Dear Reader:

Welcome to the Portland Community Chamber’s *Portland’s Economic Scorecard 2011*. This annual report is linked with our 2007 study, *Looking Out For Portland and the Region*, which examined our regional economy as never before. That landmark report has proven an important touchstone for many chamber efforts since it was first released and this annual scorecard is yet another example of its impact.

The purpose of the *Scorecard* is to analyze the data to help us all understand how Portland is performing economically, particularly as measured against benchmark cities. We all know that Portland is a wonderful place to live, work and raise a family. But in a fast-moving world, all of us—business leaders, political officials and residents—must be aware of what sustains Portland, and what keeps us ahead of the pack. Without hard data, economic planning relies too heavily on anecdote. That’s not how any of us would run our business and it’s not healthy for our city, either.

The Portland Community Chamber is proud of this effort and we intend to use it as a guide in our efforts to make Portland an even better place to live, work and do business.

Sincerely,

Michael P. Bourque
President
Acknowledgements

The Portland Community Chamber owes a debt of gratitude to many people for the effort that went into creating this Scorecard. Appreciation is owed to the Chamber’s Board of Directors, who provided funding and direction to the project. We especially thank the community individuals who worked as volunteers to guide this body of work Bill Becker, Jack Lufkin, and Christopher O’Neil. Jim Damicis and Alison Bates of Camoin Associates deserve thanks for their in-depth research and detailed compilation of this important data. Thanks also to Alberta Follansbee for her design and desktop publishing. To all those who contributed - thank you.
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Introduction

PURPOSE

Portland’s Economic Scorecard 2011 provides a means for measuring the progress of Portland and the Portland Region at growing the local and regional economy. This second annual effort emerged from the 2007 report, Looking Out for Portland and Beyond, which provided an in-depth assessment of Portland’s local and regional economic performance. That effort resulted in a call for annual benchmarking of progress to inform business and community leaders in strategy and policy development to support economic growth. The Scorecard presents thirty-two indicators that measure local and regional economic growth. These indicators represent a mix of measures that are directly related to economic outcomes such as employment, income, and earnings, as well as indictors that are secondarily related to economic outcomes such as education attainment and affordability. The City of Portland and the Portland region are measured against reference cities and regions to gauge performance. Details on the methodology are included in Appendix B.

SUMMARY OF FINDINGS

The Scorecard is meant to be a summary of economic performance based on the indicators presented. Below are some of the key findings. A summary table showing the performance on all indicators is provided at the end of this introduction.
• Portland is outperforming its peers on several key employment related indicators, including employment, and unemployment rate. It should be noted that the national economic recession has resulted in considerable drops in employment nationally, regionally and locally. Therefore for many of the indicators “outperforming” means “declining less than your peers.”

• Portland is outperforming its peers on education attainment of its population.

• Together these indicate a higher standard of living because Portland is also outperforming its peers in household income and experiencing higher population growth.

• However, Portland and the region are lagging behind the benchmark geographies on affordability and cost measures, including city and regional housing costs, regional rental affordability, city property, tax levels, and municipal debt levels. To become more competitive and to continue growing, the local and regional economy will require Portland and the region to bring these costs in line with peer and national averages.
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<td>Airline Passenger Counts (Enplanement)</td>
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Between 2005 and 2010, employment growth in the Portland region declined by 2.3%, compared to an average decline for the national benchmark regions (-1.9%), the State of Maine (-3.1%), and New England (-3.1%). Over the last decade, from 2000-10, the Portland region (3.1%) exceeded all of the comparison geographies in employment growth.

In the last year; 2009-10, total non-farm employment in the Portland region decreased 0.3%. The national benchmark regions decreased by 1.0% in the last year, while Maine decreased by 0.6%, and New England decreased by 1.2%.

Regional Employment Growth

**TARGET:** Annual regional employment growth will exceed the national benchmarks.
From 2005-10, the Portland region experienced a 2.0% decrease in private non-farm employment. This decrease was less than that of the comparison geographies. The decrease for the national benchmarking regions was 8.7%, and was 3.5% for Maine and 2.8% for New England. Over the last 10 years, from 2000-2010, the Portland region (2.9%) exceeded all of the comparison geographies in private employment growth.
Several industry sectors were identified as key for the regional economy, including Biomedical/Life Sciences; Information Technology; Business and Financial Services; Arts, Entertainment, Recreation, & Visitor. Employment from 2001-2010 in the IT industries decreased 6.7%, larger than the 5.2% national decrease. Business and Financial Services grew 13.6%, less than the national growth of 21.3%. Arts, Entertainment, Recreation, and Visitor grew 11.1%, exceeding the national 7.9% growth.

**TARGET:** Employment growth in key sectors for the Portland Region will exceed that of the U.S. as a whole.

Employment between 2001 and 2010 in the Biomedical/Life Sciences industries in the Portland Region grew 20.2 percent which was on par with the growth in these industries nationally at 20.4 percent.
During this period, the unemployment rate for the City of Portland experienced a low of 2.6% in 2000, but has since risen, reaching a high of 6.6% in 2009, and dropping to 6.3% in 2010. During this period, the unemployment rate for the national benchmark cities started at 3.8% in 2000 and climbed to a high of 8.5% in 2010.

TARGET: The annual city unemployment rate will be below the national benchmarks.

From 2000-10, the annual unemployment rate for the City of Portland has remained lower than the State of Maine and the national benchmark cities.
During this period, the unemployment rate for the Portland region experience a low of 2.4% in 2000, but has since risen, reaching a high of 6.8% in 2009, and dropping to 6.5% in 2010. During this period, the unemployment rate for the national benchmark regions started at 3.4% in 2000 and climbed to a high of 8.5% in 2010.

**TARGET:** The annual regional unemployment rate will be below the national benchmarks.

From 2000-10, the annual unemployment rate for the Portland region has remained lower than all the reference geographies.
The Portland region had average earnings per employee of $45,746, putting it above the national benchmark regions ($44,382) and above the average for all metros in the U.S. ($44,667), but below the average of the New England metro regions ($51,234). The Portland Region gained ground on New England between 2008 and 2009.
From 2008-09, the Portland region experienced a decline in personal income of 1.2%. The national benchmark regions experienced a slightly smaller decline (1.1%), while Maine and New England increased personal income by 0.6% and 0.8% respectively. From 2004-09, the Portland region experienced an increase of 16.9% in personal income. This was lower than the averages experienced for the national benchmark regions (29.5%) and New England (22.2%), and was higher than the State of Maine (16.6%). From 1999-09, the Portland region experienced an increase of 54.0% in personal income. This was lower than the averages experienced for the national benchmark regions (63.1%), but was higher than the average increases experienced by the State of Maine (51.6%) and New England (52.5%).

**Regional Personal Income Growth**

**TARGET:** Annual regional personal income growth will exceed the national benchmarks.

Personal Income growth in the Portland Region has lagged that of the national benchmark regions in the past ten, five, and one year periods.
In 2009, the median household income in the City of Portland was $43,601. This was lower than the median for the Maine benchmark cities and higher than the national benchmark cities.

**TARGET:** Annual city median household income will exceed the national benchmarks.

On average, households in the City of Portland have higher incomes than national benchmark cities but lower than Maine benchmark cities.
In 2009, the median income of households in the Portland region was $53,849 and exceeded that of the National Benchmark Regions and Maine.

This was higher than the median for the national benchmark regions ($51,818), and was higher for the State of Maine ($45,734) but was lower than the median for New England ($57,192).

