

# UNDER WAY



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## MEET THREE OF OUR NEW CLIENTS

It takes a village to...grow a communications agency. Thanks to great referrals from current clients and agency supporters, along with our solid body of work, we were able to welcome new clients in 2019. The work these organizations do to advance Chicago's communities, particularly those on the South and West Sides, makes them a perfect fit for our agency, and us for them. We're honored to serve them.

*Revitalizing neighborhoods, one property at a time*  
We are the communications agency, in partnership with Rise Strategy Group, for the **Cook County Land Bank Authority**. Since we began working with the Land Bank in July, we have focused on **spreading the word** about its efforts to revitalize communities by returning abandoned and delinquent properties to the county's tax rolls. Our work has included **earning media coverage**, enhancing its presence on social media channels and providing strategic counsel. The Land Bank empowers local developers and helps homeowners realize their dreams. We're very proud to help reshape the narrative of South Side, West Side and south and west suburban Cook County communities through our work with this important organization. Be on the lookout for more compelling stories from the Land Bank in 2020. (Pictured below with David Rudd are Rob Rose, executive director of the Cook County Land Bank Authority and Cook County Board President Toni Preckwinkle.)



*Bringing shine to an Englewood gem*  
**St. Bernard Hospital** in Englewood has tapped Rudd Resources to raise awareness of the care it offers to families across the South Side. The hospital's Ambulatory Care Center, which opened in 2016, is a modern facility that



provides medical, dental, vision and rehabilitative care to those who don't require hospitalization. This mission-driven organization is the only remaining hospital located in the Englewood community. We're proud to bring our background in urban health care communication to this institution, raising its profile on **Facebook** and **Instagram**, building relationships with local journalists, and delivering strategic counsel and



employee communications support. (Pictured are the St. Bernard ACC and, with Kimberley Rudd, Diahann Sinclair, the hospital's vice president of organizational and community development.)

*Reimagining a community within a community*  
Life has a way of coming full circle. A generation or two ago, members of the Rudd Resources team lived in and visited friends and family in the landmark **Prairie Shores** apartments located in the Bronzeville community. Now, our team is back at Prairie Shores, this time as its communications agency for the five iconic towers along South King Drive. Working with the property's new owners, Prairie Shores Owners, we provide corporate communications support, including community outreach strategy and execution, as the property enters its seventh decade of serving a diverse resident population. As the new owners bring a fresh approach to contemporary apartment living, we will help them connect to current and potential

residents and the surrounding Bronzeville community through internal communications, social media, earned media and other targeted ways.

*And a few more....*

In addition to working with these new clients, we also will soon debut our work on design and video production projects for CDM Smith, the Public Health Institute of Metropolitan Chicago and the Chicago Department of Public Health, and two philanthropic organizations focused on supporting South and West Side institutions. These stories will be shared in future editions of *Under Way*.

## **CHICAGO HOSTS 100 PEOPLE FROM ACROSS THE U.S. GATHER FOR 2019 SPARCC LEARNING CONVENING**

In October 2019, leaders, and participants from across the country gathered in Chicago to celebrate, reflect, connect, and imagine during a conference organized and hosted by the Strong, Prosperous, and Resilient Communities Challenge (SPARCC) and Elevated Chicago. Rudd Resources worked with the National Resources Defense Council, members of the national SPARCC team, and leaders of Elevated Chicago to produce the event (pictured below).



For our team, it was the most unique, “SPARCC-ly” conference we’ve ever helped to plan. We were encouraged – and sometimes challenged – to plan an event with racial equity, and cultural resilience in mind, from the meeting locations to the catering service to weaving in art and interactive agenda items.

SPARCC works to invest and amplify the voices of local organizations in six regions in the nation including, Atlanta, Chicago, Denver, Los Angeles, Memphis, and the San Francisco Bay area. The organization's mission is to change the way urban areas, grow, invest, and build with an approach that centers low-income people and communities of color.

