

GOOD NEWS IN
TOUGH TIMES

PlaceEconomics

July 22, 2014

**PROPOSAL FOR ANALYSIS REPORT ON ECONOMIC
BENEFITS OF HISTORIC PRESERVATION ACTIVITIES
IN WEST VIRGINIA**

DCH14085

07/22/14 09:51:16AM
West Virginia Purchasing Division

The Delaware Historic Preservation
Tax Credit Program:

Sender's Name Don Rypkema Phone 510 335-4336
Company Place Economics
Address 303 West Centennial Ave
City Muncie State IN ZIP 47303

2 Your Internal Billing Reference

July 22, 2014

Department of Administration, Purchasing Division
2019 Washington Street East
Charleston, West Virginia 25305-0130

Dear Review Committee:

PlaceEconomics is pleased to submit this response to the Request for Quotation for the Analysis Report on Economic Benefits of Historic Preservation Activities in West Virginia (DCH14085). PlaceEconomics is a consulting firm with over 25 years of experience in measuring the economic impacts of historic preservation at the local, state, and national levels. We believe our extensive experience, credentials, and expertise in the measurement of state-wide historic preservation economic impacts makes us ideally suited to undertake this exciting and comprehensive analysis of West Virginia.

I will be the point of contact for this proposal. I can be reached by email at drypkema@placeeconomics.com or phone at (202) 393-6776. Our Federal Employer Identification Number is 27-2221681.

Thank you for your consideration. We are happy to provide additional information if necessary.

Respectfully Submitted,



Donovan D. Rypkema, Principal
PlaceEconomics

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PlaceEconomics

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FIRM PROFILE: SUMMARY OF EXPERIENCE

PlaceEconomics

PlaceEconomics is a consulting firm with extensive experience in the economics of historic preservation: downtown and neighborhood commercial district revitalization, reuse of historic buildings, and rigorous analysis of preservation's economic impacts. For over 25 years, we have served public-sector and nonprofit clients who seek to better understand how preservation affects buildings, communities, and programs at the local, statewide, and national levels.

No firm or institution has undertaken more studies on the economic impacts of historic preservation in the United States. Since conducting the first statewide economic impact study of preservation in Virginia in 1995, PlaceEconomics has completed statewide analyses for public and nonprofit clients in eight states. In recent years, PlaceEconomics has begun to examine the impacts of historic preservation at the local level, with one citywide economic impact study completed in Philadelphia and four studies in progress in Raleigh, Pittsburgh, San Antonio, and Savannah. In 2011, PlaceEconomics expanded our scope of services into the planning sphere with the Rightsizing Cities Initiative, using data-based strategies to assist municipal governments and other stakeholders in older industrial cities in planning and reinvesting for more sustainable futures.

Typical economic impact analyses of historic preservation focus on heritage tourism. However, PlaceEconomics has long been committed to adapting the elements of economic impact analysis to meet changing real-world needs. Our innovative approach to measuring the economic impacts of historic preservation takes

many forms: from measuring the environmental embodied energy in Utah to quantifying foreclosures and walkability in Connecticut. Our approach means looking beyond the quantitative number of new businesses and number of rehabilitations, finding the intricate details of why historic preservation works through the voices of the downtown leaders and building owners. Our array of methodologies for measuring the economic impacts of preservation is discussed in depth in the pages below.

PlaceEconomics' expertise in preservation economics is recognized worldwide. Donovan Rypkema, Principal of PlaceEconomics, has written book chapters on economics and heritage for the World Bank, the Council of Europe, the National Trust for Historic Preservation, and others. He has authored nearly a hundred articles and papers on economics and historic preservation for a wide range of publications, including *Urban Land*, the *Journal of the American Planning Association*, *CRM*, *Preservation Forum*, and the *Journal of Commercial Bank Lending*. His book, *The Economics of Historic Preservation: A Community Leader's Guide*, is used extensively by preservationists throughout the country and has been translated into both Russian and Korean.

PlaceEconomics specializes in quality, defensible research on the economics of historic preservation that includes robust quantitative research supplemented by important qualitative findings. Our findings are presented in a clear and direct manner, making them useful to a wide range of academics, economists, mayors, state legislators, property owners, and local stakeholders. The firm is a sole proprietorship.

FIRM PROFILE: SIMILAR PROJECTS

PlaceEconomics

NEW MEXICO DEPARTMENT OF ECONOMIC DEVELOPMENT (2013)

In 2013, the New Mexico Main Street Center was struggling to convey the benefits of their 30 year + program to a scrutinizing state legislature. They hired PlaceEconomics to conduct an economic impact analysis of the statewide program and present the findings in an effective manner that could be understood by mayors, state legislators, and local stakeholders. The results of the study showed that the local, bottom-up economic development strategy of Main Street brings jobs, investment and new businesses to New Mexico downtowns. The extensive data records kept by the statewide program proved that the average amount of income generated each year by private sector investments in Main Street buildings is more than the state program has cost the to run since its inception in 1986. New Mexico Main Street also undertook a large marketing plan to share the results of the survey, with PlaceEconomics presenting to a wide variety of audiences and public appearance by Patrice Frey, the CEO of the National Main Street Center.

Reference:

Rich Williams, Director
New Mexico Main Street
Rich.Williams@state.nm.us
(505)-8270168

NORTH CAROLINA DEPARTMENT OF COMMERCE, ECONOMIC IMPACT OF STATE MAIN STREET PROGRAM (2013)

The North Carolina Department of Commerce sought to understand the economic impact of its 100 + Main Street communities. North Carolina was one of the 6 original demonstration states for the National Trust for Historic Preservation's Main Street program in 1980. The program in 2013 was reaching the \$2 billion invested in Main Street and hired PlaceEconomics to produce a definitive report on how Main Street contributes to the state's economy and local Main Street communities. The resulting report evaluates Main Street's impact on jobs and income, new businesses, and North Carolina Main Street's Solutions Fund Grant program. PlaceEconomics interpreted over 30 years of data, visited 11 towns in 3 days, and surveyed past and

present Main Street directors. The results indicate North Carolina Main Street towns showed much stronger resiliency through the recession, where in many towns more businesses opened than closed. The analysis of the Main Street Solutions Fund grants showed strong immediate impacts of the funds which spurred additional private investments, new jobs, and new businesses in addition to the project receiving the funds.

As a direct result of the study, the Governor of North Carolina awarded an additional \$500,000 to the Main Street Solutions Fund and expressed support of the State Historic Preservation Tax Credits. Local Main Street communities have also used the report to secure new grant funds.

Reference:

Elizabeth (Liz) H. Parham, CMSM, Director
Office of Urban Development
North Carolina Department of Commerce
lparham@nccommerce.com
(919)-571-4900

UTAH PROFITS THROUGH PRESERVATION, ECONOMIC IMPACT OF HISTORIC PRESERVATION IN UTAH (2013)

The Utah Heritage Foundation sought to better understand how historic preservation contributed to the state's economy. Though many people think about preservation as limited to monuments, heritage tourists, and qualitative values, it also significantly affects communities in ways that can be quantified—via its economic impact. The Heritage Foundation hired PlaceEconomics to produce a definitive report on how preservation contributes to the Utah state economy. The resulting report evaluates preservation's impact on jobs and income, heritage tourism, property values, sustainability, downtown revitalization, and fiscal responsibility, using data from the parcel level up to the aggregated statewide level.

FIRM PROFILE: SIMILAR PROJECTS

PlaceEconomics

PlaceEconomics used a variety of data analysis techniques. We collected and analyzed property value and foreclosure data on single-family properties in 5 cities to assess the correlations between historic district designation, property values, and foreclosures. More than 1 million property data points were included in this analysis. We evaluated 23 years of data from 1,237 tax credit projects and calculated the resulting private-sector investment and economic activity. We calculated direct, indirect, and induced jobs and income using the IMPLAN economic modeling system. We also managed consultants who examined the impacts of heritage tourism and preservation's connections to environmental sustainability and downtown revitalization.

The Utah Heritage Foundation has used the report to raise public awareness among citizens and elected officials.

