC
Pandurban Commuter
laminated bamboo bike

A-dec Inc.
Dental chairs and equipment

Planar Systems Inc.
LCD digital display

MINORITIES

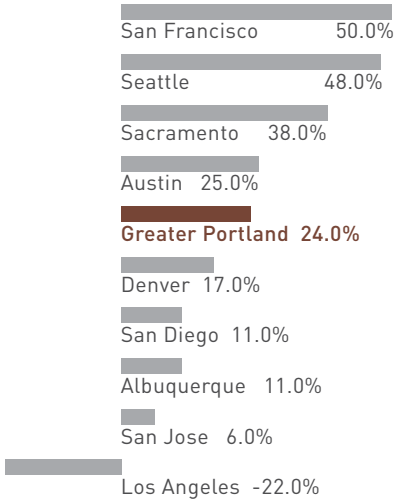
GROWTH 2004-2008



SOURCE: U.S. CENSUS
AMERICAN COMMUNITY
SURVEY 2008

HISPANICS

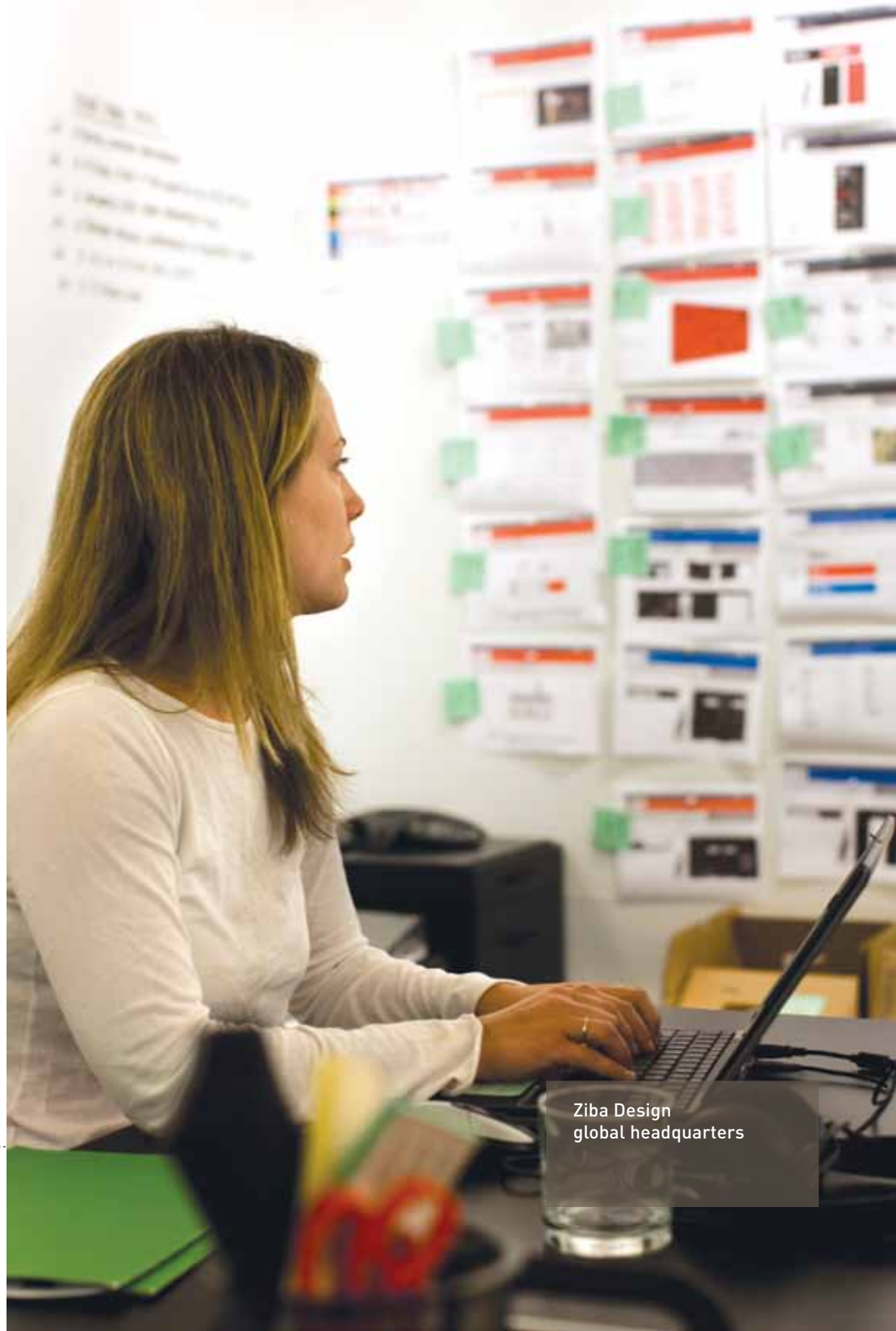
GROWTH 2004-2008



SOURCE: U.S. CENSUS
AMERICAN COMMUNITY
SURVEY 2008

Leupold & Stevens Inc.
VX-3 riflescope

The Light Edge Inc.
Industrial lighting



Ziba Design
global headquarters

REBOUND FOR GREATNESS

ECONOMY AND INDUSTRY

THERE'S NO DENYING THE RECESSION'S BEEN TOUGH on greater Portland. But the very conditions that led to Portland metro's economic cliff dive — a regional economy that's more centered on manufacturing and trade than most major U.S. metros — portends an equally fast and robust economic rebirth for greater Portland.

One of the most promising signs is an exponential uptick in the number of containers being loaded onto Asia-bound freighters that have been calling on the ports of Portland and Vancouver. In 2010, the Port of Portland, which shipped 87,000 containers last year, will lease its Columbia River terminal to a Manila-based private contractor, which is expected to leverage its connection to markets around the world to further increase greater Portland's export volume.

"Most of those exports are things that we manufacture, particularly high-tech goods," notes Joe Cortright, principal economist at Impresa, a consulting firm that specializes in regional economic analysis. "We sell our stuff in global markets to places like China and India that are growing much more rapidly than the United States. Portland is in a better position than the average U.S. metro to benefit from the global rebound."

By 2015, the region's gross regional product will soar by 22%, outpacing that of Los Angeles, San Francisco and Seattle. Employment will dwarf population growth — a dramatic turnaround from the region's 10.5%. Which, as formidable an obstacle as that seems, is better than the crash of the 1980s, when unemployment peaked, and remained, at 11%.

In response, Portland retooled its economy, transitioning from timber to high-tech manufacturing and trade, calling to mind another greater Portland core strength: flexibility. Because recovery is the art of bouncing back.

"The Clevelands and Detroits are experiencing far worse trauma than they've ever experienced, and it's not clear that they have the resilience in their institutions to respond," notes Cortright. "Part of it is civic institutions, part of it is business and labor leadership and a bunch of other things. But I think the resilience of a place like Portland and its ability to adapt to a changing environment are big pluses in a world where there's as much uncertainty and volatility and change as there is right now."

GOOD FORTUNE. Portland-Vancouver is home to five Fortune 1000 companies, two of which are among the future 500, whose combined revenues represent more than $32 billion. Add Intel (rank 60), with 15,000 employees in the region, and the revenues double to $70.4 billion.

GROWING SUCCESS. Seven greater Portland companies rank among the Inc. 500, the country's fastest-growing businesses, and 50 companies among the top 5000. Together these companies boast more than $2.1 billion in revenue and average growth of 489%.

FREELANCE HAVEN. The region is home to more than 150,000 freelance workers — three times the number in Albuquerque (51,453) and 16% more than in Austin. In the past five years, greater Portland's freelance community has grown 20%, to 24,000.

CAPITAL INFUSION. Since 1999, 280 greater Portland companies have received more than $2.7 billion in venture backing through 368 deals. In 2010, Portland announced a $500,000 seed fund to lure startups to the metro.

PATENTS FOR PORTLAND. In the last decade, greater Portland received 12,109 patents. Over the last five years, the number has increased by 17%.

FORTUNE 1000 COMPANIES	RANK
INTEL*	62
NIKE	153
PRECISION CASTPARTS	444
STANCORP FINANCIAL	727
SCHNITZER STEEL INDUSTRIES	757
PORTLAND GENERAL ELECTRIC	962

*THE REGION'S LARGEST EMPLOYER, HEADQUARTERED IN SANTA CLARA, CA
SOURCE: FORTUNE 2010

PHOTO: CHARLES GULLUNG

OUTDOOR WEAR AND GEAR

Against a scenic backdrop of some of the world's most awesome natural assets, outdoorsy giants Columbia Sportswear, Adidas North America and Nike (one of five greater Portland Fortune 1000 firms and, like children's clothier Hannah Andersson, an Apparel magazine top five "sustainability all-star"), greater Portland welcomed Chinese upstart Li Ning Sports USA in 2010. The company opened its North American headquarters and first U.S. retail outlet in the heart of Portland. The outdoors cluster's few hundred smaller firms include Keen Footwear, Leatherman Tools, Benchmade Knife and LaCrosse Footwear.

Li Ning Sports USA

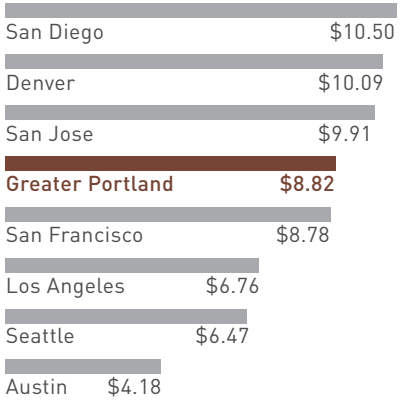
SOFTWARE

Following in the footsteps of open-source software pioneer Linus Torvalds and nourished by the Software Association of Oregon and Oregon Entrepreneurs Network, a bevy of software startups have taken root in greater Portland. They include ShopIgniter, a retail social-networking firm that received $3 million in venture capital from Seattle's Madrona, and Schrodinger, a maker of software for the biotech industry that received $10 million from Bill Gates' Cascade Investment in 2010. The growth of TriQuint, maker of chips that help power iPhones and iPads, is off the charts — regularly beating even the boldest of analyst predictions.

PHOTO: CHARLES GULLUNG

VENTURE CAPITAL

MILLIONS PER COMPANY INVESTMENT

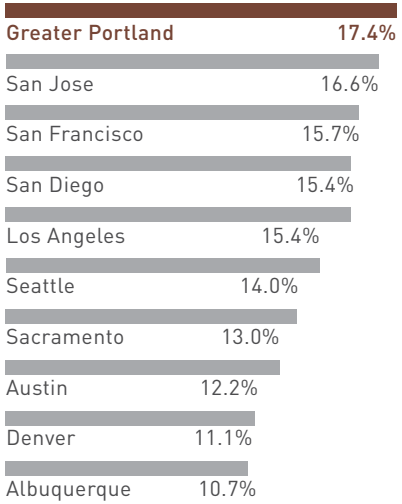


SOURCE: PRICEWATER-HOUSECOOPER/THOMSON REUTERS/NVCA MONEYTREE SURVEY 2010

NOTE: DATA NOT AVAILABLE FOR ALBUQUERQUE AND SACRAMENTO

MEDIAN HOUSEHOLD INCOME

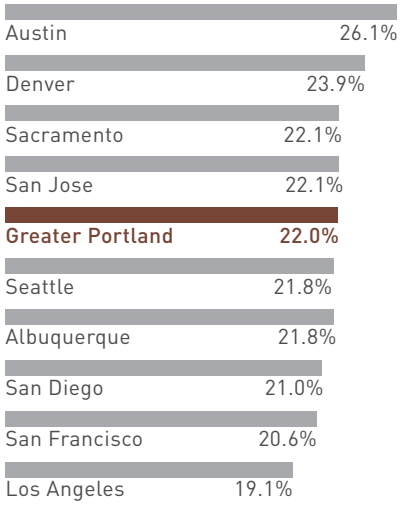
PROJECTED GROWTH 2011-2015



SOURCE: IHS GLOBAL INSIGHT 2010

GROSS REGIONAL PRODUCT

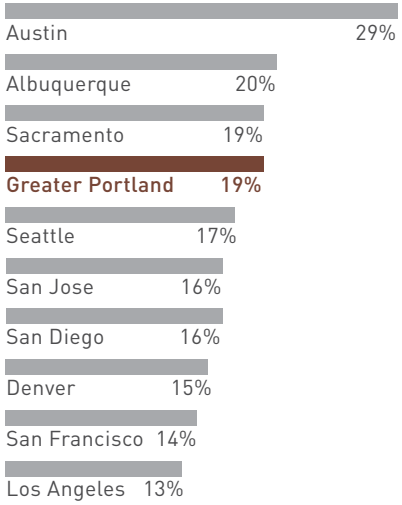
PROJECTED 2011-2015



SOURCE: IHS GLOBAL INSIGHT 2010

FREELANCERS

GROWTH 2003-2008

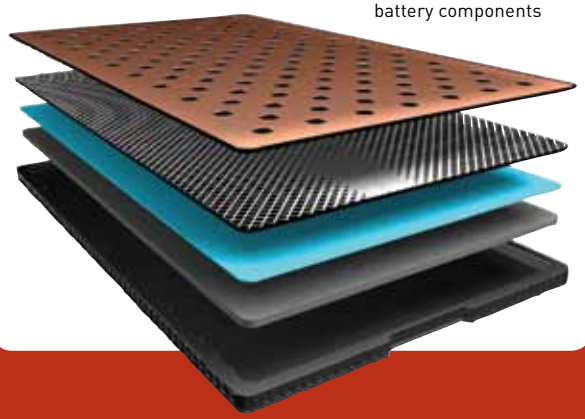


SOURCE: U.S.CENSUS AMERICAN COMMUNITY SURVEY 2008

CLEAN ENERGY

Complementing German panel manufacturer SolarWorld, Tokyo-based Ferrotec Corp. will open a foundry in greater Portland in 2010, producing quartz crucibles for the region's solar industry. Swiss-owned ReVolt Technology has announced plans to open a U.S. manufacturing center here to produce batteries for electric vehicles, themselves increasingly looking to greater Portland as a test market. And startup ClearEdge Power will use $11 million in venture capital (in Q1 2010, regional startups received $58.3 million in capital, double the previous year's total) to manufacture fuel cells to power homes and businesses. While Oregon provides a significant lure for renewables companies in the Business Energy Tax Credit, which can halve the cost of project costs, Washington exempts sales and use tax for the purchase or lease of machinery used to generate energy from renewable sources.

ReVolt Technology battery components



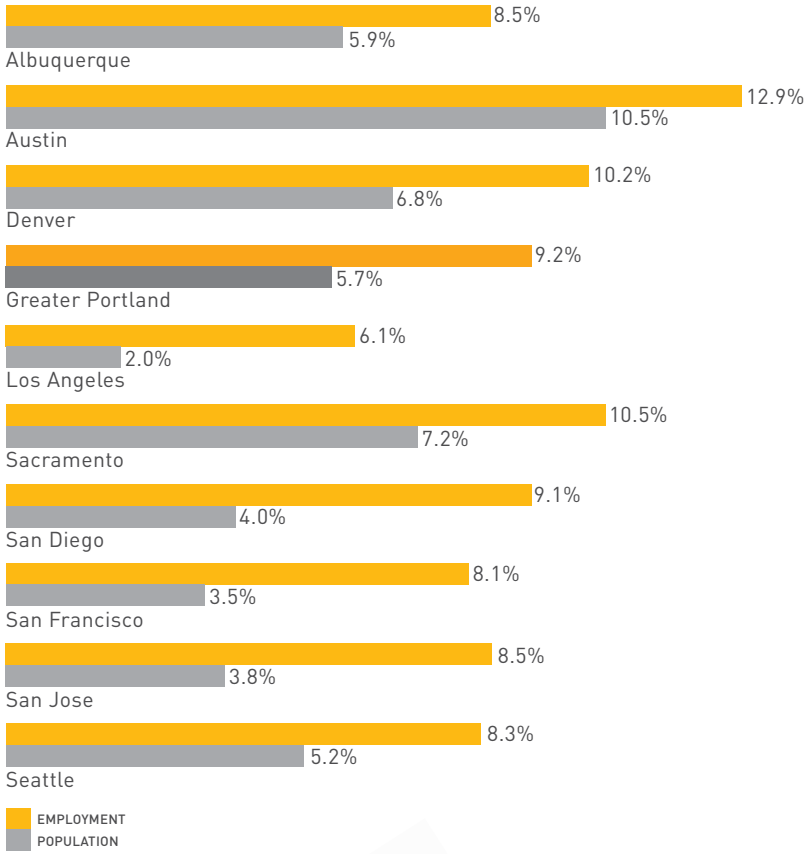
GREEN BUILDING

Portland boasts more LEED-rated buildings — 103 — than all western metros, second only to Chicago (with 120 LEED buildings), employing 478 LEED architects (fifth per capita in the United States), green gurus whose expertise has become not just a regional asset but an official export, a hot commodity in China. Closer to home, responding to a halt in new construction worldwide, groundbreaking green developer Gerding Edlen Development Co. recently shook off the specter of bankruptcy by spinning off a business that's centered not around building green from the ground up but retrofitting existing structures with energy-efficient windows, insulation, lighting and low-flow fixtures.

Gerding Theater, LEED-platinum rehab of historic armory

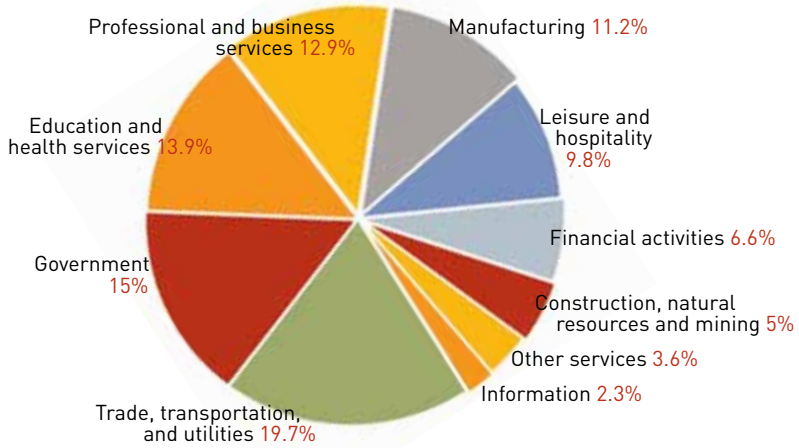
POPULATION AND JOBS

PROJECTED 2011-2015



SOURCE: IHS GLOBAL INSIGHT 2010

EMPLOYMENT BY INDUSTRY 2010



The look ahead

While all sectors in greater Portland saw flat or negative job growth from 2009-2010, all but government are slated to gain in 2010, and continue adding jobs through 2015. Sectors will see increases from 1.7% (finance) to 22.2% (construction. Manufacturing is slated for 14.0% growth — ranking it first for that sector among all 10 benchmark regions. Professional services is the other big gainer, slated for 22.9% increase through 2015, leapfrogging over government and education/ health care to become the region's no. 2 sector in total jobs.

PHOTO: CHARLES GULLUNG

GREATER PORTLAND INDUSTRY SECTORS

	2010 EMPLOYMENT	RANK AMONG BENCHMARKS	2009-2010 EMPLOYMENT GROWTH	RANK AMONG BENCHMARKS	2010-2011 EMPLOYMENT GROWTH	RANK AMONG BENCHMARKS	2011-2015 EMPLOYMENT GROWTH	RANK AMONG BENCHMARKS	2010 GRP $ IN BILLIONS	RANK AMONG BENCHMARKS	2011-2015 GRP GROWTH	RANK AMONG BENCHMARKS
MANUFACTURING	108,760	5	-3.2%	8	2.8%	4	11.2%	1	22.1	5	41.1%	2
PROFESSIONAL AND BUSINESS SERVICES	125,520	7	0.0%	10	4.9%	10	18.0%	2	13.1	8	21.0%	10
LEISURE AND HOSPITALITY	94,950	6	-0.7%	2	0.1%	2	8.2%	2	3.6	7	17.7%	8
GOVERNMENT	146,340	7	-0.3%	6	-1.0%	4	6.8%	3	11.9	7	11.6%	7
OTHER SERVICES	35,240	6	-2.2%	10	0.7%	7	4.5%	3	2.6	7	10.9%	10
INFORMATION	22,440	7	-2.9%	3	2.6%	9	5.2%	3	4.4	8	24.9%	8
EDUCATIONAL AND HEALTH SERVICES	135,120	6	0.6%	10	1.9%	6	6.2%	5	9.5	7	15.9%	8
TRADE, TRANSPORTATION AND UTILITIES	191,210	6	-1.3%	7	1.3%	8	7.7%	6	17.9	4	17.5%	4
CONSTRUCTION, NATURAL RESOURCES AND MINING	49,070	6	-7.0%	4	1.2%	5	21.0%	7	5.1	7	29.7%	3
FINANCIAL ACTIVITIES	63,840	6	-2.3%	10	0.5%	9	1.2%	9	23.4	7	14.3%	10

Oregon Iron Works
wave buoy project

MAKING IT IN GREATER PORTLAND

MANUFACTURING

THINK OF THE REGION'S MANUFACTURING SECTOR as the Green Belt, a cluster of businesses trending lean and green, innovating earth-friendly products from bamboo bicycle frames to silicon ingots for solar panels. This sector — slated to add 15,000 jobs between 2010 and 2015 — may well be the economic engine that hauls greater Portland out of the recession and into the future.

Trade, transportation and manufacturing in Portland-Vancouver employ more than 300,000, an industrial army that produces nearly a third of the gross regional product. In 2010, manufacturing's GRP contribution itself will exceed $22 billion — nearly a quarter of the area's economy — a 4% increase from 2009. By 2015 manufacturing GRP will top $33 billion.

Greater Portland's 108,000 factory workers earn $33,890 a year (nearly 14% more than they'd earn in L.A.), with Oregonians producing $263,216 worth of goods and services, outperforming Californians by 85%. Their output, more than double the national average, ranks best in the West. The sector's five-year 11.2% projected growth also tops that of all western metros — and is twice that of Seattle and Los Angeles.

The region's largest employer is Intel, providing jobs to 15,000 and operating with a conscience, having purchased more green power in 2009 than any other company in the U.S. Portland is also home to Fortune 500 Precision Castparts, maker of (among other things) parts for the Space Shuttle's main engines. Longtime resident Boeing recently broke ground on a $100 million plant that will add 150 workers to its payroll by 2014, when the 62,000-square-foot facility — specializing in machining complex metal parts, gear systems and flight controls — is up and running.

Portland-Vancouver manufactures the big (think United Streetcars' trolleys and Christensen yachts — Tiger Woods bought his here), the medium-sized (Nautilus fitness machines), and the small (Acumed screws that hold knee ligaments together). And then there's the teeny tiny: micro- and nano-innovations produced by a growing subcluster of companies that draw support from Oregon Nanoscience and Microtechnologies Institute, a collaboration with regional universities and the Pacific Northwest National Laboratory.

