

Portland Development Commission Professional Services Industry Cluster Submission (Partially Traded)

- **Key Cluster Participants:** The professional services sector consists of businesses that provide services primarily to other businesses with matters other than healthcare, education and waste removal including architectural, engineering & legal services. Members of the cluster include Hallock Modey, Regence Group, BML Architects, KPFF Consulting Engineers, Zimmer Gunsul Frasca Partnership, Acction Marketing, MetroOne Telecommunications, The Suran Group and the Atkinson School of Management.
- **Contact:** Randy Evans, PDC, 503.823.0271, nolfij@pdc.us
- **Geographic Location:** Clackamas, Multnomah and Washington counties
- **Structure:** The Portland Development Commission plays a support role to the professional services industry by promoting industry initiatives, serving as an adjunct Board Member of the Professional Services Council of Oregon, supplying financial and business assistance and participating in outreach efforts.
- **Mission:** The primary goals of the targeted industry strategy implementation are job retention and expansion, wealth creation and business support. Throughout the next fiscal year, the PDC will work with its regional and state partners in the public and private sectors in helping foster a positive business climate to encourage business formation, growth and expansion. A key focus for the professional services industry is addressing the items that contribute to the misperceptions about Portland as a place to do business and impact retention and recruitment efforts.
- **Background:** The professional services cluster was identified as a locally concentrated cluster in 2002 as part of a citywide economic development strategy.

Oregon's Overall Business Climate

Areas to Address: Financing, Land Use, Permitting, Rising Real Estate Costs, Technical Training of Workforce, Business License Fees, Business Income Taxes

Top Core OBP Initiative Priorities

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

Specific Cluster Priorities

1. Develop a marketing piece that tells the "Portland talent" story and showcases local companies. Explore the feasibility of including professional and creative service "creatives" as a Brand Oregon theme.
2. Create local awareness & visibility for Portland's creative talent by providing exposure for local professional service firms and encouraging the purchase of local services and talent.
3. Engage professional and creative service firms in PDC's retention and recruitment strategy and program through the Portland Ambassador program.