

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:

Purpose: The Brand Ambassador Program aims to create a community of Michigan ambassadors sharing content on digital platforms that showcase Michigan as the best place to live, work, and play. The program should include strategy to amplify organic content with strategic paid opportunities, and leverage in-person experiences to develop the ambassador community. The goal of the program is raise brand awareness and shift perception of Michigan—from old and cold misconceptions to recognition of the innovative climate, creative people, and awe-inspiring natural beauty and vibrant cityscapes Michigan has to offer. Leveraging trusted messenger's is an effective strategy, critical to support talent retention and attraction.

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: