

# NEXUS

STRATEGY AND IMPLEMENTATION

# Moving Gary Forward

Marketing and Outreach Proposal for  
Gary Public Transportation Corporation

## Transit Talk

Marketing That Moves  
the Region

## The Ride To Connection

Outreach in Motion

## The Strategy That Connects Gary

Tech, Design & Local  
Spotlight



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# Letter from the Founders

*FROM THE DESKS OF JESSICA RENSLOW & GRETCHEN SIPP*

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## *NEXUS STRATEGY & IMPLEMENTATION*

Dear David Wright and the GPTC Team,

Thank you for the opportunity to support the incredible work you do to keep Gary and Northwest Indiana moving, not just through transit, but through connection, culture, and community.

We founded Nexus Strategy & Implementation with a simple but powerful mission: to help public and private agencies bring their stories to life through transformative ideas and technology, inclusive outreach, and designs that actually speak to the people they serve.

We are not your average marketing team, we are rooted here, we show up, and we know that a flyer is never just a flyer. It's a touchpoint. A welcome. A chance to build trust.

Over the years, we have led campaigns that uplift neighborhoods, highlight small businesses, celebrate the arts, and activate everyday people. From launching inclusive and adaptive mobility programs to bringing community voices into the room, our work is always centered on one thing: impact.

With this six-month marketing partnership, we are excited to combine strategy with heart making sure every program, event, and update from GPTC feels accessible, inviting, and worth celebrating. Whether it is a trolley at a RailCats game or a senior signing up for a new pass, we want every story told with care and creativity.

Thank you for considering Nexus. We're ready to roll.



*Jessica Renslow & Gretchen Sipp*

**Co-Founders**

**Nexus Strategy & Implementation**



# About Nexus

Nexus Strategy & Implementation is a locally owned, women-led consulting firm specializing in creative campaigns that drive visibility, community connection, and sustainable impact. With a strong foundation in Northwest Indiana, our team brings over a decade of experience designing and executing marketing strategies for small business owners, nonprofits, public agencies, and citywide events.

Our work goes beyond marketing, it amplifies purpose with impact as the goal. From designing full campaigns for festivals like Fest in the First to running outreach programs for transportation, accessibility, and digital equity, we have helped local initiatives tell their story, reach their audience, and make a lasting impression.

With over a decade of experience, we've supported festivals, nonprofits, public agencies, and entrepreneurs across Indiana and beyond. Our services span branding, storytelling, digital and print design, video, and grassroots outreach — all anchored in access, inclusion, and creativity.

## Meet Your Navigators

Jessica Renslow is a strategist who blends creative vision with technical precision. A trained multimedia producer and planning strategist, Jessie brings over 15 years of experience translating big ideas into engaging content and inclusive experiences. Specializing in copywriting, social media, video, and web content, she transforms ideas into campaigns that connect, encourage belonging, and inspire.

*Jessica Renslow*



**Jessica Renslow**  
Creative Strategist



**Gretchen Sipp**  
Marketing Strategist

Page.04

Gretchen Sipp is a marketing strategist, graphic designer, and community engagement expert who brings vision and practical execution to every project. With 15+ years of experience, she's led print and digital campaigns, developed outreach plans, and brought big ideas to life for small businesses, nonprofits, and public agencies. Whether developing a visual identity, crafting a content plan, or organizing community programs, she brings clarity, culture, and creativity to the table.

*Gretchen Sipp*







# Scope of Services

## Scope Alignment



### Overview of Services

Nexus builds campaigns that connect, engage, and drive action. We do this through strategy, messaging, visuals, and execution driving impact.

| Scope Alignment        |                                                                                       |
|------------------------|---------------------------------------------------------------------------------------|
| Category               | Services Provided by Nexus                                                            |
| Website & Social Media | Social media graphics, content audits, website updates, newspaper and newsletter copy |
| Advertising            | Ad mockups (print & digital), campaign design                                         |
| Blog Articles          | Community storytelling through photography & copywriting                              |
| PR                     | Press releases, media outreach & brand activations                                    |
| Video                  | Short-form, social-ready videos, how-to videos                                        |
| Design                 | Flyers, posters, signage, web graphics, How To Documents...                           |
| Creative Strategy      | Campaign planning, messaging & engagement                                             |



# Our Approach & Strategy

## Creative Strategy Rooted in Community



### Our Philosophy

We believe marketing should educate, empower, and engage. Our approach centers storytelling, clarity, and accessibility.



