

# Regional Overview



**PORTLAND**  
THE LAND OF  
**MORE**





**THE LAND OF MORE**

Straddling Oregon and Washington, Greater Portland is the land of way more tax advantages, value and skilled talent, making it a prime location for business.

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**THE LAND OF**  
**MORE**

## **LAND OF MORE OPTIONS**

Our region occupies two states, so we offer way more tax advantages for business. Oregon has no sales tax, and Washington has no personal or corporate income tax.

## **LAND OF MORE INNOVATION**

With the U.S.'s biggest cluster of apparel and outdoor companies and a booming climate tech sector, our industries are way more diverse and future-focused.

**NOTABLE  
PORTLAND  
EMPLOYERS**

Wieden  
Kennedy<sup>+</sup>

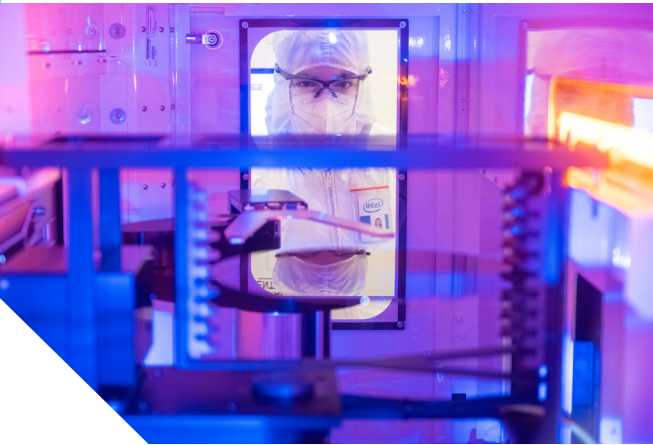






## LAND OF MORE ADVANTAGES

A significantly lower cost of living than both Seattle and San Francisco, we offer a West Coast location that is unusually competitive with way more to offer.



## LAND OF MORE TALENT

Our talent pool provides way more specialized knowledge and skills with some of the highest concentrations of workforce expertise in key industries like apparel and outdoors.



Oregon ranks as the #2 overall best state for infrastructure and #3 over all in energy, which includes its renewable energy usage, power grid reliability and the average cost of electricity.

**#1**

**MOST AFFORDABLE  
LARGE WEST COAST  
METRO**

**41.7%**

**OF RESIDENTS HOLD  
BACHELOR'S DEGREE  
OR HIGHER**

**1.4M**

**PEOPLE IN REGIONAL  
WORKFORCE, AUG 2023**

**4.5%**

**EMPLOYMENT  
GROWTH IN 2022**

*Tillamook*

**LAIKA**







## INDUSTRY BASE OUTSIDE THE ORDINARY

Companies here are future-focused, with a keen eye toward sustainability and eco-friendliness. Greater Portland has become the natural choice for West Coast innovation.

### 10 LARGEST TRADED-SECTOR EMPLOYERS IN GREATER PORTLAND:

1. Intel	22,328
2. Nike*	15,522
3. Lam Research	4,000
4. Daimler Trucks North America*	3,000
5. Precision Castparts*	2,500
6. Alaska Airlines	2,400
7. Columbia Sportswear*	2,000
8. adidas*	1,714
9. Boeing	1,500
10. Analog Devices	1,450



\*Headquarters office

Portland Business Journal, The Oregonian



**Computers  
& Electronics**

Local jobs: 41,400



**Software**

Local jobs: 35,300



**Apparel  
& Outdoor**

Local jobs: 21,000



**Metals  
& Machinery**

Local jobs: 22,600



**Climate  
Tech**

Local jobs: 14,400



**Design  
& Media**

Local jobs: 33,000



**Food  
& Beverage**

Local jobs: 29,700



**Bioscience  
(Emerging)**

Local jobs: 7,800

All cluster and jobs data sourced from JobsEQ

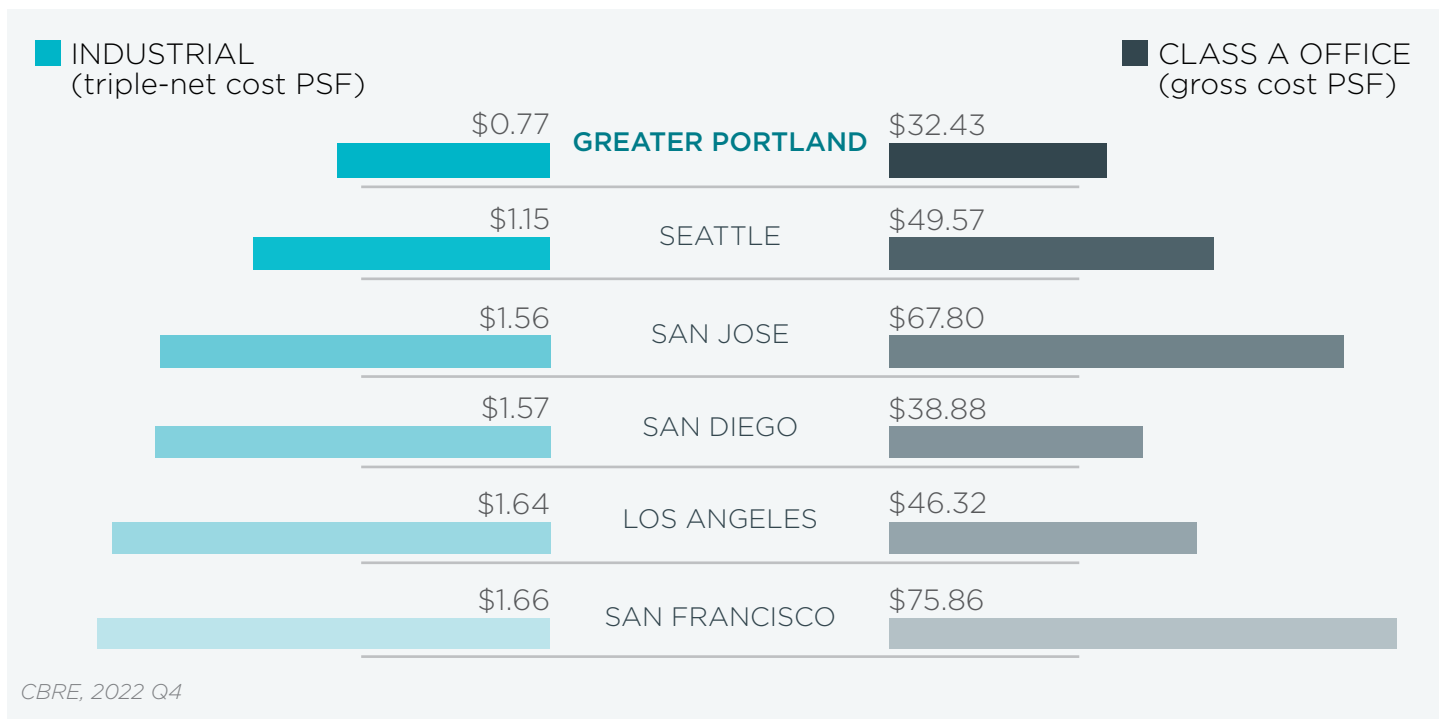


# THE WEST COAST'S BEST VALUE FOR BUSINESS

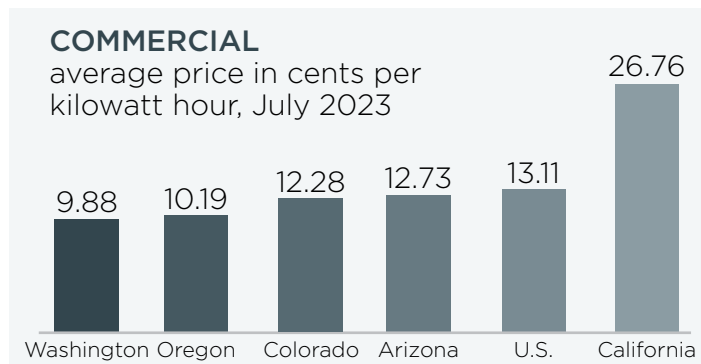
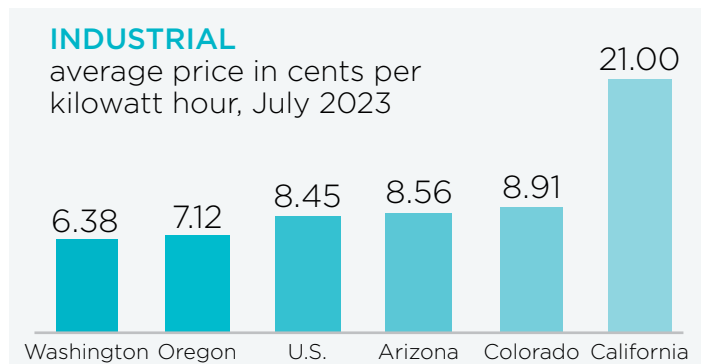
Your money goes further here in Greater Portland with competitive commercial real estate costs, some of the lowest energy costs in the U.S. and unique tax advantages in the two states our region straddles. Oregon has no sales tax and low corporate income taxes. Washington has no personal or corporate income tax.