The four-day convening kicked off on a rainy October day in the South Loop. It included neighborhood tours along the Chicago Transit Authority's Blue and Green Lines, a half-day session at the National Museum of Mexican Art in Pilsen, a panel discussion with city and civic leaders, several interactive activities, and small- and whole-group talks involving climate change, housing policy, gentrification, racial inequity, resiliency, youth development and much more.

It also included artists and artistry: Poet Leslé Honoré read her work, and created two new poems during the event to commemorate the gathering; musical artists Ayanna Williams and Edward Vaughn played the cello and guitar, respectively, to open the meeting's second day; massage therapists provided on-site chair massages to keep bodies as loose as minds while ideas, challenges and solutions were discussed; performers from the 64<sup>th</sup> Street Beach Drummers Association played and taught lessons about the role music has in place-making; an audio storytelling booth invited guests to gather in pairs to document their work; and participants were invited to try yoga and dance movements to center their collective purpose for work.

We're proud of our hand in creating a meeting packed with activity, exchange and interaction but, interestingly, not a single PowerPoint presentation. Perhaps that was the best SPARCC-le of all.

## TIDBITS

It's been our pleasure to work with the [Pritzker Traubert Foundation](#) on its Chicago Prize, a transformative \$10 million award that will help one collaboration change the trajectory of a community on the South and/or West Side. We've provided communications counsel since the April launch of the Chicago Prize, and earned media coverage of the December announcement of the award's finalists. In 2020, we will guide more media coverage and storytelling, and support the finalists in their journey toward spring



presentations about their catalytic projects. (Pictured are members of the Pritzker Traubert Foundation team with Kimberley Rudd, lower left, (clockwise) president Cindy Moelis, trustee Bryan Traubert, and program team members Andrew Beideman, Kalilah O'Gwin and Roshi Ahmadian.)

During Fall 2019, we helped complete the "Memo to the Mayor," the narrative outcome of our work with The Chicago Community Trust's 2019 [On the Table](#) civic engagement initiative. Mayor Lori E. Lightfoot received the memo from Chicago's residents, which reflected the ideas and opinions of more than 1,400 people who participated in the memo-writing campaign.

In November 2019, we produced Elevated Chicago's first youth summit, attracting nearly 70 young adults for an afternoon of conversations about redlining, gentrification, climate resilience and other urban planning topics. The summit was produced for and with Elevated Chicago, CNT and Enterprise Community Partners. It was the closing event for the Chicago tour of [Undesign the Redline](#), a national exhibit on redlining practices.



On the corporate diversity, equity and inclusion front, we're pleased to remain of counsel to [Chicago United](#) and [The Kaleidoscope Group](#), providing communications advice to those two highly respected change makers. And, our health care communications muscles have been strengthened through our media relations outreach on behalf of [Resurrection University](#) and counsel for [The Leverage Network](#).

## AN AGENCY IN MOTION

Rudd Resources rode a wave of working with great talents by hiring designer and project manager extraordinaire Kamaca "Kaye" Champion in September 2019. Kaye plays an integral role in our client service, and her creativity helps us get to the next level of excellent execution.



She led production of the Elevated Chicago youth summit, and she's producing our long-form video for engineering firm CDM Smith and print collateral materials for the Cook County Land Bank Authority and the Public Health Institute of Metropolitan Chicago. We're thrilled to add her to our team.

We also moved our management office to the St. Bernard Ambulatory Care Center on 63<sup>rd</sup> and Stewart in Englewood. It's important to us to be in the community, and this great, public-transit friendly location (just steps away from the CTA Red Line and a few blocks from the Green Line) allows us to provide better service to all of our clients. By the way, we have some cool plans for our Auburn-Gresham location at 85<sup>th</sup> and Racine on the South Side, so stay tuned for updates!



If you've read all the way to the bottom of the newsletter, let us know: We want to treat the first three all-the-way-with-us-readers to a great sandwich and cup of coffee at Kusanya Café on 69<sup>th</sup> Street this winter.

