

September 24, 2013

Ms. Lisa Goodman
City of Tempe
Financial Services/Procurement Office
20 East Sixth Street (2nd Floor)
Tempe, Arizona 85281

Re: Solicitation No: 14-054, Development Consultants

Dear Ms. Goodman:

Gruen Gruen + Associates ("GG+A") is pleased to submit this proposal to continue to provide development advisory services to the City of Tempe. Since 2008, GG+A has served the City of Tempe on a variety of assignments related to the evaluation of the use of City-owned property, development proposals, and the costs and benefits of the use of incentives to bridge feasibility gaps to encourage the attraction, retention, and expansion of retail, hotel, and other land uses and activities. We hope that our track record of service to the City of Tempe has demonstrated our ability to contribute insightful and accurate market research and real state economic and impact analysis to inform staff and decision-makers of the market, economic, and fiscal ramifications of the development alternatives and policy options available to the City. We have also successfully stood by our findings and recommendation, testifying in litigation challenging a city tax incentive (for the Sea Life Aquarium) that was ultimately upheld as valid based on GG+A's analysis and opinion of the proposed development agreement.

The urban economists, market strategists, and financial analysts of GG+A are proud of the reputation we have established over the past 43 years for independent, objective policy analysis, real estate market research, financial and economic analysis, economic and fiscal impact analysis, public asset management planning, and development and transaction implementation support.

GG+A also has considerable experience programming surplus real estate assets owned by the State of California and other public entities for disposition, reuse, and redevelopment and evaluating, selecting, and negotiating with developers on the disposition, reuse, and redevelopment of public real estate assets. When working for municipalities and other public agencies, the market research and real estate economic analysis conducted by GG+A frequently programs what goes into land use regulating and strategic action plans so that the whole of the development guided by the plans will equal more than the sum of the individual parts. By identifying the highest and best re-use of the property, quantifying the re-use value in advance of the marketing of the property and obtaining community and government agency support as part of the planning and disposition process, the uncertainty about what program constitutes the property's highest and best use and regulatory uncertainty is eliminated. Therefore, bidders do not discount their offers and the selected buyers pay "retail" prices rather than "wholesale" prices for the property and develop creative projects.



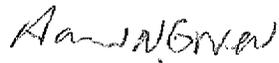
GRUEN GRUEN + ASSOCIATES
1121 LAKE COOK ROAD, SUITE A
DEERFIELD, IL 60015

TEL (847) 317-0634
FAX (847) 317-0643
MIDWEST@GGASSOC.COM

Ms. Lisa Goodman
September 24, 2013

We look forward with enthusiasm to the possibility of continuing to serve the City of Tempe on an as-needed, when-needed basis. Should you have any further questions about our submission or firm qualifications, please do not hesitate to contact us.

Sincerely,



Aaron Gruen
Principal
agruen@ggassoc.com
(847) 317-0634



SECTION 3: FEE SCHEDULE

FEE SCHEDULE

Our charges for professional services are based on the actual time devoted to your project by our personnel billed at standard rates. Expenses such as for travel, communication, and report reproduction shall be invoiced at their cost.

**GRUEN GRUEN + ASSOCIATES 2013 BILLING RATES
(through December 31, 2013)**

<u>Staff</u>	Standard Hourly Rate \$
Aaron N. Gruen, Esq., Principal	225.00
Debra L. Jeans, Principal	225.00
Claude Gruen, Ph.D., Principal Economist	350.00
Nina J. Gruen, Principal Sociologist	350.00
Andrew Ratchford, Senior Analyst	125.00
Research Assistants/Research Associates	65.00 – 100.00
 <u>Support</u>	
Administrative Assistants	45.00 - 85.00
 <u>Partial Consultant List</u>	
Dr. Geoffrey Hewings	225.00
 <u>Interviewers and Coders</u>	
	Twice hourly rates.
 <u>Testimony and Deposition Rate</u>	
	25% over standard rate for deposition or court testimony with no split days.



Vendor's Offer

Form 201-B (RFP)

"Return this Section with your Response"

It is required that Offeror complete, sign and submit the original of this form to the City Procurement Office with the proposal response. An unsigned "Vendor's Offer", late proposal response and/or a materially incomplete response will be considered nonresponsive and rejected.

Offeror is to type or legibly write in ink all information required below.

Company Name:	Gruen Gruen + Associates LLC				
Company Mailing Address:	1121 Lake Cook Road, Suite A				
City:	Deerfield	State:	IL	Zip:	60015
Contact Person:	Aaron Gruen		Title:	Principal	
Phone No.:	847-317-0634	FAX:	847-317-0643	E-mail:	agruen@ggassoc.com
<u>Company Tax Information:</u>					
Arizona Transaction Privilege (Sales) Tax No.:	_____ or				
Arizona Use Tax No.:	_____				
Federal I.D. No.:	36-4341694				
City & State Where Sales Tax is Paid:	_____				
If a Tempe based firm, provide Tempe Transaction Privilege (Sales) Tax No.:	_____				

THIS PROPOSAL IS OFFERED BY

Name of Authorized Individual (TYPE OR PRINT IN INK) Aaron Gruen

Title of Authorized Individual (TYPE OR PRINT IN INK) *Aaron Gruen*

REQUIRED SIGNATURE OF AUTHORIZED OFFEROR (MUST SIGN IN INK)

By signing this Vendor's Offer, Offeror acknowledges acceptance of all terms and conditions contained herein and that prices offered were independently developed without consultation with any other Offeror or potential Offeror. In accordance with A.R.S. 35-393, et seq., the Offeror hereby certifies that it does not have scrutinized business operations in Iran or Sudan. Failure to sign and return this form with proposal response will be considered nonresponsive and rejected.

Aaron M. Gruen
Signature of Authorized Offeror

9/23/13
Date

(II/RFP 3-2008)

RFP #14-054