**TARGET:** Annual regional median household income will exceed the national benchmarks.
Gross Metro Product Growth

**TARGET:** Annual growth in gross metro product will exceed the national benchmarks.

In the last one-year period, 2008-09, growth in gross metro product for the Portland region (1.2%) surpassed the benchmark regions (-0.5%), but was below the State of Maine (3.7%) and New England (2.8%).

From 2004-2009, the Portland region experienced an increase of 17.9% in gross metro product. This was lower than the average of 20.6% for the national benchmark regions but was higher than the average for Maine (15.7%) and the New England states (17.7%).
This was lower than the average three-year levels of $56,558 to $68,847 for ports within the national benchmark cities for the same period. The three-year average of 2004-06 for the Port of Portland was 59.6% of the national benchmark cities’ average while the three-year average between 2008-10 for the Port of Portland decreased to 40.9% of the national benchmark cities.
Regional Retail Sales

TARGET: Annual growth in regional retail sales will exceed the national benchmarks.

During the last year, 2009-10, the Portland region has been on par with all of the comparison geographies.

The Portland region experienced an increase of 9.1% during this time period compared to the national benchmark regions (9.5%), Maine (8.6%) and New England (9.0%). In the 5-year period between 2005 and 2010, the Portland region (-2.3%) has experienced declines as well as the State of Maine (-3.1%) and New England (-2.8%), during this time the national benchmark regions increased by 0.4%. The Portland region has seen an increase in the percent change in retail sales over the last 10-year period from 2000-10 comparable to the comparison geographies, with the exception of the national benchmark regions which increased 10.4%.
City Vacancy Rate

TARGET: Annual downtown and suburban Portland Class A and B office space vacancy rate will be between 5% and 10%.

Over the past 10-year period from 2000-10, the City of Portland and its surrounding communities have seen dramatic swings in the vacancy rates for class A and B office space.

In 2010 the vacancy rate for downtown Portland was 12.5% compared to those areas in Portland but outside the downtown yet within Portland (3.6%) and properties outside the City of Portland (11.9%).
City Population Growth

**TARGET:** Annual city population growth will equal the national benchmarks.

The City of Portland experienced an increase of 5.1% in population during the last one-year period; 2009-10, while the Maine benchmark cities grew by 1.4%, and national benchmark cities declined by 3.7%.

From 2005-10, the population of the City of Portland increased by 4.2%, while the Maine benchmark cities increased by 1.8% and the national benchmark cities increased by 0.5%. From 2000-10, the population of the City of Portland increased by 3.1%, while the Maine benchmark cities increased by 4.0%, and the national benchmark cities increased by 6.8%.
From 2005-10, the population of Portland increased by 2.6%, while the national benchmark regions increased by 0.5%, Maine increased by 0.4%, and New England grew by a modest 0.8%.

From 2000-10, the population of Portland grew by 5.1%, which was slower than the national benchmark regions (6.8%), but faster than the State of Maine (2.8%) and New England (3.7%).
In 2009, 41.2% of the Portland region’s population that was 25 years or older had obtained at least a bachelor’s degree. This was higher than the averages experienced for the Maine benchmark cities (26.9%) and the national benchmark cities (35.2%).

For educational attainment, the City of Portland performs well relative to its benchmark cities.

TARGET: Annual percent of city population 25 years or older with a bachelor’s degree or higher will exceed the national benchmarks.
Regional Educational Attainment

**TARGET:** Annual percent of regional population 25 years or older with a bachelor’s degree or higher will exceed the national benchmarks.

In 2009, 33.4% of the Portland region’s population that was 25 years or older had attained at least a bachelor’s degree.

This was higher than the averages experienced for the national benchmark regions (29.5%), Maine (26.9%), and New England (32.7%).
City Housing Affordability

TARGET: Annual city median monthly housing costs as a percent of household income will be equal to or below the national benchmarks.

In terms of home ownership affordability, the City of Portland is slightly less affordable than its national counterparts and less affordable than the Maine benchmark cities.

In 2009, median monthly homeownership cost represented 27.3% of household income in the City of Portland compared to 25.5% for the Maine benchmark cities and 26.4% for the national benchmark cities.
In 2009, median monthly homeownership cost represented 26.1% of household income in the Portland region, which was higher than the national benchmark regions (25.2%), and the State of Maine (24.7%), while slightly lower than New England (26.4%).
In 2009, median monthly gross rent represented 31.5% of household income in the City of Portland compared to 30.6% for the Maine benchmark cities and 32.5% for the national benchmark cities.

In terms of rental affordability, the City of Portland is more affordable than the national benchmark cities but less affordable than the Maine benchmark cities.

**TARGET:** Annual city median gross rent as a percent of household income will be equal to or below the national benchmarks.
In 2009, median gross rent represented 30.6% of household income in the Portland region compared to 31.1% for the national benchmark regions, 29.9% for the State of Maine, and 30.0% for New England.

**TARGET:** Annual regional median gross rent as a percent of household income will be equal to or below the national benchmarks.

In terms of rental affordability, the Portland region is more affordable than the national benchmark regions but less affordable than the Maine benchmark regions.

In 2009, median gross rent represented 30.6% of household income in the Portland region compared to 31.1% for the national benchmark regions, 29.9% for the State of Maine, and 30.0% for New England.
City Full Value Tax Rates

TARGET: Annual city full value property tax rate will be equal or below the Maine benchmarks.

In 2009, the City of Portland’s full value property tax rate was 16.54 mils and higher than the benchmark cities.

This was slightly higher than the average for the Maine benchmark cities (15.65 mils), and higher than the state as a whole (12.23 mils).

Out of the sixteen Maine municipalities used for this study, six communities had lower full-value tax rates in 2009 than Portland, and 10 had higher; Portland ranked 7th lowest.
In Fiscal Year 2010, Portland’s General Fund Outstanding Debt per capita was $3,893 compared to an average of $988 for the reference communities, and Portland was higher than all nine communities on this indicator. Portland’s General Fund Debt Outstanding includes scheduled past obligations and most recently just over $12 million for bonds issued in 2009 for Combined Sewer Overflow. Debt outstanding provides both an indication of the City’s willingness to invest in infrastructure but also the amount that taxpayers must bear to support that infrastructure. Communities should seek to be near the middle of this indicator striking a balance between investment and tax burden.
Of the nine reference communities, only Santa Fe (25.9) and Burlington (17.8) were higher than Portland on a per capita basis. Municipal employment is an indication of the scope or effort put forth by the City to deliver services. It also is an indication of the cost required to support those services as personnel related costs represent the largest portion of municipal budgets.

In FY 2010, the City of Portland had a full-time equivalent employment level of 1,106. This represented 17.7 FTE’s per capita compared to an average of 12.4 for the reference communities.
Between 2006 and 2011, the valuation of property in the City of Portland increased 12.4%. This was lower than that experienced by the Maine benchmark cities during the same period (16.3%), as well as the State of Maine (25.0%). In the ten-year period from 2001-11, the City of Portland’s property valuation increased 83.7%, the Maine benchmark cities increased 99.2%, and the State of Maine rose 113.0%.

**TARGET:** Annual city property valuation will exceed the Maine benchmarks.

Between 2010 and 2011, the City of Portland’s property valuation decreased 3.5%, as did the Maine Benchmark cities (-2.7%) and the state (-1.9%).
Total Regional Cost Index

TARGET: The total regional cost index will be no more than 5% above the national benchmarks.

In 2010, the total cost index is lower in the Portland region than New England but significantly higher than the national benchmark regions average.

