STATE OF MICHIGAN
DEPARTMENT OF MANAGEMENT & BUDGET
LANSING

JENNIFER M. GRANHOLM
GOVERNOR

LISA WEBB SHARPE
DIRECTOR

November, 2009

Dear City Official:

In 2006, Governor Jennifer M. Granholm initiated Buy Michigan First to encourage Michigan businesses to bid on State contract opportunities. Since that time, 90% of Michigan tax dollars spent on State contracts have gone to Michigan businesses. One of the priorities announced in her State of the State address (February 3, 2009), concerns the adoption of similar policies by other units of government.

What's the benefit in establishing Buy Michigan/local policies? First, buying from locally-owned firms results in increased tax expenditures in the community. In addition, local vendors will spend a percentage of contract dollars in the local area, enhancing job creation, incomes and wealth. Keeping our contracting dollars in Michigan has a multiplier effect, as the money continues to recirculate in the local economy.

The State recognizes that many cities are already making the effort to buy from in-state or local businesses and we would like to support your effort by providing the enclosed materials (also available electronically at http://www.michigan.gov/buymichiganfirst):

- Communication materials (including the Buy Michigan First logo and a sample press release) to help you express your support of businesses in your community.
- Information you can provide to local businesses to help them learn about diversifying their client base and pursuing state and federal contracts.
- Reference materials from organizations in your area that provide free resources to assist small businesses.
- Information on the MiDEAL cooperative purchasing program (the majority of MiDEAL contracts are with companies with a Michigan presence) and how it can help you buy locally while saving time and money on City purchases.
- An overview of the State's bid notification system which offers Michigan spend reporting capability

We realize that some cities are currently researching how to establish policies. To assist you, we want to share the way the State of Michigan defines a Michigan business and considers Michigan economic impact when evaluating bid responses and have also enclosed this information. In addition, if you would like to see an example of a Buy Local policy in place at a Michigan city, please see: http://www.lansingmi.gov/finance/purchasing/local_preference.jsp or http://www.ci.grand-rapids.mi.us/download_upload/binary_object_cache/eeo_1008%20Goods%20and%20Services%20Bid%20Discount%20Package.pdf or http://www.baycitymi.org/Purchasing/Purchasing.htm

LEWIS CASS BUILDING • 320 SOUTH WALNUT • P.O. BOX 30026 • LANSING, MICHIGAN 48909
www.michigan.gov • (517) 373-1004

Thank you for your efforts. Everyone benefits when tax dollars are spent with Michigan businesses! If you have any questions or need assistance, please do not hesitate to contact me.

Sincerely,

Genevieve Hayes
Manager, Business Development Unit
Department of Management and Budget, Purchasing Operations
(517)335-4730 or hayesg2@michigan.gov

City Letterhead

FOR IMMEDIATE RELEASE
November, 2009

Contact: Cynthia City
517-371-####

Creative City spends tax dollars with Michigan/local businesses

Anycity – Creative City is committed to supporting Michigan/local businesses by purchasing the goods and services it needs, whenever possible, from local vendors. Creative City spends fill in the blank annually on goods and services and has over fill in the blank contracts in place. Cynthia City said that they have a fill in the blank percent success rate spending money with local companies without compromising price, quality or value.

"Quote from City official"

This focus on buying locally complements the State of Michigan's Buy Michigan First initiative which seeks to encourage Michigan businesses, including underrepresented vendor groups, to bid on State contract opportunities.

For further information on Creative City's purchasing process, please contact Cynthia City at fill in the blank or visit www.citywebsiteaddress.com.

Electronic logo formats available at
www.michigan.gov/buymichiganfirst

Buy Michigan First

Doing business with Michigan

Creative City is Committed
to Supporting Local Businesses

Buy Michigan First

Doing business with Michigan

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Electronic logo formats available at
www.michigan.gov/buymichiganfirst

Buy Michigan First

Doing business with Michigan

Creative City
Supports Local Businesses

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Doing business with Michigan

Creative City
Buys Local

Buy Michigan First

Doing business with Michigan

Creative City
Buys Local

Below is the Buy Michigan First logo. The corresponding “Zip” file contains this logo in several different file formats, in color and in black and white, suitable for printing and/or posting on the web. Some formats may require special software to open.