Some of the region's goods *are* good. Regional food manufacturers have capitalized on nature's graces, producing everything from soup to nuts — much of it grown and produced conscientiously. The Food Alliance, which promotes sustainability, good working conditions and careful stewardship of ecosystems, was born here and now certifies more than 320 farms and ranches in Canada, Mexico and the U.S.

MORE GOODS, MORE JOBS. Projected job growth of the region's manufacturing sector through 2015 is first among benchmarks.

IN DEEP WATER. The region's deepwater ports provide easy access to Asia, the destination for two-thirds of all cargo from the metro region and 6% of the nation's export total. In 2009, the Port of Vancouver offloaded nearly 3,000 wind turbine blades and tower supports destined for wind farms along the Columbia River Gorge.

COST-EFFICIENT UTILITIES. Industrial electrical costs in Washington (4.34 cents per kilowatt) and Oregon (5.58) are half California's and 25% less than Colorado's (6.31) and Texas' (6.99).

EXPORT GOODS. In 2009, computer and electronic products accounted for 45% of all Oregon exports, while machinery and transportation equipment and primary metal manufacturing accounted for 16%.

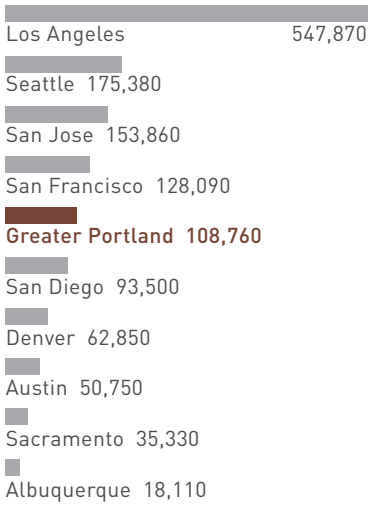
FOREIGN CARS. Japan accounted for more than 53% of Port of Portland exports, and 53% of that total was passenger motor vehicles. The ports of Portland and Vancouver combined make up the third-largest auto importer in the U.S. Honda, Hyundai, Subaru and Toyota all route vehicles through the region.

EXPORTS PER CAPITA. Together Washington and Oregon accounted for 73.8 billion short tons of exports in 2008 — 6% of all U.S. exports. Washington ranked third among all states, with 8,300 short tons per capita; Oregon ranked seventh (5,116 per capita).

Ninth Smartest City **THE DAILY BEAST**

MANUFACTURING 2010

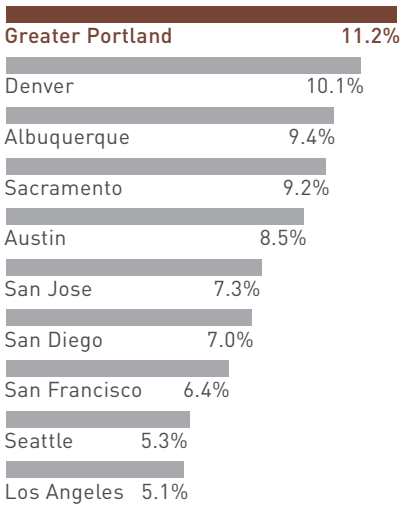
EMPLOYMENT



SOURCE: IHS GLOBAL INSIGHT 2010

MANUFACTURING 2011-2015

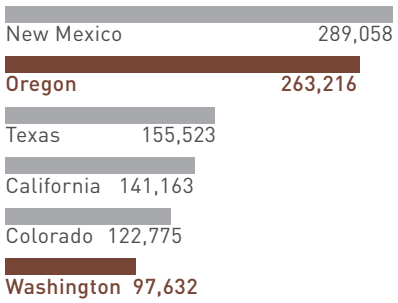
PROJECTED EMPLOYMENT



SOURCE: IHS GLOBAL INSIGHT 2010

MANUFACTURING OUTPUT

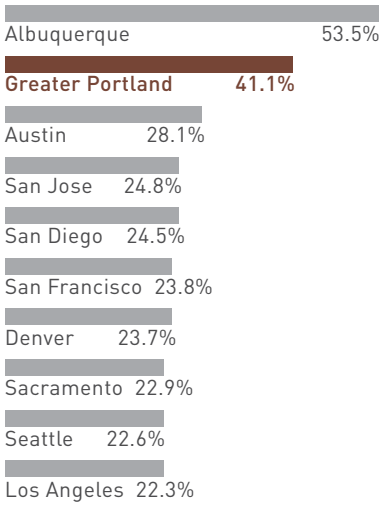
DOLLARS PER WORKER 2008



SOURCE: BUREAU OF ECONOMIC ANALYSIS 2008

MANUFACTURING CONTRIBUTION TO GRP

PROJECTED % OF GRP 2011-2015



SOURCE: IHS GLOBAL INSIGHT 2010

Timbercon Inc.
Armadillo LC Loopbacks
fiber-optic measurement tool

Planar Systems Inc.
PR 9020 projector

Clear Creek Distillery
Spirits

With greater Portland's bargain-rate industrial land ($5.88 per square foot here, compared to $11.68 in San Jose), affordable and abundant hydropower from the nearby Columbia River (averaging 4.96 cents per kilowatt, half the industrial rate in California) and generous tax incentives, manufacturers from all over have opened factories here. Genentech cut the ribbon on a $400 million pharmaceutical plant and distribution center in 2010, and German-owned SolarWorld invested $1 billion in its half-million square foot panel-making factory, the epicenter of a burgeoning renewable energy cluster that's among the largest in the world.

Wind companies Vestas Wind, Iberdrola Renewables, Element Power and others are tapping into a rich vein of regional manufacturers that supply them with parts and services to keep their blades spinning. The industry is also well supported by educational institutions across the region that provide technical training, certification and degree programs.

To further wind-energy research, Portland State University recently installed a half-million-dollar wind tunnel, aiding regional architecture and engineering firms' exploration and innovation. The tunnel got support from Oregon Built Environment & Sustainable Technologies (BEST), a nonprofit that connects green building and renewable energy businesses with university researchers and laboratories.

To supply skilled workers for the region's manufacturing sector overall, several greater Portland manufacturers banded together in 2010 to sponsor the Academy of Industrial Sciences, a charter high school that will open in the fall and four years later begin fielding graduates.

