

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:

Michigan is currently second-to-last in the nation at attracting new residents who were not born in Michigan. To reverse this trend, we must increase Michigan's brand awareness and reshape perceptions of our state. The roadshow project will create an interactive pop-up experience highlighting the state of Michigan and its iconic locations. The roadshow can tour a handful of strategic cities that we've identified as high in-migration or out-migration locales (e.g. Brooklyn, Atlanta, Traverse City). The goal for the design of the roadshow activation is to capture the experience of Michigan as a great place to live, work, and play -- and inspire others across the country to put Michigan at the top of mind in their consideration as a place to move. Further, the roadshow should drive PR opportunities and brand awareness.

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: