



OREGON  
BUSINESS  
COUNCIL

**Mission:** Bring together business leaders,  
in partnership with others, to identify  
and address policy issues of long-term  
importance to the well-being and  
prosperity of Oregonians.



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BUSINESS  
COUNCIL

**Vision:** An Oregon of thriving families and businesses, engaged and safe communities, a healthy natural environment, a productive economy, effective governance, and prosperity, well-being and opportunity for all.

# OREGON BUSINESS PLAN



## Four Goals

- **GROW WAGES** to raise the well-being of Oregonians
- **INCREASE THE SHARE OF PEOPLE WORKING** to bring more Oregonians into the economic mainstream
- **GROW HOUSEHOLD WEALTH** to increase family security and intergenerational well-being
- **INCREASE ECONOMIC MOBILITY** regardless of race or place

# OREGON BUSINESS PLAN FRAMEWORK FOR SHARED PROSPERITY

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## Three Imperatives

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### ECONOMY

Grow, Create, and Attract  
Good Jobs

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### EDUCATION

Prepare Oregonians for the  
Jobs of Today and  
Tomorrow

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### OPPORTUNITY

Provide Supports That Empower  
More Oregonians and Ensure that  
Zip Code Is Not Destiny

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## Priorities for 2023

- **MANUFACTURING**
- **WORKFORCE INVESTMENT**
- **POSTSECONDARY EDUCATION**
- **BROADBAND**
- **HOUSING**
- **WATER**
- **FOREST HEALTH**
- **I-5 BRIDGE**
- **ECONOMIC DEVELOPMENT**
- **FISCAL PLANNING**

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# Traded Sector Drives Growth

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# Places Specialize: Oregon's Key Sectors

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## High Tech

- Semiconductors
- Software
- Bioscience

## Advanced Manufacturing

- Metals
- Machinery and transportation equipment

## Footwear, sports apparel and outdoor gear

## Natural Resources

- Forestry and Wood Products
- Ag
- Food processing
- Tourism

## Clean Technology

- Solar manufacturing
- Environmental Technology and Services
- Energy Efficiency
- Electric vehicles
- Green building and design
- Wind energy

## Creative Industries

- Film and Video
- Design

# How we'll win: by building a world-class innovation ecosystem