In 2010, the total cost index for the Portland region was 11.5% above the national benchmark region’s average. The total cost index for the Portland region was 114.1 compared to the national benchmark regions (102.6) and New England (124.1). The total cost index measures the relative price levels for consumer goods and services in participating areas and consists of grocery items (13.0%), housing (29.0%), utilities (10.0%), transportation (12.0%), health care (4.1%), and miscellaneous goods and services (32.0%).
Science and engineering occupations are desirable for a region in that they are generally higher earning occupations.

TARGET: Annual percent of regional employment in science and engineering occupations will equal the national benchmarks.

In 2006, the percent of all employed who were in science and engineering occupations in the Portland region was 3.1%, which is higher than the State of Maine (2.9%) but lower than the national benchmark regions (3.8%), New England (5.5%), and the U.S. (4.1%).

Science and engineering occupations are desirable for a region in that they are generally higher earning occupations.
Regional Venture Capital Investment

**TARGET:** Venture capital as a percent of gross metro product will equal or exceed the total for the benchmark regions.

From 2008-09, the Portland region experienced an increase of 53.3% in venture capital investment.

This was greater than the increase experienced by the national benchmark regions (18.4%). From 2008-09, the State of Maine increased 100%, while New England decreased 32.2%. During the three year period 2006-09, the Portland region (240.3%) had a substantially larger increase than the national benchmark regions (55.4%), the State of Maine (9.7%), and New England (-29.2%). Venture capital is a measure of start-up companies and new products and services of existing companies to attract capital needed for growth.
During the five-year period 2004-09, the Portland region (5.4%) was the only region to see an increase while the national benchmarks (-7.2%), the State of Maine (-12.7%), New England (-14.4%), and the U.S. (-7.6%) all saw a decline. From 1999-09, the Portland region (177.1%) also saw a greater increase in the number of patents issued than the national benchmark regions (24.8%), Maine (54.9%), New England (-12.8%), and the U.S. (1.4%). It should be noted that a large percentage of the State of Maine’s increases are attributable to the Portland region.

TARGET: Annual growth in regional patents issued will exceed the national benchmarks.

From 2008-2009, the Portland region, with a 1% increase, exceeded the percent change in patents issued when compared to the national benchmark regions (-7.0%), Maine (-12.0%), New England (-13.7%) and the U.S. (-12.3%).
Regional Food Services & Drinking Places Sales Growth

TARGET: Annual growth in regional food services and drinking places sales growth will exceed the national benchmarks.

The Portland region has seen an increase in the growth rate of 4.2% for food services and drinking places sales in the last year, 2009-2010.

This pattern of positive growth rate for 2009-10 is also seen in the national benchmark regions (5.6%), Maine (3.3%), New England (4.6%), and the U.S. (5.6%). Over the five year period of 2005-10, the Portland region experienced positive growth, but lagged behind the comparison geographies, with the exception of the State of Maine, which experienced less growth. Over the ten year period of 2000-10, the Portland region saw an increase of 15.8%, which was less than the benchmark regions (24.0%), and New England (16.5%), but was greater than the State of Maine (14.1%).
When looking at the total Maine overnight visitors by region for 2009, the Greater Portland/Casco Bay region is tied with the Downeast & Acadia region for percent of total overnight visitors. The Greater Portland/Casco Bay region had 15% of the state total trailing only the Southern Maine Coast region at 24%.

**TARGET:** Annual total Maine overnight visitors to the Greater Portland/Casco Bay region will increase to 20% of the state within 3 years.

The Greater Portland/Casco Bay region ranks second out of the eight regions determined by the State of Maine Office of Tourism in the percent of total overnight visitors to the State of Maine in 2009.
Airline Passenger Counts (Enplanement)

**TARGET:** Annual passenger growth will exceed the national benchmarks.

The Portland International Jetport has seen steady growth in enplanement counts from 2001 to 2009.

Enplanement counts are those boarding revenue passengers embarking on an airline trip. In the last year, 2008-09, the Portland Jetport has seen a decrease (0.5%), the national benchmark regions (7.2%) and New England (5.5%) also declined while the State of Maine increased (2.2%). During the five-year period from 2004-09, the Portland Jetport saw a 26.8% increase which was considerable when compared to the national benchmark regions (-6.6%), Maine (19.7%), and New England (-7.2%). For the nine-year period 2000-09, the Portland Jetport (39.3%) again outpaced the national benchmark regions (2.7%) and New England (-1.4%), but fell behind the State of Maine (41.4%).

“Private employment is the total number of persons on establishment payrolls employed full or part time in the private sector who received pay for any part of the pay period which includes the 12th day of the month. Temporary and intermittent employees are included, as are any workers who are on paid sick leave, on paid holiday, or who work during only part of the specified pay period. A striking worker who only works a small portion of the survey period, and is paid, would be included as employed under the CES definitions. Persons on the payroll of more than one establishment are counted in each establishment. Data exclude proprietors, self-employed, unpaid family or volunteer workers, farm workers, and domestic workers. Persons on layoff the entire pay period, on leave without pay, on strike for the entire period or who have not yet reported for work are not counted as employed. Government employment covers only civilian workers.”

Metropolitan Statistical Area (MSA) and New England City and Town Areas (NECTA) geography listings are from - OMB BULLETIN NO. 06 – 01 Corrected, Update of Statistical Area Definitions and Guidance on Their Uses, Office of Management and Budget, Executive Office of the President, December, 5, 2005.

Reference group summaries are the averages for the groups and include Portland or the Portland context geography.

For purposes of analysis, the Bureau of Labor Statistics has further aggregated NAICS sectors into groupings called “Supersectors”. They are as follows:

06 - Goods-Producing Industries
   10 - Natural Resources and Mining
       NAICS 1133--Logging
       Sector 21--Mining
   20 - Construction
       Sector 23–Construction

30 - Manufacturing
   Sectors 31, 32, 33–Manufacturing

07 - Service-Providing Industries
   40 - Trade, Transportation, and Utilities
       Sector 42--Wholesale Trade
       Sectors 44, 45--Retail Trade
       Sectors 48, 49--Transportation and Warehousing
       Sector 22–Utilities

50 - Information
   Sector 51–Information

55 - Financial Activities
   Sector 52--Finance and Insurance
   Sector 53--Real Estate and Rental and Leasing

60 - Professional and Business Services
   Sector 54--Professional, Scientific, and Technical Services
   Sector 55--Management of Companies and Enterprises
   Sector 56--Administrative and Support and Waste Management and Remediation Services

65 - Education and Health Services
   Sector 61--Educational Services
Appendix A — Indicator Sources & Notes

- Sector 62--Health Care and Social Assistance
- 70 - Leisure and Hospitality
  - Sector 71--Arts, Entertainment, and Recreation
  - Sector 72--Accommodation and Food Services
- 80 - Other Services
  - Sector 81--Other Services, except Public Administration
- 90 - Government
  - Sector 91--Federal Government
  - Sector 92--State Government
  - Sector 93--Local Government

Private Sector Employment Growth:


“Private employment is the total number of persons on establishment payrolls employed full or part time in the private sector who received pay for any part of the pay period which includes the 12th day of the month. Temporary and intermittent employees are included, as are any workers who are on paid sick leave, on paid holiday, or who work during only part of the specified pay period. A striking worker who only works a small portion of the survey period, and is paid, would be included as employed under the CES definitions. Persons on the payroll of more than one establishment are counted in each establishment. Data exclude proprietors, self-employed, unpaid family or volunteer workers, farm workers, and domestic workers. Persons on layoff the entire pay period, on leave without pay, on strike for the entire period or who have not yet reported for work are not counted as employed. Government employment covers only civilian workers.”

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Reference group summaries are the averages for the groups and include Portland or the Portland context geography.

For purposes of analysis, the Bureau of Labor Statistics has further aggregated NAICS sectors into groupings called “Supersectors”. They are as follows:

- 06 - Goods-Producing Industries
  - 10 - Natural Resources and Mining
    - NAICS 1133--Logging
    - Sector 21--Mining
  - 20 - Construction
    - Sector 23--Construction
  - 30 - Manufacturing
    - Sectors 31, 32, 33--Manufacturing
- 07 - Service-Providing Industries
  - 40 - Trade, Transportation, and Utilities
    - Sector 42--Wholesale Trade
    - Sectors 44, 45--Retail Trade
    - Sectors 48, 49--Transportation and Warehousing
    - Sector 22--Utilities
  - 50 - Information
    - Sector 51--Information
  - 55 - Financial Activities
    - Sector 52--Finance and Insurance
    - Sector 53--Real Estate and Rental and Leasing
### 60 - Professional and Business Services
- Sector 54 -- Professional, Scientific, and Technical Services
- Sector 55 -- Management of Companies and Enterprises
- Sector 56 -- Administrative and Support and Waste Management and Remediation Services

### 65 - Education and Health Services
- Sector 61 -- Educational Services
- Sector 62 -- Health Care and Social Assistance

### 70 - Leisure and Hospitality
- Sector 71 -- Arts, Entertainment, and Recreation
- Sector 72 -- Accommodation and Food Services

### 80 - Other Services
- Sector 81 -- Other Services, except Public Administration

### 90 - Government
- Sector 91 -- Federal Government
- Sector 92 -- State Government
- Sector 93 -- Local Government

#### Employment Growth in Key Sectors:
Source: EMSI Complete Employment - 2011.3.

The key industry sectors are defined as including the following industries according to the North American Industry Classification system:

<table>
<thead>
<tr>
<th>NAICS Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>325411</td>
<td>Medicinal and Botanical Manufacturing</td>
</tr>
<tr>
<td>325412</td>
<td>Pharmaceutical Preparation Manufacturing</td>
</tr>
<tr>
<td>325413</td>
<td>In-Vitro Diagnostic Substance Manufacturing</td>
</tr>
<tr>
<td>325414</td>
<td>Biological Product (except Diagnostic) Manufacturing</td>
</tr>
<tr>
<td>333314</td>
<td>Optical Instrument and Lens Manufacturing</td>
</tr>
<tr>
<td>334510</td>
<td>Electromedical and Electrotherapeutic Apparatus Manufacturing</td>
</tr>
<tr>
<td>334516</td>
<td>Analytical Laboratory Instrument Manufacturing</td>
</tr>
<tr>
<td>339112</td>
<td>Surgical and Medical Instrument Manufacturing</td>
</tr>
<tr>
<td>339113</td>
<td>Surgical Appliance and Supplies Manufacturing</td>
</tr>
<tr>
<td>339114</td>
<td>Dental Equipment and Supplies Manufacturing</td>
</tr>
<tr>
<td>339115</td>
<td>Ophthalmic Goods Manufacturing</td>
</tr>
<tr>
<td>339116</td>
<td>Dental Laboratories</td>
</tr>
<tr>
<td>423450</td>
<td>Medical, Dental, and Hospital Equipment and Supplies Merchant Wholesalers</td>
</tr>
<tr>
<td>423460</td>
<td>Ophthalmic Goods Merchant Wholesalers</td>
</tr>
<tr>
<td>446110</td>
<td>Pharmacies and Drug Stores</td>
</tr>
<tr>
<td>446120</td>
<td>Cosmetics, Beauty Supplies, and Perfume Stores</td>
</tr>
<tr>
<td>446130</td>
<td>Optical Goods Stores</td>
</tr>
<tr>
<td>446191</td>
<td>Food (Health) Supplement Stores</td>
</tr>
<tr>
<td>446199</td>
<td>All Other Health and Personal Care Stores</td>
</tr>
<tr>
<td>541711</td>
<td>Research and Development in Biotechnology</td>
</tr>
<tr>
<td>541712</td>
<td>Research and Development in the Physical, Engineering, and Life Sciences (except Biotechnology)</td>
</tr>
<tr>
<td>541720</td>
<td>Research and Development in the Social Sciences and Humanities</td>
</tr>
<tr>
<td>562211</td>
<td>Hazardous Waste Treatment and Disposal</td>
</tr>
<tr>
<td>621410</td>
<td>Family Planning Centers</td>
</tr>
<tr>
<td>621420</td>
<td>Outpatient Mental Health and Substance Abuse Centers</td>
</tr>
<tr>
<td>621491</td>
<td>HMO Medical Centers</td>
</tr>
<tr>
<td>621492</td>
<td>Kidney Dialysis Centers</td>
</tr>
</tbody>
</table>
Appendix A — Indicator Sources & Notes

621493 Freestanding Ambulatory Surgical and Emergency Centers
621498 All Other Outpatient Care Centers
621511 Medical Laboratories
621512 Diagnostic Imaging Centers
621610 Home Health Care Services
621910 Ambulance Services
621991 Blood and Organ Banks
621999 All Other Miscellaneous Ambulatory Health Care Services
622110 General Medical and Surgical Hospitals
622210 Psychiatric and Substance Abuse Hospitals
622310 Specialty (except Psychiatric and Substance Abuse) Hospitals
623110 Nursing Care Facilities
623210 Residential Mental Retardation Facilities
623220 Residential Mental Health and Substance Abuse Facilities
623311 Continuing Care Retirement Communities
623312 Homes for the Elderly
623990 Other Residential Care Facilities

Information Technology
511210 Software Publishers
517110 Wired Telecommunications Carriers
518210 Data Processing, Hosting, and Related Services
541511 Custom Computer Programming Services
541512 Computer Systems Design Services
541513 Computer Facilities Management Services
541519 Other Computer Related Services

Business & Financial Services
323115 Digital Printing
323116 Manifold Business Forms Printing

518210 Data Processing, Hosting, and Related Services
522210 Credit Card Issuing
522220 Sales Financing
522291 Consumer Lending
522292 Real Estate Credit
522293 International Trade Financing
522294 Secondary Market Financing
522298 All Other Nondepository Credit Intermediation
522310 Mortgage and Nonmortgage Loan Brokers
522320 Financial Transactions Processing, Reserve, and Clearinghouse Activities
522390 Other Activities Related to Credit Intermediation
523110 Investment Banking and Securities Dealing
523120 Securities Brokerage
523130 Commodity Contracts Dealing
523140 Commodity Contracts Brokerage
523210 Securities and Commodity Exchanges
523910 Miscellaneous Intermediation
523920 Portfolio Management
523930 Investment Advice
523991 Trust, Fiduciary, and Custody Activities
523999 Miscellaneous Financial Investment Activities
524113 Direct Life Insurance Carriers
524114 Direct Health and Medical Insurance Carriers
524126 Direct Property and Casualty Insurance Carriers
524127 Direct Title Insurance Carriers
524128 Other Direct Insurance (except Life, Health, and Medical) Carriers
524130 Reinsurance Carriers
524210 Insurance Agencies and Brokerages
524291 Claims Adjusting
524292  Third Party Administration of Insurance and Pension Funds
524298  All Other Insurance Related Activities
525110  Pension Funds
525120  Health and Welfare Funds
525190  Other Insurance Funds
525910  Open-End Investment Funds
525920  Trusts, Estates, and Agency Accounts
525990  Other Financial Vehicles
531120  Lessor of Nonresidential Buildings (except Miniwarehouses)
531130  Lessor of Miniwarehouses and Self-Storage Units
531190  Lessor of Other Real Estate Property
531311  Residential Property Managers
531312  Nonresidential Property Managers
531390  Other Activities Related to Real Estate
533110  Lessor of Nonfinancial Intangible Assets
   (except Copyrighted Works)
541110  Offices of Lawyers
541191  Title Abstract and Settlement Offices
541199  All Other Legal Services
541211  Offices of Certified Public Accountants
541213  Tax Preparation Services
541214  Payroll Services
541219  Other Accounting Services
541310  Architectural Services
541320  Landscape Architectural Services
541330  Engineering Services
541340  Drafting Services
541350  Building Inspection Services
541360  Geophysical Surveying and Mapping Services
541370  Surveying and Mapping (except Geophysical) Services
541380  Testing Laboratories