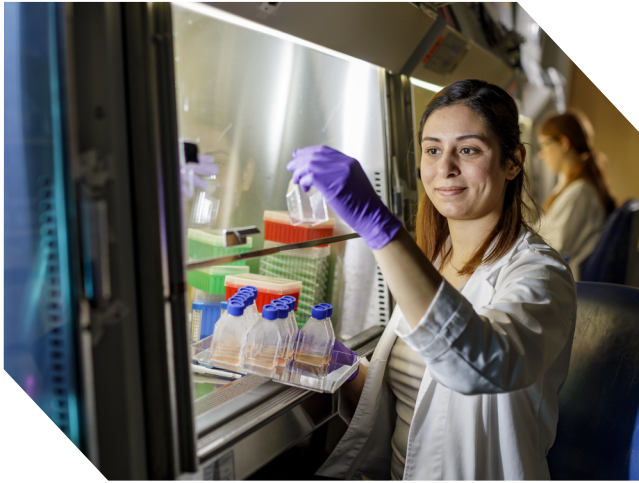
## COMPETITIVE COMMERCIAL REAL ESTATE COSTS



## AFFORDABLE ELECTRICITY







## DEEP TALENT POOL

Greater Portland's largest colleges and universities:

INSTITUTION	ENROLLMENT
Portland Community College*	51,033
Oregon State University	34,292
University of Oregon	23,163
Portland State University	21,609
Clackamas Community College*	18,842
Mt. Hood Community College*	18,000
Clark College*	10,032
George Fox University	4,028
University of Portland	3,793
Lewis & Clark College	3,595
Pacific University	3,559

\*Total Student Headcount including part-time enrollment

Source: National Center for Education Statistics, and direct from institutions



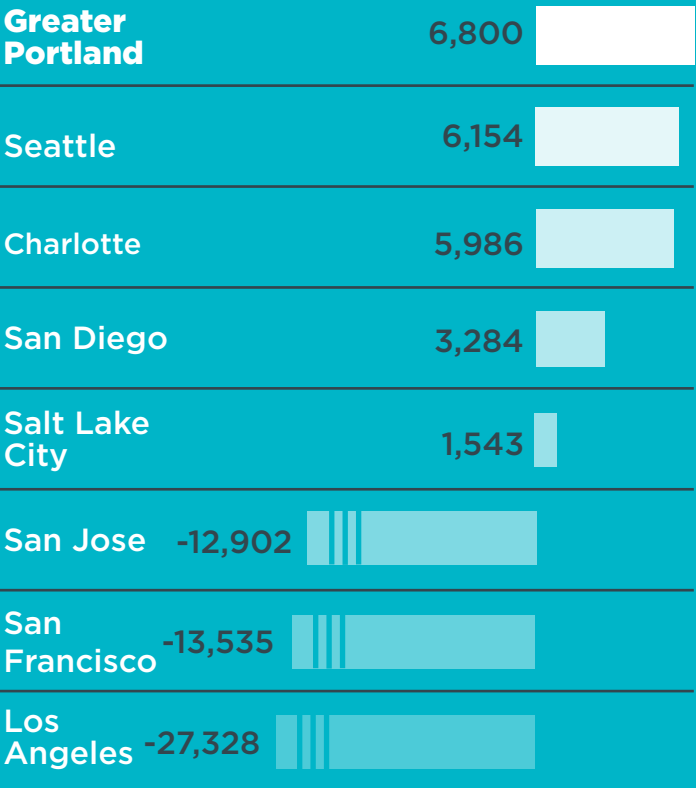
## HIGHLY EDUCATED AND SKILLED WORKFORCE

