



Public Relations Advertising Public Affairs Research  
GreenfieldComm.com

**Proposal to the City of Duluth regarding marketing partners  
for DEDA’s Small Business Marketing Match grant program**

**RFI NUMBER 23-AA08**

July 6, 2023

Greenfield Communications is pleased to respond to the City’s *“Addendum 2 Solicitation 23-AA08 RFI for Marketing Partners for Small Businesses,”* posted on June 30, notifying bidders that the deadline for submissions had been extended to July 7.

Below and on the following pages are the information you sought in PART II – SUBMISSION REQUIREMENTS from the original RFI dated May 2, 2023.

Greenfield Communications has experience working with small businesses in a manner similar to the approach DEDA is using. For several years, UMD’s Center for Economic Development hired us to assist startups and small businesses with launch, branding, public relations, advertising and more.

We appreciate you considering our submission. Please feel free to contact Steve Greenfield if you have any questions. Thank you.

**SUBMISSION COVER LETTER**

Submitter Name	Steve Greenfield
Mailing Address	1411 W. St. Germain St.; Suite 200; St. Cloud, MN 56301
Contact Person	Steve Greenfield
Contact Person’s Phone Number	218-260-7283
Contact Person’s Email Address	steve@greenfieldcomm.com
Federal ID Number	475802327
Name & Title of Authorized Signer	Steve Greenfield, President
Email of Authorized Signer	steve@greenfieldcomm.com

Authorized Signature

## COMPANY BACKGROUND

Greenfield Communications was founded in 2005 by longtime Duluth strategist and marketer Steve Greenfield. A sampling of Greenfield Communications' current and past Duluth area clients includes:

A&L Properties	Lion Hotel Group
Alworth Scholarship Fund	Memorial Blood Centers
City of Duluth/DEDA	Minnesota Forest Industries
DECC	Minnesota Power
Diamond Willow Assisted Living	Northwood Children's Services
Duluth Airport Authority	Spirit Mountain
Johnson Controls	

This submission is different from those you'll review from others because we aren't trying to be everything to everyone. Some of DEDA's 20 qualifying small businesses may need a broad social media presence, which we do not handle in-house (although we work closely with such firms). Others may need strategies and messages complemented by a strong public relations component, requiring minimal ad buying. That's where we excel.

The current *Duluthian* magazine has a Greenfield Communications ad with this headline: HANDLING THE TOUGH STUFF FOR DULUTH COMPANIES SINCE 2005, followed by identification of our services: Public Relations / Advertising / Public Affairs / Research.

We don't handle the tough stuff with puns and fluff. Or by being cute. We put our years of experience and creativity to work to get results, even with the biggest challenges:

- We led the advertising/PR campaign to get citizens to approve a tax increase to build Amsoil Arena.
- We combined PR and government relations strategies to get the State to fund a new Duluth airport terminal, after the State rejected two previous efforts before we were hired.
- When Husky Energy had its explosion and fire in Superior in 2018, Greenfield Communications was hired immediately to communicate with upset and frightened residents.

Other examples, including samples of ads, can be found at **GreenfieldComm.com**. While we realize the above examples are of work for larger organizations, we have also worked with hundreds of small businesses and non-profit organizations. From print, radio and TV ads, to groundbreaking and ribbon cutting ceremonies and more, we remove the guesswork from how to most effectively and affordably help companies succeed.

Our company's entire staff consists of Steve, who works closely with the graphic designers, website developers and others who best match each client's needs.

In 2013 the company opened a second office, in St. Cloud. Earlier this year, the Duluth location was consolidated into the St. Cloud location, because Steve had moved his home to that city.

You might wonder how we can be as effective as an agency with 10 employees. That's a logical question. But the organizations listed above can hire whoever they wish, and they choose us because we expertly meet their needs. You also might wonder why an agency now based in St. Cloud should be hired to help Duluth businesses. That's also a fair question. But keep in mind that most of Greenfield Communications' clients and most of Steve's community involvement continue to be in Duluth. No one knows Duluth history, local challenges for small business or the region's media better than Steve.

## RESUMES



**Steve Greenfield**, who graduated from UMD with a communication major and journalism minor, opened Greenfield Communications in January 2005. During the years prior to that, he was vice president of two Duluth ad agencies (H.T. Klatzky & Associates and Russell & Herder), communications manager for the City of Duluth, advertising director for Grandma’s Restaurants and an adjunct public relations instructor at UMD.