541410  Interior Design Services
541420  Industrial Design Services
541430  Graphic Design Services
541490  Other Specialized Design Services
541511  Custom Computer Programming Services
541512  Computer Systems Design Services
541513  Computer Facilities Management Services
541519  Other Computer Related Services
541611  Administrative Management and General Management
   Consulting Services
541612  Human Resources Consulting Services
541613  Marketing Consulting Services
541614  Process, Physical Distribution, and Logistics Consulting
   Services
541618  Other Management Consulting Services
541620  Environmental Consulting Services
541690  Other Scientific and Technical Consulting Services
541810  Advertising Agencies
541820  Public Relations Agencies
541830  Media Buying Agencies
541840  Media Representatives
541850  Display Advertising
541860  Direct Mail Advertising
541870  Advertising Material Distribution Services
541910  Marketing Research and Public Opinion Polling
541922  Commercial Photography

**Arts, Entertainment, Recreation, & Visitor**
339920  Sporting and Athletic Goods Manufacturing
339931  Doll and Stuffed Toy Manufacturing
339932  Game, Toy, and Children’s Vehicle Manufacturing
Appendix A — Indicator Sources & Notes

423910 Sporting and Recreational Goods and Supplies Merchant Wholesalers
487110 Scenic and Sightseeing Transportation, Land
487210 Scenic and Sightseeing Transportation, Water
487990 Scenic and Sightseeing Transportation, Other
512110 Motion Picture and Video Production
512120 Motion Picture and Video Distribution
512131 Motion Picture Theaters (except Drive-Ins)
512132 Drive-In Motion Picture Theaters
512191 Teleproduction and Other Postproduction Services
512199 Other Motion Picture and Video Industries
512210 Record Production
512220 Integrated Record Production/Distribution
512230 Music Publishers
512240 Sound Recording Studios
512290 Other Sound Recording Industries
515111 Radio Networks
515112 Radio Stations
515120 Television Broadcasting
515210 Cable and Other Subscription Programming
561510 Travel Agencies
561520 Tour Operators
561591 Convention and Visitors Bureaus
561599 All Other Travel Arrangement and Reservation Services
711110 Theater Companies and Dinner Theaters
711120 Dance Companies
711130 Musical Groups and Artists
711190 Other Performing Arts Companies
711211 Sports Teams and Clubs
711212 Racetracks
711219 Other Spectator Sports
711310 Promoters of Performing Arts, Sports, and Similar Events with Facilities
711320 Promoters of Performing Arts, Sports, and Similar Events without Facilities
711410 Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures
711510 Independent Artists, Writers, and Performers
712110 Museums
712120 Historical Sites
712130 Zoos and Botanical Gardens
712190 Nature Parks and Other Similar Institutions
713110 Amusement and Theme Parks
713120 Amusement Arcades
713290 Other Gambling Industries
713910 Golf Courses and Country Clubs
713920 Skiing Facilities
713930 Marinas
713940 Fitness and Recreational Sports Centers
713950 Bowling Centers
713990 All Other Amusement and Recreation Industries
721110 Hotels (except Casino Hotels) and Motels
721120 Casino Hotels
721191 Bed-and-Breakfast Inns
721199 All Other Traveler Accommodation
721211 RV (Recreational Vehicle) Parks and Campgrounds
721214 Recreational and Vacation Camps (except Campgrounds)

City Unemployment Rate:
Appendix A — Indicator Sources & Notes


Unemployment rate is the number unemployed as a percent of the labor force.

Metropolitan Statistical Area (MSA) and New England City and Town Areas (NECTA) geography listings are from - OMB BULLETIN NO. 06 – 01 Corrected, Update of Statistical Area Definitions and Guidance on Their Uses, Office of Management and Budget, Executive Office of the President, December, 5, 2005.

Reference group summaries are the averages for the groups and include Portland or the Portland context geography.

Regional Unemployment Rate:


Unemployment rate - the number unemployed as a percent of the labor force.

Metropolitan Statistical Area (MSA) and New England City and Town Areas (NECTA) geography listings are from - OMB BULLETIN NO. 06 – 01 Corrected, Update of Statistical Area Definitions and Guidance on Their Uses, Office of Management and Budget, Executive Office of the President, December, 5, 2005.

Reference group summaries are the averages for the groups and include Portland or the Portland context geography.

Regional Earnings per Employee:

Per Capita Personal income is from Regional Economic Information System, Bureau of Economic Analysis, U.S. Department of Commerce; http://www.bea.gov.

Personal income is income received by persons from all sources. It includes income received from participation in production as well as from government and business transfer payments. It is the sum of compensation of employees (received), supplements to wages and salaries, proprietors’ income with inventory valuation adjustment and capital consumption adjustment, rental income of persons with capital consumption adjustment, personal income receipts on assets, and personal current transfer receipts, less contributions for government social insurance.

Metropolitan and Micropolitan Statistical Area (MSA) and New England City and Town Areas (NECTA) geography listings is from - OMB BULLETIN NO. 06 – 01 Corrected, Update of Statistical Area Definitions and Guidance on Their Uses, Office of Management and Budget, Executive Office of the President, December, 5, 2005.

Reference group summaries are the averages for the groups and include Portland or the Portland context geography.

Regional Personal Income Growth:

Personal income is from Regional Economic Information System, Bureau of Economic Analysis, U.S. Department of Commerce; http://www.bea.gov/regional/reis...
Personal income is income received by persons from all sources. It includes income received from participation in production as well as from government and business transfer payments. It is the sum of compensation of employees (received), supplements to wages and salaries, proprietors’ income with inventory valuation adjustment and capital consumption adjustment, rental income of persons with capital consumption adjustment, personal income receipts on assets, and personal current transfer receipts, less contributions for government social insurance.

Metropolitan and Micropolitan Statistical Area (MSA) and New England City and Town Areas (NECTA) geography listings is from - OMB BULLETIN NO. 06 – 01 Corrected, Update of Statistical Area Definitions and Guidance on Their Uses, Office of Management and Budget, Executive Office of the President, December, 5, 2005.

Reference group summaries are the averages for the groups and include Portland or the Portland context geography.

**Median City Household Income:**


Metropolitan and Micropolitan Statistical Area (MSA) and New England City and Town Areas (NECTA) geography listings is from - OMB BULLETIN NO. 06 – 01 Corrected, Update of Statistical Area Definitions and Guidance on Their Uses, Office of Management and Budget, Executive Office of the President, December, 5, 2005.

Metropolitan Statistical Area (MSA) definitions changed following the 2000 Census, therefore the 2000 Census data is not directly comparable with the 2005 American Community Survey data. As such, the 2000 MSA data is not shown here. Data is incomplete and not directly comparable for 2002-2004 and is also not shown here either.

Reference group summaries are the averages for the groups and include Portland or the Portland context geography.

**Median Regional Household Income:**


Metropolitan and Micropolitan Statistical Area (MSA) and New England City and Town Areas (NECTA) geography listings is from - OMB BULLETIN NO. 06 – 01 Corrected, Update of Statistical Area Definitions and Guidance on Their Uses, Office of Management and Budget, Executive Office of the President, December, 5, 2005.