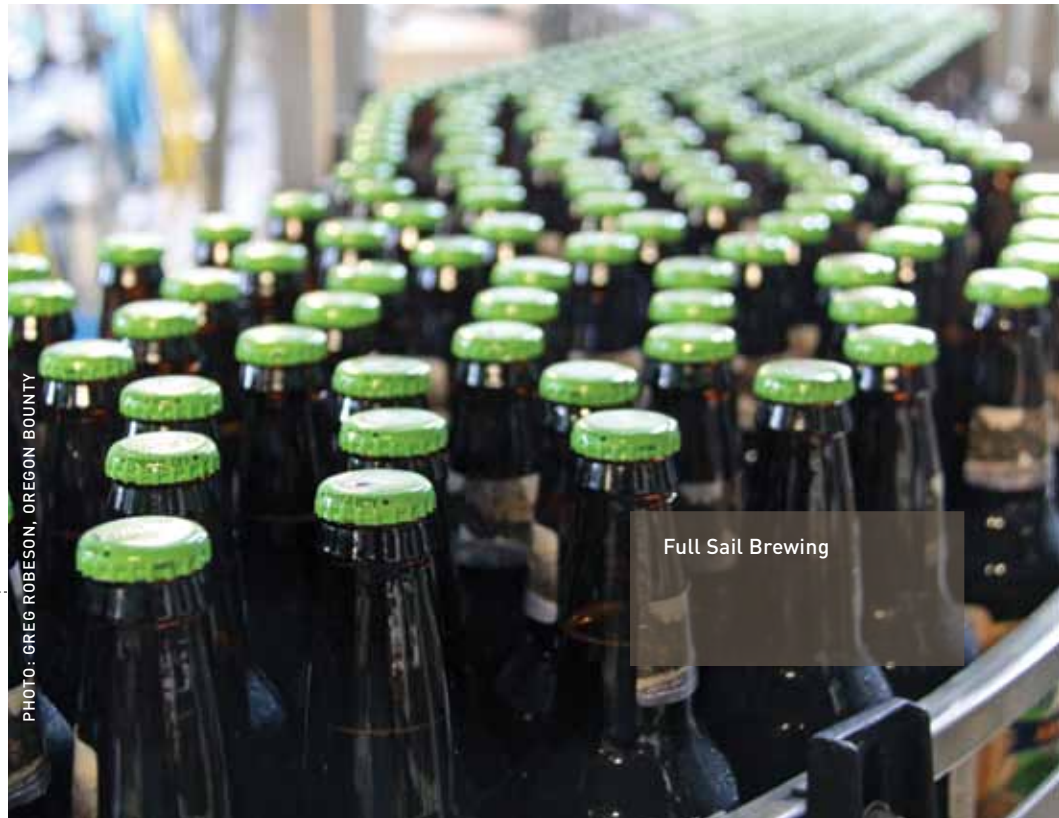
Sapa Architectural
Bike frames

MAJOR EMPLOYERS

ADIDAS AMERICA
BANK OF AMERICA
BOEING
BONNEVILLE POWER ADMINISTRATION
COLUMBIA SPORTSWEAR
CON-WAY
ESCO
FREIGHTLINER
THE GREENBRIER COMPANIES
HEWLETT-PACKARD
IBM
INTEL
MERIX
NAUTILUS GROUP
NIKE
NORTHWEST PIPE
OREGON HEALTH & SCIENCE UNIVERSITY
OREGON STEEL MILLS
OREGONIAN PUBLISHING
PORT OF PORTLAND
PORT OF VANCOUVER
PORTLAND GENERAL ELECTRIC
PORTLAND STATE UNIVERSITY
PRECISION CASTPARTS
RESER'S FINE FOODS
SEH AMERICA
SOLARWORLD INDUSTRIES AMERICA
STANCORP FINANCIAL
TEKTRONIX (DANAHER)
UPS
U.S. BANK
WAFERTECH
WELLS FARGO
XEROX

SOURCE: GREENLIGHT GREATER PORTLAND 2010

TriQuint Semiconductor



Full Sail Brewing

PHOTO: GREG ROBESON, OREGON BOUNTY

FROM LEARNING TO EARNING

HIGHER EDUCATION

MANUFACTURERS THROUGHOUT GREATER PORTLAND roundly applauded the recent announcement that Portland Community College will open a new school focused on trades, helping to fill the growing demand for thousands of skilled workers as baby boomers retire. That's not the only synergistic relationship between regional companies and the 25 colleges and universities that feed the metro area. Just a few more examples:

The **SOCIAL INNOVATION INCUBATOR** at Portland State University's School of Business Administration provides consulting services to socially responsible entrepreneurial companies. One is Sustainable Harvest, a regional coffee purveyor with $25 million in annual sales, for which MBA candidates are helping develop a sales-tracking software program for a global network of growers.

Last year, industry sponsored more than 10% of the $307 million in research projects awarded in 2009 at **OREGON HEALTH & SCIENCE UNIVERSITY,** which generates more than $3 billion in regional economic activity each year and has spawned 40 startups in the past decade. OHSU recently injected $62 million stimulus dollars into the region.

OREGON STATE UNIVERSITY, which leads the state in research dollars, opened a solar energy manufacturing research center in 2010 to support the region's solar cluster, including a Tektronix spinoff that's using nanotechnology to develop film-based photovoltaic cells that can be sprayed on like paint.

LEFT TO RIGHT: PORTLAND STATE UNIVERSITY / UNIVERSITY OF OREGON / OREGON STATE UNIVERSITY'S FOOD INNOVATION CENTER / ART INSTITUTE OF PORTLAND // PHOTOS: CHARLES GULLUNG

The **OSU FOOD INNOVATION CENTER** helps entrepreneurs (including a Nike alum who launched a sports drink, Gleukos) and businesses such as Bob's Red Mill fine tune and test market recipes before they're introduced to the market.

Just down the street at the **UNIVERSITY OF OREGON'S** downtown Portland campus, whose hub is a 19th-century landmark warehouse, fifth-year students in the architecture and allied art school's product design program work on real-world projects, putting theory to practice. The LEED-gold building houses students in journalism, architecture, digital arts and law.

A partnership between the **OREGON NANOSCIENCE & MICROTECHNOLOGIES INSTITUTE** (a greater Portland nanotechnology incubator) and the Pacific Northwest National Laboratory, operated by the U.S. Department of Energy, leverages researchers from the region's largest public universities, established high-tech businesses like Intel and Hewlett-Packard and promising startups, commercializing breakthroughs while fostering the development of a regional nanotechnology business cluster.

As the academic anchor for one of 11 regional "innovation partnership zones" designated by Washington Governor Christine Gregoire, faculty and students at **WASHINGTON STATE UNIVERSITY'S** Vancouver campus will provide research support for semiconductor design and integrated circuit manufacturing to businesses moving to the greater Portland area.

WILLAMETTE UNIVERSITY'S ATKINSON GRADUATE SCHOOL OF MANAGEMENT recently joined the elite 5% of business schools in the U.S. who've received accreditation from the Association to Advance Collegiate Schools of Business International for their commitment to quality management education.

The **PACIFIC NORTHWEST COLLEGE OF ART** and the **ART INSTITUTE OF PORTLAND** feed the region's creative hub, with specialties in fashion design, graphic design and fine art. PNCA offers both bachelor's and master's degrees in fine arts.

PHOTO: CHARLES GULLUNG

TOP 25 HIGHER EDUCATION INSTITUTIONS

BY ENROLLMENT

Portland Community College	42,110
Portland State University	38,435
University of Oregon	24,351
Oregon State University	23,349
Chemeketa Community College	18,704
Clackamas Community College	17,331
Clark College	15,239
Linn-Benton Community College	11,575
Mt. Hood Community College	11,525
Western Oregon University	7,251
Centralia College	6,957
Lower Columbia College	5,502
Lewis & Clark College	4,420
University of Portland	4,170
George Fox University	4,023
Pacific University	3,599
Willamette University	2,813
Oregon Health & Science University	2,770
Apollo College-Portland Inc.	2,522
The Art Institute of Portland	2,312
Marylhurst University	2,046
Concordia University	1,995
University of Phoenix-Oregon Campus	1,977
Linfield College	1,752
Reed College	1,548

SOURCE: NATIONAL CENTER FOR EDUCATIONAL STATISTICS 2008

GETTING SMARTER. Approximately 140,000 of the area's residents (8% of the population) are enrolled in college or graduate school — up 12% since 2005. The region's colleges and universities added 11,000 students since 2004, bringing total enrollment to more than 258,000.

Since 2004, PhD's per capita have increased by 21%, twice as fast as in San Jose and Albuquerque.

MATTER OF DEGREES. Of the nearly 27,000 degrees awarded by greater Portland colleges and universities in 2009, 21% were graduate degrees.

READY TO WORK. One million greater Portlanders — 68% of the region's population 25 and older — have some type of formal skill training, through "some college" or associate, bachelor and advanced-degree programs.

MORE AWARD WINNERS. Adding four to last year's number, 16 greater Portland high schools and academies were recognized as bronze, silver or gold schools by *U.S. News and World Report*. In both Oregon and Washington, 11% of all high schools were award winning.