### Community Focused

We meet the community where they are and we design campaigns that connect with people in real life and online through various methods in print and digital.



### Flexible and Focused

We build adaptable plans with strong core messaging, clear visuals, and easy-to-execute tactics for any audience.



### Smart and Social

Using what we know works including mixed media content, strong visuals, clear Call To Actions, and community voice.



### Audience Led & Engagement Driven

We listen deeply and act boldly. Our campaigns are built from real community insight, sparking conversations that build trust and turn everyday riders into loyal ambassadors.



# From Strategy to Action: Outreach in Motion

GPTC's Summer & Fall campaigns meet people where they are, at the bus stop, at the ballpark, and in the heart of the community.

Nexus will bring transit visibility to life through a series of strategic outreach efforts. From service changes to community celebrations, our work blends marketing with movement.



## What You Will See in This Section:



### Non Event Outreach

Ongoing campaigns like the Merrillville Senior Pass Program and service upgrades that build awareness and trust.



### Partnered Events

Collaborations with local arts, environmental, and tourism groups that highlight transit's role in regional culture.



### Transit - Driven Events

Trolley Days, shuttles, parades, and interactive experiences that bring joy, visibility, and neighborhood connection.





# Non-Event Outreach - Community Centered Campaign

Ongoing campaigns provide continuous awareness and support, targeting key audience segments year-round.

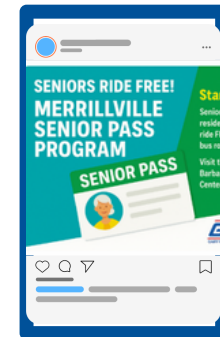
- Merrillville Senior Pass Program (Starts July 1)
- Service Upgrade / Route Changes (Before August)

## Sample Campaign Strategy

| Campaign                                                                                                                                                                                                                                                                                                                                                                                        | Suggested Assets                                                                                                                                                                                                                                                                                                                          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Merrillville Senior Pass Program</b><br/>(Starts July 1)</p> <p><b>Theme or Focus</b><br/>Celebrating independence and accessibility by connecting Merrillville seniors to free public transit options.</p> <p><b>Campaign Goal:</b><br/>Drive awareness and participation in the free senior pass program while uplifting older adults as vital transit users and community members.</p> | <ul style="list-style-type: none"><li>• Flyer + Postcard</li><li>• Press Release</li><li>• Web graphic</li><li>• Newsletter announcement</li><li>• Social Media “How to Get Your Free Pass”</li><li>• Website Banner</li><li>• Short explainer video</li><li>• Local senior center mini campaign with posters and outreach kits</li></ul> |



Campaign Flyer



Social Media



Postcards



Explainer  
Video



Email  
Blast







# Partnered Events (Art, Tourism, Sports, Environment)

Collaborations with local arts, environmental, and tourism groups that highlight transit's role in regional culture.

- Race for the Arts (June 20)
- Arts on the Move (June–July)
- Visit Miller Beach Rollout (TBD)
- Save the Dunes (Late July)
- Urban Hike (August)



Web Banner



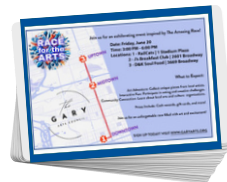
Campaign  
Flyer

## Sample Campaign Strategy

| Campaign                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Suggested Assets                                                                                                                                                                                                                                                                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Race for the Arts</b> (Starts June 20)<br/><b>Theme or Focus:</b> Engaging riders and showcasing local arts culture through a city-wide collaboration<br/><b>Campaign Goal:</b> Encourage creative exploration with an arts-themed community challenge</p> <p><b>Arts on the Move</b> (Starts June - July)<br/><b>Theme or Focus:</b> Animating bus stops with live arts to bring creativity directly to the streets<br/><b>Campaign Goal:</b> Learn about the arts through eye-catching performances</p> | <ul style="list-style-type: none"><li>• Flyer + Postcard</li><li>• Post-event recap graphic</li><li>• Social Media Graphics</li><li>• Press Release</li><li>• Web graphic</li><li>• Newsletter announcement</li><li>• Weekly promo graphics</li><li>• Bus-side signage</li><li>• Short videos of performances</li><li>• "On the Route" behind-the-scenes</li></ul> |



Social Media



Postcards



Press Release



Email Blast





# Transit - Driven Events

Trolley Days, shuttles, parades, and interactive experiences that bring joy, visibility, and neighborhood connection using transportation.

