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Chamber of Commerce



PORTLAND BUSINESS
ALLIANCE

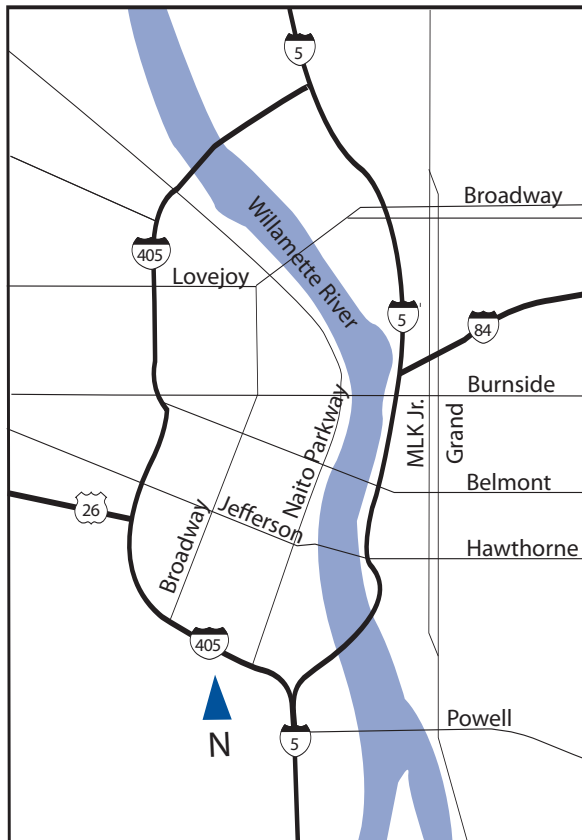
Leading the way

2005 Downtown Portland Business Census & Survey

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The 2005 Downtown Portland Business Census & Survey Executive Summary

Overview



The Downtown Business Census & Survey is a comprehensive data-gathering project involving all downtown Portland businesses, government entities and non-profit organizations. The purpose of this project is: 1) to accurately identify and count all the businesses and their employees located in the downtown area; 2) to obtain feedback and responses from all downtown firms and organizations in order to better understand and respond to the existing downtown market, as well as future opportunities and challenges facing the market; 3) to establish benchmarks and trends of leading economic indicators for tracking the progress of ongoing downtown development efforts; and 4) to create a sophisticated resource of information for prospective downtown tenants and developers interested in having a downtown presence. The census measures all enterprises and all employees physically located within the I-405/I-5 loop.

For more information please contact:

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Census Results

The 2005 Downtown Business Census reveals that 4,120 businesses, organizations and governmental entities were located within the I-405/I-5 loop as of October 1, 2005, the annual baseline for the analysis. That finding represents a net increase of 86 businesses since 2004 and 167 businesses since 2001. The census also concludes there to be 82,761 employees located within that same area, a net increase of 264 from 2004, but a net loss of 4,008 from 2001.

Downtown Portland Enterprises by Industry Sector

Sector	2005 Enterprises	2004 Enterprises	2003 Enterprises	2002 Enterprises	2001 Enterprises	Variance 01-05
Utilities	5	6	6	6	5	-
Construction	28	27	26	31	23	5
Manufacturing	119	122	119	121	119	-
Wholesale Trade	59	68	70	62	60	(1)
Retail Trade	557	536	544	536	561	(4)
Transportations & Warehousing	43	44	41	42	49	(6)
Information	132	134	143	141	148	(16)
Finance & Insurance	264	269	284	283	279	(15)
Real Estate, Renting & Leasing	238	237	230	219	227	11
Professional Scientific and Technical Services	1,110	1,083	1,081	1,111	1,074	36
Management of Companies and Enterprises	9	8	7	8	7	2
Administrative and Support	151	151	160	162	161	(10)
Educational Services	70	66	68	72	65	5
Health Care and Social Assistance	290	287	283	296	265	25
Arts, Entertainment and Recreation	96	98	79	92	93	3
Accommodation and Food Services	459	464	449	403	438	21
Other Services	477	421	408	387	365	112
Public Administration	13	13	13	13	14	(1)
Total	4,120	4,034	4,011	3,985	3,953	167

