

April 12, 2018

To Whom It May Concern:

The City of Gainesville's Public Works Department first hired Uppercase, Inc. in 2014 to rebrand the City's collaboration with Alachua County and the Florida Department of Transportation; the Gainesville Clean Water Partnership. Uppercase's team worked with the GCWP to update our look while keeping some of the traditional elements of our beloved brand. With the rebrand, their team completely redesigned the GCWP website at [GainesvilleCreeks.org](http://GainesvilleCreeks.org) - a website with over 100 pages. Other marketing and design firms could have placed pictures on a page and programmed a workable site, but Uppercase's team made sure that the GCWP site hit key NPDES key education points while making the site beautiful and easy for residents to use. They also made sure our technical copy was able to be easily understood and made sure to keep the big picture goals in mind. The result is a website that is appealing, fun, engaging and educational.

In addition to the website, Uppercase also created two 15-second commercials to help promote the new website and encourage residents to get out and explore Gainesville's natural areas. They handled all aspects of the commercials from copywriting to casting, recording and editing. Again the result was excellent.

Uppercase is now working with us on a media plan to roll out "Go Explore at [GainesvilleCreeks.org](http://GainesvilleCreeks.org)" and have provided high quality work and exceptional ideas to help us get the best return on our marketing dollars. Their team has created two brochures and multiple social media posts all with consistent branding to our new site and campaign. We look forward to promoting these good works in the near future.

From 2014 to present, the City has been grateful for Uppercase's help in developing creative public outreach tools and strategies that help to inform our community of what they can do to prevent pollution of our local waterways. Uppercase has shown professionalism and exceptional problem-solving skills through the few little hiccups that can arise during cooperatively-funding projects, and they are creatively inspired and fun to work with along the way.

Sincerely,

Sally Adkins

Gainesville Clean Water Partnership Coordinator  
City of Gainesville Public Works

*How can I  
empower you?*

CITYOFGAINESVILLE.ORG