Metropolitan Statistical Area (MSA) definitions changed following the 2000 Census, therefore the 2000 Census data is not directly comparable with the 2005 American Community Survey data. Therefore, the 2000 MSA data is not shown here. Data is incomplete and not directly comparable for 2002-2004 and is also not shown here as well.

Reference group summaries are the averages for the groups and include Portland or the Portland context geography.
Gross Metro Product Growth:


Metropolitan and Micropolitan Statistical Area (MSA) and New England City and Town Areas (NECTA) geography listings is from - OMB BULLETIN NO. 06 – 01 Corrected, Update of Statistical Area Definitions and Guidance on Their Uses, Office of Management and Budget, Executive Office of the President, December, 5, 2005.

The percent of state for Providence-Fall River Metro is based on Massachusetts and Rhode Island data and the Chattanooga Metro is based on Tennessee and Georgia data.

Regional Retail Sales:


Retail sales are from the Bureau of Economic Analysis and are revised by Woods & Poole to be consistent with the sum of the county retail sales data for the census years. Therefore, retail sales data for the U.S. are the sum of county retail sales published in the Census of Retail Trade and differ from the U.S. data published monthly by the Department of Commerce.

Population data is from the U.S. Department of Commerce July 1 (including decennial census’), Bureau of the Census and is estimated by Woods & Poole Economics.

Retail pull factor is derived by dividing the region’s per capita sales by the state’s per capita sales - results greater than 1.0 indicate higher than average per capita sales or that the area is “pulling” sales from residents in other areas, results less than 1.0 means that other areas are “pulling” sales from the regions residents.

Metropolitan and Micropolitan Statistical Area (MSA) and New England City and Town Areas (NECTA) geography listings is from - OMB BULLETIN NO. 06 – 01 Corrected, Update of Statistical Area Definitions and Guidance on Their Uses, Office of Management and Budget, Executive Office of the President, December, 5, 2005.

Reference group summaries are the averages for the groups and include Portland or the Portland context geography.

Value of City Imports & Exports Per Capita:


Appendix A — Indicator Sources & Notes

Per Capita is based on the population of the city in which the port is located.

U.S. Imports & Exports by Port indicate pass through location only and do not reflect state of origin or destination.

Total Municipal General Fund Debt Outstanding per Capita:
Total General Fund Debt Per Capita excludes debt for education and enterprise funds.

Nine reference communities were included in the analysis are: Worcester, MA; Wilmington, NC; Nashua, NH; Corvallis, OR; Greenville, SC; Yakima, WA; Missoula, MT; Santa Fe, NM; Burlington, VT in an analysis conducted by Camoin Associates for the Portland Community Chamber of Commerce, June 2011. Debt data was gathered by Camoin from individual city government offices & websites and is based on Fiscal Year 2010. Population data is from Annual Estimates of the Population; July 1, 2001 to July 1, 2009; U.S. Census Bureau; http://www.census.gov/popest.

Municipal Full-Time Equivalent Employees per 1,000 Population:
1 FTE equals 2,080 person hours worked per year. Includes municipal employees only and excludes employees associated with School Department and any Enterprise Funds. Data for Portland excludes full-time equivalent employees for education (1,120), Jetport Fire (13), Jetport Police (5), and the Barron Center (259).

Nine reference communities were included in the analysis are: Worcester, MA; Wilmington, NC; Nashua, NH; Corvallis, OR; Greenville, SC; Yakima, WA; Missoula, MT; Santa Fe, NM; Burlington, VT in an analysis conducted by Camoin Associates for the Portland Community Chamber of Commerce, June 2011. Employment data was gathered by Camoin from individual city government offices & websites and is based on Fiscal Year 2010. Population data is from Annual Estimates of the Population; July 1, 2001 to July 1, 2009; U.S. Census Bureau; http://www.census.gov/popest.

City Vacancy Rate:

City Population Growth:

1990 and 2000 Population figures are based on the decennial Census April 1 counts.

Metropolitan (MSA) geography listings is from - OMB BULLETIN NO. 06 – 01 Corrected, Update of Statistical Area Definitions and Guidance on Their Uses, Office of Management and Budget, Executive Office of the President, December, 5, 2005.

Regional Population Growth:
Appendix A — Indicator Sources & Notes


1990 and 2000 Population figures are based on the decennial Census April 1 counts.

Metropolitan (MSA) geography listings is from - OMB BULLETIN NO. 06 – 01 Corrected, Update of Statistical Area Definitions and Guidance on Their Uses, Office of Management and Budget, Executive Office of the President, December, 5, 2005.

City Education Attainment:


Metropolitan Statistical Area (MSA) definitions changed following the 2000 Census, therefore the 2000 Census data is not directly comparable with the 2005-09 American Community Survey data.

Metropolitan and Micropolitan Statistical Area (MSA) and New England City and Town Areas (NECTA) geography listings is from - OMB BULLETIN NO. 06 – 01 Corrected, Update of Statistical Area Definitions and Guidance on Their Uses, Office of Management and Budget, Executive Office of the President, December, 5, 2005.

Reference group summaries are the averages for the groups and include Portland or the Portland context geography.

Regional Education Attainment:


Metropolitan Statistical Area (MSA) definitions changed following the 2000 Census, therefore the 2000 Census data is not directly comparable with the 2005-09 American Community Survey data.

Metropolitan and Micropolitan Statistical Area (MSA) and New England City and Town Areas (NECTA) geography listings is from - OMB BULLETIN NO. 06 – 01 Corrected, Update of Statistical Area Definitions and Guidance on Their Uses, Office of Management and Budget, Executive Office of the President, December, 5, 2005.

Reference group summaries are the averages for the groups and include Portland or the Portland context geography.

City Housing Affordability:


Renter data is median gross rent as a percent of household income (B25071); Owner data is median monthly housing costs as a percent of household income-owners with a mortgage (B25092).
Appendix A — Indicator Sources & Notes

Benchmark Regions include the following Metropolitan Statistical Areas (MSA): Santa Barbara-Santa Maria-Golata, CA; Norwich-New London, CT; Bradenton-Sarasota-Venice, FL; Savannah, GA; Boise City-Nampa, ID; Bloomington, IN; Worcester, MA; Bangor, ME; Lewiston-Auburn, ME; Portland-South Portland-Biddeford, ME; Grand Rapids-Wyoming, MI; Missoula, MT; Asheville, NC; Wilmington, NC; Manchester-Nashua, NH; Santa Fe, NM; Albany-Schenectady-Troy, NY; Corvallis, OR; Harrisburg-Carlisle, PA; Providence-New Bedford-Fall River, RI-MA; Charleston-North Charleston-Summerville, SC; Greenville-Mauldin-Easley, SC; Chattanooga, TN-GA; Burlington-South Burlington, VT; and Yakima, WA.

Metropolitan and Micropolitan Statistical Area (MSA) and New England City and Town Areas (NECTA) geography listings is from - OMB BULLETIN NO. 06 – 01 Corrected, Update of Statistical Area Definitions and Guidance on Their Uses, Office of Management and Budget, Executive Office of the President, December, 5, 2005

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Regional Housing Affordability:

Renter data is median gross rent as a percent of household income (B25071); Owner data is median monthly housing costs as a percent of household income-owners with a mortgage (B25092).

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City Rental Affordability:

Renter data is median gross rent as a percent of household income (B25071); Owner data is median monthly housing costs as a percent of household income-owners with a mortgage (B25092).