- Independence Day Parade (July 3)
- RailCats Trolley Days (July 11 & Aug 29)
- Gary Air Show (Aug 9)

## Event Strategy Layout Sample: RailCats Trolley Day



**Date: July 11, 2025**



**Theme: Transit  
Pride at the Ballpark**

### Pre-Event Engagement

*Timing: 2–3 weeks before  
the event*

- Pre-Event Press Release
- Website Update
- Email Blast / Newsletter
- Save-the-Date Social Graphic
- Event Poster/Flyer
- Partner Toolkit

### Event Day Activation

*Timing: Event Day  
July 11th*

- Branded Trolley Display
- Mascot Activation
- Game Day Giveaway
- Live Posting
- Selfie Station
- Photo + Video Capture

### Post - Event Follow -Up

*Timing: 1 - 5 days  
after the event*

- Event Recap Graphic
- Post-Event Press Release
- Video Clip / Reel
- Thank You Posts
- Metrics Snapshot





# Transit - Driven Events

## Event Strategy Layout Mockups: RailCats Trolley Day

- Focus: Promoting transit pride and regional partnership through live engagement at a popular local event
- Create brand visibility through fun community-friendly experiences



Event Flyer



Website Banner



Social Media



Sticker





# Campaign Timeline

## Summer–Fall 2025 Rollout Plan

| Month     | Focus Areas                                                                                                                                                                                                           | Key Deliverables                                                                             |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| June      | <ul style="list-style-type: none"> <li>Awareness Building for Race for the Arts &amp; Arts on the Move (Weeks 1–2)</li> </ul>                                                                                         | Flyers & web banners<br>Press release<br>Social media countdowns<br>Newsletter blast         |
|           | <ul style="list-style-type: none"> <li>Begin non-event outreach for Senior Pass Program</li> </ul>                                                                                                                    | Postcards to senior centers<br>Carousel posts<br>Explainer video teaser                      |
| July      | Campaign Launch for:<br><ul style="list-style-type: none"> <li>Senior Pass Program (July 1)</li> <li>Trolley Day #1 (July 11)</li> </ul>                                                                              | Full creative rollout<br>Trolley visuals, mascot appearances<br>Game-day flyer & recap posts |
|           | <ul style="list-style-type: none"> <li>Arts on the Move (Weeks 3–4)</li> </ul>                                                                                                                                        | Short social clips<br>Artist spotlights<br>Rider interviews                                  |
|           | <ul style="list-style-type: none"> <li>Independence Day Parade (July 3)</li> </ul>                                                                                                                                    | Bus float signage<br>Coloring activity sheets<br>Route map graphic                           |
| August    | <ul style="list-style-type: none"> <li>High-Impact Community Events:               <ul style="list-style-type: none"> <li>Air Show Shuttle (Aug 9)</li> <li>Urban Hike</li> <li>Trolley Day #2</li> </ul> </li> </ul> | “Park & Ride” campaign<br>Transit & trails map<br>Giveaway promos                            |
|           | <ul style="list-style-type: none"> <li>Press &amp; Media push for all GPTC roles at events</li> </ul>                                                                                                                 | Post-event videos<br>Press recap articles<br>Email newsletters                               |
| September | <ul style="list-style-type: none"> <li>Service Upgrade / Route Change Outreach (Ahead of school year &amp; fall schedule updates)</li> </ul>                                                                          | “What’s Changing?” explainer graphics<br>Street team kits<br>Rider alert signage             |
|           | <ul style="list-style-type: none"> <li>Metrics &amp; Recap for summer campaigns</li> </ul>                                                                                                                            | Post-campaign dashboard<br>Social analytics + learnings                                      |
| October   | <ul style="list-style-type: none"> <li>Continued Awareness + potential follow-ups or pilot launches from successful summer campaigns</li> </ul>                                                                       | Seasonal newsletter<br>Highlighting success stories & rider testimonials                     |

Legend Color (Arts = Purple, Transit = Red/Green, Outreach = Yellow).