Reference:

Kirk Huffaker
Executive Director
Utah Heritage Foundation
kirk@utahheritagefoundation.org
(801) 533-0858 ext. 105

CATALYST FOR CHANGE: THE FEDERAL HISTORIC TAX CREDIT – TRANSFORMING COMMUNITIES (2014)

As part of the effort to preserve the Federal Rehabilitation Tax Credit, the Office of Public Policy commissioned PlaceEconomics to undertake an analysis of the catalytic impact that tax credit projects have on their immediate surroundings. While this catalytic role has long been anecdotally argued, no one had conducted a systematic analysis of the phenomena. PlaceEconomics looked at projects in Baltimore and Silver Spring, Maryland; Macon and Atlanta Georgia; and Ogden and Salt Lake City, Utah. Using a variety of metric including nearby new construction, building permit data, new business licenses, increased tax revenues and others this study conclusively demonstrated that

the historic building being rehabilitated with the tax credits was far from the only beneficiary of that investment.

Reference:

Renee Kuhlman
Director Special Projects
Government Relations and Policy
National Trust for Historic Preservation
RKuhlman@savingplaces.org
540.951.1661

FIRM PROFILE: SELECTED LIST OF RECENT CLIENTS

PlaceEconomics

PlaceEconomics has recently completed or is completing economic impact studies for the following clients.

CITYWIDE ECONOMIC IMPACT STUDIES

City of Pittsburgh, Pennsylvania
City of Raleigh, North Carolina
City of San Antonio, Texas
Historic Savannah Foundation

MAIN STREET ECONOMIC IMPACT STUDIES

Iowa Department of Economic Development
Michigan Main Street Center + Michigan State Housing Development Authority
New Mexico Economic Development Department
North Carolina Department of Commerce

STATEWIDE ECONOMIC IMPACT STUDIES

Connecticut State Historic Preservation Office
Connecticut Trust for Historic Preservation
Utah Heritage Foundation

ECONOMIC IMPACT STUDIES AT THE NATIONAL LEVEL

Advisory Council on Historic Preservation
National Trust for Historic Preservation

QUALIFICATIONS OF KEY TEAM MEMBERS

PlaceEconomics

PlaceEconomics staff bring a nuanced understanding of historic preservation, as well as years of experience in data analysis, downtown revitalization, and planning. Projects are assigned to a staff member, with close supervision and extensive collaboration to take advantage of diverse specializations.

Team member resumes follow.

QUALIFICATIONS OF KEY TEAM MEMBERS

Donovan Rypkema

RELEVANT PROFESSIONAL EXPERIENCE

Principal, PlaceEconomics, Washington, DC

2001 – present

PlaceEconomics specializes in services to public and nonprofit sector clients who are dealing with downtown and neighborhood commercial district revitalization and the reuse of historic structures. Projects include evaluation of the impact of historic preservation on local and state economies, including property value change and other metrics; feasibility studies for vacant and underutilized buildings; and preservation-based planning and rightsizing in legacy cities and distressed neighborhoods.

President, Heritage Strategies International, LLC, Washington, DC

2004 – present

Heritage Strategies International provides training, technical assistance, and analysis on the economically productive use of heritage resources. HSI was formed to extend internationally the services that have been provided primarily in North America by PlaceEconomics over the past 25 years.

Lecturer, University of Pennsylvania, Philadelphia, PA

2003 – present

Teach course entitled Preservation Economics in the Graduate Program on Historic Preservation within the Graduate School of Design. Recipient of 2008 G. Holmes Perkins Award from the School of Design for Distinguished Teaching by a member of the practitioner faculty.

Principal, The Real Estate Services Group, Washington, DC

1985 – 2001

Performed real estate and economic development consulting services throughout the United States for state and local governments and nonprofit organizations with interests in a broad range of properties, from National Historic Landmark Structures to Main Street commercial centers. Specific fields of consultation included feasibility analyses for real estate acquisition and development, training in community-based development, economic revitalization of downtowns and neighborhood commercial centers, and the rehabilitation of historic structures. The firm became PlaceEconomics in 2001.

