



**2021 Reputation, Recovery & Rebranding**

# Reputation Recovery & Rebranding Action Table

## **WHO:**

96+ community members and organizations interested in helping  
(Anna Madill & Amy Lewin, co-chairs)

## **Meetings:**

Weekly, Tuesdays at 2:00 p.m. - since March 2021

## **Subcommittees:**

- Research
- Strategy (Anna Marum & Rebecca Armstrong, co-chairs)
- Strategic Communications (formerly PR) (Ryan Cudney & Donna Davis, co-chairs)
- Here for Portland (formerly "campaign") (Nina Byrd, Jordan Curtis, Rebecca Armstrong)

## THE JOB:

Make Portlanders and the rest of the world fall in love with a better Portland.

## THE STRATEGY:

***To Portlanders:*** an appeal to civic pride and a call-to-action to participate in our beloved city's recovery.

***To the rest of the world:*** a show of pride and confidence that Portland is one of the US's most liveable cities in which everyone can thrive, businesses can flourish and visitors can have an enriching experience.

The RRR Table's assignment is to be the **optimistic and confident voice** of a better Portland by:

Reclaiming Portland's narrative

Activating community business leadership with a clear plan and timing expectations

Ensuring diverse representation by reaching out to BIPOC communities

Amplifying the efforts of the other Tables

Making the case for funding of city branding as a necessary component of a healthy, just, equitable Portland

Activating the citizenry through suggestions for simple actions to help the cause (shop, eat, see art, play local etc.)

Positioning Portland as a good place to do business and a enriching place to visit

Celebrating and amplifying ongoing "victories"

## SPRING/SUMMER 2021

- Baseline research (DHM, Sparkloft, Travel Portland)
- Website & event calendar: [hereforportland.com](https://www.hereforportland.com)
- Social media accounts: [@hereforPortland](https://www.facebook.com/hereforportland) (FB / [Twitter](https://twitter.com/hereforportland))
- Here for Portland OOH: TriMet benches/Pacific billboards/buttons, etc.

Celebrated & promoted signature efforts by other action tables:

**SOLVE/Pick it up Portland,  
June 24-25**



**TriMet Fare Free Weekend +  
42 neighborhoods, July 3-5**



**Welcome back to the heart of  
Portland, July 23-25**

**Rekindle the  
PDX  
LOVE.**