

Portland Development Commission Creative Services Cluster Submission

- **Key Cluster Participants:** Industries included in the cluster are: Independent artists, writers and performers, Motion picture and video post production, Software publishers, Graphic design services, Photographic services, Computer systems design, and Advertising and related services, such as Wieden & Kennedy. In addition to creative services companies, suppliers and support organizations, such as the Portland Ad Federation and the School of Fine & Performing Arts, play an integral role in helping the cluster function.
- **Contact:** Anne Mangan, PDC, 503.823.2594, mangana@pdc.us
- **Geographic Location:** Portland region
- **Structure:** The Portland Development Commission plays a support role to the creative services by promoting industry initiatives, supplying financial assistance and by participating in business outreach efforts.
- **Mission:** The primary goals of strategy implementation are job retention and expansion, wealth creation and business support. Throughout the next fiscal year, the PDC will work with its partners in helping to foster a positive business climate for the creative services industry in Portland and throughout the State of Oregon.
- **Background:** The creative services strategy developed in 2002 identified a long list of desirable priorities, although the implementation of many of those strategies was dependent on funding and political will, and other projects shifted in favor of narrower or more efficient alternatives. Historically, strategic initiatives have focused on connecting to education, marketing and branding the industry, promoting the economic value of film and video, and removing barriers between/nurturing the alliance of the sub-sectors within Creative Services.

Oregon's Overall Business Climate

Areas to Address: Creative Education in Local Schools, Keeping Talent in Oregon, Escalating Real Estate Costs, Transportation Infrastructure

Top Core OBP Initiative Priorities

Increase Return on Investment in PreK-12 Education, Targeted Workforce Development, Brand & Market Oregon More Aggressively

Specific Cluster Priorities

1. Get the word out about Portland as a creative capital: showcase local talent and export it, via such initiatives as the Design Festival and a "creative Portland" website
2. Implement the Design Exchange as the means to support local creative industries and promote them around the world
3. Revamp the public RFP process to foster design, marketing, construction and creative excellence in city projects
4. Support one-stop film permitting and a coordinated approach to service