PTACS OF MICHIGAN, INC.

Your first step to government contracting ... and more!

The Procurement Technical Assistance Centers (PTACs) of Michigan are your first step in getting government contracts. Not only that, the PTACs can assist your company throughout the entire process from start to finish: registering to become a government contractor, identifying bid opportunities, walking you through and simplifying the bidding process, helping you to expedite payments through electronic invoicing and offering post-award assistance with the evaluation of your submitted contract and/or award.

WHAT DOES THE GOVERNMENT BUY?

The federal government buys nearly every item that you might find in your home or office. In addition, the federal government purchases products and technologies to protect and support our armed forces. This includes technologies to improve communications; personal equipment to save lives and benefit the individual soldier in the field; vehicles, technologies and services to transport troops and equipment; and of course, weapons systems, surveillance devices and technologies needed by the military. TARDEC, a division of the Research, Development and Engineering Command, is the military's main research center for vehicle technologies and is located right in Warren, Michigan. State and local governments are also major purchasers of products and services.

COULD YOUR COMPANY CAPTURE A PORTION OF THE $400 BILLION THAT THE FEDERAL GOVERNMENT SPENDS EACH YEAR FOR GOODS AND SERVICES?

Contact one of the local PTAC offices located in Michigan to see how we can partner with you and help your company obtain and perform on federal, state and local contracts. PTACs offer marketing, technical consulting and training, which include:

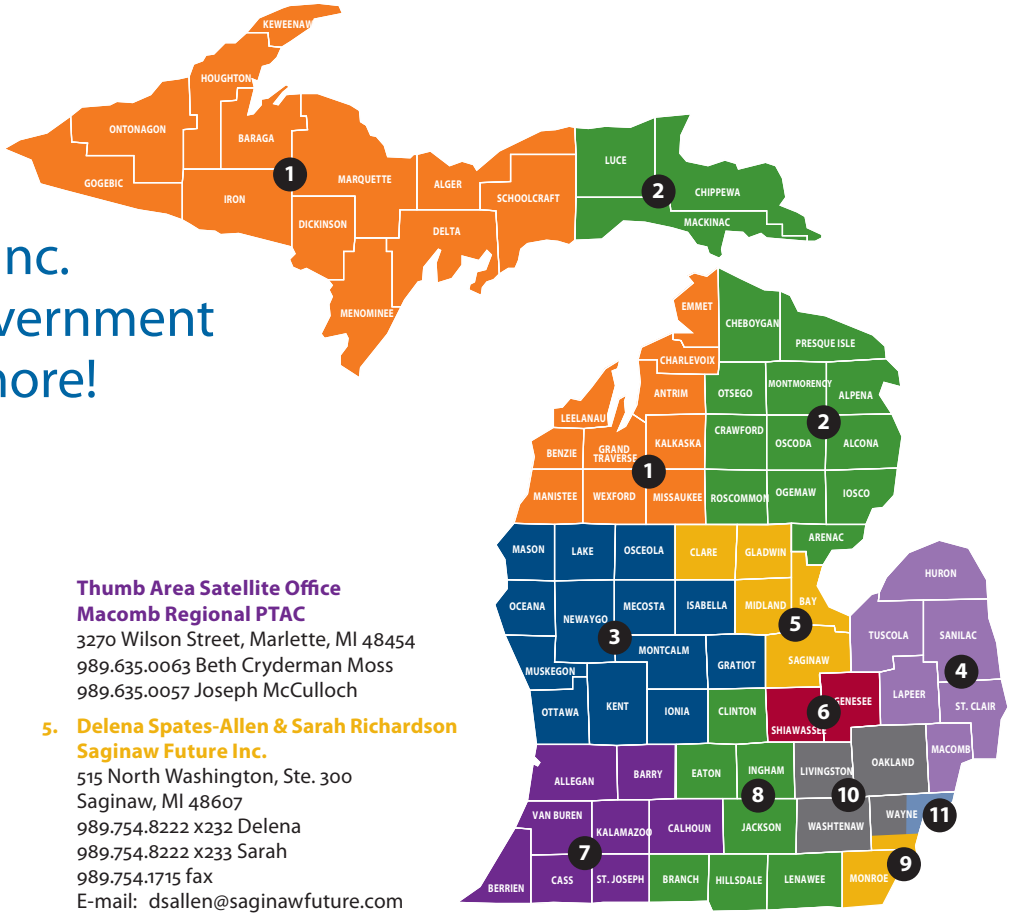
- Orientation to the procurement system
- Bid matching for government solicitations
- Bid package assistance
- Training seminars and conferences

