



REQUEST FOR GRAND RAPIDS EDA ACTION

AGENDA DATE: July 9, 2026

STATEMENT OF ISSUE: Presentation – GREDA Communications Strategy 2026, Paperwhite Marketing

PREPARED BY: Rob Mattei, Executive Director

BACKGROUND:

As you'll recall, a portion of the grant provided to GREDA by the Blandin Foundation was focused on GREDA's goal of increasing public awareness of our initiatives, services and programs, as in the past we've lacked the resources to implement such a communications effort.

Staff has been working closely with Paperwhite Marketing on the attached communication plan. Nicolette Denne, partner at Paperwhite will present this together with some examples of how we can utilize these messaging pillars.

RECOMMENDATION:

REQUIRED ACTION: