

STATEWIDE ECONOMIC DEVELOPMENT STRATEGY

HECC Technology Consortium

March 2026





**PROVIDE
CONTEXT/BACKGROUND**



**INTRODUCE DRAFT
STRATEGY FRAMEWORK**



SHARE NEXT STEPS



- **Business Oregon's is developing Statewide Economic Development Strategy – not an agency strategic plan**
- **Other statewide partners involved in this work:**
 - **State Agencies**
 - **Legislature**
 - **Governor's Office & Prosperity Council**
- **How do you see your organizational priorities aligning with this effort?**

STATE OF THE STATE



Rankings	2019	2025	Change
OVERALL	#22	#39	-17
<i>Economy</i>	7	41	-34
<i>Cost of Doing Business</i>	31	43	-12
<i>Workforce</i>	19	23	-4
<i>Business Friendliness</i>	43	47	-4
<i>Quality of Life</i>	16	19	-3
<i>Technology & Innovation</i>	12	14	-2
<i>Access to Capital</i>	23	24	-1
<i>Cost of Living</i>	45	45	0
<i>Education</i>	36	35	1
<i>Infrastructure</i>	22	14	8

***Oregon's Ranking
in CNBC's
Top States for Business***





Oregon's Choice: Grow Modestly or Not at All



The Choice

If we fail to adapt, we risk locking ourselves into a future of stagnation, scarcity, and decline. Yet this is still a choice. We can choose to modernize, to grow deliberately, and to build a state that remains vibrant, inclusive, and full of possibility. **The question is no longer whether we can afford to change—but whether we can afford not to.**



Oregon's Prosperity Roadmap



Business Oregon completes a state economic development strategy



Key Priorities



**DATA-DRIVEN &
COLLABORATIVE**



**STAKEHOLDER
INFORMED**



ACT WITH URGENCY



**LONG-TERM
SUSTAINABILITY**



**MEASURABLE
METRICS, MAINTAIN
ACCOUNTABILITY**

Engagement to Date

Framework Informed By:

- 8 Regional Workshops w/over 200 Contributors
- Various Studies and Plans:

- *External Business Recruitment Study (2025); Oregon Innovation Index (2024); Target Industry Assessment (2025); Oregon Capital Scan (2025); OBI Tax Burden Report (2024); Oregon's Global Opportunity 5 Year Global Strategy and Inbound Attraction Strategic Plan (2023); Regional Economic Development Strategies (CEDS); and MORE!*

Framework Validated By:

- Oregon Economic Development Association Conference (Oct 2025)
- 100+ Online Comments
- Regional/State Presentations – Legislature, Tribal Cluster
- Advisory Groups

Oregon's Economic Development Strategy Framework



Source materials: [Oregon Innovation Index \(2024\)](#), [Oregon Ports Economic Assessment \(2024\)](#), [External Business Recruitment Study \(2025\)](#), [Target Industry Assessment \(2025\)](#), [Oregon Incentives Workshops \(2025\)](#), [Oregon Capital Scan \(2025\)](#), [OBI Tax Burden Report \(2024\)](#), [Oregon's Global Opportunity 5 Year Global Strategy and Inbound Attraction Strategic Plan \(2023\)](#)

A blue-tinted photograph of a coastal city, likely Astoria, Oregon, viewed from an elevated position. A long, multi-span bridge extends across the water towards the horizon. The city buildings are densely packed in the foreground, and the water is calm. The sky is clear and blue.

Business Climate

Improve Oregon's reputation and competitiveness for business investment and growth.

Strategic Goals:

- Rebuild confidence in Oregon's business climate through improved messaging and engagement.
- Enhance coordination among state agencies to streamline business-facing services and reduce friction.
- Strengthen collaboration between state and local governments and Regional Economic Development Organizations.
- Explore and recommend strategies for potential changes in tax policy that would stimulate growth.



Business Retention & Expansion

*Help existing businesses grow
and stay in Oregon.*

Strategic Goals:

- Elevate Business Retention and Expansion to the same level of priority as business recruitment.
- Improve coordination between state and local economic development partners.
- Expand the eligibility and flexibility of incentive programs to better meet the needs of growing businesses.
- Develop new, targeted investments to support the retention and expansion of Oregon's key traded sector industries.
- Enhance coordination among local workforce and economic development organizations as it relates to business retention.
- Assist existing businesses in Oregon access new markets, both domestic and international.



Align talent pipelines with industry needs and support workforce growth.

Strategic Goals:

- Foster collaboration between businesses, education, and workforce organizations to ensure talent strategies are responsive to industry needs.
- Develop targeted initiatives to recruit younger workers to Oregon, positioning the state as a destination for early-career professionals.
- Expand access to training programs that help current workers adapt to evolving industry demands and advance in their careers.
- Support policies and programs that promote job quality, stability, and long-term career pathways, especially in key sectors.
- Build on the momentum of successful initiatives like Future Ready Oregon to scale proven strategies and drive inclusive workforce outcomes.

