



For Immediate Release
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Extra Credit Projects gets a little extra space Downtown creative firm finds new home in GR's north side

GRAND RAPIDS, Mich—When Rob Jackson decided to open a creative firm ten years at the start of the worst economic downturn since the Great Depression, the odds of success seemed slim. But with a knack for breakthrough creativity and a blue collar work ethic that pushed the envelope on every project, Jackson's company, Extra Credit Projects (ECP) defied the odds.

By 2015, the agency, now internationally recognized, had outgrown its west side space. While some firms would've been tempted to look for slick new digs in a downtown high-rise, Jackson and his team instead chose to relocate to an industrial district on the city's north side. While the new ECP headquarters is unique and modern inside, the property itself has been the home to a variety of service-oriented businesses, including its historic past as a train coal depot to Grand Rapids' industrial north end.

Over the past few months, Jackson and staffers made the move into their spacious new home at 1250 Taylor Ave NE. Not surprisingly, in keeping with the ECP culture, much of the lifting and hauling was handled during off hours.

The firm's new location offers employees and clients more than just a cool new space. The building provides easier access to US 131, I-196 and downtown, with the added bonus of their own parking. The space also boasts some extra perks for their employees: a central kitchen and fireplace, shower, lockers, bike storage, a workshop, and garage space for all their extra large projects. The studio is especially accommodating to half of the staff that also lives on the north side, who can now walk or bike to work.

According to Jackson, it's right on brand for the simplicity-driven creative that has helped the company with regional, national and international awards, and the industrial location reminds employees and clients of the mentality that drives the work.

"We strive to make our space more of a creative campus than an office," said Jackson. "On any given day, we could be handling a corporate branding assignment, an integrated advertising campaign, and a major web-based design project."

"Our goal is to bring national clientele to our city and creative community," Jackson continued. "Our move was strategic to our long-term investment in Grand Rapids. Looking ahead, as downtown expands, we believe the north Monroe revival will merge with the Creston area redevelopment and we will be a creative force right in the middle of it."

To learn more about Extra Credit Projects, visit www.extracreditprojects.com. For more information, contact Rob Jackson at 616-454-2955 or rob@extracreditprojects.com.