

GREDA Communications Strategy 2026

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Background & Insights

Why We Reframed



Clarity gap to close

- Community and developers are unsure what GREDA does and how we can help.
- Our communications needed a simpler explanation of GREDA's role.



Trust was a barrier

- Some small businesses hesitate to reach out to "government organizations."
- We should sound approachable, practical, and easy to work with.



Market size is deceptive

- Developers aren't aware of the size of the GR area and lump us together with all of the Iron Range.
- We want to reinforce Grand Rapids as a regional economic hub with momentum

What We Know



Local employers and small business needs

- They want a practical, local partner they can contact early.
- They respond best to guidance that feels helpful, not institutional.



Investor and site selector expectations

- They look for evidence of speed, readiness, and follow-through.
- They value clear examples of results from past projects.



Developer relationship priorities

- They want consistent contacts and coordination across local partners.
- They trust communities that stay aligned from planning to delivery.

Communication Priorities



Make GREDA's role easy to understand

- State clearly what we do and who we help, using plain language.
- Explain the best time to engage, so businesses know when to call.



Build confidence through a local, helpful tone

- Sound practical and responsive, not like a complicated bureaucracy.
- Emphasize relationship-driven support and coordinated problem-solving.



Reinforce Grand Rapids' growth story

- Position the community as a **regional hub** with year-round demand.
- Highlight visible progress to strengthen belief in sustained momentum.

New Strategic Messaging

The background features abstract, wavy, light green lines in the top-left and bottom-right corners, creating a sense of movement and organic growth.

Strategic Positioning Statement

GREDA is a local, trusted, relationship-driven economic development partner helping Grand Rapids, MN navigate growth responsibly and collaboratively.

GREDA Messaging Pillars



Trusted local partner

We show up, respond quickly, and connect people to solutions.



Business growth and opportunity

We help businesses expand and invest with clear, coordinated support.



Regional hub with momentum

We reinforce Grand Rapids as a bigger market with year-round demand.

GREDA is a trusted local partner

Plain Language	Proof	Desired Audience Perception & Action
GREDA helps local businesses, developers, and community partners navigate growth opportunities by connecting them with the right people, resources, and support.	Business retention and expansion support, financial assistance, development coordination, partnerships with city/county organizations, long-term community involvement, support for childcare/workforce initiatives.	- Local businesses and developers view GREDA as approachable, helpful, and responsive, not “government bureaucracy.” - Call GREDA First
Content Possibilities	Placement Targets	Timing Considerations
"How GREDA Helped" business spotlights & behind-the-scenes project stories "First Call" campaign - Staff/Board introductions - FAQs about process	- Website, FAQ page, Social Media - Business Noth, KAXE, ICTV - Chamber presentations - Newsletters	Ongoing foundational messaging to address trust and awareness gaps.

GREDA supports business growth & opportunity

Plain Language	Proof	Desired Audience Perception & Action
GREDA helps businesses start, grow, expand, and invest in Grand Rapids by simplifying the process and connecting them with opportunities and resources.	Site selection assistance, financial support, business recruitment and retention efforts, coordination with developers and investors, assistance navigating incentives and expansion opportunities.	• Businesses and investors see Grand Rapids as business-friendly, proactive, and ready for growth. • Call GREDA First • Be aware of GREDA's prompt and efficient service
Content Possibilities	Placement Targets	Timing Considerations
• Development announcements & economic updates • Available property highlights • "Why Grand Rapids" content • Testimonials from business owners	• Website, Social Media (LinkedIn) • Business North, trade publications • Outreach materials for site selectors	Driven by development milestones, expansion announcements, construction seasons, and business recruitment efforts.

Grand Rapids is a regional and seasonal hub with momentum

Plain Language	Proof	Desired Audience Perception & Action
Grand Rapids is the economic and service center for a much larger regional population, with growing investment, business activity, and long-term opportunity.	Regional draw beyond city limits, 30,000+ population within 15 miles, strong seasonal economy, active development projects, expanding businesses, healthcare/services concentration, visible community investment.	• Businesses, developers, investors, and residents see Grand Rapids as a growing regional center with real economic opportunity and long-term potential.
Content Possibilities	Placement Targets	Timing Considerations
• “Market Bigger Than You Think” campaign • Regional impact infographic • Development updates, investment stories • Seasonal economy storytelling • Annual report	• Website, Social media, presentations • Economic development print materials • Business North, Twin Cities publications	Best aligned with project announcements, tourism season, development updates, annual reporting, recruitment efforts, and community milestone moments.