

2026 COMMUNICATIONS PROPOSAL

November 13, 2025



BALDWIN CREATIVE



TABLE OF CONTENTS



November 13, 2025

Baldwin Creative.....	03
Our Services.....	06
Our Portfolio.....	07
Our Work Together.....	09

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Nicolette Denne
Client Strategy Director



Kayla Baldwin
Creative Director

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Nicolette Denne
Client Strategy Director

11 Years Ad Agency Account Management
11 Years Public Relations and Brand Strategy
9 Years Creative Production Management



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Kayla Baldwin
Client Strategy Director

9 Years Graphic Design
7 Years Strategic Marketing and Community Engagement
6 Years Small Business Owner

granditasca
Clinic & Hospital

The logo for Timbercraft Homes. It features a stylized white mountain peak icon above the word "TIMBERCRAFT" in a serif font, with "HOMES" in a smaller sans-serif font below it. The background is a dark, textured square.The logo for Benders. It features a gold diamond shape with a stylized letter "B" inside. Below the diamond, the words "SHOES + CLOTHING + GIFTS" are written in a small, gold, sans-serif font. Underneath that, the word "BENDERS" is written in a large, bold, black, sans-serif font. At the very bottom, in a smaller gold font, it says "GRAND RAPIDS, HIBBING, DULUTH".

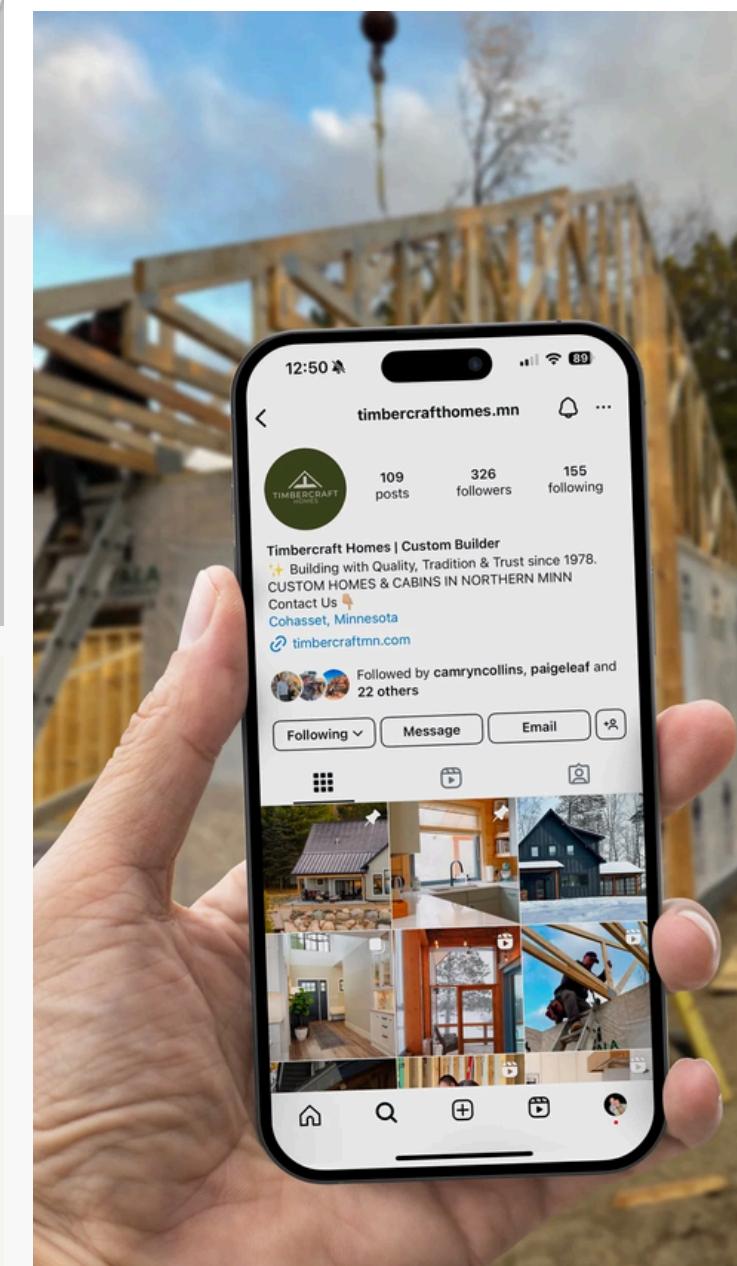


OUR SERVICES

Marketing Strategy
Brand Development
Creative Production
Public Relations
Community Engagement
Project Management



PORTFOLIO



Timbercraft Homes

- Rebranding
- Social Media
- Print Design
- Public and Community Relations

THE Common Good

FALL 2025

GRACF Quarterly Newsletter

Helping to make our community stronger by bringing people together to give and support local needs.

HONORING THE LIFE AND LEGACY OF WENDY ROY

It is with heartfelt gratitude that we honor the life and legacy of Wendy Roy, the first Executive Director of the Grand Rapids Area Community Foundation (GRACF). Wendy played a pivotal role in shaping the Foundation we know today, bringing vision, leadership, and unwavering commitment to strengthening our community through philanthropy.

After high school, Wendy worked a variety of jobs to support her husband while he completed his college education. Wendy later served as Program Director of Campfire Minnesota in

[Read more →](#)



SEEDS OF CHANGE HARVEST FUN(D) FEST



PORTFOLIO

Grand Rapids Area Community Foundation

- Print Design
- Newsletter Design
- Event Support
- Social Content Development



OUR WORK TOGETHER



Purpose

We'll work together to outline a strong Communication and Public Relations Strategy that strengthens GREDA's public presence, increasing awareness of economic development initiatives, and improving outreach to community stakeholders, partners, and businesses.



2026 FOCUS

Brand and Messaging

Frame GREDA not just as a funding/incentive agency, but as a partner in growth journeys for businesses. Show case studies (industrial expansion, downtown redevelopment, housing) with strong visuals.

Positioning and Visibility

Raise awareness of infrastructure/site work, loans & programs, and business attraction and promote success stories

2026 OUTLINE

1

Website Analysis Dec 2025

- Analysis and recommendations for content clarity, organization and user engagement

2

Strategy + Design Jan - Mar 2026

- Communications roadmap
- Key message development
- Template design

3

Ongoing Support Jan - Dec 2026

- Press Releases
- Media Relations
- Ad hoc marketing services

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THANK
YOU



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