



Request for Proposals

Media Strategist for Planning and Buying (MSPB) RFP

DUE DATE: July 13, 2020 at 1:00 PM (EST) **ISSUE DATE:** June 19, 2020

The Mayor's Workforce Development Board (MWDB) is directly responsible and accountable to the State of Michigan, Labor and Economic Opportunity-Workforce Development (LEO-WD) for the planning and oversight of talent development programs in the City of Detroit. Designated by the MWDB, Detroit Employment Solutions Corporation (DESC) serves as the fiscal and administrative entity that provides workforce services to job seekers and employers. DESC's primary funding streams include Workforce Innovation and Opportunity Act (WIOA), Temporary Assistance to Needy Families (TANF) that funds Michigan's PATH (Partnership. Accountability. Training. Hope.) employment program, Food Assistance Employment and Training (FAE&T), Wagner-Peyser Employment Services (ES), and other public and private funding. The Corporation enters into contracts with qualified entities to provide workforce development programs and services to job seekers and employers.

DESC is seeking proposals from qualified individuals and/or firms to provide as needed Media Planning and Buying for the Detroit Employment Solutions Corporation (DESC), and the contracted organizations performing employment and training services on behalf of DESC or its stakeholders..

DESC plans to award **one (1)** contract for requested services as detailed in this RFP. Prospective applicants must demonstrate their relevant experience and ability to effectively provide services as set forth in this RFP.

Bid package for this RFP is available for download at this DESC website:

<https://www.descmiworks.com/opportunities/rfps-and-rfqs/>.

Notifications and changes related to this RFP will be posted to the website.

Proposals must be submitted electronically to procurement@detempsol.org on or prior to **July 13, 2020 at 1:00 PM (EST)**. Each applicant is responsible for ensuring that its bid response is received by DESC on a timely basis. Late bids will not be accepted. Proposal submissions addressed to DESC staff will not be accepted. Confirmations of proposals submitted will be provided within 24 hours of receipt.



Mayor's Workforce Development Board
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Detroit Employment Solutions Corporation
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