



REQUEST FOR GRAND RAPIDS EDA ACTION

AGENDA DATE: June 11, 2026

STATEMENT OF ISSUE: Consider the approval of an amendment to the proposal scope/agreement with Baldwin Creative, LLC

PREPARED BY: Rob Mattei, Executive Director

BACKGROUND:

In November of last year, GREDA approved a proposal from Baldwin Creative, LLC to assist with the development and implementation of an enhanced GREDA communications effort. As you will recall, this is work that is budgeted within GREDA's grant from the Blandin Foundation.

Since that time, staff has worked with Baldwin on analysis and specific recommendations that will add needed direction to GREDA's website restructuring and modernization. We have also worked on the development of a communications and PR strategy, which we are hoping to present at a GREDA meeting soon.

The proposed first amendment to the original proposal and scope of work involves:

1. Contractor Assignment and Replacement – Baldwin has reorganized as Paperwhite Marketing, LLC, so the references to Baldwin will be replaced by Paperwhite Marketing.
2. Revision to Services – The most significant revision involves diving much deeper into the content and structure for the GREDA website, as detailed further in the amendment. This is necessary because utilizing a web designer that followed the format of the old website did not achieve the desired outcome and was therefore put on hold. Much of this website analysis and messaging recommendations has been done to date. The amendment makes that area of work consistent with the scope of Paperwhites work.

RECOMMENDATION:

REQUIRED ACTION: Make a motion to approve an amendment to the proposal scope/agreement with Baldwin Creative, LLC