

## Michigan Economic Development Corporation Request for Quote

**THIS FORM** to obtain competitive quotes from vendors needs of the Michigan Economic Development Corporation. This form is intended to assist the MEDC in making decisions regarding Contractors, as needed.

Business Unit:  Contact Name:  Date:

E-mail:  Phone:

Return completed quote to MEDC requestor no later than  on .  
*Time* *Date*

**VENDORS INTERESTED IN BIDDING ON THIS PROJECT** are directed to review MEDC needs reflected below and provide a proposal to the requestor indicated above. All questions shall be directed to that contact.

Project Description/Title:

Project Goals/Purpose/Objectives:

In order to increase talent retention in Michigan, it's critical that young Michiganders experience our state's vibrant cityscapes and beautiful natural environment. Compared to other universities near large metro areas, Michigan students have relatively low exposure to places that contribute to a positive perception of Michigan (e.g. the City of Detroit or Lake Michigan in the summer). Increasing familiarity with these places should increase retention of recent graduates or attraction of young families choosing to move back to Michigan later in life. To facilitate increased exposure, the field trips program will organize 3-5 strategic activations to identify target populations in Michigan that are underexposed to Michigan's cities and natural beauty, and plan an opportunity for them to experience those attractions. To encourage maximum visibility, the field trips will be filmed and distributed as digital content.

Background of Project:

Let's Grow Michigan, kicked off in May 2023 by Gov. Gretchen Whitmer, is an initiative to engage Michiganders in the goal of boosting the state's population, as part of the larger population growth effort led by Michigan's first Chief Growth Officer, Hilary Doe. The population growth effort works to implement strategies from Michigan's blueprint for growth and position the state as an even better place for Michiganders — new and old — to call home, with great opportunities, great places and welcoming communities across our state. Let's Grow Michigan is focused on talent attraction and retention efforts that engage the public in the campaign to grow Michigan. In partnership with local communities, Let's Grow Michigan pilots programs to test regional growth strategies and activates stakeholders and Michiganders as ambassadors to tell Michigan's story. The team leads public engagement efforts statewide to center Michigan voices in growth strategies and releases research and polling to inform stakeholder work statewide.

Project Length/Timeline:

Budget/Range: