

economic portland

Economic Portland covers issues of opportunity, prosperity and livability related to our economy and the availability of meaningful work.

The following statements reflect our values and how they apply to Economic Portland.

In 2030:

Portland businesses use their innovation and independence to become environmentally, socially and economically sustainable.

In our vibrant downtown and neighborhood hubs, businesses reflect their communities' values and help to define and support their unique local identities.

Portlanders support and protect the viability of local businesses to enhance a feeling of community, preserve the uniqueness of neighborhoods and allow for creativity among Portlanders.

Commercial, industrial and other business activity creates local jobs while connecting to regional and global economies.

Partnerships between government, business and education prepare all Portlanders for quality jobs.

Equitable access to both quality education and the supports we need to succeed enable us to earn living wages and fully utilize our differing abilities and talents.



Photo by www.portlandground.com

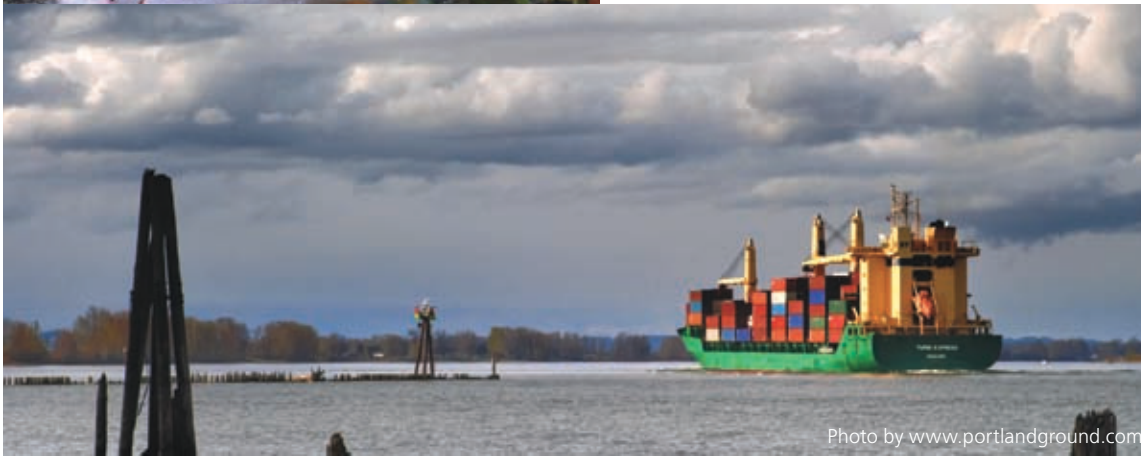


Photo by www.portlandground.com



Photo by Thomas Le Ngo

economic portland

Imagine the possibilities for the Economic Portland of 2030. Here's just one possible story. What will the story look like for your neighborhood, your community?

Nazanine's Day

Nazanine rises early. A local baker, she does much of her work before the rest of the city wakes up. She enjoys her time alone, though – on her short walk to the bakery she often runs into some early joggers or dog-walkers, who she'll later see in her store. Her walk gives her time to reflect.

Nazanine moved to Portland a few years ago from her home in New York, and found just what she was looking for: a real community that is supportive of small businesses and entrepreneurs. She received assistance from both the City government and her customers to make her dream – her very own Persian-inspired bakery – a reality.

Jacob is already at the store when Nazanine arrives, and she is grateful once again that she's been able to find so many good employees who also live in the neighborhood. Localism is a theme running throughout her business. With new networks of suppliers and processors, she is able to source most of her flour, sugar, eggs and other ingredients from area farmers, and she works with other businesses in nearby neighborhoods to take care of her bookkeeping, printing and other needs.

After the lunchtime rush, she heads over to a business association meeting, where she agrees once again to organize the annual art festival. She loves how active the businesses are in Portland's "neighborhood villages," and with the influx of corporate headquarters downtown that support the arts, fundraising for these events has become even easier.

Nazanine heads off to shop and make some calls to suppliers before walking home again, as another day in the neighborhood comes to a close.



economic portland



Considering our values and the trends our community faces, we provide some direction for Economic Portland in the statements below.

Visualizing Economic Portland

1. Portland is the global model for sustainable business practices.
2. Local incomes rise because industry, education and government collaborate to increase skills of low-wage workers and the unemployed.
3. Portland attracts and cultivates innovative, creative and entrepreneurial talent that continuously sustains and renews our economy.
4. Portland fosters the development of small and large businesses that support our core values, enhance neighborhood viability and draw on local talent.
5. Portland provides incentives for business and cultural activities to settle and stay in the city center.
6. Portland's distinctive neighborhood stores provide a diverse array of products and services for local residents, so that residents can obtain daily goods and services within walking or biking distance of their homes.
7. Portland sees economic development as an inclusive effort with diverse strategies designed to bring prosperity to all segments of the population.
8. Portland has invested in mentorship and support programs for small businesses, allowing them to grow and thrive.
9. Brownfields are restored in an environmentally sustainable manner to support economic and community health.

"I'd like to see Portland bring in green-technology business, as well as keep its manufacturing and biotech endeavors."

"I'd like to see more jobs closer to where I live so I wouldn't have to leave my boy with my sister when I'm at work."

"[We need] more jobs with better wages. Income is not keeping pace with increased housing costs."

"I believe that Portland should emphasize protecting the middle class (which is rapidly evaporating in the U.S.) and lead the country in finding ways to encourage small business to tap into our most valuable resource, our well-educated, alternative-thinking young adults."