

Questions regarding GST Michigan Works!

Digital Marketing Services Request for Proposals

Question #1: Submitted 4/24/2025

Question: We recently came across the GST Michigan Works Digital Marketing RFP and are very interested in submitting a response. Before doing so, we wanted to inquire whether the budget from the previously awarded contract is publicly available or can be disclosed.

Response: As our agency is supported by state and federal workforce development funds, our budget allocations have shifted somewhat compared to previous years.

The last time we issued a request for proposals for Digital Marketing Services was in June 2022. That proposal was accepted with an approved annual budget of \$125,000. You can find the relevant meeting minutes here: [2022 Board Meeting Minutes](#). That same amount was approved again in 2023 and 2024 as a part of a renewal of services in our agreement with our current provider.

This year, we are anticipating a notable reduction in funding. While we're still in the process of reviewing proposals, we expect to recommend a selection to our Workforce Development Board in June. At this time, I do not anticipate requesting more than \$100,000 for this item. That said, the final budget approval rests with the Board, and as you can imagine, ongoing economic shifts may influence their decision—potentially affecting both our overall allocations and marketing needs.

Question #2: Submitted 4/29/2025

- Are still being accepted through May 2, 2025?
- Or if the submission period has already closed and the review process is underway?

Response: Yes, proposals are still being accepted through May 2, 2025. Our team is reviewing and scoring applications as they come in so that we can develop our recommendation for our leadership team and prepare for presentation to our Board.