Downtown Portland Employees by Industry Sector

Sector	2005 Employees	2004 Employees	2003 Employees	2002 Employees	2001 Employees	Variance 01-05
Utilities	1,488	1,507	1,835	1,636	1,538*	(50)
Construction	462	537	398	638	648	(186)
Manufacturing	2,046	2,134	2,349	2,564	2,862	(816)
Wholesale Trade	558	640	714	774	926	(368)
Retail Trade	5,407	5,314	5,298	5,417	5,930	(523)
Transportations & Warehousing	2,728	2,762	2,800	2,559	3,836	(1,108)
Information	4,855	4,858	4,850	4,460	5,350	(495)
Finance & Insurance	11,668	11,730	12,113	12,190	13,102*	(1,434)
Real Estate, Renting & Leasing	2,039	2,125	1,947	2,255	2,221	(182)
Professional Scientific and Technical Services	14,614	14,091	13,661	13,615	14,504	110
Management of Companies and Enterprises	346	217	216	135	151	195
Administrative and Support	2,022	2,130	2,249	2,279	2,307	(285)
Educational Services	6,638	6,346	6,468	6,597	6,603*	35
Health Care and Social Assistance	2,997	3,054	2,810	3,103	3,078	(81)
Arts, Entertainment and Recreation	2,568	2,494	2,838	2,669	2,837	(269)
Accommodation and Food Services	9,163	9,354	8,616	8,109	7,788*	1,375
Other Services	3,474	3,188	3,219	3,055	3,210	294
Public Administration	9,688	10,016	9,881	9,968	9,878	(190)
Total	82,761	82,497	82,262	82,023	86,769	(4,008)

*Indicates totals for 2001 were adjusted due to subsequent information provided by major employers in the impacted sectors after the release of the 2001 Downtown Business Census and Survey Results

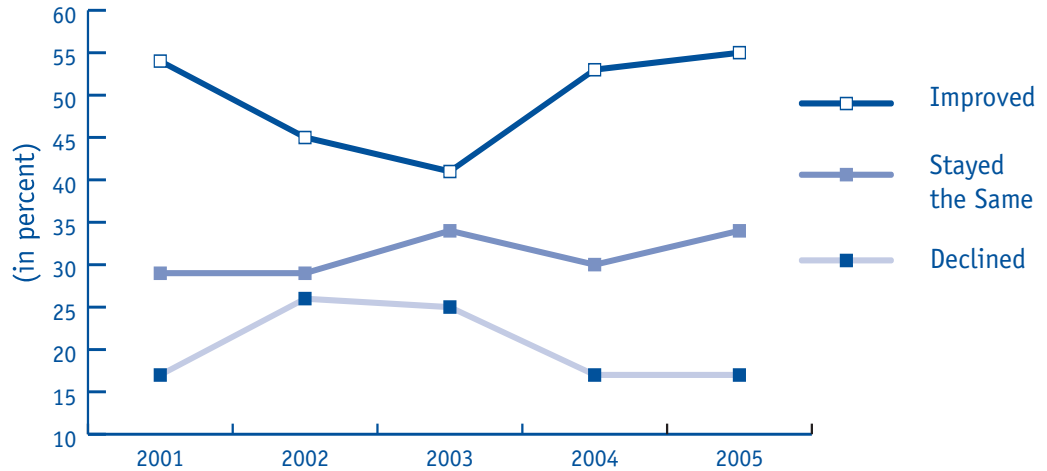
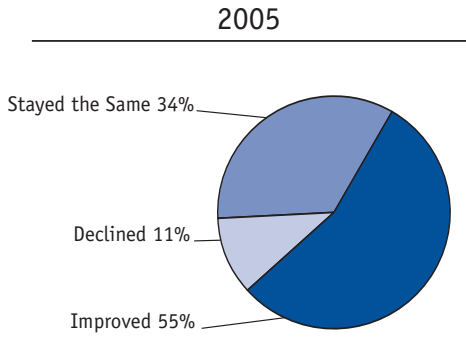
Top 10 Downtown Employers

Business Name	2005 Rank	2004 Rank
State of Oregon (Includes Portland State University)	1	1
City of Portland	2	2
US Federal Government	3	3
Standard Insurance Company	4	4
Multnomah County	5	5
Regence Group (BlueCross BlueShield)	6	6
US Post Office	7	8
Portland Trail Blazers/Oregon Arena Corporation	8	7
Oregonian Publishing Company	9	10
US Bank	10	9