Benchmark Regions include the following Metropolitan Statistical Areas (MSA): Santa Barbara-Santa Maria-Golata, CA; Norwich-New London, CT; Bradenton-Sarasota-Venice, FL; Savannah, GA; Boise City-Nampa, ID; Bloomington, IN; Worcester, MA; Bangor, ME; Lewiston-Auburn, ME; Portland-South Portland-Biddeford, ME; Grand Rapids-Wyoming, MI; Missoula, MT; Asheville, NC; Wilmington, NC; Manchester-Nashua, NH; Santa Fe, NM; Albany-Schenectady-Troy, NY; Corvallis, OR; Harrisburg-Carlisle, PA; Providence-New Bedford-Fall River, RI-MA; Charleston-North Charleston-Summerville, SC; Asheville, NC; Manchester-Nashua, NH; Santa Fe, NM; Albany-Schenectady-Troy, NY; Corvallis, OR; Harrisburg-Carlisle, PA; Providence-New Bedford-Fall River, RI-MA; Charleston-North Charleston-Summerville, SC; Greenville-Mauldin-Easley, SC; Chattanooga, TN-GA; Burlington-South Burlington, VT; and Yakima, WA.
NY; Corvallis, OR; Harrisburg-Carlisle, PA; Providence-New Bedford-Fall River, RI-MA; Charleston-North Charleston-Summerville, SC; Greenville-Mauldin-Easley, SC; Chattanooga, TN-GA; Burlington-South Burlington, VT; and Yakima, WA.

Metropolitan and Micropolitan Statistical Area (MSA) and New England City and Town Areas (NECTA) geography listings is from - OMB BULLETIN NO. 06 – 01 Corrected, Update of Statistical Area Definitions and Guidance on Their Uses, Office of Management and Budget, Executive Office of the President, December, 5, 2005.

Reference group summaries are the averages for the groups and include Portland or the Portland context geography.

Regional Rental Affordability:


Renter data is median gross rent as a percent of household income (B25071); Owner data is median monthly housing costs as a percent of household income-owners with a mortgage (B25092).

Benchmark Regions include the following Metropolitan Statistical Areas (MSA): Santa Barbara-Santa Maria-Golata, CA; Norwich-New London, CT; Bradenton-Sarasota-Venice, FL; Savannah, GA; Boise City-Nampa, ID; Bloomington, IN; Worcester, MA; Bangor, ME; Lewiston-Auburn, ME; Portland-South Portland-Biddeford, ME; Grand Rapids-Wyoming, MI; Missoula, MT; Asheville, NC; Wilmington, NC; Manchester-Nashua, NH; Santa Fe, NM; Albany-Schenectady-Troy, NY; Corvallis, OR; Harrisburg-Carlisle, PA; Providence-New Bedford-Fall River, RI-MA; Charleston-North Charleston-Summerville, SC; Greenville-Mauldin-Easley, SC; Chattanooga, TN-GA; Burlington-South Burlington, VT; and Yakima, WA.

Metropolitan and Micropolitan Statistical Area (MSA) and New England City and Town Areas (NECTA) geography listings is from - OMB BULLETIN NO. 06 – 01 Corrected, Update of Statistical Area Definitions and Guidance on Their Uses, Office of Management and Budget, Executive Office of the President, December, 5, 2005.

Reference group summaries are the averages for the groups and include Portland or the Portland context geography.

City Full Value Property Tax Rate:


Full value tax rates are calculated by dividing a municipality’s property tax assessment ($ raised through property taxes) by the municipalities state equalized valuation of property (valuation determined by local assessing and adjusted by the state based on recent property sales). State equalized valuations are used to allow for equitable comparison among municipalities. The rate used here is for municipal, school, and county property taxes combined.

Adjustments have been made for homestead exemptions and tax increment financing arrangements.

State and County represent totals and not averages for the full-value tax rate indicator.

City Property Valuation:

Valuation is state equalized valuation of property (valuation determined by local assessing and adjusted by the state based on recent property sales). State equalized valuations are used to allow for equitable comparison among municipalities.

State and county represent totals and not averages for these indicators.


Total Regional Cost Index:
Worcester’s data is listed as Fitchburg-Leominster MA Metro in 2007 but uses the same city code of 25-49340-520 as in 2006 & 2009 when it was listed as Worcester

Benchmark Regions include the following Metropolitan Statistical Areas (MSA): Norwich-New London, CT; Sarasota-Bradenton-Venice, FL; Savannah, GA; Boise City-Nampa, ID; Bloomington, IN; Worcester, MA; Bangor, ME; Portland-South Portland-Biddeford, ME; Grand Rapids-Wyoming, MI; Missoula, MT; Manchester-Nashua, NH; Asheville, NC; Wilmington, NC; Providence-New Bedford-Fall River, RI-MA; Charleston-North Charleston, SC; Chattanooga, TN-GA; Burlington-South Burlington, VT; and Yakima, WA.

Housing Cost and Composite Index is from Cost of Living Index, ACCRA, February 2007, 2008 and January 2010; www.accra.org.

The ACCRA Cost of Living Index measures relative price levels for consumer goods and services in participating areas and consists of Grocery Items (12.95%), Housing (28.99%), Utilities (10.02%), Transportation (11.98%), Health Care (4.07%), and Misc. Goods & Services (31.99%). The average for all participating places, both metropolitan and nonmetropolitan, equals 100, and each participant’s index is read as a percentage of the average for all places.

The Housing Cost Index consists of two items, the monthly principal and interest payment for a new house (83.5%) and the monthly apartment rent (16.5%).

Metropolitan and Micropolitan Statistical Area (MSA) geography listings is from - OMB BULLETIN NO. 06 – 01 Corrected, Update of Statistical Area Definitions and Guidance on Their Uses, Office of Management and Budget, Executive Office of the President, December, 5, 2005.

Reference group summaries are the averages for the groups and include Portland or the Portland context geography.

Regional Science & Engineering Occupations:

Regional Venture Capital Investment:
Venture capital from Innovation Economy 360; http://www.ie360.net/home/inside.

Appendix A — Indicator Sources & Notes

Metropolitan and Micropolitan Statistical Area (MSA) geography listings is from - OMB BULLETIN NO. 06 – 01 Corrected, Update of Statistical Area Definitions and Guidance on Their Uses, Office of Management and Budget, Executive Office of the President, December, 5, 2005. MSAs differ before 2005 and are not all listed.

National benchmark regions averages are the averages for the groups and include Portland or the Portland context geography.

New England data from the sum of the six New England states.

United States data from the sum of the fifty states and the District of Columbia and not the average.

Regional Patents Issued:
Patent issued from Innovation Economy 360; http://www.ie360.net/home/inside.

Patents by year are “utility” patents only.

Metropolitan and Micropolitan Statistical Area (MSA) geography listings is from - OMB BULLETIN NO. 06 – 01 Corrected, Update of Statistical Area Definitions and Guidance on Their Uses, Office of Management and Budget, Executive Office of the President, December, 5, 2005. MSAs differ before 2005 and are not all listed.

National benchmark regions averages are the averages for the groups and include Portland or the Portland context geography.

New England data from the sum of the six New England states.

United States data from the sum of the fifty states and the District of Columbia and not the average.

Regional Food Services & Drinking Places Sales Growth:

Food services and drinking sales are from the Bureau of Economic Analysis and are revised by Woods & Poole to be consistent with the sum of the county food services and drinking places sales data for the Census years. Therefore, food services and drinking places sales data for the U.S. are the sum of county food services and drinking places sales published in the Census of Retail Trade and differ from the U.S. data published monthly by the Department of Commerce.

Population data is from the U.S. Department of Commerce July 1 (including decennial census’), Bureau of the Census and is estimated by Woods & Poole Economics.

