



PPR STRATEGIES

People & Places Reimagined

ANNUAL REPORT

2024

www.PPRStrategies.com

  PPR Strategies  @PPRStrategies

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Dear Friends and Partners of PPR Strategies,

What a year it's been! As I reflect on 2024, I am brimming with gratitude, pride, and excitement for the road ahead. This past year was a memorable one for PPR Strategies, where new milestones, laughter, and important connections filled our days with purpose and progress.

Let's start with the headlines. In 2024, PPR became a Certified Women-Owned Business in West Virginia—22 years after I started Platinum PR (our previous brand name), in that very state! Now, we have satellite offices in West Virginia, Virginia, and New Jersey, with our main HQ nestled in Frederick, Maryland.

On the topic of growth, we also welcomed two new team members to the PPR family this year: Hannah Clawson, our Senior Content Writer, and Heather Gramm, CEcD, our Vice President of Strategy. Their fresh energy and unique perspectives blended seamlessly with the rest of our team, bringing us to a total of 1 part-time and 7 full-time employees. We are a small but mighty bunch!

Another notable achievement of the past year was launching the EDO Breakthrough podcast. This new project was a collaborative labor of love that created a space to tackle some tough, real-world economic development challenges with actionable solutions. If you haven't tuned in yet, we promise it's worth a listen!

As always, our team remained committed to the communities we served (whether they were familiar to our team or new gems we got to explore) to drive results that speak volumes. From supporting the execution of the 2024 Main Street Maryland Conference to securing news placements in major media publications, PPR has continued to execute meaningful campaigns, craft purposeful strategies, and tell authentic stories for our clients.

The PPR team also found joy in the little moments. Whether it was a celebratory spa day or rubber duck-themed birthday lunch, we've smiled just as hard as we've worked this year. Plus, I was honored to take PPR's own story on the road to speak at events across the country and connect with new friends.

As we look back on the year together, I also reflect on the goals that guided PPR Strategies: broadening our skill sets, expanding our capabilities, and deepening our relationships. Every success we've celebrated—and every lesson we've learned—has been because of you: our clients, partners, and friends. Your trust and collaboration fuel our mission and remind us why we do this work.

We cannot wait to see what the future holds, and we hope you'll continue to walk this journey alongside us. Here's to a remarkable 2024 and an even brighter 2025!

With gratitude,



Sandy Dubay, CEcD
Founder, President, and CEO
PPR Strategies (People & Places Reimagined)

PPR'S MISSION

Reimagining places demands a creative and integrated approach that's tailored to each community or organization. The needs of a rural county may be quite different from those of a city center, so our approach is **purposeful, inspiring, and customized** to marketing and communications goals.

ABOUT PPR

PPR Strategies originally began as Platinum PR in 2002. Initially, our company's focus was public relations services tailored to economic development organizations and small businesses.

Over time, Platinum PR grew in both experience and expertise, evolving into a full-service communications agency that **specialized in economic development, business attraction, and tourism.**

As the company expanded its scope beyond PR, we rebranded to PPR Strategies, emphasizing our team's **broader focus on strategic solutions and place-based marketing.**

The rebrand reflected our company's commitment to providing a more integrated approach to help communities thrive through economic development and investment, capturing the essence of "People & Places Reimagined."

OUR TEAM

PPR's Powerhouse of Women



Sandy Dubay, CECd
Founder, President, and CEO



Sophie Slawson
Managing Director



Heather Gramm, CECd
Vice President of Strategy



Hanna Turner
Director of Client Relations



Hannah Clawson
Senior Content Writer



Mia Vaccaro
Public Relations Specialist



Caleigh Bernota
Communications Specialist



Kayla Sherry
Social Media Coordinator

↑ promoted in 2024 ★ new hire for 2024

PPR Strategies was also proud to hire three part-time, paid, remote marketing interns in 2024.

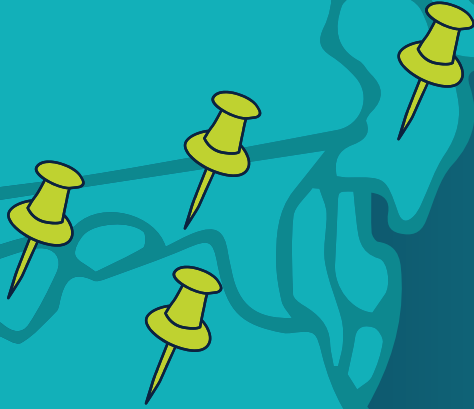


Our interns helped support various PPR clients and projects while completing degrees in Communication and New Media, Mass Communications, and Marketing. We will continue to offer these learning opportunities and invest in our future workforce for years to come!



DID YOU KNOW?

PPR's team is mainly located in **four different states** (Maryland, Virginia, West Virginia, and New Jersey), but we travel all over the world for projects and leisure!



2024 YEAR IN REVIEW



Worked with **39 different clients** from various industries and areas



Created **900+ social media posts**



Wrote and published **275+ blogs, case studies, and newsletters**



Pitched **65+ stories** to the media



Secured **100+ media placements**



Booked **7 speaking engagements**



2024 YEAR IN REVIEW



Welcomed **9.5k+** visitors to our website



Launched a new podcast, EDO Breakthrough, with **10 episodes** in Season One



Hired **5 new team members** (including interns) and promoted **2**



Designed **600+** graphics, flyers, and presentations in Canva (*including this report!*)



Attended **13** marketing and economic development-related events



Celebrated **5** clients that were recognized at the 2024 IEDC Awards



2024 NOTABLE PROJECTS

2024 MAIN STREET MARYLAND CONFERENCE



In 2024, PPR Strategies proudly supported the Maryland Department of Housing and Community Development (DHCD) and the Maryland Economic Development Association (MEDA) in the planning and executing of the first-ever Main Street Maryland Conference!