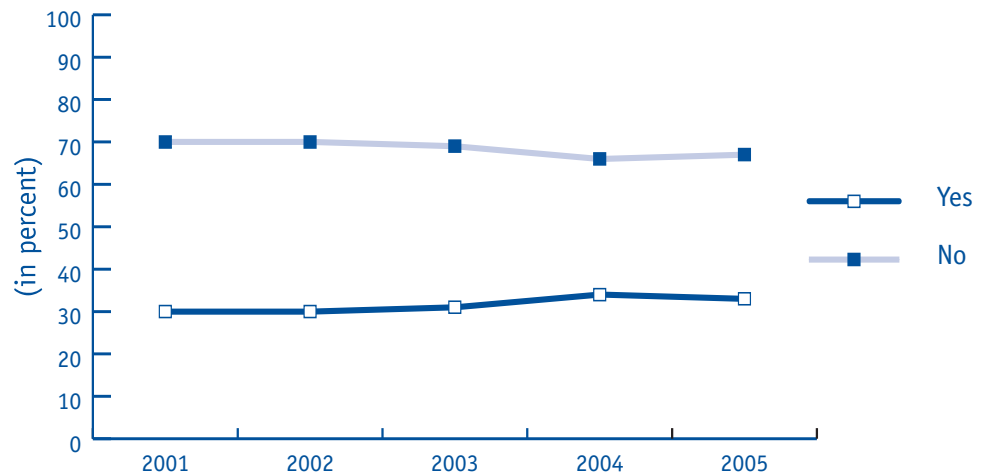
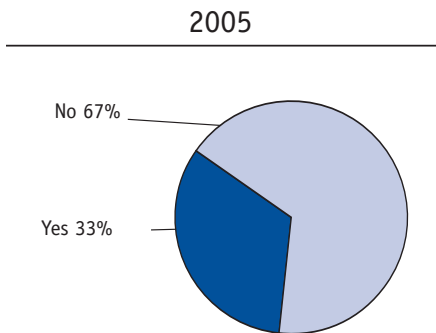
Survey Results

The 2005 Downtown Business Survey reflects the opinions of business owners and managers operating within the downtown area as of October 1, 2005.

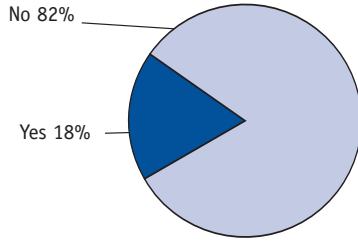
Change in Health of Business Over the Prior Two Years



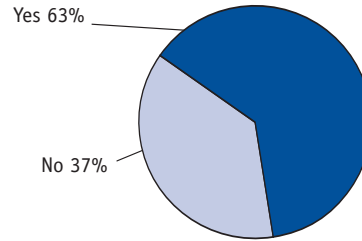
Plans for Expansion Over Next Two Years



Plans for Business Relocation in the Next Two Years

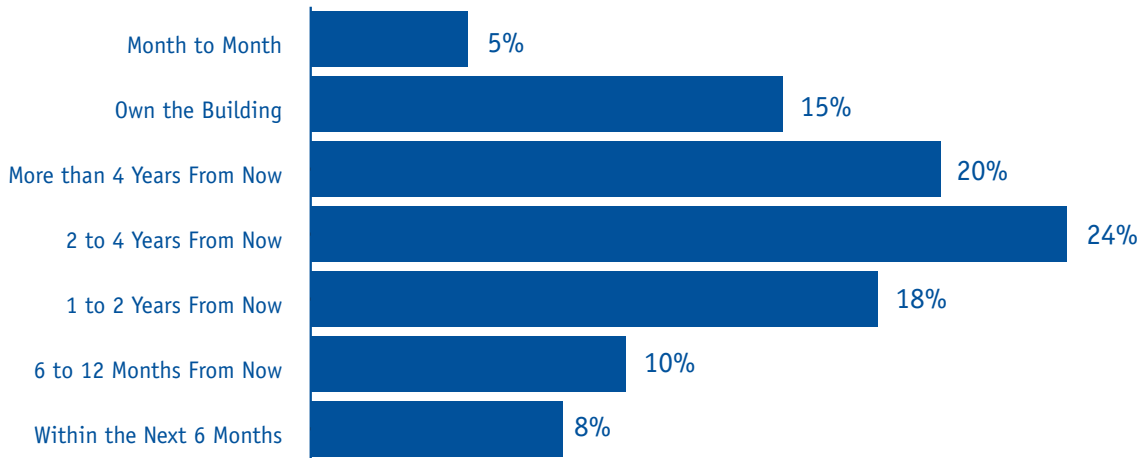


Those That Plan to Relocate Within Downtown Portland



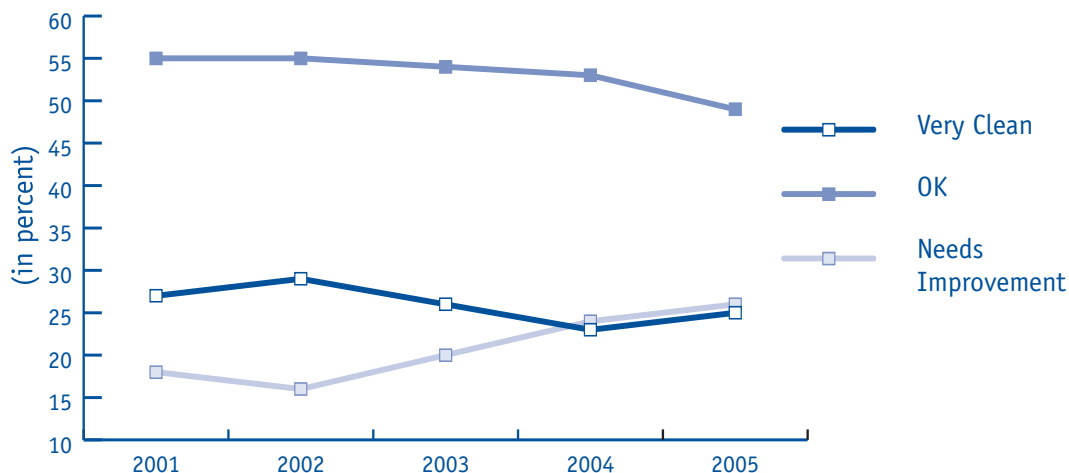
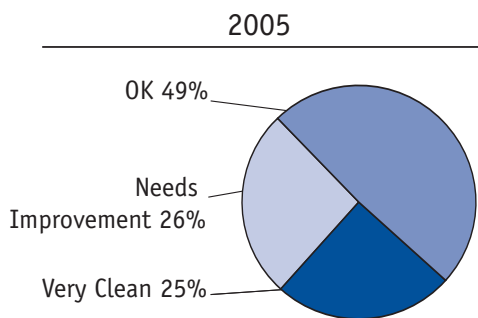
Type Of Occupancy and Lease Expiration

2005

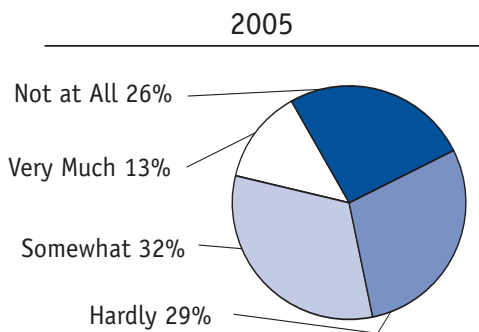


The survey includes inquiries about the perception of cleanliness and safety in the downtown area. The opinions of business owners and managers on these subjects are very important for measuring the impact of the physical business environment.

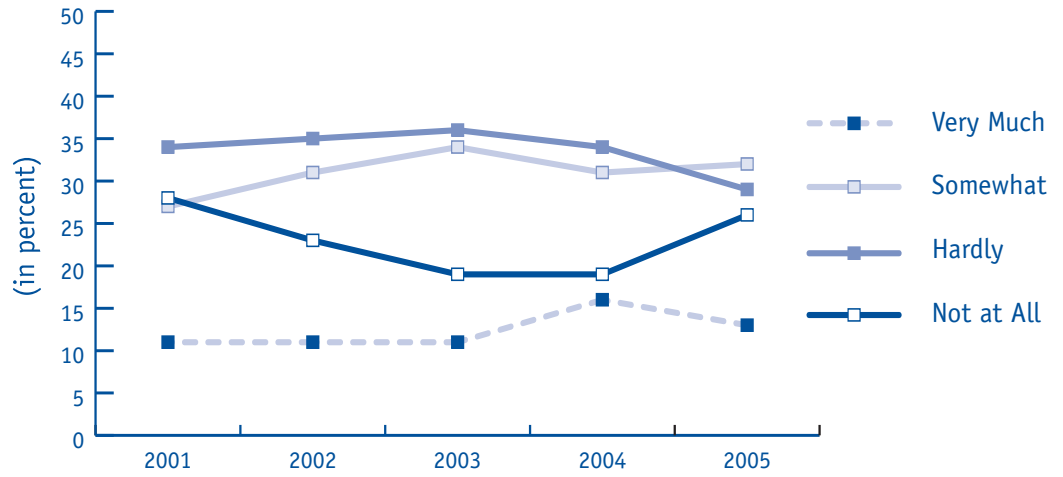
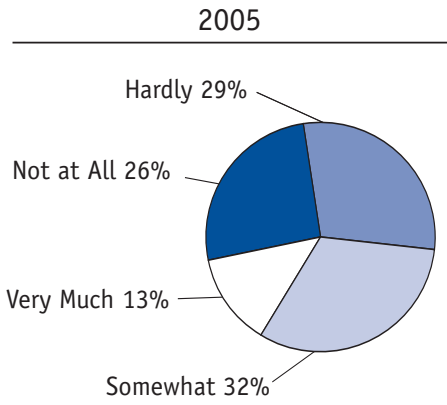
Cleanliness



