

SOFTWARE & MEDIA

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

ON THE CUTTING EDGE

Top robotics program in the West

Oregon State University's graduate robotics program was ranked fourth in the nation and the best on the West Coast by Grad School Hub in 2016. The rankings are based on the specificity of the degrees offered and the quality of the research programs.



TOP SOFTWARE + MEDIA FIRMS IN GREATER PORTLAND

- | | | |
|-----------------------------------|--|--|
| 1. Airbnb
500 Employees | 5. Salesforce
422 Employees | 9. Viewpoint
Construction Software
300 Employees |
| 2. DiscoverOrg
500 Employees | 6. Vacasa
380 Employees | 10. Puppet
300 Employees |
| 3. AWS Elemental
486 Employees | 7. Synopsys
355 Employees | |
| 4. New Relic
436 Employees | 8. Ruby Receptionists
323 Employees | |

—PBJ Book of Lists, 2017-18

A GROWING CLUSTER

3,400

The number of firms in Greater Portland in software and media.

78,300

The number of people in Greater Portland working in software and media.

46%

The share of Greater Portland's labor pool working in STEM fields.

—Oregon ICT Sector Economic Impact Report and Town Charts



SOFTWARE & MEDIA ECOSYSTEM

BUSINESS TO CONSUMER

Adidas
Airbnb
Apple
Columbia Sportswear
eBay
Nike
Vacasa
Yahoo!

CLOUD COMPUTING

Atmosera
AWS Elemental
Cloudability
CloudBolt Software
Google Cloud
Microsoft

ENGINEERING + MANUFACTURING

Agility Robotics
AutoDesk Inc
DAT Solutions
DWFritz
Fleet
Mobility Cubed
Northwest Analytics
OIA Global
ReachNow (moovel)
Skyward.io
Synopsys Inc
Verizon
Viewpoint
XPO Logistics

MARKETING + SALES SOLUTIONS

Act-On Software
Airship
Digimarc Corp.
DiscoverOrg
Expensify
Lytics
Mercari
Opal
Salesforce
Survey Monkey
Webtrends (Oracle)

FINTECH

Acorns
Bumped
Coinbase
FiServ
InComm Digital Solutions
Mirador (KUNA)
PayRange
Simple

SECURITY + IDENTITY

Akamai (Janrain)
Cylance
Galois
ID Experts
McAfee
NAVEX Global
Radar
SheerID
SureID
Tozny LLC
Tripwire
Tyfone
Zapproved, Inc.

SOFTWARE DEVELOPMENT TOOLS

Jama Software
New Relic
Panic
Puppet
Vernier Software & Technology

TECH TALENT + CONSULTING

Axian Inc
Cornerstone OnDemand
CorSource Technology Group
Exterro
Fond
GuideSpark
Marquam
North Highland Worldwide Consulting
Point B
Propeller
Ruby Receptionists
Slalom Consulting
Treehouse





PROVEN SUCCESS

TESTIMONIALS

Coinbase

“Opening a new office in Portland will help us tap into the city’s incredibly talented, innovative open-source and blockchain communities. We look forward to engaging the city’s rich talent pool and its thriving tech community.”

-Vice President of Operations and Technology Tina Bhatnagar



Opened office in
June 2018



Employees: 100

Mercari

“As a company coming out of Japan, and being Japanese-American myself, it’s comforting to know the city has a strong ties with Japan. Some employees can speak Japanese, and there’s a strong interest in Japanese culture. With the new Portland office, Mercari will be able to provide excellent support to its customers and solidify its place as the biggest peer-to-peer shopping app in the U.S.”

-U.S. CEO & Co-Founder Ryo Ishizuka



Opened office in
February 2017



Employees: 150

Salesforce

“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. The community [in Greater Portland], it really jibes with the San Francisco feel and the culture that Salesforce.com has.”

-Spokesman Andrew Schmitt



Opened office in
July 2013



Employees: 200

Grand opening of Coinbase office in Greater Portland

LEADING THE WAY

Nation’s fastest growing labor force

Greater Portland’s year-over-year growth is 4.66%, tops among the 50 largest metro areas in the U.S.

-Bureau of Labor Statistics, 2015-2016

Nation’s fastest growing economy

HFF, Capital Markets Services & Commercial Real Estate analysis found Greater Portland’s GDP grew faster than any other regional metro area in the U.S. from 2008 to 2016.

Best state business tax climate on the West Coast

Oregon ranks 10th in the nation in the State Business Tax Climate Index. Washington ranks 17th and California is 48th.

-Tax Foundation, 2017

EDUCATED & ENGAGED

2,000+ graduates

Each year, Greater Portland-area colleges graduate more than 2,000 with computer science-related 4-year and 2-year degrees.



Top software engineering school in the U.S.

The Oregon Institute of Technology is one of the top 10 polytechnic universities in the nation, according to CollegeChoice.net.

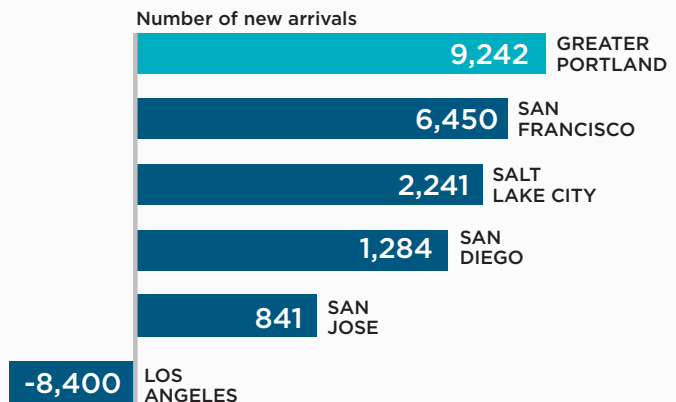
Best West Coast job market for college grads

ZipRecruiter examined 7 million open jobs across the country in 2017 and ranked Greater Portland the best job market on the West Coast and in the nation for college-grads, based on availability and competitiveness of college-level jobs.

