

FIRST AMENDMENT TO SCOPE OF WORK AGREEMENT

Grand Rapids Economic Development Authority (GREDA) – 2026

Marketing & Website Strategy Services

This First Amendment to the Scope of Work Agreement (“Amendment”) is entered into effective as of June 1, 2026, by and between:

Client: Grand Rapids Economic Development Authority (GREDA), located at 420 N Pokegama Ave, Grand Rapids, MN 55744

and

Contractor: Paperwhite Marketing, LLC (“Paperwhite Marketing”), located at 21113 Grand Lake Ct. Cold Spring, MN 56320

This Amendment modifies the original Scope of Work Agreement effective December 1, 2025 between GREDA and Baldwin Creative Co., LLC.

Except as expressly modified herein, all other terms and conditions of the original Agreement remain in full force and effect.

1. Contractor Assignment and Replacement

Effective upon execution of this Amendment:

- Paperwhite Marketing, LLC shall replace Baldwin Creative Co., LLC as the contracted service provider under the Agreement.
- All references to Baldwin Creative Co., LLC in the original Agreement shall be replaced with Paperwhite Marketing, LLC.
- Paperwhite Marketing assumes responsibility for all ongoing services and deliverables moving forward under the Agreement.

2. Revised Project Purpose

Paperwhite will support GREDA in strengthening its public presence, clarifying organizational messaging, and improving digital communication tools through strategic messaging development, website planning, user experience strategy, and design, and marketing support services.

The primary focus of this engagement is the strategic redesign and restructuring of the GREDA website and supporting communications framework.

3. Revised Services and Deliverables

Paperwhite Marketing will provide the following strategic marketing, communications, and website planning services on an hourly basis as needed and directed by GREDA staff.

A. Website Strategy & Planning

Discovery & Strategic Planning

- Stakeholder discovery and planning sessions
- Website goals and audience alignment
- Review of existing website structure, content, and functionality
- Recommendations for improved user experience and content organization

Sitemap & Information Architecture

- Development of revised sitemap and page structure
- User journey and navigation planning
- Content hierarchy recommendations

Messaging & Content Strategy

- Page-level messaging recommendations and content guidance
- Recommendations for clearer communication of GREDA programs, initiatives, and business resources

Wireframes & UX Planning

- Creation of website wireframes and layout concepts
- User experience planning and interface recommendations

Visual Design Direction

- Development of high-fidelity website design mockups
- Visual direction and branding recommendations
- Design revisions and stakeholder review coordination

Developer Coordination & Handoff

- Preparation of finalized design assets and documentation for developer implementation
- Coordination with third-party web developer as needed during implementation

Paperwhite Marketing is responsible for strategy, planning, design direction, and creative deliverables only unless otherwise agreed in writing. Website development, coding, hosting,

integrations, technical maintenance, and platform implementation are the responsibility of the selected web developer or technical vendor.

B. Communications & Marketing Support

Strategic Communications Support

- Communications planning and messaging workshop
- Messaging framework development
- Public relations recommendations and outreach support
- Press release drafting and editing as needed

Marketing Collateral & Templates

- Development of branded communication materials and reusable templates as requested by GREDA staff

Ongoing Consultation & Flexible Support

- Regular check-ins and strategic recommendations
- Flexible allocation of remaining hours toward priority initiatives, revisions, or time-sensitive communication needs as approved by GREDA staff

4. Compensation & Budget

Services under this Agreement shall continue to be billed at the following rate:

- Hourly Rate: \$90/hour
- Total Compensation Cap: \$12,000

Total fees under this Agreement shall not exceed \$12,000 without prior written authorization from GREDA.

Invoices shall be submitted monthly and include a summary of services performed and hours worked.

Payment terms remain net 15 days from invoice date.

5. Deliverables & Revision Process

Project timelines and priorities will be determined collaboratively between Paperwhite Marketing and GREDA staff.

Unless otherwise agreed in writing, major website deliverables shall include up to two (2) rounds of revisions per phase.

Additional revisions or expanded scope requests may require reallocation of remaining project hours or written approval for additional budget.

6. Remaining Terms

All other provisions of the original Agreement, including termination, ownership rights, confidentiality, and payment terms, shall remain unchanged and in full force and effect.