Principal, The Real Estate Services Group, Rapid City, SD

1975 – 1985

Developed and managed residential, office, retail and National Register properties. Completed appraisals of over 1500 properties, including residences, office and apartment buildings, farms, ranches and athletic facilities.

EDUCATION

M.S., Historic Preservation, Columbia University, 1985

Thesis: *Economics of Preservation: A Comparison of Building Costs – Rehabilitation vs. New Construction*

B.A., Political Science, University of South Dakota, 1970

AWARDS

2008 G. Holmes Perkins Award for Distinguished Teaching (University of Pennsylvania)

2012 Louise du Pont Crowninshield Award for lifetime contribution to historic preservation (National Trust for Historic Preservation)

SELECTED PUBLICATIONS

Monographs and Working Papers

Heritage Conservation in America. Washington, DC: Heritage Strategies International, 2011.

Public-Private Partnerships and Heritage: a Practitioner's Guide. Washington, DC: Heritage Strategies International, 2011.

An Investor Looks at an Historic Building. Dollars & Sense. Washington, DC: National Trust for Historic Preservation, 1996.

QUALIFICATIONS OF KEY TEAM MEMBERS

Donovan Rypkema (con't)

The Economics of Rehabilitation. Information Bulletins. Washington: National Trust for Historic Preservation, 1991.

PUBLISHED REPORTS (SELECTED)

Population Change in Historic Neighborhoods. With Cara Bertron. Advisory Council on Historic Preservation, 2012.

Historic Preservation and Rightsizing: Current Practices and Resources Survey. With Cara Bertron. Advisory Council on Historic Preservation, 2012.

Measuring Economic Impacts of Historic Preservation. With Caroline Cheong. Advisory Council on Historic Preservation, 2011.

Investment in Connecticut: The Economic Benefits of Historic Preservation. With Caroline Cheong. Connecticut Commission on Culture and Tourism, 2011.

Historic Preservation and Affordable Housing: The Missed Connection. National Trust for Historic Preservation, 2003.

Economic Benefits of Historic Preservation in Colorado. With Clarion Associates. Colorado Historical Foundation, 2002.

Profiting from the Past: The Impact of Historic Preservation on the North Carolina Economy. Preservation North Carolina, 1998.

Preservation & Property Values in Indiana. Historic Landmarks Foundation of Indiana, 1997.

Historic Preservation and the Economy of the Commonwealth: Kentucky's Past at Work for Kentucky's Future. Kentucky Heritage Council, 1997.

Community Initiated Development: Coming to the Table with Credibility. With Elizabeth Jackson. National Main Street Center, 1996.

SELECTED BOOKS AND BOOK CHAPTERS

"Heritage Conservation and Property Values." In *The Economics of Uniqueness: Investing in Historic City Cores and Cultural Heritage Assets for Sustainable Development*. Washington, DC: World Bank, 2012.

"Economics and the Built Cultural Heritage." In *Heritage and Beyond*. Strasbourg: Council of Europe Publishing, 2009.

"Cultural Heritage and Sustainable Economic and Social Development." In *European Legislation and Cultural Heritage*. Brussels: European Working Group on EU Directives and Cultural Heritage, 2006.

The Economics of Historic Preservation: A Community Leader's Guide. Washington, DC: National Trust for Historic Preservation, 1994, second edition 2005.

"Globalization, Heritage Buildings, and the 21st Century Economy." In *21st Century Opportunities and Challenges*. Washington, DC: The World Future Society, 2003.

"Elements of Success in Downtown Revitalization." In *The Mayors' Institute: Excellence in City Design*. Washington, DC: National Endowment for the Arts, 2002.

OTHER

Feasibility Analysis of Historic Buildings. Washington, DC: National Trust for Historic Preservation, 2007.

Feasibility Assessment Manual for U.S. Army Historic Buildings. Washington, DC: U.S. Army Office of Historic Properties, 2001.

Community Initiated Development. Washington, DC: National Main Street Center, National Trust for Historic Preservation, 1992.