# Nexus Marketing Portfolio

Where Strategy Meets Design, and Vision Comes to Life

## About This Collection

This curated portfolio highlights the creative direction, strategic thinking, and hands-on production work of Nexus Strategy & Implementation, led by Gretchen Sipp and Jessica Renslow. From branding and digital content to award winning marketing campaigns and community engagement strategies, every piece tells a story about people, progress, and purpose.

## Our Philosophy

We believe great design moves people. Every campaign we create is community-rooted, message-driven, and made to make an impact. From creating a digital ad, a printed postcard, or a full-scale festival campaign, we align visuals and voice with values.

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## Our Roles in What You'll See

*Throughout this body of work, you'll see us wearing many hats:*

- Graphic Designer
- Copywriter & Content Creator
- Communications Strategist
- Project Manager
- Print Production Coordinator
- Event & Marketing Campaign Lead

**Note: As you navigate this portfolio, there are links embedded in selected mockups for you to view the full-size samples**





# Content & Communication

## Storytelling and Strategy



### Overview of Services

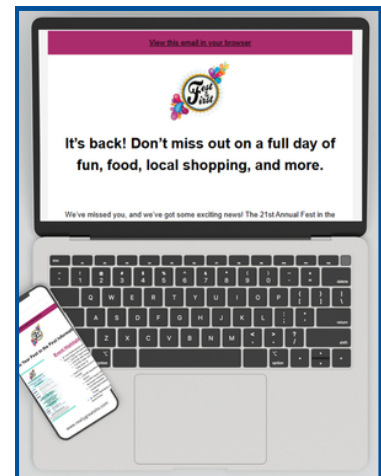
Newsletters, blogs, and press that inform, inspire, and connect. This section highlights how we inform, engage, and move people to act crafted with clarity, voice, and vision.

*\*Click on the icon to view the sample*

### Blog Articles



### Email Blast



### Newsletter



### Press





# Digital & Web Design

## Design that Clicks



### Overview of Services

Websites and web banners built for impact. Clean, responsive, and made to move audiences with every scroll.

*\*Click on the icon to view the sample*

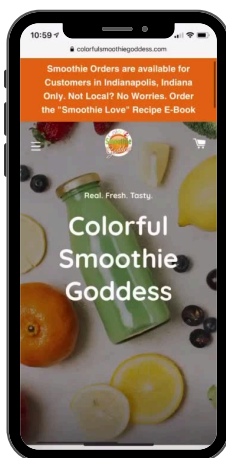
#### Fest In The First



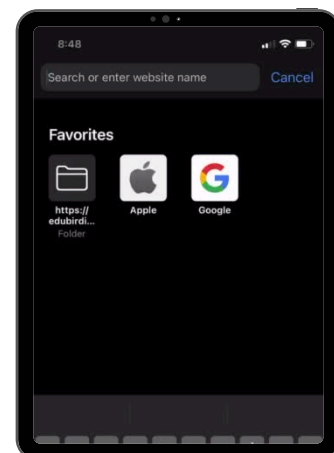
#### VOCART



#### Colorful Smoothie Goddess



#### Thrive Healing Center





# Social Media

## Audience First Content



## Overview of Services

From countdowns to filters, these social designs spark clicks, shares, and conversations.

### Social Media Posts



### Social Media Video

## Click Image Below to Play

### Video



## Click Image Above to Play







# Video Production

## Production with Purpose

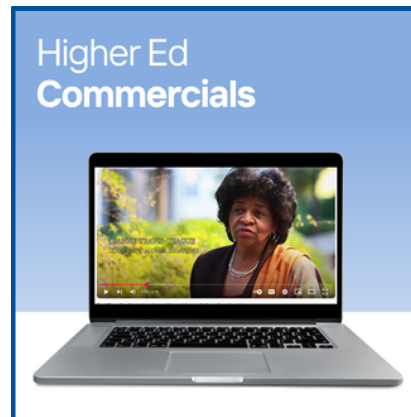
### Educational Training



[WATCH VIDEO](#)