Fourth Least Wasteful City NALGENE

10th Most Walkable City in the U.S.

WALKSCORE.COM

DRINK, BE MERRY. Greater Portland is home to more wineries than any other western metro — 95 in all. It also boasts more brewpubs and microbreweries per capita — more than 80 — than any other city.

HOME BASE. The average asking price for a new single-family home in greater Portland in 2010 is $414,167. Double that number for a San Jose home.

GROWING WEALTH. The region's median income growth is the fastest in the West, rising by 21.3%, to $69,648, in the next five years.

CLEAN AIR. In 2008, greater Portland experienced just three days with an air quality value of more than 100 (0 is good; 500 is hazardous). During the same year, San Diego had 35 bad days, Sacramento 44, Los Angeles 53.

The Greenest City
AMERICAN CITY BUSINESS JOURNALS

Top 10 Startup-Friendly City ENTREPRENEUR

Third Most Amazing Green City of the World*
HOW STUFF WORKS

*AFTER REYKJAVIK AND VANCOUVER, B.C.

THIS IS THE LIFE

LIVING

OFTEN NOTED AS THE MOST EUROPEAN OF AMERICAN cities, compact and bustling greater Portland sits among evergreen forests, rivers and mountains, with the shark's tooth summit of Mount Hood on the eastern horizon. To the west, an hour beyond the 5,100-acre Forest Park (America's largest urban wilderness), the Willamette Valley (think pinot noir) and the Coast Range, are miles of pristine ocean beaches.

On the streets of the West's greenest city, where a LEED-rated condo tower is as likely to sprout a windmill (thanks, ZGF Architects) as an eco-roof, you won't need a car. Not with an ever-expanding network of streetcars and light-rail trains that whisk commuters from the heart of the metro to Portland International Airport in 38 minutes — for $2.30 a ride.

(PDX, by the way, provides nonstop service to 48 domestic destinations and five international cities, including Amsterdam and Tokyo.)

Need transport downtown? Instead of a taxicab, hail a pedal-powered pedicab. Or go native and pedal yourself. More commuters bicycle to work in Portland than any other U.S. metro. The region's two-wheeled culture also has nourished a dedicated network of artisans who build bikes by hand and invent such novelties as a pedal-powered brew pub on two wheels.

(Speaking of making stuff, maybe it's intuitive that ShedRain is headquartered here — we do see 40 inches of "liquid sunshine" annually. But the company also makes ShedRays beach umbrellas, suitable for the 211 days a year with no measurable precipitation.)

This is also a region of walkers, inspired by great neighborhoods where amenities are readily accessible by foot. The metro has 19 neighborhoods that rate higher than 70 (out of 100) in "Walk Score," a rating of U.S. city neighborhoods' pedestrian-friendliness. Portland's Pearl District was named a "walker's paradise," with a rating of 99. (Check out www.walkscore.com.)

Celebrated for its cuisine with locally grown fare, greater Portland's an international destination for gourmands, offering more farm-to-table restaurants and farmer's markets (30 in all) than any other western city. Among them is Plate & Pitchfork, an ethereal outdoor dining room staffed by James Beard Award-winning local chefs that every summer serves four-course, just-harvested meals to diners seated in cornfields. *Food & Wine* magazine deemed this one of America's 50 Most Amazing Wine Experiences.

The region — seventh on *Outside* magazine's top 10 list — is a mecca for outdoor enthusiasts who pick their passions from among an energetic array of hiking, mountain biking, kayaking, kiteboarding, skiing, climbing, snowshoeing and birdwatching options. Basketball fans root on the 'Blazers; soccer fans, the Timbers — the nation's newest Major League Soccer franchise.

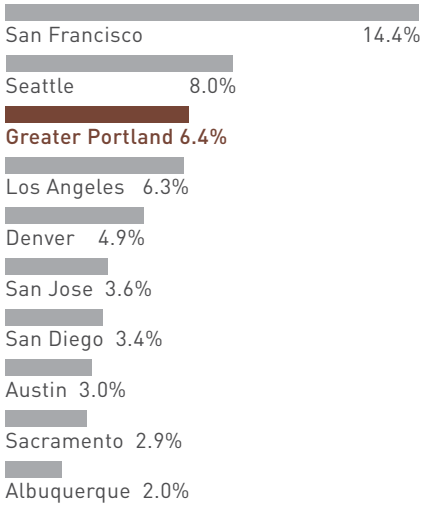
Portlanders indulge in indie film (Gus Van Sant lives here), music from alt-rock to opera, performing arts (home to one of the 25 largest regional theater companies in the U.S.), visual art (more than 80 galleries, plus the oldest art museum on the West Coast), and books (227 bookstores — including Powell's, the nation's largest, which spans an entire city block). Greater Portland's Wordstock is the largest literary festival in the Pacific Northwest.

Fashion design is distinctively edgy, displaying a regional specialty in sustainable materials. Lifetime TV's *Project Runway* competition includes two winners from Portland-Vancouver: designers Leanne Marshall and Seth Aaron Henderson.

PHOTO: CHARLES GULLUNG

COMMUTE BY PUBLIC TRANSPORTATION

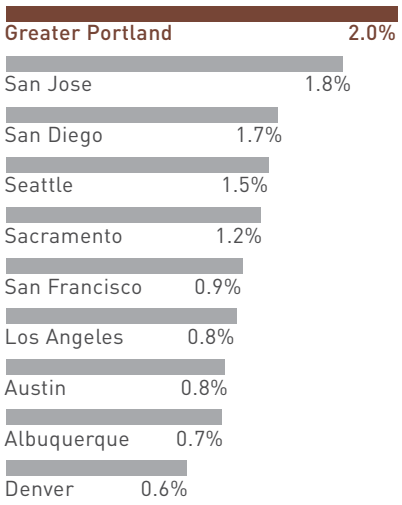
% OF WORKFORCE



SOURCE: U.S. CENSUS AMERICAN COMMUNITY SURVEY 2008

COMMUTE BY BICYCLE

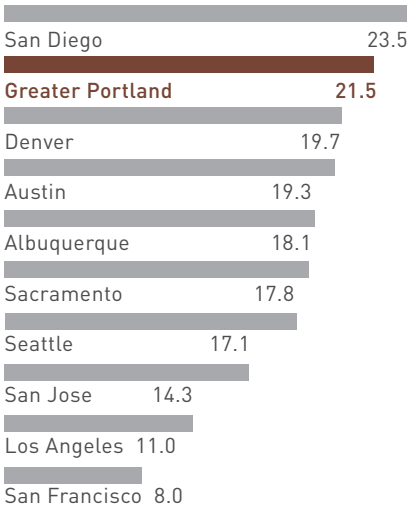
% OF WORKFORCE



SOURCE: U.S. CENSUS AMERICAN COMMUNITY SURVEY 2008

BIKE SHOPS AND SPORTING OUTLETS

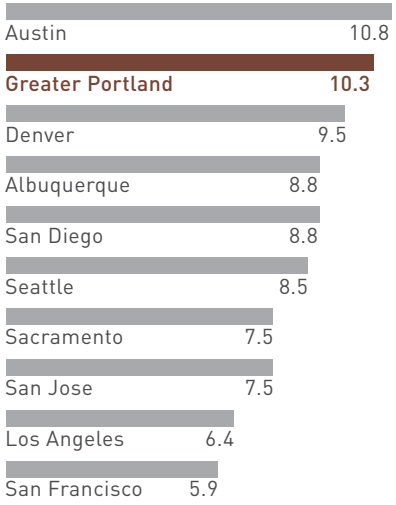
PER 100K RESIDENTS



SOURCE: DUN & BRADSTREET ZAPDATA 2010

BOOKSTORES

PER 100K RESIDENTS

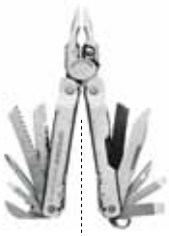


SOURCE: DUN & BRADSTREET ZAPDATA 2010

James Ellroy at the Wordstock annual festival of books, writers and storytelling

Pendleton Woolen Mills Pendleton meets Opening Ceremony

Portland Fashion Week *Project Runway* winner Leanne Marshall (right)

