



CAPABILITIES STATEMENT

Greene Street Communications is an 8(a), **HUBZone-certified**, **women-owned** small business offering its services to both national and global clients.

DUNS: 080042800

CAGE: 7H8Y9

NAICS Codes:

512110: Motion Picture and Video Production

519130: Internet Publishing and Broadcasting and Web Search Portals

541430: Graphic Design Services

541613: Marketing Consulting Services

541810: Advertising Agencies

541820: Public Relations Agencies

624230: Emergency and Other Relief Services

541910: Marketing Research and Public Opinion Polling

541990: All Other Professional Scientific and Technical Services

541611: Administrative Management and General Management Consulting Services

561410: Document Preparation Services

Contact Information

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About Us

Greene Street Communications, LLC (Greene Street) specializes in the planning, development and implementation of sustainable and effective **marketing**, **strategic communications** and **event planning** for government, non-profit and for-profit organizations. Greene Street's Marketing and Public Affairs executives have nearly 20 years of national experience implementing a highly-effective and strategic External Affairs structure.

Core Competencies

Targeted and effective approach to **addressing challenging, ineffective marketing and Public Affairs concerns**. GSC executives have proven techniques and skills to control the message instead of being reactive to negative outcomes.

GSC is expert at addressing deficiencies in the following areas:

Community Outreach

Crisis Communications

Geotargeting/Geofencing

Social Media Outreach

Signage (Indoor & Outdoor)

Large & Small Events

Website Design & Maintenance

Video Production/Editing

Advertising

508 Compliance Services

Translation Services

Direct Mail Campaigns

Market Research

Graphic Design

News Releases

Public Service Announcements

Presentation Development/Speechwriting

Publication Design & Development

Strategic Planning

Executive Media Training



Past & Present Clients

Federal Emergency Management Agency (FEMA)

U.S. Department of Defense - Defense Media Activity

U.S. Department of the Interior

Dewberry, Inc.

U.S. Department of Housing & Urban Development

Fresno Unified School District

MetLife, Inc.

Boston Public Schools

Relevant Experience

City University of New York (CUNY)

Differentiators

- Successfully planned **10,000+ attendant events**

Experts who have worked on Federal Emergency Management Agency (FEMA) disasters (including **Hurricane Katrina**, Midwest floods and California wildfires) and the launch of the National Recovery Network for the **U.S. Fire Administration**.

- GSC led the City University of New York's **multi-day media response** after a member of its staff was killed in the tragic, **2015 derailment of Amtrak 188**.

