

# CAPABILITIES STATEMENT

# blueprint

UEI: DLWKJXG3TZ65 | CAGE #: 85K76

## CORPORATE SUMMARY

Blueprint Creative Group is an 8(a) WOSB full-service consultancy with a 15-year track record serving government with communications, management, and technology related strategy that helps meet real time needs in times of opportunity, change and crisis.



## CORE COMPETENCIES

- ▶ Enterprise-wide communications
- ▶ Agency outreach
- ▶ Crisis communications
- ▶ Media monitoring
- ▶ Market research & feasibility
- ▶ Advertising and design
- ▶ Program management
- ▶ IT Management
- ▶ Staff augmentation
- ▶ Administrative and business support



## NAICS CODES

- ▶ **541611** Administrative Management
- ▶ **541613** Marketing Consulting
- ▶ **541810** Advertising
- ▶ **541820** Public Relations
- ▶ **541910** Market Research & Public Polling
- ▶ **518210** Data Processing & Hosting
- ▶ **541190** All other information services
- ▶ **561320** Temporary Help Services



## CONTACT DETAILS

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## CERTIFICATIONS

8(a): **C00fMd (Exp: 10/31/29)** | WOSB pending



U.S. Small Business  
Administration  
**8(a) Certified**



## DIFFERENTIATORS

- ▶ Part of global agency network with combined capabilities of a dozen agencies
- ▶ Full-service agency with in-house capabilities
- ▶ 20x ROI Theory providing a visible 20x return on the services with a quantifiable bottom line impact

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## PAST PERFORMANCE

### University of Utah Health

Supported the world's largest genetic database with enterprise-wide strategic communications with the objective of elevating the national ranking and international profile of the health system. Includes promoting clinical, educational and scientific research. | 2018 – present, project-based

### U.S. Trade and Development Agency

Recently awarded IDIQ to leverage economic development capabilities to lead Reverse Trade Missions, conferences, workshops and training in support of developing trade partnerships to ultimately enhance the ability of U.S. firms to conduct business overseas. | Awarded 2022

### Northeast Florida Regional Council / Northeast Florida Healthcare Coalition

Supported emergency and disaster preparedness planning and regional coordination of an 18-county regional health system to centralize area-wide coordination and related cooperative activities of federal, state, and local government. | 2018 – present

### NeighborWorks America

Led program support and agency outreach for community development campaign in support of community revitalization efforts across several U.S. communities. | 2014 – 2016

### Nashville and Davidson County

Provide city and county-wide communications and outreach to support various communications and media needs of the county's agencies and departments. Includes technology design, community outreach, and program support. | 2018 – present

### Miami-Dade County

Provide enterprise-wide economic development for deployment of services and resources targeting home ownership, small business and youth services for Targeted Urban Areas. | 2017 – 2024

### Senegal Agency for Export Promotion

Support investment promotion and Foreign Direct Investments to the American market. Includes facilitating in-country meetings and matchmaking events and deploying business attraction campaigns. | 2016 – 2019