



REQUEST FOR GRAND RAPIDS EDA ACTION

AGENDA DATE: November 13, 2025

STATEMENT OF ISSUE: Consider approval of a proposal from Baldwin Creative for communications services.

PREPARED BY: Rob Mattei, Executive Director

BACKGROUND:

Historically, GREDA has lacked the human and financial resources to implement a communications effort focused on delivering information to the community about their activities, success stories and business services.

To increase the public's awareness and support the economic advancement of the community, the Blandin Foundation included with the total \$2.8M grant award to GREDA a budget of \$15,000 per year for three years to contract for these services.

Baldwin Creative has worked with staff to create a scope of work that addresses this need. The attached work scope and proposal involves:

- A website analysis
- Development of a Communications and PR Strategy
- Creation of GREDA branded templates for handouts, press releases, announcements and social media.
- Development of press releases

Baldwin's proposed fee is an hourly not-to-exceed annual amount of \$12,000 without further authorization.

REQUIRED ACTION: Adopt a motion to approve the proposal from Baldwin Creative and authorize the Executive Director to execute the necessary documents.