#1 MAGNET FOR NEW TALENT

Net new residents age 25+ with Bachelor's degrees or higher:

U.S. Census, 2013-2017, American Community Survey 5-year estimates



\$817 million

Amount of tech-related venture capital raised in Oregon in 2017 and 2018.

NOTABLE VC-FUNDED PROJECTS IN 2017-18:

- Jama Software: **\$200 million**
- Vacasa: **\$103.5 million**
- Exterro: **\$100 million**
- VetSource: **\$50 million**
- Puppet: **\$42 million**
- Urban Airship: **\$25 million**
- Sheer ID: **\$18 million**
- Rigado: **\$15 million**
- Bumped: **\$14.1 million**
- Lytics: **\$14 million**
- Expensify: **\$11 million**
- Fleet: **\$10 million**
- Sensu: **\$10 million**

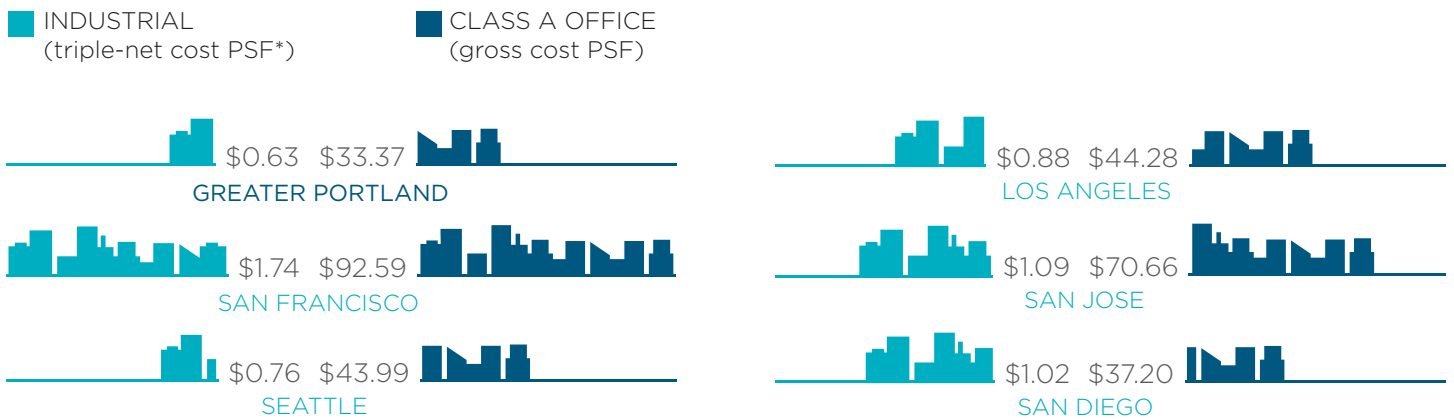
-Venture Monitor Report, 2018 and 2019

WEST COAST VALUE

#1 development market in the U.S.

Greater Portland is the nation's top market for development potential, according to the Urban Land Institute's 2020 Emerging Trends in Real Estate report.

COMPETITIVE COMMERCIAL REAL ESTATE COSTS



JLL, Q3 2019

PEER CITY COMPARISON CHART

COST OF LIVING INDEX (US=100)

Living in Greater Portland is **less expensive** than its peer regions.

C2ER, COLI report 2019



MEDIAN HOME VALUES

Greater Portland is an **incredible value** compared to its peer regions.

National Association of Realtors

GLOBAL CONNECTIONS

America's Best Airport

Portland International Airport has been voted "America's Best Airport" in Travel+Leisure magazine's reader survey seven years in a row (2013-2019), and was ranked No. 1 in airport satisfaction by J.D. Power (Sept. 2019).



74 Non-stop destinations | **263** Daily non-stop passenger departures

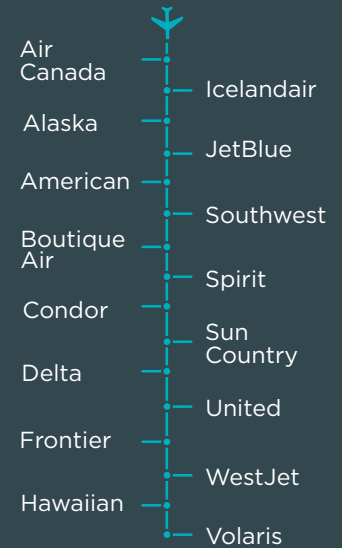
GO INTERNATIONAL NON-STOP

11 international non-stop destinations reachable from Portland including:

- | | | |
|------------------------|---------------------------|-------------------|
| Amsterdam, Netherlands | London, United Kingdom | Tokyo, Japan |
| Calgary, Canada | Puerto Vallarta, Mexico | Toronto, Canada |
| Frankfurt, Germany | Reykjavik, Iceland | Vancouver, Canada |
| Guadalajara, Mexico | San Jose del Cabo, Mexico | |

16 Airlines

Key international & domestic passenger carriers serve travelers at Portland International Airport:



Innovata schedules for Summer 2017

MEET THE TEAM



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