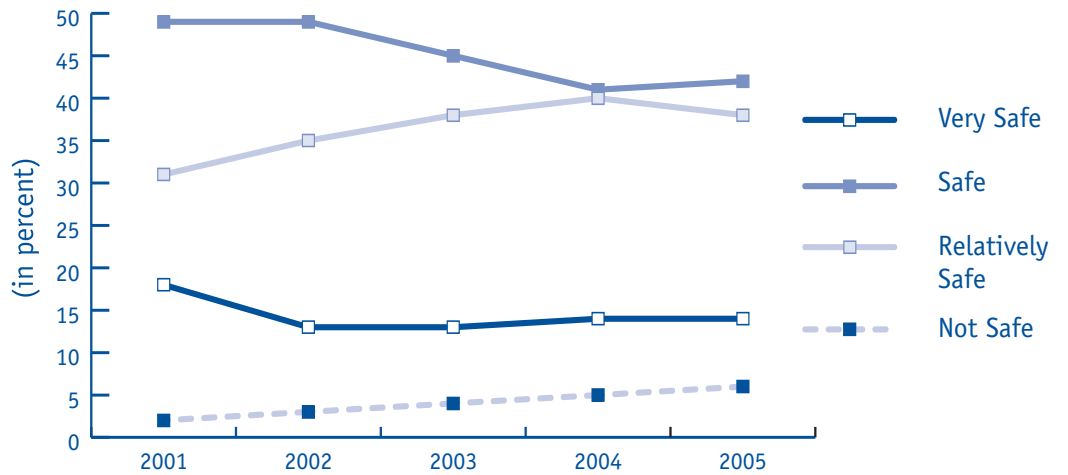
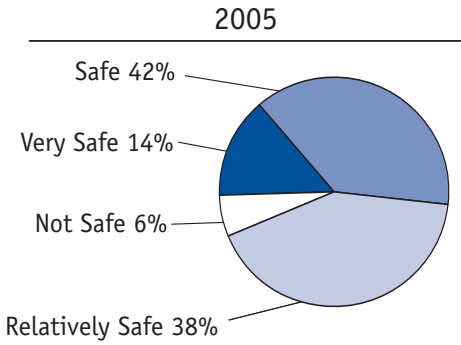
Impact of Public Inebriates, Transients and Vagrants



Effects of Graffiti and Vandalism



Downtown Safety



In order to determine which amenities help attract and retain businesses in the downtown area, owners and managers were asked to list the three factors they like most about downtown.

Most Important Factors for Business Locating or Staying Downtown

	2005 % of Respondents	2005 Rank	2004 Rank	2003 Rank	2002 Rank	2001 Rank
Central Location	42%	1	3	4	3	4
Restaurant Selection	39%	2	1	1	2	3
Public Transportation	37%	3	2	2	1	2
Art & Cultural Opportunities	30%	4	4	3	4	1
Atmosphere	26%	5	5	5	5	5

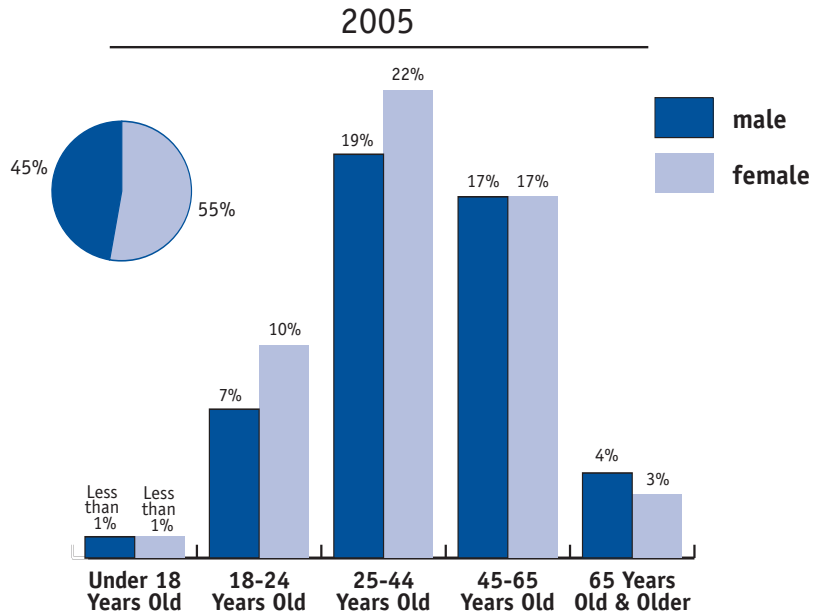
Business owners and managers were also asked to indicate the top three factors needing the most improvement.

