

Scope of Work DRAFT V3

Grand Rapids Economic Development Authority (GREDA) 2026 Marketing

Effective Date: December 1, 2025

Contract Duration: December 31, 2026

Hourly Rate: \$90/hour

Annual Budget Cap: \$12,000 (approximately 133 hours)

Proposal expiration: December 1, 2025

1. Parties

This Scope of Work Agreement ("Agreement") is entered into by and between:

- **Client:** Grand Rapids Economic Development Authority (GREDA), located at 420 N Pokegama Ave, Grand Rapids, MN 55744
- **Contractor:** Baldwin Creative Co, LLC, providing professional marketing and communications services.

2. Project Purpose

Baldwin Creative will support GREDA in strengthening its public presence, increasing awareness of economic development initiatives, and improving outreach to community stakeholders, partners, and businesses through strategic communications, public relations, and marketing materials.

3. Services and Deliverables

Baldwin Creative will provide the following services as a one-time project:

A. Website Analysis

- Provide a one-time review of the GREDA website with recommendations on:
 - Content clarity and organization
 - Opportunities for improved user engagement
- Summary memo with prioritized recommendations

B. Communications and PR Strategy

- Develop a communications roadmap tailored to GREDA's mission, programs, and stakeholders
- Identify key messaging pillars and outreach opportunities

C. Templates for Internal Use

- Provide up to 6 branded templates that GREDA staff can adapt and reuse, such as:
 - (2x) Program publicity handouts (e.g. Downtown Mandated Building Improvement Loan Program)
 - (1x) Press release template
 - (1x) Event flyer or announcement template
 - (2x) Social media graphic templates
- Includes brief user instructions, if needed

Baldwin Creative will provide the following services hourly, as-needed:

A. Press Releases

- Draft up to 5 press releases for key events and milestones, such as:
 - Groundbreakings
 - Community plans or study announcements
 - Noteworthy GREDA accomplishments or milestones
 - New property listings and business opportunities
- Distribute to local and regional media contacts, as applicable
- Coordinate quarterly media relations meetings with local and regional publications.

B. Contingency & Flexible Support

- Provide quarterly check-ins and recommendations to optimize engagement
- Hours may be allocated for unplanned or time-sensitive needs as approved by GREDA staff, and agreed to by Baldwin Creative.

4. Estimated Hours Allocation and Deliverables Schedule:

One-Time Project Tasks	Estimated Hours	Timing
A. Website Analysis	8 hrs	December 2025
B. Communications / PR Strategy	15 hrs	January 2026
C. Templates (6x)	30 hrs	Jan - Mar 2026
Total - Project	53 hours	
Hourly Marketing Services	Estimated Hours	Timing
A. Press Releases (5x)	15 hrs	Jan - Dec 2026
B. Contingency / General Support	65 hrs	Jan - Dec 2026

Total - Hourly	80 hrs	2026
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Work will be performed with priorities and deadlines set in collaboration with GREDA staff. Regular quarterly check-ins will help ensure deliverables align with GREDA's events, initiatives, and available staff capacity.

5. Invoicing and Payment Terms

- One-time project fee to be billed in two equal installments for \$2,385 on December 1, 2025 and February 1, 2026 (Total \$4,770)
- Hourly Marketing Service Invoices will be submitted monthly based on actual hours worked with each invoice to include a summary of tasks and time spent
- Payment due within 15 days of invoice date
- Total compensation not to exceed \$12,000 without written authorization

6. Termination

Either party may terminate this agreement with 30 days' written notice. Baldwin Creative will be paid for work completed up to the termination date.

7. Ownership and Usage Rights

All final materials and deliverables created under this agreement will be the property of GREDA, with full rights to use, modify, and distribute as needed. Baldwin Creative Co, LLC retains the right to reference non-confidential deliverables in their professional portfolio and social media pages.

8. Confidentiality

Baldwin Creative agrees to maintain confidentiality with respect to any non-public information shared by GREDA during the term of this agreement.