The PTACs of Michigan are not-for-profit organizations funded by the Defense Logistics Agency (DLA), the Michigan Economic Development CorporationSM (MEDC) and local funding partners. For companies that are not quite ready to bid on government contracts, the PTACs can assist you in accessing other services and resources like the Small Business Technology Development Centers (SBTDC) that help with business plan preparation and provide other services for small businesses.

To contact the PTAC in your area, please see the attached page or visit our Web site at ptacsofmichigan.org.

PTAC

PTACs of Michigan, Inc.
Your first step to government contracting…and more!



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Defense Contract Coordination. Center (DC3)
Michigan Economic Development Corporation℠
300 N. Washington Square, 4th floor
Lansing, MI 48913

REV 07AUG2009

MI-SBTDC™
MICHIGAN SMALL BUSINESS & TECHNOLOGY DEVELOPMENT CENTER™

Small Business. Our Business.

www.misbtdc.org
877.873.4567

Frequently Asked Questions

- **What is the Michigan Small Business & Technology Development Center™?**
  The Michigan Small Business & Technology Development Center™ (MI-SBTDC™) is a statewide network of 12 regional offices providing services for small businesses emerging and growing throughout the state.

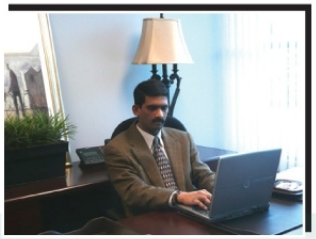
- **Who does the MI-SBTDC™ serve?**
  MI-SBTDC™ clients range from existing small businesses, new ventures, expanding and second stage companies or new technology companies including; IT, life sciences, advanced manufacturing and innovators.

- **What types of services does the MI-SBTDC™ provide?**
  One-on-one meetings with experienced business consultants to assist small business owners with:
  - Developing growth strategies
  - Preparing a business plan for financing
  - Determining cash flow issues
  - Defining and quantifying marketing initiatives
  - Developing sales strategies

  Training is available through the MI-SBTDC™ Entrepreneurial Series: Fundamentals of . . .
  - Starting a Business
  - Writing a Business Plan
  - Marketing Your Business
  - Business Legal Issues
  - Finance

  Other advanced training programs, workshops and seminars are offered throughout the state.

  As part of the MI-SBTDC™ network and through the Seidman College of Business Services at Grand Valley State University, the MI-SBTDC™ accesses essential data for a new company or for an existing firm to gain a competitive edge including:
  - Research to determine market size
  - Competitive analysis
  - Demographics
  - Industry data and trends



"The SBTDC provided counseling, advice on strategic issues, and helped develop and implement those strategies. Every small business owner would benefit tremendously from working with the SBTDC."

Sri Talluri, Owner
Digital Technology Solutions

GRAND VALLEY STATE UNIVERSITY
SEIDMAN COLLEGE OF BUSINESS
Statewide host of the MI-SBTDC network

- **What do the services of the MI-SBTDC™ cost?**
  All services of the MI-SBTDC™ are available at low or no-cost. One-on-one counseling is a no-cost service for individuals who want to improve, revitalize or expand their companies, or develop a new venture. Training and research services are available at low-cost.

