



August 16, 2016

Ms. Kathleen Shipman
Purchasing Manager
City of Maricopa
39700 W. Civic Center Plaza
Maricopa, Arizona 85139

Re: Best and Final Offer for RFP 16-12 Economic Development Strategic Plan

Dear Ms. Shipman,

Pursuant to your e-mail, this letter provides our best and final offer to the City of Maricopa for the above RFP and our proposed scope of work.

First, we feel it is important to again share that the proposal we submitted reflected a substantial reduction in what we typically command for similar work because of the long-term history and relationship that Elliott D. Pollack & Co. and IO.INC have had with the City of Maricopa. It is a relationship that we treasure.

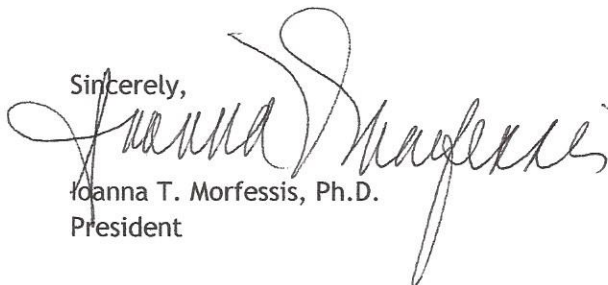
As we shared in our interview with the Maricopa Selection Committee on August 9th, our price for this same level of work for other municipalities typically ranges from \$87,500 to \$90,000. Based on the depth of services we proposed in our submission to the City of Maricopa, as well as the \$65,000 price that we offered, it was our intent to demonstrate the importance of our relationship with and the authenticity of our commitment to Maricopa.

In the spirit of partnership and to further underscore our desire to work with the City of Maricopa in this critically important endeavor, we will deliver the same scope of services for a price of \$62,500.

Please do not hesitate to contact me if you have any questions.

Thank you again for the honor of inclusion in this process.

Sincerely,



Joanna T. Morfessis, Ph.D.
President