

High Tech Cluster

Vision: Promote the technology business sector of the Columbia River Gorge

Key Issues/Goals:

1. Nurture technology businesses & entrepreneurs
2. Brand the Gorge for technology and attract other businesses
3. Develop Human Resources & Education
4. Create signature high tech project(s)

Themes:

- Focus on “Lifestyle Entrepreneurs”
- Sustainability in jobs, facilities, and environment
- Aesthetically and environmentally conscious
- Managed growth consistent with community goals
- Diversification of business types
- Be globally aware and act locally
- Innovation and creativity in Gorge businesses
- Collaboration between private business, education and government



Quick Wins (next 3-6 months):

- Place brochures & po-cards about Gorge High Tech in visitor centers, hotels, coffee shops, Portland airport and other high visibility tourist spots (*Strategy 2a*)
- Publish articles about the “Lifestyle Entrepreneur” and High Tech in the Gorge in newspapers, trade journals, etc. (*Strategy 2b*)
- Compile and publish annual directory of high tech businesses in Gorge (*Strategy 2b*)
- Create a forum for job networking and candidate information exchange (*Strategy 3a*)



Suggested by Cluster Group as high priority, long-term projects:

- Create a campaign to brand the Gorge as a place for High Tech Business (*Goal 2*)
- Develop a Research Center/Consortium of universities in the Gorge (*Strategy 4a*)
- Develop a college teaching center (*Strategy 4c*)

Goal 1: Nurture technology businesses and entrepreneurs**Strategy 1a: Develop state and national government awareness of high tech businesses**

<i>Action Item</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Timeframe</i>
Create a prioritized list of high tech projects			
Host a High Tech Open house for political leaders (<i>i.e. Invite elected officials to a Gorge Technology Alliance meeting</i>)			

Strategy 1b: Develop infrastructure for small business

<i>Action Item</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Timeframe</i>
Investigate cooperative health care for small business owners			
Develop a composite of anticipated equipment purchases			
Explore possibilities of shared facilities and/or equipment purchased by an ad hoc association of high-tech businesses.			

Strategy 1c: Provide Mentoring, Networking & Development Resources

<i>Action Item</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Timeframe</i>
Continue to promote Gorge Technology Alliance meetings			
Hold satellite entrepreneur forums (in the model of the Oregon Entrepreneur Forum)			

Strategy 1d: Develop ability to work in global markets

<i>Action Item</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Timeframe</i>
Increase language skills and/or access to translation services in order to communicate with new market			

Strategy 1e: Nurture synergistic business development and vendor networking

<i>Action Item</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Timeframe</i>
Create an RFP portal for vendors through Gorge Technology Alliance			
Facilitate a monthly meeting of Gorge High Tech businesses' supply chain managers.			
Hire a staff person for GTA to assure vendor needs are filled			

Strategy 1f: Survey and Assess needs of businesses

<i>Action Item</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Timeframe</i>
Using CGCC "Survey Monkey," Survey existing high tech firms: <ul style="list-style-type: none"> • What are your business needs? • What would improve your business capabilities? • Who are your vendors that are located out of the Gorge? • What are anticipated capital needs/purchases? • Who could/would have benefited from venture capital? • What trade shows/conferences do you attend? <ul style="list-style-type: none"> ○ Do you attend to sell or purchase items? ○ Are there other firms that attend these shows that might be a good fit for the region? 			

Strategy 1g: Create more access to business capital—micro-loans, loans, VC, etc.

<i>Action Item</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Timeframe</i>
Educate bankers about small business resources			