Factors that Need Improvement

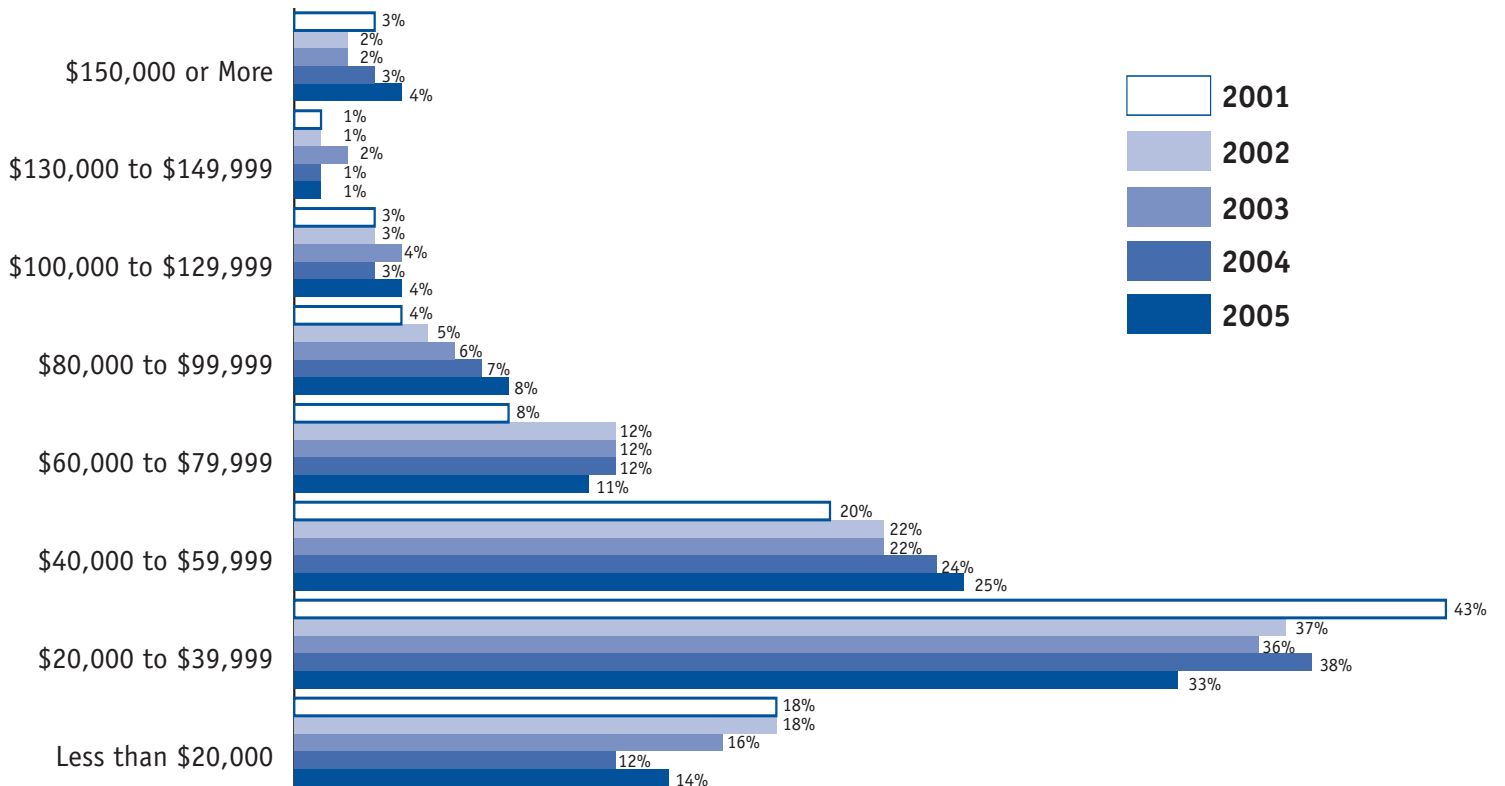
	2005 % of Respondents	2005 Rank	2004 Rank	2003 Rank	2002 Rank	2001 Rank
Panhandlers	52%	1	1	1	1	1
Transients	41%	2	2	2	2	4
Cost of Parking	33%	3	3	4	4	5
Taxes & Business Fees	28%	4	4	3	3	2
Availability of Parking	22%	5	5	5	5	3

