

TECH TOWN

SOFTWARE & INFORMATION TECHNOLOGY

The Greater Portland region has experienced a significant increase in both software talent and firms. This growth is attracting interest from tech companies, driven by a need to find a productive pool of talent in a cost-competitive location.

- ▶ TALENT PIPELINE
- ▶ COST OF LIVING
- ▶ INDUSTRY GROWTH

TALENT ATTRACTION

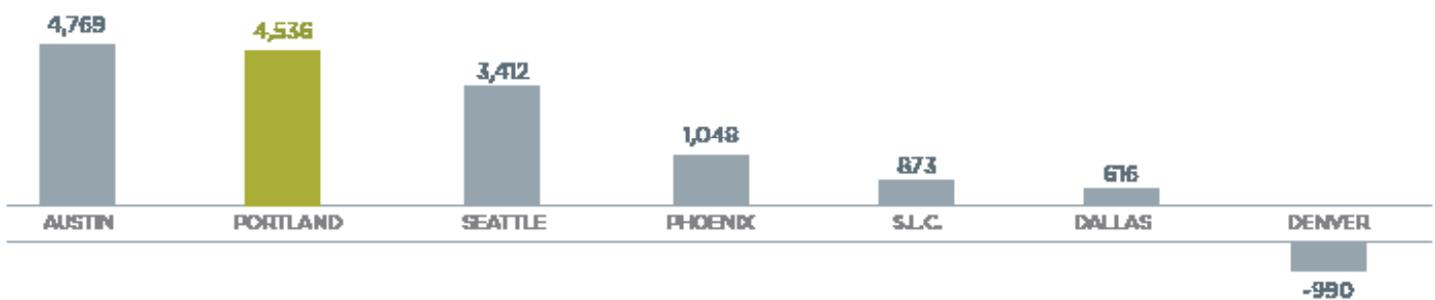
In looking to expand a company, the ability to attract talent is of significant importance. Greater Portland is simply a talent magnet. It attracted over 4,200 new residents over the age of 25 with a Bachelor's degree or higher—one of the highest rates in the nation. In addition to Greater Portland's reputation as a talent magnet, the region has a demonstrated strength specifically in programming and engineering, with over 15,000 engineers, over 2,000 programmers, and over 9,000 Software developers—an occupational concentration that is 31% higher than the national average. This demonstrates an employment growth rate of 14.4% in three years from 2010 to 2013.

TALENT GROWTH

Sustaining a steady supply of talent is important for a company's resilient growth. The greater Portland region is home to roughly 30 higher education institutions, seven of which who offer established degree programs in computer science, software engineering, electrical engineering, and digital media. Combined, these programs generate nearly 1,000 graduates per year. University records indicated that an estimated 69% of these graduates stay in the region to work after graduation.

#1 Portland Ranks #9 in Wall St. Cheat Sheet's list of nine cities where America wants to live (November, 2013)

DOMESTIC NET MIGRATION WITH A BACHELOR'S OR HIGHER: POPULATION 25 YEARS AND OLDER



Source: U.S. Census Bureau, 2013 American Community Survey 1-Year Estimates

INNOVATIVE TRAINING

Recognizing that talent is a critical issue for business growth, business leaders are partnering with public organizations to fill the talent pipeline by training 10,000 Oregonians to land high-paying coding and technology jobs.

#8 Portland ranks #8 on Fast Company's list of Top Ten Smartest Cities (November, 2013)

Treehouse, headquartered in Portland, OR, is an on-line education platform focused on teaching high-demand languages such as iOS, Android, HTML, CSS, WordPress, PHP, Python, JavaScript, Ruby, and more for skills in web design, app design, and software development. Worksystems, the local workforce development organization will sponsor up to 10,000 students, providing additional career services, mentoring, and training to get those students job-ready.



