

ATHLETIC & OUTDOOR (A&O) ACTION PLAN

2010-2012

LEADERSHIP/ INNOVATION

Establish industry leadership group charged with defining industry vision, strategy, priorities, and driving implementation of the action plan. Facilitate industry leadership connections that inform, inspire, educate, and advocate.

- **What does success look like?**
 - Events including substantive content and networking
 - October 16, 2010: Eco Index in partnership with Outdoor Industry Association (OIA)
 - November 16, 2010: Athletic and Outdoor industry discussion, report, action plan, genealogy map
 - September 2011: Industry report/index released
 - November 2011: Annual Event
 - Launch of pilot athletic and outdoor industry coalition for the purposes of education, policy and program advocacy (Oregon/SW Washington coalition). (Sept. 2011)
 - Support and establish efforts to further sustainability within the industry
 - Design Forum/PDX materials resource library
 - Support of OIA Eco Index
 - Action plan executed (Dec. 2012)

TALENT

Develop and expand athletic and outdoor industry education and training programs through industry and educational partnerships that prepare Oregonians to compete for jobs in this global industry.

- **What does success look like?**
 - Locate OSU's apparel research center in Portland. (Sept. 2011)
 - Establish coordinated athletic & outdoor industry internship program through partnership of industry and higher education. (Aug. 2011)
 - Launch only comprehensive footwear development program in US. (Sept. 2012)

ENTREPRENEURSHIP/ COMMUNITY

Provide resources to help cultivate the knowledge, community, and expertise necessary for assisting emerging entrepreneurs, start-up and existing businesses, while furthering Portland's visibility as a global design center.

- **What does success look like?**
 - Expanded online athletic & outdoor industry directory including funding resources, cut & sew entities, warehouse and distribution facilities. (Nov. 2010)
 - Establish peer to peer networking sessions around relevant topics (June 2011)
 - First A&O industry entrepreneurial boot camp

MARKETING

Promote Portland and Oregon athletic and outdoor industry firms by providing greater visibility for the athletic and outdoor industry brand and the lifestyle that informs it.

- **What does success look like?**
 - Industry led volunteer task force consisting of marketing, sales, and strategic communication expertise. (February 2011)
 - Collateral that promotes Central City as a key location for athletic and outdoor industry firms to start, expand, and relocate. (April 2011)
 - A concerted planning and marketing effort among OIA, Oregon outdoor lifestyle companies, Business Oregon, and PDC to produce an innovative and informative 2011 Annual OIA Rendezvous that showcases Portland/ Oregon firms and talent. (Oct. 2011)
 - Record attendance at OIA Rendezvous and positive attendee feedback (Oct. 2011)