QUALIFICATIONS OF KEY TEAM MEMBERS

Briana Paxton

RELEVANT PROFESSIONAL EXPERIENCE

Research Associate and GIS Specialist, PlaceEconomics, Washington, DC 2013 – present

Conduct research and compile data for economic impact studies and rehabilitation incentives projects. Work includes GIS analysis, US Census and Bureau of Labor Statistics data extraction, interviewing stakeholders and corresponding with clients. Assist with analysis and writing of reports and presentations.

Conservation Intern, Fairmount Park Historic Preservation Trust, Philadelphia, PA 2012 – 2013

Performed physical restoration work repairing historic wood windows, floors, and porches. Cleaned and repointed historic masonry steps and walls. Assisted with graffiti removal.

Restoration Department Intern, Old Salem Museums & Gardens, Winston-Salem, NC 2012

Authored a quality of life impact analysis evaluating the impact of the museum on the Winston-Salem area. Work included developing a quality of life framework, surveying visitors and residents, interviewing stakeholders and evaluating museum policies.

Teaching Assistant and Research Intern, College of William and Mary 2009-2011

Served as teaching assistant for GIS class during the school year. During summer 2010, served as lead student research intern for the School Attendance Boundary Information Systems (SABINS) integrating US Census data with school attendance boundaries nationwide.

Historic Preservation Intern, City of Newton Planning Department, Newton, MA 2009

Conducted archival and deed research, and researched and updated architectural history walking tours of Newton's thirteen villages.

Municipal Office Intern, Town of Woodstock Municipal Office, Woodstock, VA 2007-2008

Assisted Director of Planning and City Manager with municipal planning activities. Work included erosion and sediment control site inspections, grease trap inspections, and tall grass inspections. Handled paperwork for Streetscape project.

EDUCATION

M.S., Historic Preservation, University of Pennsylvania, 2013

Thesis: *Living with Living History: The Impact of Old Salem Museums & Gardens on the Quality of Life in Winston-Salem, North Carolina*

Awarded: Ilona English Travel Award

B.A., Built Environment with specialization in Historic Preservation, The College of William and Mary, 2011

Honors Thesis: *What about Braxton Court?: Historic Preservation in Williamsburg, Virginia*

OTHER SKILLS

Programs

Microsoft: Word, Powerpoint, Excel, Publisher, Access

Adobe: InDesign, Photoshop, Illustrator

ArcMap GIS, QGIS, AutoCAD, Google SketchUp, R.S. Means Costworks

Abilities

Significant research, writing, analytical and presentation skills. Organizational skills, architectural conservation and restoration, deed and archival research, Historic American Building Survey (HABS) documentation, real estate economics, pro-forma analysis, stakeholder engagement, community surveying, photography.

QUALIFICATIONS OF KEY TEAM MEMBERS

Cara Bertron

RELEVANT PROFESSIONAL EXPERIENCE

Director of Rightsizing Cities Initiative, PlaceEconomics, Washington, DC

2011 – present

Conduct research and surveys around historic resources and long-range planning in older industrial cities; develop practical tools, reports, and policy recommendations to integrate heritage in rightsizing plans and processes.

Real Estate Lab Coordinator, SCIDpda, Seattle, Washington

2012 – present

Develop creative ways to use historic buildings and vacant properties in the Chinatown International District to benefit community members and property owners. Projects include real estate feasibility studies, community planning processes, grantwriting, and proactive responses to local policy changes.

Research Associate, University of Pennsylvania, Philadelphia, Pennsylvania

2011 – 2012

Developed historic resource survey framework to inform citywide planning process in Philadelphia and other large-scale planning initiatives; designed, supervised, and evaluated pilot survey of more than 30,000 properties.

Development Intern, People's Emergency Center CDC, Philadelphia, PA

2011

Collected and analyzed data for commercial corridor market study; evaluated rehabilitation incentives; conducted outreach to business owners through face-to-face interviews and designing brochures.

Cultural Resource Specialist, Page & Turnbull, San Francisco, California

2006 – 2009

Wrote preservation plan for Charleston, South Carolina (recipient of 2009 National Trust Honor Award); surveyed and evaluated buildings in four major historic resource surveys using GIS; completed Historic Resource Evaluation Reports and Secretary of the Interior's Standards for Rehabilitation project evaluations.

