



OREGON BUSINESS COUNCIL

Statement from the Oregon Business Council on the Prosperity Council Recommendations

The Prosperity Council's report is a starting line, not a finish line.

Its most important contribution is candor. The report says Oregon's economic future is uncertain and that the state is in danger of missing an entire generation of growth and prosperity. Costs are rising. Businesses are stalling or leaving. Population growth has slowed. Too many Oregonians are paying more and getting less.

That recognition matters. Oregon's numbers have been warning us for a while. The report makes them harder to ignore.

The Council's recommendations move in the right direction. Some are concrete and ready for action: a Commerce Authority, permitting shot clocks, regulatory reduction, site readiness funding, and industrial land modernization. Others — including tax reform and a talent alignment strategy — will need more work, more detail, and clear ownership. All deserve immediate next steps.

That is real progress. It also leaves important work ahead. The recommendations address parts of Oregon's structural challenge, especially taxes, land, permitting, site readiness, and talent. Other pressures — weak K-12 outcomes, too little housing, wildfire and smoke risk, and systems built for a different era — still require sustained attention.

Families and businesses inside and outside Oregon are watching. They want to know whether this state still understands what it takes to grow, compete, and deliver. Oregon has enormous strengths. But strengths are not a strategy.

OBC is ready to help — on public-private economic strategy, workforce development, legislative advocacy, policy analysis, and implementation.

Time is not Oregon's friend. Work that can begin now should begin tomorrow morning. Work that requires legislation should move immediately into bill drafting, fiscal analysis, and coalition-building.

Economic renewal should not be a partisan project. The Council put serious ideas on the table. Now Oregon must move — with urgency, discipline, and the confidence to compete.