Workforce Development





Target high-potential industries and regional clusters.

Strategic Goals:

- Prioritize high-potential industry sectors that offer strong growth opportunities and align with Oregon's competitive advantages.
- Support regionally significant industry clusters, such as semiconductors in the Portland Metro area and agriculture in Eastern Oregon.
- Align workforce investments with targeted sectors to ensure talent pipelines meet the specific needs of priority industries.

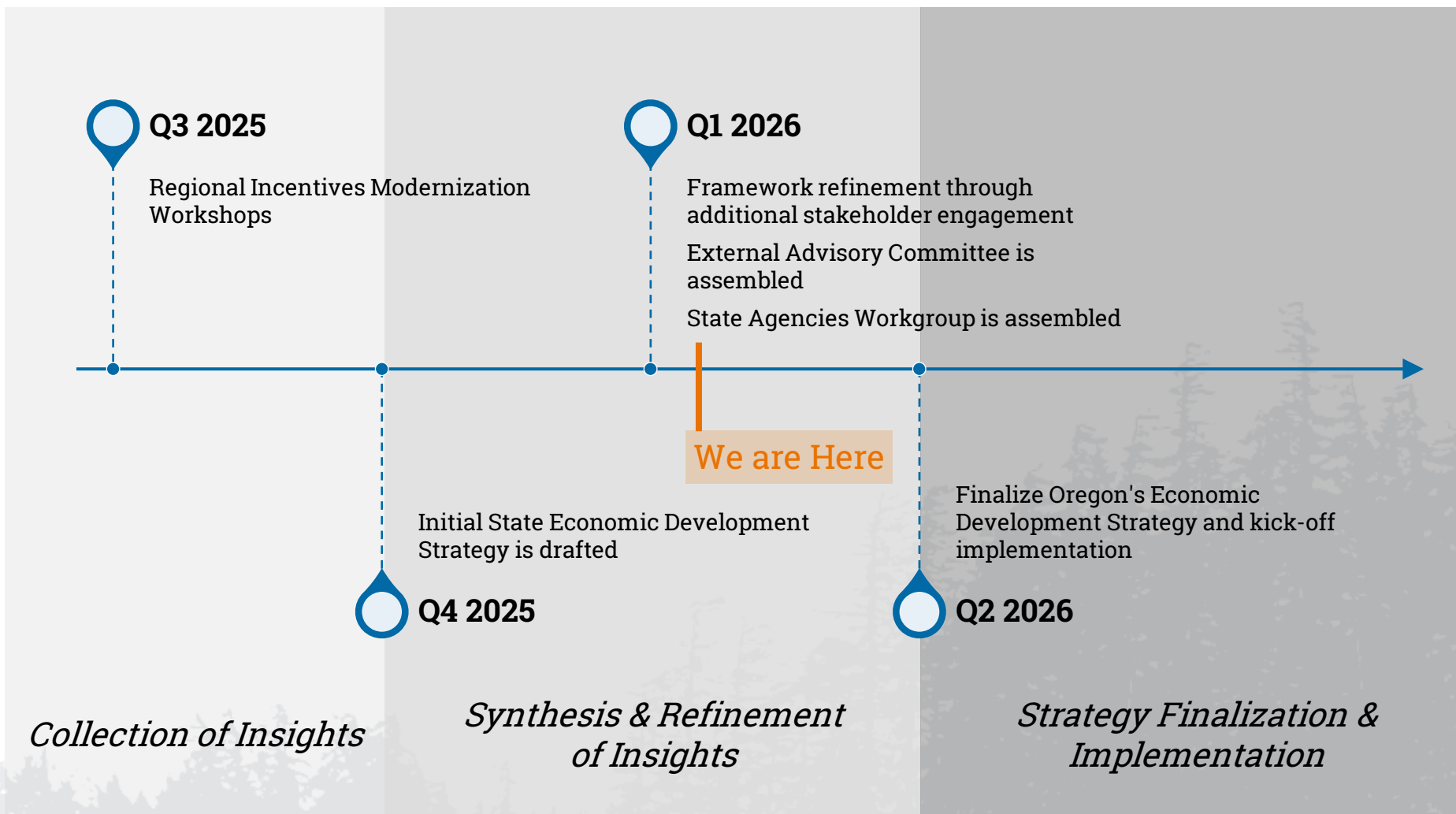
Sector Alignment





NEXT STEPS

Timeline Overview



What's Next

January

- *January 27th* – Host first External Advisory Committee meeting
- *January 29th* – Host first Interagency Meeting (consisting of 16 agencies)

February

- Provide Gov's office & Advisory Committee with first draft of strategy

March

- Next Advisory Committee meeting
- Next phase of stakeholder engagement and feedback around expanded strategy

April

- Kick-off economic development strategy implementation



Oregon.gov/biz

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