Research Fellow, Stanford University Planning Office, California

2005

Planned and conducted extensive archival research on Stanford campus residential development; wrote detailed historic context statement and shorter focused reports.

EDUCATION

M.S., Historic Preservation, Certificate in Urban Redevelopment, University of Pennsylvania, 2011

Thesis: *Between a Rock and a Historic Place: Preservation in Postindustrial Urban Planning*

Awarded: Elizabeth Greene Wiley Award for Outstanding Promise, departmental academic fellowships, Ilona English Travel Award, Binder Travel Fellowship

B.A., Urban Planning, Stanford University, 2005

Awarded: B.A. with Distinction, independent research grant, Phi Beta Kappa

PROFESSIONAL ACTIVITIES

Co-founder and Convener, Preservation Rightsizing Network, 2013 – present

Penn Historic Preservation Alumni organization, 2011 – present

Next City Vanguard, 2011

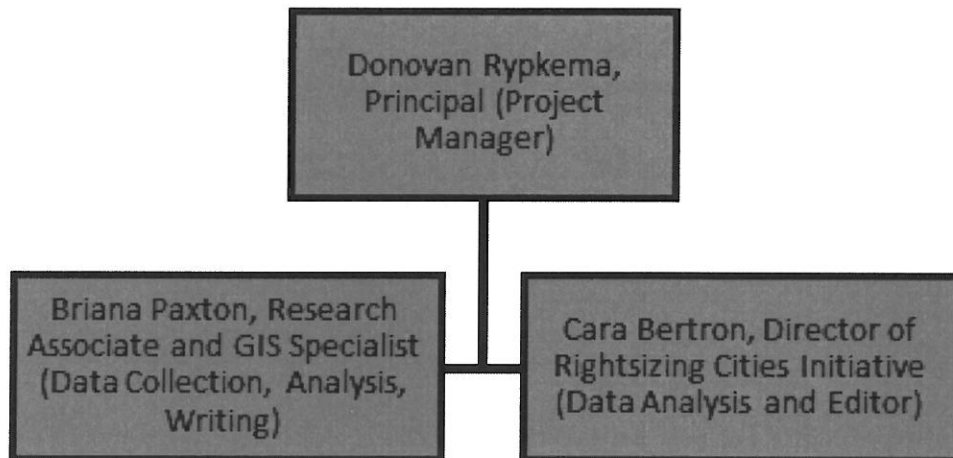
OTHER SKILLS

Experience working in diverse, low-income communities; proficient in ArcGIS, QGIS, Adobe Creative Suite, and Microsoft Office.

PROJECT RESPONSIBILITIES

PlaceEconomics

Donovan Rypkema will be the project manager for this study. He will create the econometric model and closely supervise Briana Paxton in data collection, and both will conduct data analysis and report-writing. Cara Bertron will assist with data analysis and edit the completed report.



PROJECT APPROACH

PlaceEconomics

PlaceEconomics' extensive experience with economic impact analyses pays off in an efficient, comprehensive approach. We are exceptionally familiar with historic preservation tax credit programs at the state and national level and the catalytic impacts of those projects.

In West Virginia, we will begin by working closely with the WV SHPO staff to collect a bevy of data from the last ten years (or as far back as data is available). This early data collection and analysis will inform our initial meetings with WV SHPO, interviews with key stakeholders at the state level, and discussions about refining the research scope (see Flexible Research Plan, below). It will also help identify information gaps and opportunities for on-site research, including selecting the case studies, which will be completed during a reconnaissance visit.

Field visits to at least four case study communities will be completed. The information and interviews during these visits will add an invaluable qualitative component to the study. We are practiced in weaving data and stakeholder stories together into compelling narratives that add a human angle – both as standalone snapshots and integrated with the robust quantitative information represented in the rest of the report.