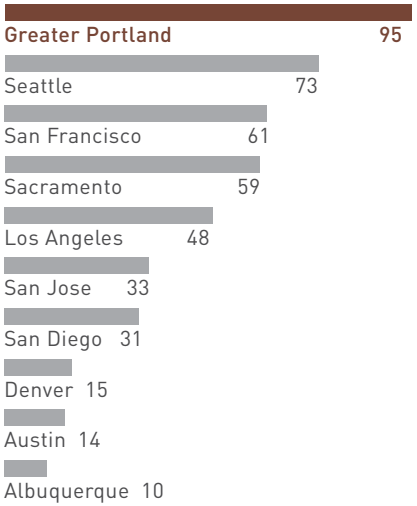


Leatherman Tool Group Inc. Super Tool 300

Pacific Northwest College of Art First Thursday art event

WINERIES

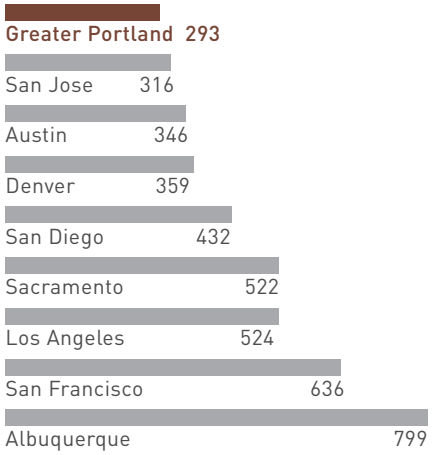
PER MILLION RESIDENTS



SOURCE: DUN & BRADSTREET
ZAPDATA 2010

SAFETY

VIOLENT CRIMES PER 100K RESIDENTS 2008



SOURCE: FBI UNIFORM
CRIME STATISTICS 2009

NOTE: SEATTLE DOES NOT
DISCLOSE THIS INFOMATION

Second Glass
Recycled windshield partition
and shower enclosure

PHOTO: CHARLES GULLUNG

Second Glass, repurposing windshields

A BETTER DEAL

PORTLAND VS. CALIFORNIA METROS

BAY AREA RESIDENTS FED UP WITH THE COST OF LIVING, housing and other excesses of California would do well to look northward. Things do — as a bygone Oregon state slogan noted — look different here.

Living and doing business simply costs less in greater Portland. A lot less. One who's done the math is site selector John Boyd Jr., principal of The Boyd Co., whose clients include some of the Golden State's biggest businesses, such as Hewlett-Packard and Visa International. Here's the rundown of his calculations of annual operational costs for identical high-tech manufacturing plants in the Bay Area and greater Portland.

LABOR: $13.65 MILLION VS. $12.78 MILLION

ELECTRIC POWER: $3.02 MILLION VS. $2.38 MILLION

AMORTIZATION: $4.71 MILLION VS. $3.8 MILLION

PROPERTY AND SALES TAXES: $1.52 MILLION VS. $494,998 (ON THE SALES-TAX-FREE OREGON SIDE OF THE METRO)

CORPORATE TRAVEL: $112,983 VS. $99,765

All told, a greater Portland-based factory would reap owners an annual savings of (ka-ching!) $3.7 million.

Don't just take Boyd's word. A 2010 comprehensive cost competitiveness study by KPMG determined that over 10 years, an initial $15 million investment in a greater Portland factory yields an average annual net profit of more than $2 million. In Los Angeles, the number is $1.72 million; in San Diego, $1.75 million; and in San Francisco, $1.16 million.

One of the region's best bargains is commercial real estate: Class A office space costs 30% less here than in San Jose, and industrial real estate is half the price. Space is an important consideration, given that Portland-Vancouver businesses are expected to add 106,610 jobs by 2015.

That may not be as many cubicles as will be needed in Los Angeles, which will add 417,650 workers during that period (caveat: L.A. shed four times as many jobs in 2009 than greater Portland did), but employers should know that Portland-Vancouver workers are twice as likely to own their homes than Los Angelenos, making them more likely to stay put.

Not that they'd want to leave. Here's just one more good reason: San Franciscans spend 240 hours a year — 10 full days — commuting to and from work. That's 1.2 more days of horn-honking and stop-and-go idling than Portlanders have to suffer. But, of course, many commuters here do their cruising in the bike lane, anyway.

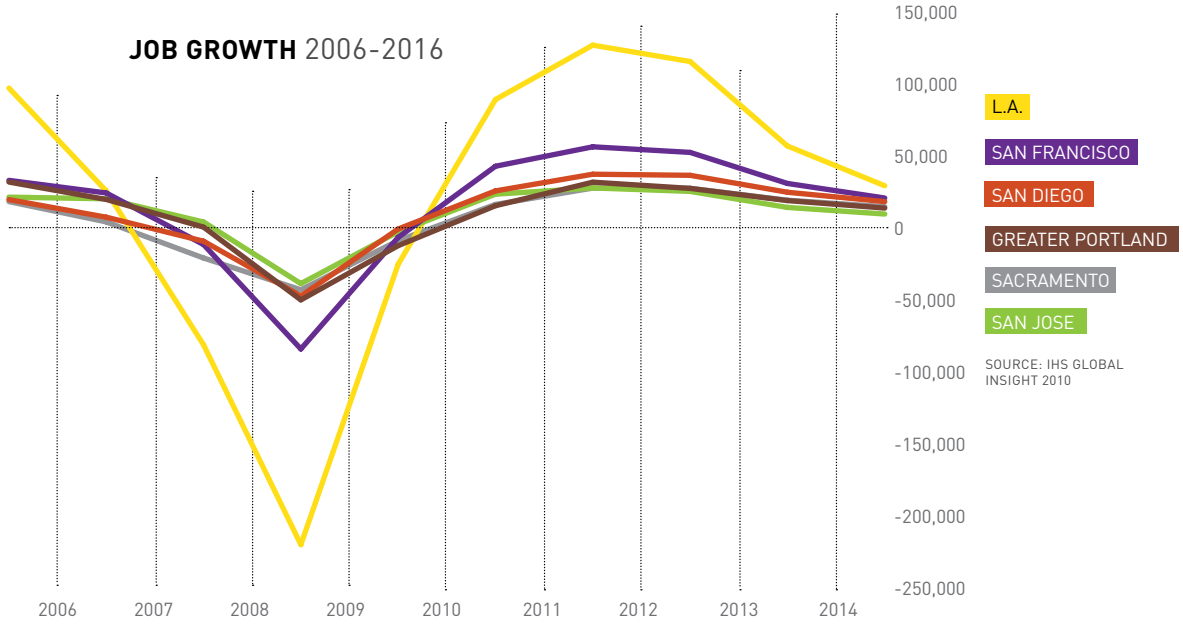


PHOTO: CHARLES GULLUNG

EMINENTLY AFFORDABLE. Greater Portland's cost of living is 16% higher than the national average, but significantly less than that of Los Angeles (42%), San Jose (55%) or San Francisco (63%).

SINGLE-FAMILY HOUSING. In 2010, the value of a single-family home in the region was $414,167 — a 7.7% increase since last year but half the price in San Jose ($844,071), and nearly half that in San Francisco ($743,192) and Los Angeles ($663,519).