Steve is a past board chair of the American Diabetes Association of Minnesota, the Duluth Area Chamber of Commerce, the NorthShore Inline Marathon and Duluth’s Generations Health Care Initiatives, and a former Duluth Playhouse board member.

He has volunteered his services to help many Duluth organizations, including Duluth Sister Cities International, the Junior League, March of Dimes, Northern Lights Foundation, the YMCA and the NAACP – which honored him for his efforts to improve race relations.

Steve is also a member of the Grandma’s Marathon Hall of Fame. Not because of any athletic prowess – as proven by the 3:55:59 in his only marathon – but because of his public relations work to help put Grandma’s Marathon on the international map in the race’s early years.



**Jeremy Peters**, the art director with whom Greenfield Communications works almost exclusively, owns Peterman Creative in Sioux Falls. Jeremy has designed Greenfield Communications’ client materials for several years.

Greenfield Communications also employs recording studios, photographers, social media specialists and other outside resources as needed.

**REFERENCES**

*Tiffany Hughes* – CEO, A&L Properties (218-727-9556; tiffany.hughes@alproperties.us)

We have worked with A&L for 15 years, creating and placing its print, radio, direct mail and outdoor advertising; developing brochures and its website; coordinating social media campaigns; and developing PR campaigns, all to market its commercial properties to various target audiences.

*Patty Salo Downs* – Executive Director, Alworth Scholarship Fund (218-722-9366; patty@alworthscholarship.org)

We have worked with Alworth for five years to help it inform high school students, their parents and other audiences about available scholarships, and to inform the general public about the impact Alworth graduates have had on the world. We’ve done this through extensive media relations efforts, creating “Professor Alworth” videos that highlight scholarship recipients, by organizing events for Alworth’s 70<sup>th</sup> anniversary, and more. We also assist Salo Downs by volunteering our services to the Junior League of Duluth, for which she is a leader.

*Ray Higgins* – Executive Vice President, Minnesota Timber Producers Association (218-740-1691; RayHiggins@TimberProducers.com)

We have worked with the Duluth-based Timber Producers Association and its affiliated Minnesota Forest Industries for two decades to help spread good news about the state’s forest products industry. Our work has included facilitating focus group research to test ad concepts and educational tools; creating TV, digital and print ads; developing posters and “wood kits” for K-12 schools; developing and updating websites; coordinating social media campaigns; producing brochures and magazines; developing statewide public relations campaigns; and developing messaging for government relations purposes.

In addition to these references, we invite you to contact people with whom you’re familiar at any of the companies mentioned in these pages. Or ask any Duluth mayor from the past three decades, as we have worked effectively with them all.

**SERVICES OFFERED**

The preceding pages describe the wide variety of services we provide. In short, our capabilities include:

- |   |                            |
|---|----------------------------|
| Public relations/media relations          | Government relations       |
| Marketing plan development/implementation | Focus group research       |
| Print/broadcast/digital ad creation       | Special event coordination |

We’ve earned a reputation for thinking not just creatively, but strategically. We research the industry and competition. We identify how target audiences think. We ask questions our clients had never previously considered. Then we create persuasive messages and deliver them to the right people at the right time.

As mentioned on this proposal’s first page, we have experience providing small businesses with marketing and advertising support through a grant program. The UMD Center for Economic Development (CED) hired us to help several such companies, including a startup.

Our work with each client began with a meeting in the CED offices, then we worked directly with each client and provided reports to CED on progress within CED’s budget specifications. CED paid all agency costs, with the small businesses being responsible for brochure printing costs, advertising space costs, and so on.

## COST

We typically charge clients \$225 per hour, but for this DEDA program we would charge \$175 for Steve Greenfield's work on strategizing, budgeting, marketing plan development, advertising copywriting, media buying, public relations writing and media relations, in-person or phone meetings, and other non-graphic design services.

Graphic design would be charged at \$135 per hour.

## THANK YOU

We appreciate the City's and DEDA's interest in working with Greenfield Communications to help further the success of area small businesses. We're ready to get rolling as soon as you are.

If you have any questions about what's contained in these pages, please contact Steve at 218-260-7283 or [steve@greenfieldcomm.com](mailto:steve@greenfieldcomm.com). Thank you.



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TOUGH STUFF  
FOR DULUTH  
COMPANIES  
SINCE 2005.**

**GREENFIELD**  
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