- **How is the MI-SBTDC™ funded?**
  The MI-SBTDC™ is funded through a cooperative agreement with the U.S. Small Business Administration (SBA), the Michigan Economic Development Corporation (MEDC) and matching funds from local network partners in each region.

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
THE UPPER HAND

Funded in part through a cooperative agreement with the U.S. Small Business Administration.

U.S. Small Business Administration
SBA
Your Small Business Resource

Michigan Works! Core Services for Employers

A broad range of integrated services are provided free of charge to employers to support economic workforce and development efforts. These include:

- Assistance in finding qualified workers
- Labor exchange using the Michigan Talent Bank
- Interview facilities at Michigan Works! Service Centers
- Access to labor market and related information through the Michigan Career Portal website
- State and/or federally generated information on the Americans with Disabilities Act (ADA)
- Information regarding consultations on workplace accommodations for persons with disabilities
- Information on and referral to business start-up, retention, and expansion services
- Information on and referral to sources for developing customized training programs
- Information on and referral to career preparation activities
- Information on Trade Adjustment Assistance (TAA) and certification
- Rapid response to layoffs and plant closings
- Information about incentives such as on-the-job (OJT) training programs, based on worker eligibility
- State and/or federally generated information on tax credits for new hires

To locate a Michigan Works! office in your area, go to www.MichiganWorks.org, and enter your five digit zip code, to find the service center nearest you.

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The Michigan Works! Association is an equal opportunity employer/trainer.
Auxiliary aids and services are available upon request to individuals with disabilities.

DEPARTMENT OF Management & Budget

STATE CONTRACTING CHECKLIST

1. Get Started

- ☐ Make sure your business plan and marketing plan are current.
- ☐ Network with other small business owners that are involved in government contracting. Form collaborative relationships that enhance your opportunities to provide comprehensive services to the State of Michigan.
- ☐ Educate yourself on entrepreneurship through website and business publications.
- ☐ Contact your Small Business and Technology Development Center (SBTDC) www.misbtdc.org.
- ☐ Contact your Procurement Technical Assistance Center (PTAC) www.ptacsofmichigan.org.
- ☐ Network effectively with both target audiences and resources.

2. Register

- ☐ Determine if your company is considered a "small business."
  Resource: Small Business Administration website www.sba.gov/size
- ☐ Have banking information, tax id# and general business information handy.
- ☐ Dedicate 15 minutes of uninterrupted time.
- ☐ Register online with the State of Michigan.
  Resource: www.michigan.gov/buymichiganfirst, select "Vendor Information" tab. Register also at www.bid4michigan.com, bid notification system.

3. Preparation and Research

- ☐ Research what the State of Michigan currently buys – review the complete list of contracts for goods, services and information technology valued at $25,000+.
  Resource: www.michigan.gov/buymichiganfirst, select "Complete Contract List."
- ☐ Obtain copies of contracts and past bid responses through the Freedom of Information Act.
  Resource: www.michigan.gov/buymichiganfirst, select "Vendor Information," then look for "FOIA Information" under Step 2.
- ☐ Contact DMB buyers and agency buyers to get tips on how to maximize your time in the competitive bid process.
  Resource: www.michigan.gov/buymichiganfirst, select "Contact Us," then look for staff directories under "Purchasing Operations" and "Other Executive Agencies."
- ☐ Maximize DMB's open access policy – schedule a Vendor Visit by calling (517) 373-0300.

4. Find Current Opportunities

- ☐ Make this part of a weekly routine in order to maximize all opportunities and have maximum time for responses.
- ☐ Bookmark the State of Michigan bid posting website for easy access.
  Resource: www.bid4michigan.com
- ☐ Review all solicitation documents and attachments.
- ☐ Check back for updates and additional attachments regularly until the bid is due.
- ☐ Ask questions, and ask them in the right way. If you are unsure, contact the buyer.

