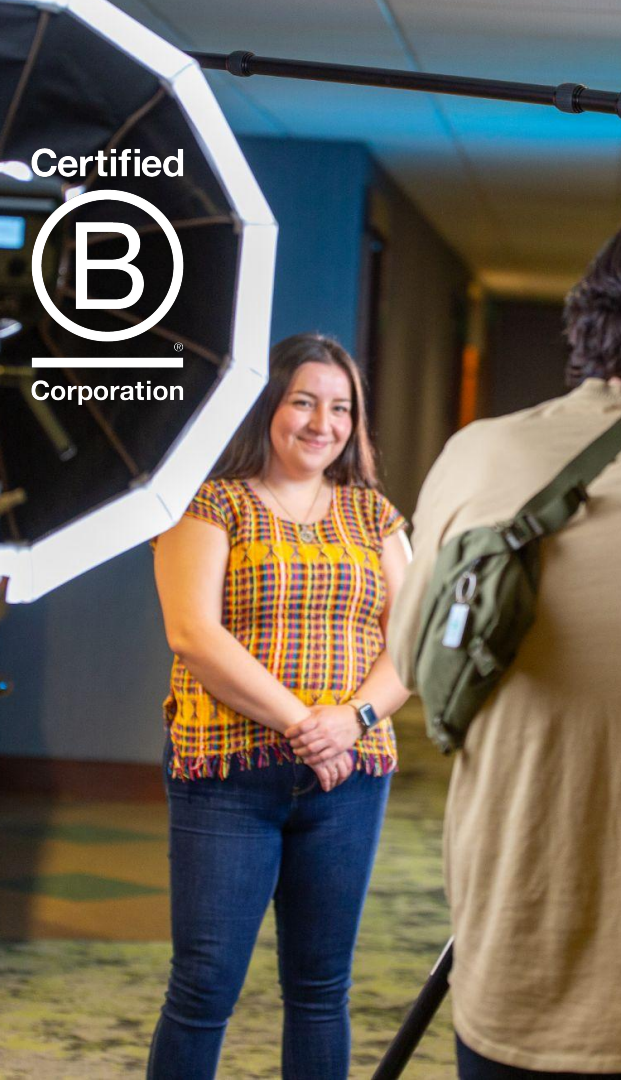


ANNUAL BENEFITS REPORT 2024

honest stories,
for better brands.





Certified



Corporation

Honest stories for better brands.

We're Bridge City Media, a Portland-based video production and branding agency for today's businesses and changemakers.

You trust us with your stories, we bring them to life with care and integrity. As a team of artists, strategists, and big-picture thinkers, we bring over two decades of experience in brand strategy and video production. Since 2016, we've served 200+ businesses and nonprofits across our city and beyond, telling stories that address the biggest issues of our time. And as a [B Corp](#) and Benefit Corporation for Good, we back our values with action and accountability.

We're proud to be one of the highest-rated video production companies in Oregon on Google.

For the past three years, our work has been recognized by [Expertise's](#) list for Best Advertising Agencies of Portland. We also made [Manifest's](#) 2022 list for top 10 Visual Effects Companies in Portland and [Design Drizzle's](#) Top Best Video Production Companies to Consider in 2023.

**WHAT OUR CLIENTS
ARE SAYING**



Our Values

Not just nice ideas, but true commitments.

Our values guide the ways we make decisions, run our workplace, and engage our communities. We've developed these values in addition to our [external policies](#), which define how we hire, who we work for, and who we don't work for. And we back it all up with rigorous third-party evaluations through our [B Corp](#) and [Benefit Corporations for Good](#) certifications.



OUR VALUES

Genuinely Honest

We say no to greenwashing, wokewashing, and the poster child. We say yes to honest strategies and content that reflect the full, genuine character of your company while speaking directly to your audience.

Kind

We see kindness as more than just creating a community of clients, but building a practice of close listening, honest feedback, and just the right amount of silliness on set.

No Frills (unless that's what you're going for)

We're not here to sell you anything you don't need. When discussing your company goals and challenges, we always bring a touch of pragmatism to the table to make sure we're keeping you on track and on budget.

[LEARN MORE](#)

We're a team of
artists, strategists,
and big-picture
thinkers.

Together, we bring over two decades of experience in brand strategy and video production. We create nearly everything in-house, which gives us the space to grow deep relationships with our clients and each other. We believe great creative visions are only as strong as the trust, connection, and collaboration behind them.



Erik
Founder / Director



Anchitta
Post-Production Director



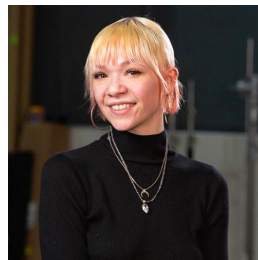
Elaine
Project Manager



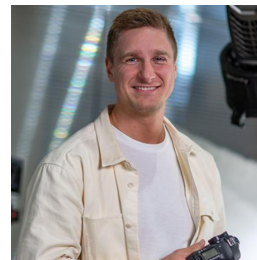
Derich
Producer



Eduardo
Video Specialist / Editor



Effy
Sales and Marketing
Coordinator



Nate
Video Specialist



2024: A Year in Review

Growing with integrity.

We use the B Corp impact framework to organize our benefit report, following these four pillars:

Governance: Accountability, Transparency

Workers: Compensation, Ownership, Work Environment

Community: Partnerships, Products & Services, Civic Engagement & Giving

Environment: Practices, Energy, Supplies



GOVERNANCE

Ethics.

As a company that focuses primarily in advertising, we hold ourselves accountable not only to our own standards of impact, but also those that we work with. We focus on local businesses, social enterprises, and nonprofits. Here's a breakdown of the businesses or organizations we received income from in 2024:

- 67% Portland-owned
- 22.9% Women-owned
- 8.5% BIPOC-owned
- 27% Nonprofit organizations

GOVERNANCE

Transparency.

We have committed to sharing requested information with prospective clients about our process, especially in regards to other client work, so long as it does not infringe on intellectual property or sensitive materials. We want to ensure that our clients can be confident they're being treated with equity.





WORKERS

Work environment.

While a lot of admin work happens at our shared office space at The Gotham Building, most work is done remotely. Independent contractors are encouraged to telecommute whenever possible to respect a better work-life balance. During the COVID-19 pandemic, our team has been encouraged to stay home when we can and come to shoots if they feel 100% comfortable with conditions.

Compensation.

Compensation is flexible for our independent contractors. We've committed to paying a minimum of \$22/ hr for anyone we're working with. And we give ample opportunity to converse with team members to negotiate for higher rates on more complex projects.

GOVERNANCE

Ownership.

Owner Erik Croswell is a Portlandian, activist, and coordinator among several non profits. He is a cis-gender white male, and lacks firsthand understanding of underrepresentation in both community and the media industry. Erik is committed to growing a team of women, members of the BIPOC community, and members of the LGBTQ+ community to help Bridge City Media become a company that better represents the diverse and inclusive culture of Portland.





COMMUNITY

Buy local.

Bridge City Media commits to giving **at least 50%** purchasing preference to small, local businesses or contractors within 50 miles of our workspace at the Gotham Building in North Portland.

For 2024, our suppliers and contractors were individuals or businesses owned by:

- 55.5% Local to Portland
- 20.5% BIPOC-owned
- 13.9% Woman-owned

ENVIRONMENT

While we're still a very small company and don't have much of a carbon impact, we've defined our objectives to mitigate our carbon footprint as we grow.

Transportation.

In 2024, over 60% of our contractor and employee hours were telecommuted. We avoid flying as much as possible and hire contractors locally if producing videos in other cities.

Materials.

We buy used! More than 20% of company funds used to purchase film equipment in 2024 was for previously used gear.





Thank you.

sales@bridgecitymedia.com • (360) 334-5589
[@bridgecitymedia](https://www.bridgecitymedia.com) • [bridgecitymedia.com](https://www.bridgecitymedia.com)