Employee Profile

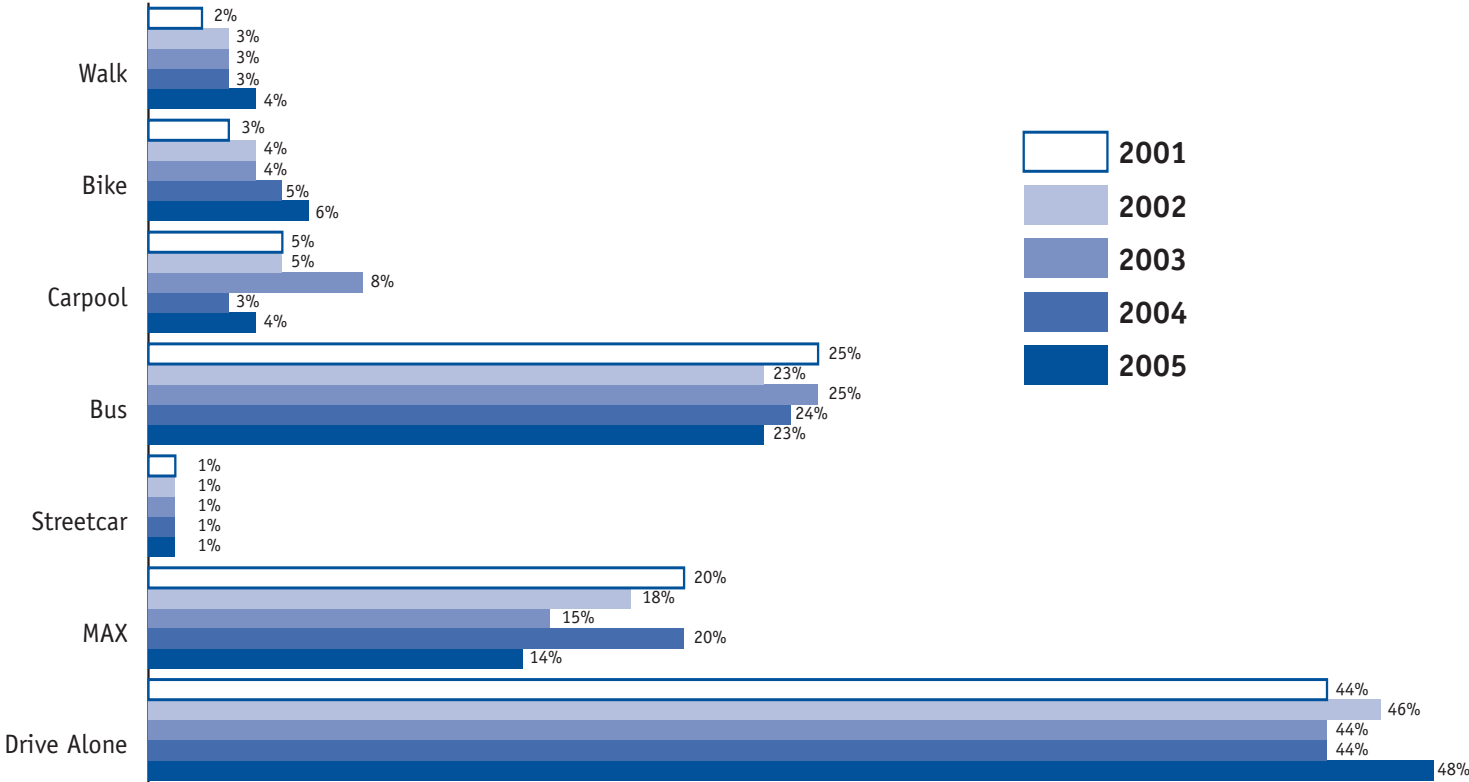
Employee Age and Gender Distribution



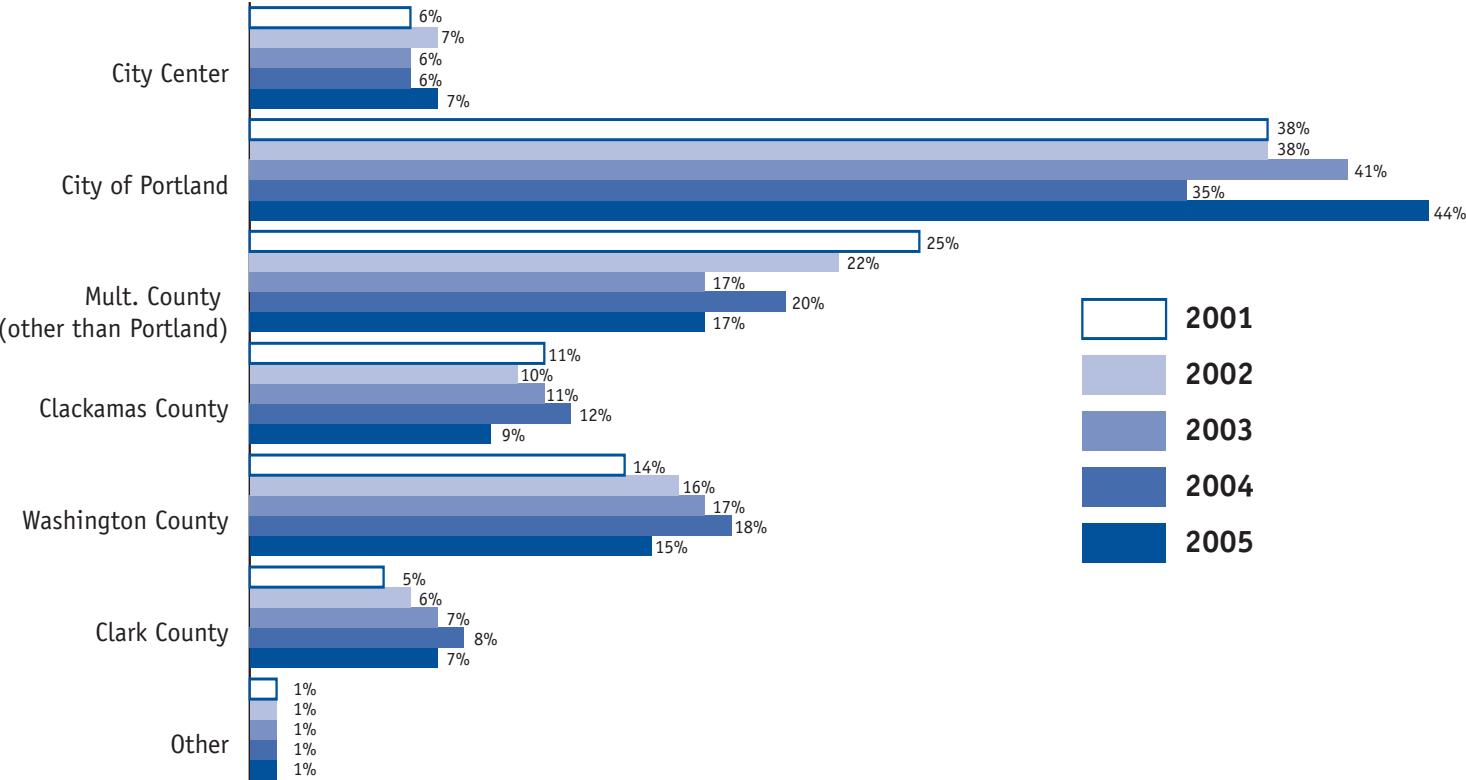
Annual Salaries of Downtown Workforce



How Downtown Employees Get to Work



Downtown Employee Residences



Business Census Database & Site Analysis

The information for the census is collected by business location, which makes the information extremely useful for business development and competitive analysis. Analysis can be conducted on specific industry segments in downtown or designated geographic locations. Information on individual enterprises will not be released.

Methodology

The survey instrument was mailed to the owners and managers of all businesses, organizations, and government agencies located within the study area. Those that did not respond to the initial mailing were contacted by phone interview or personal visit. Information on the number of paid employees and type of enterprise has been collected from every location in the target area as of October 1, 2005. Those that could not be reached by telephone were visited in person to ensure accuracy. A building-by-building canvass was also conducted to account for all existing businesses as of that date. The results represent a 100% count of all enterprises by type and a 100% count by number of employees working for downtown enterprises that are housed or assigned to a location within the study area. A statistically significant response (+/-3%) was collected for all other survey questions. The Downtown Business Census & Survey is conducted on an annual basis using October 1 of each year as the baseline date for responses and collected information.

NAICS Categories

The 2002 North American Industry Classification System (NAICS) is used to categorize all of the enterprises. Though information was collected for each geographic location, each enterprise is represented only once in the calculated results. Every enterprise is classified by at least the industry sector (2 digit NAICS code).

NAICS Code Sector

- 22 Utilities
- 23 Construction
- 31-33 Manufacturing
- 42 Wholesale Trade
- 44-45 Retail Trade
- 48-49 Transportations & Warehousing
- 51 Information
- 52 Finance & Insurance
- 53 Real Estate & Renting & Leasing
- 54 Professional Scientific and Technical Services
- 55 Management of Companies and Enterprises
- 56 Administrative and Support, Waste Management and Remediation Services
- 61 Educational Services
- 62 Health Care and Social Assistance
- 71 Arts, Entertainment and Recreation
- 72 Accommodation and Food Services
- 81 Other Services
- 92 Public Administration