5. Bid

- ☐ Be Competitive, Be Complete and Be Timely.
- ☐ Typically, solicitations are posted between two to eight weeks, making the preparation and research step very important.
- ☐ Start drafting some parts of bid responses after your preparation and research work.

6. Debrief

- ☐ Schedule a follow-up meeting with the buyer to discover how your proposal could have been stronger.
- ☐ Both successful and unsuccessful bids are learning opportunities.

To learn more about opportunities to do business with Michigan, visit our website at www.michigan.gov/BuyMichiganFirst,

or email us at BuyMichiganFirst@michigan.gov.

Ways to save with MiDEAL

All eligible MiDEAL organizations will find dozens of contracts available to them. Contracts have been competetively bid, and members can benefit from the volume buying opportunities for products and services such as these:

- Calcium magnesium acetate (CMA)
- Clothing: Boots, high-visibility safety vests, uniforms
- Communication equipment: cellular telephone equipment and service, two-way radios, voice and data cables, pager leasing and service
- Computers
- Copiers
- Defibrillators
- Desktop training
- Disposal services: rubbish, confidential records, hazardous waste and large animal carcasses
- Electrical supplies
- Emergency backup services
- Eyewear (safety and protection)
- Food
- Fuel card services
- Fuel, gasoline and liquid propane
- Furniture and carpeting: carpet tiles and adhesives, file cabinets, open-space furniture and chairs
- Fuses and flares
- Hardware and MRO items
- Homeland Security items
- Janitorial and industrial supplies
- Laboratory supplies
- Lawn and garden equipment
- Mailing equipment
- Medical supplies
- Natural gas supply management
- Office equipment
- Office supplies
- Paper products, disposable
- Pharmaceutical distribution
- Police supplies: Ammunition and body armor
- Printing press and platemaking supplies
- Radar and Lidar
- Safety products
- Salt, general and bulk rock
- Sand, ice control
- Signs
- Snowmobile trail signs
- Supplemental moving supplies
- Tires and tubes
- Traffic signal devices and parts
- Vehicles: Buses, passenger vehicles and patrol vehicles
- Video and audio surveillance systems

Buy Michigan First
"Doing business with Michigan"

Governor Jennifer M. Granholm is committed to strengthening opportunities for Michigan business. Her Buy Michigan First directive gives contracting preference to Michigan-based businesses in supplying goods and services to State agencies. Contracts offered to MiDEAL members reflect this ongoing commitment.

To learn more about MiDEAL

The best place to learn more about MiDEAL is at its Web site: www.michigan.gov/MiDEAL. The site offers information about the program and its benefits as well as a direct connection to a list of current contracts.

You're also welcome to contact us for more information. Please call or write to:

Mary Hanses
DMB, Purchasing Operations
530 W. Allegan St.
Lansing, MI 48913
(517) 335-4364
MiDEAL@michigan.gov

Produced at a cost of $.05 per copy

9/24/09

Municipalities
Colleges and Universities
Schools
Nonprofit Hospitals

MiDEAL: Boost your buying power with Michigan contracts

MI DEAL
"Delivering Extended Agreements Locally"

www.michigan.gov/MiDEAL
(517) 335-0230

State contracts for supplies and services yield big savings

With just a few clicks of a mouse, schools, municipalities, nonprofit hospitals and others can scan dozens of contracts that offer high-quality, low-cost supplies and services. Sound like a great deal? It is. It's MiDEAL, Michigan's cooperative purchasing program that helps you save time and money by using the State's competitively bid contracts.

If you want to streamline your organization's purchasing efforts, keep reading – because we have a deal for you!

About MiDEAL

MiDEAL – Michigan Delivering Extended Agreements Locally – is Michigan's nationally recognized cooperative purchasing program that offers more than 175 competitively bid contracts to its members. Contracts include law enforcement equipment such as ammunition, body armor and patrol vehicles; office equipment such as computers, copiers and modular furniture; facility maintenance materials including janitorial supplies, road salt and lawn and garden equipment; and many others.