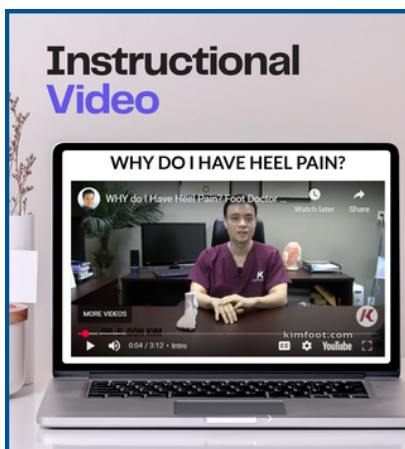
### Higher Ed Commercial

#### Higher Ed Commercials



[WATCH VIDEO](#)

### Instructional Video



[WATCH VIDEO](#)

### How To Video



[WATCH VIDEO](#)





# Graphic Design & Print Work

## Design that Connects



## Overview of Services

This section showcases versatile print and digital pieces each crafted to inform, inspire, and leave a lasting impression.

### Print Design

- Flyers, Posters, Stickers, Yard Signs
- E-book/Magazine
- Banners, Signs, Business Cards

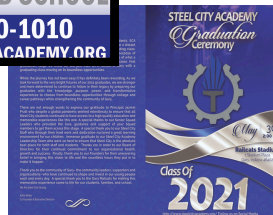
#### Flyers



#### Yard Signs



#### Programs & Brochures



### Brand & Design



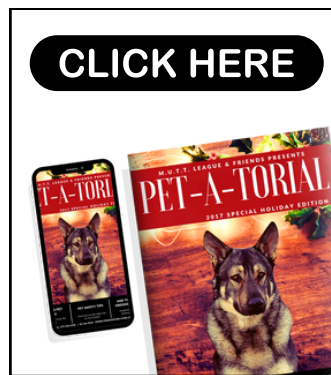
#### Logos



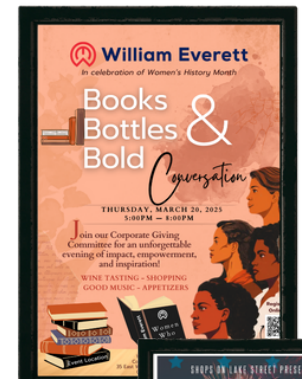
#### Business Cards

### Magazines

CLICK HERE



### Posters



### Banners



### Brand Style Guide



#### Postcards





# Award-Winning Campaign

## Fest In The First



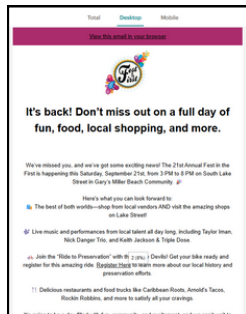
## Event Overview

Fest in the First is a local street festival, a vibrant celebration of community, arts, and culture.

## Our Role

- Developed and led a comprehensive marketing campaign
- Built brand equity, designed all promotional materials
- Amplified community pride locally and on social media
- Provided crucial information to vendors, partners, sponsors, and attendees

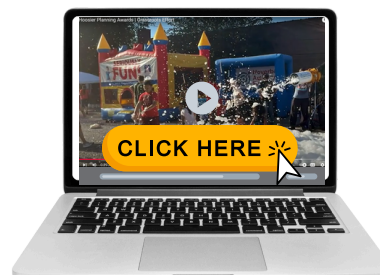
## Visual Branding



## Outcomes

- Tripled the amount of attendees
- Grew digital footprint outreach by 55%

## Watch Video



## Read Report



## Impact

**“Best Grassroots Initiative”  
Award American Planning  
Association**





# Rooted in Gary. Delivering Big Impact.

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Thank you for taking the time to review our portfolio. Nexus Strategy & Implementation is proudly led by two Gary, Indiana natives, Jessica Renslow and Gretchen Sipp, who bring both a deep understanding of the local landscape and the ability to deliver high-impact results.

We offer the caliber of work that you would expect from a large firm, paired with the personalized service and flexibility of a boutique agency. Our team specializes in design, communications, community engagement, and strategic planning, and we are available for contract opportunities that call for thoughtful, creative, and results-driven execution.

As part of our services, we leverage our extensive network of local, regional, and national media contacts to elevate visibility and public awareness of every campaign we support, ensuring your message reaches the right audience with impact.

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## Contact Us :

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