Retail pull factor is derived by dividing the city’s/region’s per capita sales by the /region’s/state’s per capita sales - results greater than 1.0 indicate higher than average per capita sales or that the area is “pulling” sales from residents in other areas, results less than 1.0 means that other areas are “pulling” sales from the city’s/regions residents.

Metropolitan and Micropolitan Statistical Area (MSA) and New England City and Town Areas (NECTA) geography listings is from - OMB BULLETIN NO. 06 – 01 Corrected, Update of Statistical Area Definitions and Guidance on Their Uses, Office of Management and Budget, Executive Office of the President, December, 5, 2005.

Reference group summaries are the averages for the groups and include Portland or the Portland context geography.
Appendix B — Methodology

This second edition of the Economic Scorecard is based on the same methodology used in the inaugural edition. For that first edition in selecting the final indicators we started with a master list of more than one hundred indicators that emerged from Looking Out for Portland and Beyond. We then made a decision that the final product needed to include a fairly narrow list of indicators that reasonably represent economic growth and growth potential, but that are few enough to be digestible to the public. After reducing the list to about fifty indicators, we then provided the committee with data, trends, and findings on each of the indicators. Following a review, the list was further distilled to the final twenty-nine indicators.

In choosing the final indicators we required that they meet the following criteria: able to be easily measured using data that is readily available; having data that is comparable for measuring against other geographies; and having data available on a regular/continual basis for future updates.

In addition to choosing the indicators, we chose to develop a group of communities and regions against which we can compare Portland. For this Scorecard we decided to use the same reference group of cities and regions that was used for Looking Out for Portland and Beyond. Much analysis went into the section of comparison geographies for that report, and we feel that they are still sound comparisons. The benchmark regions and cities were chosen based on a review of several factors. An initial list included those regions with similar population size. This list was narrowed to include those regions in the U.S. which included a city similar in population size to Portland. To ensure New England based comparisons, a region and corresponding principal city in each New England State was included. The list was then refined to include cities with some characteristics similar to Portland, such as ocean ports, tourism activity, and importance to region. Finally, the list was refined to include regions that were perceived by the advisory committee as attractive places to live and work. The Maine benchmark cities were chosen to include a selection of Maine’s largest towns and cities, service centers, and communities directly proximate to Portland.

In comparing the reference groups, two basic geographic levels are used for the analysis:

- The Portland region in comparison to a reference group of other regions throughout the U.S.
- The City of Portland in comparison to the primary city in each of the reference group regions.

When data were readily available on both the regional and city level, they were presented. However in many cases data were available only on one of the levels. For the region-level analysis, the region is defined according to the federal definitions of Metropolitan and Micropolitan Statistical Areas (MSA), and/or New England City and Town Areas (NECTA). MSA and NECTA geography details are available at: www.census.gov/population/metro/. Two different definitions of the Portland region were used for this analysis and the one used within an indicator depended on the availability of the data. For many of the regional indicators the Portland-South Portland-Biddeford Metropolitan Statistical Area (MSA), shown as Portland, ME MSA in previous indicator graphs, was used. For other indicators the Portland region was defined as the Portland New England City and Town Area (NECTA). This includes a smaller geographic area covering most of Cumberland County and part of Oxford and York Counties.
For the most part the indicators measure growth in the indicator over time, typically the last one-year, five-year, and ten-year periods. In other words “what has been the percentage change in the indicator for Portland and/or the Portland Region, and how does this compare to the reference group?”

Some of the indicators measure Portland’s current and historical levels expressed as a rate, percentage, per capita, per employee, per gross economic output (gross metro product), or median. For each indicator we present:

- A chart that compares Portland to the average for the National benchmark regions, Maine, New England, and the U.S.
- A narrative summary of Portland’s performance
- A target that sets a benchmark for where Portland ought to be in the future
- A tachometer setting which was determined by the advisory group and is based on the most current annual level or annual percent change. The tachometer has three settings:
  - Lagging - where Portland is underperforming compared to the national reference group
  - Keeping Up - where Portland is about equal to the national reference group
  - Exceeding - where Portland is outperforming compared to the national reference group

This measurement effort is still in its early stages. Therefore care was taken to establish somewhat general targets for each indicator. It is expected that over time and as further historical trends are examined, the targets will be refined.

Based on the availability of data, the benchmark geographies in this report use some or all of the following cities or regions:

Maine benchmark cities are: Auburn, Augusta, Bangor, Biddeford, Brunswick, Falmouth, Gorham, Lewiston, Portland, Rockland, Saco, Sanford, Scarborough, South Portland, Waterville, and Westbrook.

National benchmark cities are: Santa Barbara, CA; New London, CT; Sarasota, FL; Savannah, GA; Boise City, ID; Bloomington, IN; Worcester, MA; Auburn, ME; Bangor, ME; Lewiston, ME; Portland, ME; Grand Rapids, MI; Missoula, MT; Asheville, NC; Wilmington, NC; Manchester, NH; Nashua, NH; Portsmouth, NH; Santa Fe, NM; Albany, NY; Corvallis, OR; Harrisburg, PA; Providence, RI; Charleston, SC; Greenville, SC; Chattanooga, TN; Burlington, VT; and Yakima, WA.

National benchmark regions are the following Metropolitan Statistical Areas (MSA) and New England City and Town Areas (NECTA): Santa Barbara-Santa Maria-Goleta, CA; Norwich-New London, CT MSA; Norwich-New London, CT-RI NECTA; North Port-Bradenton-Sarasota, FL; Savannah, GA; Boise City-Nampa, ID; Bloomington, IN; Worcester, MA MSA; Worcester, MA-CT NECTA; Bangor, ME MSA; Bangor, ME NECTA; Lewiston-Auburn, ME MSA; Lewiston-Auburn, ME NECTA; Portland-South Portland-Biddeford, ME MSA; Portland-South Portland-Biddeford, ME NECTA; Grand Rapids-Wyoming, MI; Missoula, MT; Asheville, NC; Wilmington, NC; Manchester-Nashua, NH MSA; Manchester, NH NECTA; Portsmouth, NH-ME NECTA; Santa Fe, NM; Albany-Schenectady-Troy, NY; Corvallis, OR; Harrisburg-Carlisle, PA; Providence-New Bedford-Fall River, RI-MA MSA; Providence-Fall River-Warwick, RI-MA NECTA; Charleston-Charleston, SC; Greenville-Mauldin-Easley, SC; Chattanooga, TN-GA; Burlington-South Burlington, VT MSA; Burlington-South Burlington, VT NECTA; and Yakima, WA.
About the Portland Community Chamber

The Portland Community Chamber, an affiliate of the Portland Regional Chamber, represents the employer community in the City of Portland through advocacy, community partnerships and events. By working collaboratively in our community, we strive to build a vibrant economy and a superior place to live and work.

A volunteer – driven organization, the Portland Community Chamber counts on participation from the local employer community to fulfill our mission. We have many committees that plan everything from appearances before the Portland City Council to our monthly breakfast forum, Eggs & Issues. Everything we do is designed to improve the quality of life in our great city.

Affiliation with the Portland Regional Chamber allows our membership to have a powerful voice at the local, regional and state levels. By leveraging this partnership, the Portland Community Chamber helps us successfully effect positive change for our community.

For more information on becoming an active member of the Chamber, please call 207.772.2811 or visit www.portlandregion.com.

About Camoin Associates

Camoin Associates provides research and analysis to help communities, regions, states, and businesses succeed in economic development. Additional information about Camoin Associates can be found at: www.camoinassociates.com or by emailing info@camoinassociates.com.