Our review process ensures that the final report will be comprehensive, accurate, concise, and understandable for audiences ranging from historic preservation professionals to state legislators and mayors to laypeople. We understand that quality research and analysis must be accessible to be useful to WV SHPO. We are committed to delivering final products that offer top-notch, defensible analysis that is also understandable and directly applicable.

PROJECT APPROACH BY TASK

- Economic impact of state and federal tax credit usage in WV 2004-2014
 - Jobs and income
 - Sustainability
- Economic impact of state development grant program
 - Jobs and income
- Analysis of piggyback effect of tax credit – grant program
 - Determine use of tandem programs outweighs loss of state revenue
- Develop econometric model and methodology for WV SHPO
 - Survey form for tax credit recipients suitable for annual updates
 - Collects appropriate information for ongoing analysis of economic impact of completed projects
- Minimum of four case studies from urban and rural areas
 - Catalytic impact of project
 - Qualitative interviews

PROJECT APPROACH

PlaceEconomics

FLEXIBLE RESEARCH PLAN

We will undertake all of the tasks included in the Request for Quotation and completed the requested deliverables. Based on our experience with nearly a dozen economic impact studies, the specifics of exactly what, how, and even to an extent where that research is conducted should be deferred until the client and the consultant have begun the process.

For example, in the Connecticut property values study we completed, the RFP did not call for looking at foreclosure data, which—in the end—was one of the most important findings. Similarly, the RFP for the Connecticut economic impact study made no mention of walkability, yet that section of the final report revealed important, previously unrecognized contributions of historic preservation. To deliver the best analysis possible, we hope to work with WV SHPO in fine-tuning the research and the methodology during the initial stage of this project.

DELIVERABLES

- Draft of report products (econometric model, formal technical report, and non-technical report) for review by WV SHPO
- Written illustrated report (including text, graphics, design and layout)
- Electronic copy of the technical report and user-friendly report (PDFs)
- PowerPoint presentation of the findings for use by WV SHPO
- Three printed copies of the technical report

WORKPLAN

- Data Collection
- Reconnaissance Visit
 - On-site meetings and staff interviews
 - WV State government interviews
 - On-site data collection
 - Agreement on final research areas, methodologies, and case studies with client
- Data Analysis
- Case study field visits and interviews
- Writing and editing
- Draft report to WV SHPO staff
- Incorporation of comments in final draft
- Design and layout
- On-site presentations of report findings
- Final report and presentation submission

TOTAL PROJECT ANTICIPATED TO TAKE 4 TO 6 MONTHS. STARTING TIME AND TIMELINE BENCHMARKS TO BE NEGOTIATED.

PRICING PAGE

PlaceEconomics

PRICING PAGE FOR DCH14085		
ITEM #	DESCRIPTION	BID PRICE
1	ANALYSIS OF TAX CREDIT PROGRAM	\$19,000
2	ANALYSIS OF STATE DEPARTMENT GRANT PROGRAMS	\$9,500
3	ANALYSIS OF PIGGYBACK EFFECT	\$6,000
4	ECONOMIC MODEL AND METHODOLOGY	\$8,000
5	FINAL REPORT	\$9,000
6	NON-TECHNICAL REPORT	\$5,500
7	PUBLIC PRESENTATIONS	\$4,000
	TOTAL COST	\$61,000

VENDOR NAME:

ADDRESS: PO BOX 7529, WASHINGTON, DC 20044

FAX #: NONE

PHONE #: 202-588-6258

E-MAIN ADDRESS: DRYPKEMA@PLACEECONOMICS.COM

REMIT TO ADDRESS: SAME AS ABOVE

SIGNATURE: _____




DATE: 21 JULY 2014

CERTIFICATION AND SIGNATURE PAGE

PlaceEconomics

By signing below, I certify that I have reviewed this Solicitation in its entirety, understand the requirements, terms and conditions, and other information contained herein; that I am submitting this bid or proposal for review and consideration, that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that to the best of my knowledge, the bidder has properly registered with any State agency that may require registration

PlaceEconomics
(Company)


(Authorized Signature)

Donovan Rypkema, Principal
(Representative Name, Title)

(202) 588-6258
(Phone Number)

21 July 2014
(Date)