COMMERCIAL SPACE BARGAIN. Greater Portland offers the most affordable Class A office space of benchmark metros at $24.03 per square foot, compared to San Francisco's $32.91, San Diego's $33.84, San Jose's $34.56 and Los Angeles' $36.24.

The market has remained the healthiest as well, with a vacancy rate of 14.3%.

America's No. 2 Bike-Friendly City
BICYCLING MAGAZINE

Third Safest City FORBES

Sixth Best Place to Live and Launch
CNN/MONEY.COM

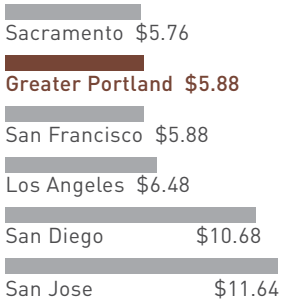
CLASS A OFFICE

COST PER SQUARE FOOT

SOURCE: GRUBB & ELLIS 2009

INDUSTRIAL SPACE

COST PER SQUARE FOOT

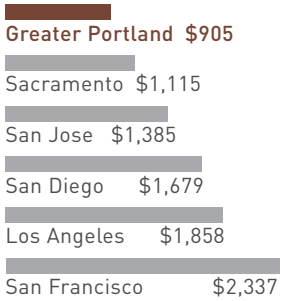


SOURCE: GRUBB & ELLIS 2009

SINGLE-FAMILY HOME PRICE

SOURCE: IHS GLOBAL INSIGHT 2010

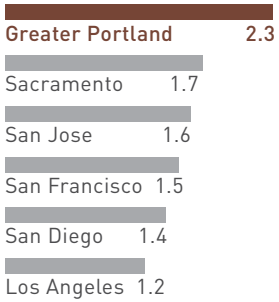
ONE-BEDROOM APARTMENT RENT



SOURCE: ACCRA COST OF LIVING INDEX 2009

HOMEOWNERS TO RENTERS

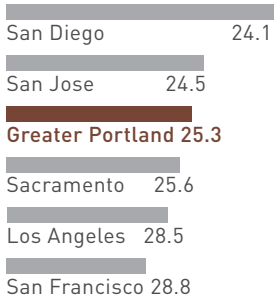
RATIO



SOURCE: U.S.CENSUS AMERICAN COMMUNITY SURVEY 2008

COMMUTE TIME

MEDIAN, IN MINUTES



SOURCE: U.S.CENSUS AMERICAN COMMUNITY SURVEY 2008

United Streetcar
Streetcar assembly

Castor & Pollux
Organic dog food

Agilyx
Rev 4 system turns plastics into fuel

Dennis Uniform Manufacturing Co.
School uniform

Shun Cutlery
Carbon steel knife

All products displayed throughout the Prosperity Index are manufactured in greater Portland.

Regence

KeyBank

Schwabe, Williamson & Wyatt

usbank

BOARD OF DIRECTORS

MARK GANZ
THE REGENCE GROUP
GREENLIGHT BOARD CHAIR

RYAN BUCHANAN
EROI

SCOTT CAMPBELL
THE COLUMBIAN

LINDSAY DESROCHERS
PORTLAND STATE UNIVERSITY

ROGER HINSHAW
BANK OF AMERICA

JOHN JACKSON
OREGONLIVE.COM

BOB JESENIK
AEQUITAS CAPITAL MANAGEMENT

GREGG KANTOR
NW NATURAL

DON KRAHMER JR.
SCHWABE, WILLIAMSON & WYATT

WES LAWRENCE
KEY BANK

KEITH LEAVITT
PORT OF PORTLAND

JIM MARK
MELVIN MARK COMPANIES

RANDY MILLER
PRODUCE ROW PROPERTY MANAGEMENT CO.

GREG NESS
THE STANDARD

BRIAN OWENDOFF
CB RICHARD ELLIS

DON PEARSON
WELLS FARGO

JIM PIRO
PORTLAND GENERAL ELECTRIC

DENNIS RAWLINSON
MILLER NASH LLP

PAT REITEN
PACIFIC POWER

GARY REYNOLDS
PERKINS & COMPANY

JOE ROBERTSON
OREGON HEALTH & SCIENCE UNIVERSITY

BILL STOLLER
EXPRESS PERSONNEL SERVICES

WALLY VAN VALKENBURG
STOEL RIVES LLP

MALIA WASSON
US BANK

CEO ADVISORY COUNCIL

MARK BOCCI
ALASKA AIRLINES

CRAIG BORETZ
CON-WAY INC.

MARK CLEMONS
GROUP MACKENZIE

JAY HALADAY
COAXIS

SCOTT LANGLEY
ASHFORTH PACIFIC

RICHARD LARIVIERE
UNIVERSITY OF OREGON

DAN WIEDEN
WIEDEN+KENNEDY

AMBASSADORS

TERRY AARNIO
OREGON IRON WORKS

JIM BAUMGARTNER
BLACK HELTERLINE

ADAM DAVIS
DAVIS HIBBITTS & MIDGHALL

DAVID DELAP
DELAP LLP

ART DEMURO
VENERABLE PROPERTIES

PAUL EHRLICH
ADIDAS

BRIAN GARD
GARD COMMUNICATIONS

GREG GOODMAN
CITY CENTER PARKING

DAN HEMPY
PACIFIC CONTINENTAL BANK

J. ISAACS
PORTLAND TRAILBLAZERS

STEVE JANIK
BALL JANIK

BRADLEY MALSIN
BEAM DEVELOPMENT

JOHN PORTER
AAA OREGON/IDAHO

MARVIN REVOAL
PACIFIC BENEFITS PLANNERS

BILL SCOTT
ZIPCAR

MARK STEVENSON
CAPITAL PACIFIC BANK

ROBERT STUTTE
NORRIS & STEVENS

TIM TANK
WERNER FINANCIAL GROUP

DAVID VAN'T HOF
LANE POWELL

STEVE WELLS
TRAMMELL CROW

JOHN WILLIS
CH2M HILL

PHOTO: CHARLES GULLUNG

COLUMNS LEFT TO RIGHT, TOP TO BOTTOM
PORT OF PORTLAND / TRAVEL OREGON / WORDSTOCK, WWW.ANTHONYPIDGEON.COM / OREGON IRON WORKS // TRIQUINT / UNIVERSITY OF OREGON
CHARLES GULLUNG / GERDING THEATER / GREG ROBESON, OREGON BOUNTY
PORTLAND FASHION WEEK / CHARLES GULLUNG
PORT OF PORTLAND / SKI OREGON / LI NING, CHARLES GULLUNG
PORTLAND TIMBERS, CHARLES GULLUNG / ZIBA DESIGN / OREGON COAST / STREETCAR, CHARLES GULLUNG

Greenlight Greater Portland

GREENLIGHT GREATER PORTLAND
1211 S.W. FIFTH AVE., SUITE 540
PORTLAND, OREGON 97204
PHONE 503.445.8065 // FAX 503.445.8071

All Greenlight data and publications can be downloaded from GREENLIGHTGREATERPORTLAND.COM

DESIGN BY TOPAZ DESIGN 2010

Greenlight Greater Portland is a consortium of leaders dedicated to growing a sustainable and vibrant economic future for the Portland-Vancouver metropolitan area. The group has come together to tell the world that this region is open for business, providing a dynamic home for forward-thinking leaders and their innovative companies. Greenlight promotes the Portland-Vancouver-Beaverton MSA, encompassing five counties in Oregon, two in Washington. The organization's strengths are its targeted research, marketing initiatives, and business recruitment and Jobs Grow Here retention programs. Greenlight's board, investors and staff work with economic development players throughout greater Portland to spur the region's competitiveness and growth of good jobs.

Greenlight invites every leader who has a vested interest in the growth and vitality of Portland-Vancouver's economy to get involved.