Membership in MiDEAL is open to any:

- county, city, township or village
- school district or intermediate school district
- university, college or community college
- nonprofit hospital

The many benefits of MiDEAL

MiDEAL membership benefits are not limited to hard-dollar savings on goods and services. By using contracts from the State's portfolio, members eliminate administrative duplication by saving time and labor needed to:

- recruit and maintain a diverse pool of suppliers
- process bid requisitions
- write and update specifications
- research industries
- receive, read and evaluate bids
- test products and samples
- make final awards

Once you become a member, every department in your organization can save. Police and fire, libraries, assessment operations, parks and recreation – all are eligible to take advantage of contract savings.

Purchasing staff in the Department of Management and Budget are available to explain how to maximize your savings.

Annual member fees

The MiDEAL program is funded through member fees and, in some cases, contract administration fees. Each member pays an annual rate, which is based on population or organization type.

MiDEAL rates

Counties, cities, townships and villages by population

1-10,000	$180
10,001-50,000	$230
50,001-100,00	$270
100,001-150,000	$360
150,001-200,000	$430
200,001 and above	$510

Colleges and universities	$270
School districts	$180
Nonprofit hospitals	$180

For educational institutions, the membership period spans the academic year (July to June). For all others, the membership period is the calendar year (January to December).

MI DEAL
"Delivering Extended Agreements Locally"

Bid4Michigan.com
State of Michigan Bid System

Michigan.gov
The Official State of Michigan Website

The State of Michigan partners with Interactive Procurement Technologies by BidNet which manages and hosts a bid notification system known as Bid4Michigan. Each department in State government, as well as Michigan's community colleges, are posting their solicitations through this central site. Now, Michigan cities are invited to take advantage of this resource!

The Question:

The State of Michigan surveyed a diverse cross section of vendors, to ask their top three needs from a public electronic bid system. They were:

- Email notification of opportunities
- Accurate project status information
- Ability to respond online

The Answer: Bid4Michigan.com

Bid4Michigan members can:

- Utilize online real-time web features and capabilities specific to Bid4Michigan
- Automate vendor registration with an option to receive easy, automatic, e-mail notification
- Benefit from robust reporting capabilities
- Encourage vendor electronic responses via the internet
- Capture company demographics and information
- Increase vendor satisfaction and participation and increase competition
- Protect identity information through industry-standard system security
- Automate document distribution, including award information, with comprehensive tracking
- Track dollars being spent in Michigan and elsewhere
- Realize immediate time and cost savings with reduced overhead, lower printing costs
- Support the green initiative by limiting paper; going totally electronic whenever possible

Bid4Michigan delivers all these, plus a spectrum of other services

To learn more on how to join this community of buyers in Michigan, feel free to contact Christine Mitchell at the State of Michigan, at 517-335-0462. Or call Janine Rossi at IPT by BidNet at 800-677-1997, ext. 227.

iPT INTERACTIVE PROCUREMENT TECHNOLOGIES by BidNet®

State of Michigan Information

Michigan preference

THE MANAGEMENT AND BUDGET ACT (EXCERPT) Act 431 of 1984:
Section 261. (1) In all purchases made by the department, all other things being equal, preference shall be given to products manufactured or services offered by Michigan-based firms, if consistent with federal statutes.

New definition of Michigan business **(not changed legislatively yet)**

A bidder for a State contract is a Michigan business if it certifies that any of the following applies:

a): A business whose principal place of business is located in Michigan.
b): A business that pays a majority of its payroll in dollar volume to residents of Michigan.
c): A business where more than 9, or a majority of its employees are Michigan residents.

Michigan Economic Impact

The State of Michigan also considers Michigan economic impact when evaluating responses to bids:

1. Michigan payroll dollars resulting from contract
2. Michigan residents employed resulting from contract
3. Capital investment resulting from contract

For further information or assistance, please do not hesitate to contact:

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Tammi Hart, Supplier Diversity Coordinator, 517-335-4770