

Portland Development Commission

Activewear, Footwear, & Outdoor Gear Cluster Submission

- **Key Cluster Participants:** The Portland metropolitan area, and the state of Oregon as a whole, is home to many activewear, footwear, and outdoor gear companies. An estimated 7,000 people in the metropolitan region are employed in this industry. Outdoor Gear includes bicycle and bicycle components, water sports, hiking, mountaineering, skiing, in-line skating, rock climbing, backpacking, camping and related activities. Larger companies provide product and services in multiple categories, directly or through subsidiary ownership, providing design, manufacturing, and distribution services. Area companies include Adidas, All-Sports, Columbia Sportswear, Danner/LaCrosse, Dr. Martens Airwave, Gerber, In-Sport, Jantzen Inc, Leslie Jordan, Leatherman, Lucy, Nike, Niska Sportswear, Oregon Tackle Manufacturers, Patagonia, and Solstice, among many other fashion, distribution and product development professionals.
- **Contact:** Ann Griffin, PDC, 503.823.3428, griffina@pdc.us
- **Geographic Location:** Clackamas, Multnomah, & Washington counties
- **Structure:** PDC offers a full range of direct and indirect assistance to businesses looking to expand or locate in the Portland area. PDC also works to keep local businesses and jobs here. As a target industry, PDC focuses retention, expansion and recruitment efforts in this area. PDC is also in discussion with corporate leaders to plan a selected series of educational and networking events.
- **Background:** While the leadership role of many area firms in these industries has long been recognized, Activewear, Footwear and Outdoor Gear were not specifically called out as target industries in the 2002 city-wide economic development strategy. Corporate feedback to city leadership has contributed to an increased awareness of the requirements and growth potential of many Portland-area firms. The arrival of two cycling companies, the successful recruitment of a gear racking business, and the increased level of interest in the region in the past 3 years has also highlighted the regional competitive advantage that Portland enjoys.

Oregon's Overall Business Climate

Areas to Address: Professional Development Opportunities for Industrial Designers, Need for Venture Capital to Support Growing Companies

Top Core OBP Initiative Priorities

Targeted Workforce Development, Brand and Market Oregon More Aggressively, Increase Return on Investment in PreK-20 Education

Specific Cluster Priorities

1. Provide pilot seminar on the development of product prototypes and the establishment of foreign production partners with the intention that this ultimately develops as a full-fledged industry focused seminar series.
2. Identify and promote resources to further develop professional industrial design expertise and knowledge of the technical fabrics coming to market.
3. Market the advantage Oregon's environment can offer as a testing ground location for a variety of outdoor activities.