Our regional workforce is more than 1.2 million people strong, with 41.7% of residents holding a bachelor's degree or higher. Greater Portland's talent pool is highly skilled and deeply specialized. We have some of the highest concentrations of talent expertise in key industries like apparel and outdoors, computers and electronics, metals and machinery and software. *Source: U.S. Census Bureau, 2022*



## A MAGNET FOR NEW TALENT

Net new residents age 25+ with a bachelor's degree or higher:



Source: U.S. Census Bureau, ACS 5-Year Estimates, 2017-2021. Analysis by Oregon Employment D



# THE WEST COAST'S PRIME CHOICE FOR BUSINESS

We connect you to the world through our interstate network, Union Pacific and BNSF rail lines, four ports (Port of Portland, Port of Vancouver USA, Port of Columbia County, Port of Camas) and non-stop flights to 65 destinations from our Portland International Airport.



PDX - America's Best Airport is getting even better. Over the next five years, a series of transformative projects at PDX will bring more Pacific Northwest-inspired architecture, local restaurants and shops, inclusive design, and carbon footprint-reducing technology.

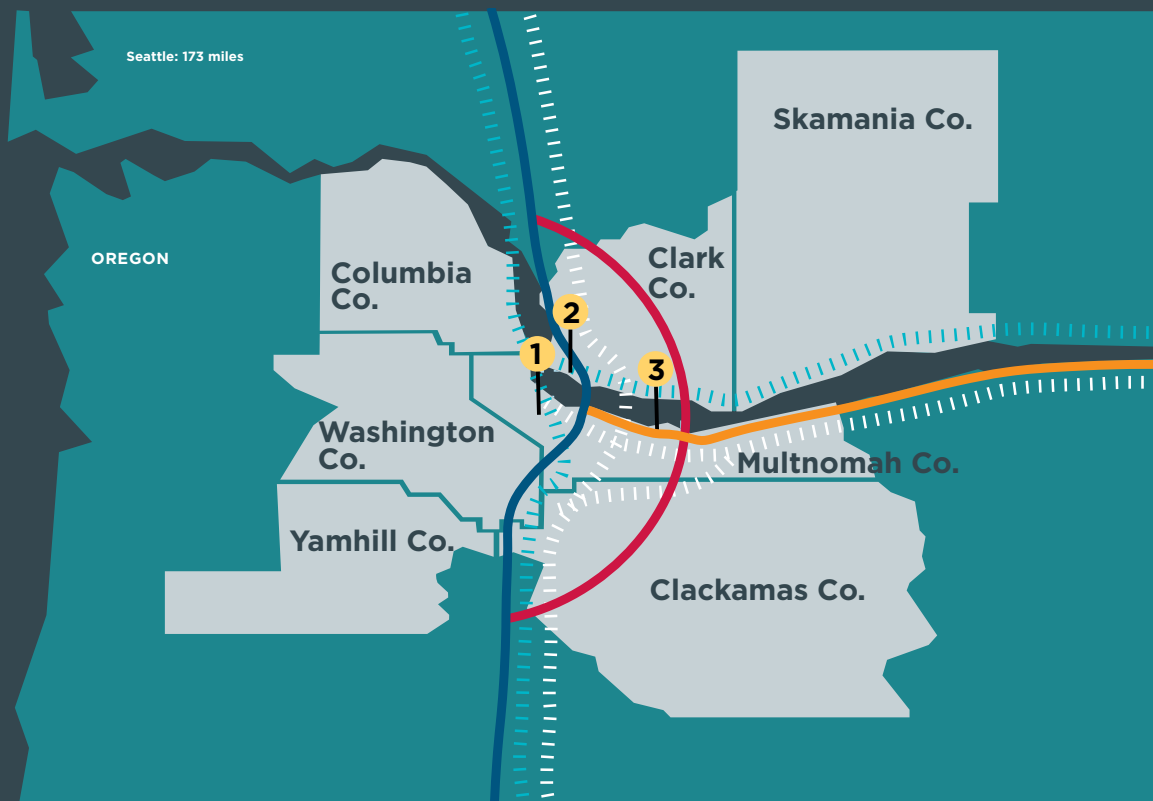
## PORTS, RAIL LINES AND INTERSTATES

- Interstate 5
- Interstate 205
- Interstate 84

Union Pacific Railroad

BNSF Railroad

- 1 Port of Portland
- 2 Port of Vancouver
- 3 Portland Int'l Airport





# THE ORIGINAL PACIFIC NORTHWEST LIFESTYLE

Greater Portland offers unparalleled access to both the Pacific Coast and the Cascade Mountains and is consistently ranked as one of best places for outdoor adventure. We're also known for our food, coffee, wine and microbreweries, as well as being one of the most creative cities in America as a hub for artists, musicians, book lovers and film. Oh, we love our pro sports teams too!



## EASY ACCESS TO THE OUTDOORS

It's easy to enjoy nature in Greater Portland, with 37,000 acres of parks and green space. If you want to explore, the Pacific Coast is 90 minutes west and the Cascade mountains are 60 minutes east.

### PEER CITY COMPARISON CHART

#### COST OF LIVING INDEX (US=100)

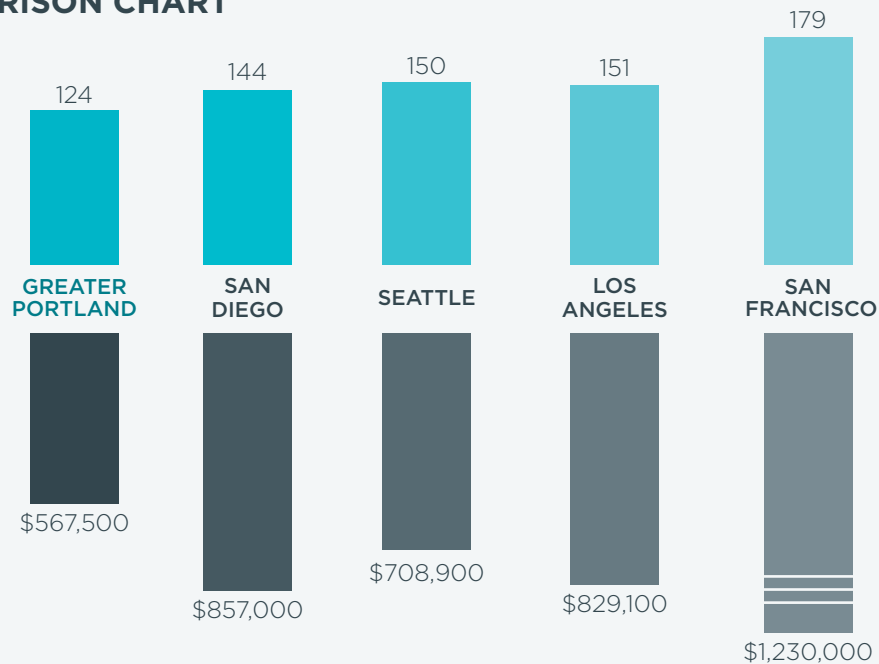
Living in Greater Portland is **less expensive** than its peer regions.

*C2ER, 2022 Annual Average*

#### MEDIAN HOME VALUES

Greater Portland is an **incredible value** compared to its peer regions.

*National Association of Realtors, 2022 Q4*



## Connect With Us



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GREATER  
PORTLAND