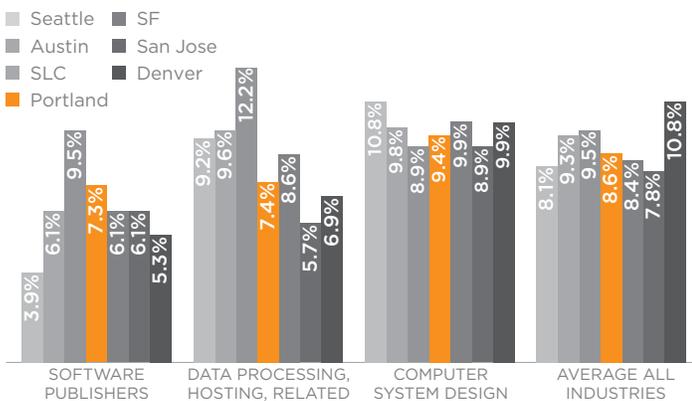
"We want to start the Code-to-Work movement, which will take someone from no experience, to job-ready, to a rewarding career - all without a degree and zero experience. The rules are all changing. You just don't need a Computer Science degree any more to get an amazing job in the tech industry."

-Treehouse CEO and co-founder, Ryan Carson

TALENT RETENTION

Once Portland attracts the talent - it keeps it. The greater Portland region has the lowest turn-over rate of many of its competing regions. The following information focuses specifically on the Software/IT which is one of the most competitive in the world.

TURN-OVER RATE IN 2013



Source: U.S. Census, Longitudinal Employer-Household Dynamics (LEHD)

#4 Oregon "app-intense" state for app jobs per capita nationally. (The Geography of the App Economy, 2012)

FOUNDATION FOR GROWTH

The Portland region has seen some significant growth in the software industry in the past five years. The following list is just a sampling of the many companies that have expanded here. This substantial base of firms provides a robust ecosystem for the software and IT industry's growing talent pool.

Companies Expanding in the Portland Region

Acquia	New Relic
Act-On	Oracle
Adobe	Playhaven
Airbnb	Puppet Labs
Cigna	Roku
CoPatien	Salesforce.com
Cozy	Seabourne
Deltatree	Simple
eBay	Squarespace
Elemental Technologies	The Clymb
Gilt Group	Thetus
GoodData	Tigerlogic
Jama	Treehouse
Janrain	Urban Airship
Kixeye	Viewpoint
Mozilla	



"Our eBay colleagues outside of Portland are constantly remarking how great the creative talent and environment is in the Portland office."

-Kevin Hurst, VP of Mobile Products at eBay

Best for Business Best States For Business: Forbes places Oregon and Washington in the top 20 overall and top the 10 for growth prospects and labor supply (November, 2013)

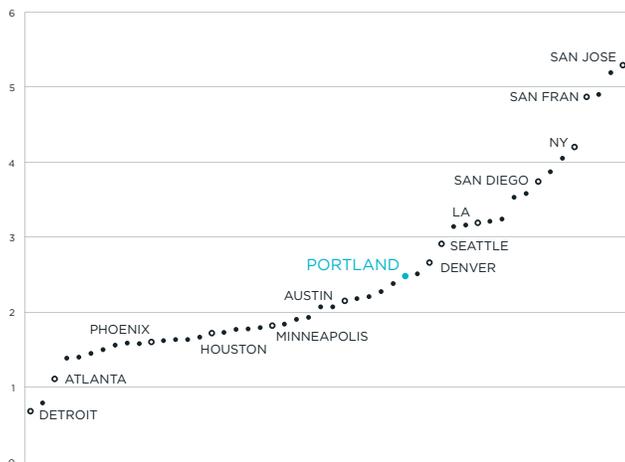
COST OF LIVING

Cost of living for Greater Portland residents is a West Coast bargain: lower than in Los Angeles, San Francisco, or Seattle. Similarly, average salaries in the Greater Portland region tend to be lower than in other West Coast metros. The continued growth in our region's talented workforce suggests that skilled workers understand that their wages go further here. The low cost of doing business is also a highly valued benefit to employers.

	Average Commute	Median Home Value	Class A Office	Industrial	Median Household Income
Greater Portland	25	\$249,300	\$21.59	\$0.38	\$56,978
San Francisco	30	\$557,700	\$56.62	\$1.62	\$74,992
Seattle	29	\$293,700	\$29.97	\$0.54	\$65,667
Los Angeles	29	\$428,500	\$30.96	\$0.61	\$57,271

In minutes Price per square foot Price per sq. ft./month

HOW MANY YEARS DOES IT TAKE TO BUY A HOUSE BASED ON AVERAGE SOFTWARE DEVELOPER WAGES?



Source: Oregon Employment Department Analysis of data from National Association of Realtors, and U.S. Bureau of Labor Statistics' Occupational Wage data, 2012.



"There was a point in time when potential backers wanted Act-On to relocate to Silicon Valley . . . In many ways, it's better that we are here. The people in Portland are much more rational. So is the cost. It is the stability of the workforce. It is the attitude."

-Raghu Raghavan, Act-On Software, Portland OR

EASY ACCESS TO BAY AREA

Businesses that locate in Greater Portland take advantage of two critical assets - global connectivity and the lowest cost of doing business on the West Coast. The Greater Portland region enjoys outstanding national and international connectivity, with a total of 54 non-stop flights including New York, Washington DC, Vancouver BC, San Francisco, Chicago and Los Angeles and international flights to Tokyo and Amsterdam.

There are more than 450 arriving and departing flights from PDX each day. In 2013, PDX served the travel needs of 15 million passengers.



LEGEND

- 30 MIN DRIVE
- 1 HR DRIVE
- PDX

There are 228 weekly flights from Portland that serve Bay Area destinations.

110 Flights to San Francisco

- Earliest flight departs at 5.45 am, latest flight departs at 9:25 pm
- Three carriers: United, Virgin America and Alaska

59 Flights to Oakland

- Earliest flight departs at 6:00 am, latest flight departs at 8:15 pm
- Two carriers: Alaska and Southwest

59 Flights to San Jose

- Earliest flight departs at 6:00 am, latest flight departs at 7:55 pm
- Two carriers: Alaska and Southwest

RECENT EXPANSIONS

Companies are choosing greater Portland for several reasons. Some of those are provided here.



EXPANSION DATE: Opened office in July 2013

EMPLOYEES: 40

MOZILLA CHIEF FINANCIAL OFFICER JIM COOK:

On Talent: "We were just looking to find the talent. We found a lot of open source talent in Portland right away."

On Higher Education: "The regional ecosystem provided a lot of the open source talent in Portland that has been nurtured by Oregon State University's Open Source Lab."

On Business Friendliness: "Several economic development partners hosted the company to give it a sense of the local leadership, quality of life and business environment in the region."

Jim Cook himself said it best: "The Portland economic development people rolled out the red carpet for us. It really helped us fast-track the move up here."



EXPANSION DATE: Anticipated office opening in 3Q 2014

EMPLOYEES: 160

AIRBNB CHIEF EXECUTIVE OFFICER BRIAN CHESKY:

On Innovation: "Portland has a history of being a leader when it comes to urban innovation,"

On Culture: "Portland has long been a great home for entrepreneurs and has led the way in promoting green tech, conservation, and co-working spaces."

FROM THE ANNOUNCEMENT ON THE COMPANY BLOG:

On Business Climate: "Portland welcomes and promotes innovation and is a leader in the sharing economy, so we couldn't think of a better fit for our newest space. We are incredibly thankful to Governor John Kitzhaber and to Mayor Hales and the City of Portland for their warm welcome."



EXPANSION DATE: Opened office in July 2013

EMPLOYEES: 200

SALESFORCE SPOKESMAN ANDREW SCHMITT:

On Talent: "We looked at a number of cities across the US and chose Portland for several reasons, including its incredible talent pool and proximity to our headquarters in San Francisco."

On Similar culture: "The community there, it really jibes with the San Francisco feel and the culture that Salesforce.com has."



RELOCATION DATE: March 2013

EMPLOYEES: Nearly 20 with plans to add 10 in the next year.

Cozy was founded in March 2012 in San Francisco. HQ operations were split between Portland and the Bay Area until 2014. The team started looking north to Portland when they were having trouble finding engineers in the Bay Area and found several key people in Portland.

GINO ZAHND, COZY CEO:

On recruiting talent: "We continue to find high-quality talent here and moved about six people here from other states," he said. "We give everyone the choice of San Francisco or Portland, and 100 percent choose Portland."

On the Start-up Scene: After spending 20 years in the Bay Area, Zahnd said he is excited to be part of Portland's growing scene.

"I definitely feel there is a core group of people here working very hard to better Portland on so many levels."



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JOIN US

In Greater Portland, life ignites work. Young, talented and well-educated people flock here, bent on building something better, something more balanced and meaningful. Be one of them. Don't miss the chance to become part of a region that is pioneering new approaches to industry. Join us.