The inaugural conference needed a celebratory and local-focused welcoming event to set the mood. The organizing team curated a unique welcome party with help from the Downtown Frederick Partnership and other collaborators to welcome attendees to the heart of Frederick's main street.

With over 370 registrants, the speaker lineup featured engaging, community-centric sessions—including a fireside chat with Mary Means, the founder of the Main Street movement. Local love was injected into each part of the event through local vendor partnerships, lunch gift cards, and other business showcases.

This event not only fostered connections and provided fresh ideas to participants but also delivered economic benefits to the host community, reinforcing the transformative power of Main Streets.



CHARLES COUNTY GOVERNMENT CHARTER CAMPAIGN

PPR Strategies spearheaded the marketing strategy and implementation for the Charles County Government Proposed Charter Educational Campaign—a nonpartisan initiative to educate voters on an important local ballot measure for the 2024 General Election.

Through a comprehensive multimedia approach, including Google Ads, Facebook content, radio ads, billboards, and print materials, we achieved an impressive 2.8 million impressions to spread the word to Charles County voters. We also developed an extensive informational webpage (which garnered over 67,000 page views) complete with Q&A content and downloadable resources.

Our strategic pivots and dynamic content delivery helped contribute to a 104% increase in voter turnout for the cCharter measure compared to 2014 (the last time a proposed Charter was introduced in Charles County). This campaign exemplifies our ability to craft impactful strategies that inform, engage, and inspire action at the community level.

2024 NOTABLE PROJECTS

EDO BREAKTHROUGH PODCAST LAUNCH



[CLICK HERE TO LISTEN TO SEASON ONE OR SUBMIT A QUESTION TO THE PODCAST!](#)

In 2024, PPR Strategies proudly introduced EDO Breakthrough, a podcast dedicated to addressing real-world economic development challenges.

Hosted by Sandy Dubay, CECD, the inaugural season featured ten episodes with business professionals, community leaders, and industry experts from across the United States. Each episode dove into real community challenges, where Sandy and her guests worked to brainstorm innovative solutions from their lived experiences.

This project highlights our commitment to sharing stories, overcoming challenges, and inspiring impactful, accessible solutions to strengthen all types of communities. (P.S. Season 2 is coming in 2025!)

NATIONAL PUBLICATION PLACEMENTS

PPR Strategies strengthened its strategic media pitching efforts in 2024, securing high-impact placements for clients in four national publications.

Our efforts garnered attention for key initiatives, including features in Authority Magazine highlighting Sandy Dubay's expertise on generational dynamics in the workplace, Sea Power Magazine spotlighting development in Charles County, and National Defense Magazine showcasing legislation impacting the energetics industry in Indian Head. Additionally, we facilitated coverage on The National Desk regarding a scholarship program supporting families of the Francis Scott Key Bridge collapse victims.

These placements showcase our ability to amplify client stories, drive awareness, and elevate conversations that matter on a national scale!

Medium

Sandy Dubay Of PPR Strategies On How To Navigate The Generational Differences That Are Disrupting Workplaces

SEAPOWER

The Official Publication of the Navy League of the United States

Q&A: Kelly Robertson-Slagle, Director of Development, Charles County, Maryland

THE NATIONAL NEWS DESK

Children of workers killed in Key Bridge collapse to receive college scholarships

National DEFENSE

NDIA's Business & Technology Magazine

New Legislation, Indian Head Tech Hub Boosts Energetics Industry

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2024 NOTABLE PROJECTS

ANNUAL REPORT CREATION

In 2024, PPR Strategies set a new benchmark for annual report creation by crafting compelling narratives and visually engaging content for a record number of clients.

Whether it was full project conceptualization and execution or providing our editing expertise, PPR delivered impactful reports for esteemed organizations, including FSC First, Charles County Economic Development Department, the United States Bomb Technician Association (USBTA), the Maryland Economic Development Corporation (MEDCO), Orange County Economic Development and Tourism, and the Rural Maryland Council.

Notably, we also showcased our own story through the creation of the 2024 PPR Strategies Annual Report—our first one since 2020!



2024 TESTIMONIALS

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We needed an expert yet flexible and affordable event planning service for team member-facing celebrations on a timeline of about six weeks. The team at PPR Strategies was wonderful to work with, and our events were a hit and went off without a hitch. What I appreciated most was having a partner that took the burden off of our internal team and was easy to work with once we secured approvals on the vision and budget. It was a successful partnership.

Kimberly Conquest, Senior Director, Marketing & Communications, UVA Community Health

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“

PPR Strategies jumped in to help us in a pinch to manage our communications throughout a time of transition. They brought in deep industry expertise in economic development and helped us re-think our brand to launch strategic and targeted campaigns. Sandy and her team are delightful to work with, highly knowledgeable about reaching targeted audiences, and can add value to any communications team.

Amy Gowen, President/CEO, Anne Arundel Economic Development Corporation

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“

PPR Strategies collaborated closely with us to truly understand our community, allowing their team to develop branding and a website that authentically reflects the spirit of Orange County.

Rose Deal, Former Director of Orange County Economic Development & Tourism

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“

PPR Strategies transformed our vision into a powerful online presence that truly reflects We Rise's mission to empower youth in Baltimore City and surrounding counties with financial literacy tools and education. Thanks to their expertise, our website now serves as an engaging platform where visitors can easily connect with us, make donations, and get involved in our initiatives. This streamlined and impactful design has amplified our outreach, helping us build meaningful connections and inspire change in our community. We couldn't be more thrilled with the results.

Todd Scott, Executive Director, We Rise

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OUR BLOG**

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OUR CASE
STUDIES**



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